

FUTURE OF RADIO HELD PROMISING

Don't Oversell Phonevision, FCC Tells Zenith

Medium Not "Just Around Corner," Firm Warned

Washington Bureau of RADIO DAILY
 Washington—The FCC yesterday called Zenith Radio to account for overselling phonevision. The company's attempt to target other manufacturers to install phonevision decoders in radio sets, and public advertisements holding that phonevision is around the corner, the Commission said, may be

(Continued on Page 7)

Station Discontinues Horse Racing Info.

Washington Bureau of RADIO DAILY
 Washington—WTUX, Wilmington, Delaware, told the FCC this week that it has discontinued all broadcasts of horse-racing information, and asked permission to include this information of the record now before the Commission on WTUX broadcasts. Renewal of the WTUX license has been an issue

(Continued on Page 6)

"Hidden Mike" Technique For WNBC Kiddie Show

A unique children's program called "Children Should Be Heard," featuring a series of "hidden microphone" recordings of youngsters giving their ideas on the attainment

(Continued on Page 2)

Will Discuss TV Service Problems

Philadelphia—The problem of weeding out unscrupulous TV servicemen in the Philadelphia area will be discussed by members of the Television Contractors Association at a meeting which will be held tonight at TCA headquarters here. The meeting was called by Paul V. Forte, TOA executive secretary, who has been making a study of TV service for the association. Among those who will be heard will be Albert M. Haas, president and Jack Phillips, secretary, who recently attended a national organizational meeting of TV servicemen in Chicago.

Educational Program Taped For Teaching Radio-TV Support Cited By Cancer Fund

Tape recordings of leading NBC public service programs will be made available to schools throughout the country for educational purposes by the network and the State of Minnesota's Department of Education, it was announced yesterday. The plan to make these taped broadcasts available to schools throughout the country at no charge was worked out by Sterling W.

(Continued on Page 8)

An expression of thanks for support of the American Cancer Society's recent drive has been given to radio and television by the society's director of radio and TV, Walter King. Says King: "The radio stations and networks have been extremely generous with time given us for special programs and messages. They have been characteristically enthusiastic and ingenious

(Continued on Page 4)

Smith Heads ANA Group On Radio-TV Relationship

William Brooks Smith, director of advertising of Thomas J. Lipton, Inc., has been named chairman of the Association of National Advertisers' radio and television steering committee. Paul B. West, ANA president, announced yesterday. Smith

(Continued on Page 2)

Blames Radio For Decline Of Baseball Boxoffice

Montgomery, Ala.—Inactive turnstiles at baseball games in the Southeastern League are blamed on radio broadcasts. Southeastern League President Stuart X. Stephenson, placing the blame on radio for the box office drops, hinted at

(Continued on Page 2)

Foreign-Language Programs On 384 Outlets In 33 Tongues

Washington Bureau of RADIO DAILY
 Washington—An NAB study released yesterday counts regular foreign-language programs in 33 tongues on 384 American radio stations. These stations were among 1,779 replying to NAB questionnaires regarding their programming in the week of March 19. The list, which does not include foreign language lessons broadcast by stations, shows regular programs in Albanian, Arabic, Armenian, Bo-

hemian, Chinese, Croatian, Czech, Danish, Finnish, French, Gaelic, German, Greek, Hungarian, Italian, Irish, Japanese, Jewish, Lithuanian, Norwegian, Polish, Portuguese, Rumanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Syrian, Ukrainian, Yiddish and Yugoslav. Total-time foreign language programs varied from less than one hour a week to more than 25 hours

(Continued on Page 2)

AFA Convention Speaker Proves Optimistic

Detroit — An optimistic future for radio was forecast yesterday at the 46th annual convention of the Advertising Federation of America by J. S. Stolzoff, vice-president of The Cramer-Krasselt Company of Milwaukee. Stolzoff was one of five speakers on a panel discussing "How to Get the

(Continued on Page 4)

Ziv Ups Sales Staff; Will Add Sixty Men

Plans to expand the sales force of the Frederic W. Ziv Company by adding "at least 60 more salesmen by January 1, 1951," were announced yesterday by John L. Sinn, executive vice-president of the transcribed-syndicated program service in New York. Two factors were given by Sinn as reasons for the expansion. One is the record breaking increase in Ziv

(Continued on Page 6)

Knowlson Re-elected Stewart-Warner Prexy

Chicago — James S. Knowlson, chairman of the board and president of Stewart-Warner Corporation, and all other officers were re-elected at a meeting of the board of directors

(Continued on Page 2)

26th Anniversary

Twenty-six years of successful broadcasting were completed this week by KFQD in Anchorage, Alaska. KFQD, first in Alaska and eleventh commercial station in the United States to be licensed, began broadcasting on May 27, 1934. Later, KFQD and other stations formed the Alaska Broadcasting System. Six stations are now on the web.

Honored

Jacques Manachem, director of the International Exchange Bureau of Radiodiffusion Francaise, has been made a Grand Officer in the Order of Orange-Nassau by Queen Juliana of the Netherlands. The order was conferred for Manachem's work toward peace through the International Goodwill Network of the French broadcasting system.



Established Feb. 9, 1937

Vol. 51, No. 43 Thur., June 1, 1950 10 Cts.

JOHN W. ALICOATE : : Publisher

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

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

WEST COAST OFFICES
Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

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

CHICAGO BUREAU
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

SOUTHWEST BUREAU
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491

ROME BUREAU
John Pordlearl
Ludovisi 16

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

FINANCIAL

(May 31)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Sign Western Star

The World Broadcasting System has just signed Johnny Bond, the western singing star, to an exclusive two-year contract.



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 Licenses.

Address inquiries to Placement Director

RCA INSTITUTES, Inc.

880 W. 4th St., New York 14, N. Y.

Smith Heads ANA Group On Radio-TV Relationship

(Continued from Page 1) succeeds A. N. Halverstadt of the Procter & Gamble Company.

The committee is currently engaged in making an evaluation of the relationship between radio and television as advertising media. The new committee chairman has been with Lipton since the war and prior to service in the Army, Smith was assistant to the president of Kenyon and Eckhardt.

Other members of the ANA Radio & Television Steering Committee are: Howard M. Chapin, General Foods Corp.; Joseph M. Allen, Bristol-Myers Company; Rex M. Budd, Campbell Soup Company; Stanley I. Clark, Sterling Drug Company; A. S. Dempewolf, Celanese Corporation; Gordon Eldredge, Ford Motor Company; Patrick H. Gorman, Philip Morris & Co., Ltd.; Robert M. Gray, Esso Standard Oil Co.; Donald B. Hause, Armour & Co.; Robert Healy, Colgate-Palmolive-Peet Co.; C. J. Hibbard, Pet Milk Sales Corp.; J. K. Hough, Goodyear Tire & Rubber Company; F. Merle Johnson, General Motors Corp.; Robert T. Kesner, Coca-Cola Company; Stanley I. Manson, Stromberg-Carlson Company; J. Ward Maurer, The Wildroot Company; A. J. McGinness, Firestone Tire & Rubber Company; R. J. Piggott, Grove Laboratories; Henry Schachte, The Borden Company; Edward G. Smith, General Mills, Inc.; William M. Stedman, American Home Products Corp., and George T. Duram, Lever Brothers Company.

Knowlson Re-elected Stewart-Warner Prexy

(Continued from Page 1) held last week in Chicago. The other officers are: Frank A. Hiter, senior vice-president; George L. Meyer, Jr., vice-president; Arden W. Le Fevre, vice-president; Wilfred Reetz, controller; Fred P. Kirch, treasurer and J. I. Minter, secretary.

The directors also voted a 25-cents per share cash dividend on the \$5 par value common stock. The dividend is payable July 8 to stockholders of record at the close of business on June 16. Similar dividends were paid January 7 and April 8.

Blames Radio For Decline Of Baseball Boxoffice

(Continued from Page 1) curtailment of baseball broadcasts of future loop games. The League includes Alabama, Mississippi and Florida towns.

Stephenson said the first 30 days of the 1950 season showed a decrease for the same period last year and added that "many of the clubs now broadcasting home games may be compelled to discontinue." The most surprising phase of the early business report, Stephenson said, was the attendance decline in the larger cities.

"Hidden Mike" Technique For WNBC Kiddie Show

(Continued from Page 1)

ment of peace and security, will debut over WNBC on June 15, 7:30-8:00 p.m. Preparing the series, Helen Parkhurst, founder of the Dalton School in New York, will query the small fry on their theories of peace, especially as regards the concept of "one world."

Adult questions on the subject of prejudice, brotherly love, conditions of children, food and languages will be addressed each week to the youngsters, ranging between 7 and 14 years old. Their answers will be recorded so that they may speak their minds without the consciousness of a listening audience and at hours which may be most convenient to them.

Two Join WSAM Staff

Two new appointments at WSAM (AM and FM), NBC affiliate in Saginaw, Mich., include: Jack Parker, as director of station operations, and Meredith Kroener as director of facilities and research for the Saginaw Broadcasting Co. Parker, formerly with WSAM, is currently with KCRG, Mutual affiliate in Cedar Rapids, Iowa. Koerner, associated with WSAM for the past four years, was previously with WSBT, South Bend, Ind. Announcement of the appointments was made by Milton Greenbaum, pres. of the Saginaw Broadcasting Co.

'Language' Program On 384 U. S. Stations

(Continued from Page 1)

a week. The NAB study is key to show, in its lists, the approximate amount of time devoted to the foreign language broadcasts and days of the week on which they are heard. It will be mailed to all radio time buyers in agencies, to the Department of State, the United Nations and producers of foreign language transcriptions for radio.

Public Opinion Experts To Gather In Illinois

Leaders in market and opinion research from all over the United States and many foreign countries will gather at Lake Forest, Ill., from June 15 to 20 for the joint conferences of the American and World Associations for Public Opinion Research.

Among the topics for discussion the "Psychological Impact of New Paper and Radio Advertisement" Hans Zeisel of McCann-Erickson will speak on utilization of research by advertising agencies. Also, research in communications will be taken up by Thomas Coffin of NBC and Ben Gedalecia of ABC. Other speakers include: Paul Lazarsfeld, George Gallup, Oscar Katz of CBS and Elmo Roper.



"But will WITH move goods?"

Boss, you asked the key question! Moving goods is what W-I-T-H is best at. And at such low cost!

You see, W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that W-I-T-H produces real low-cost results. That means that a little money goes a long way on W-I-T-H.

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



BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

The Mailbag

TBA Endorsement

"The campaign which you and RADIO DAILY have instituted to root out the evils which exist with respect to servicing of television receivers merits the highest commendation. Such a campaign should be pursued with continuing vigor, and a day-to-day articles which have appeared in RADIO DAILY on this subject would indicate that you have a course of unrelenting persistence.

Ineffectual servicing and a careless disregard for promises made to customers not only hits the public, but the ramifications of such wanton policies are felt all the way down the line, including TV stations, agencies and sponsors. Every television set that is improperly serviced and which fails to operate satisfactorily means one less family of viewers. The healthy growth of television broadcasting is dependent entirely on the continuing increase in receiver circulation.

Campaigns of the type you have started, plus the efforts of the Better Business Bureau, both of which give the blessings of TBA, can do much to sound the knell for unscrupulous elements which must be rooted out and eliminated from the scene.

With highest regard for your candid publication, I am

Sincerely
 J. R. Poppele
 President
 Television Broadcasters Assn., Inc.
 500 Fifth Ave.
 New York City

Crosley Exec. Comments

I have carefully read the headline article on "TV Set-Service Uses Revealed," and I definitely agree with your editorial comments. It is high-time the manufacturers do something to stop this type of "gyp" service operation as all reflects on the industry and I seriously curtail sales and do a great amount of damage to the radio industry.

We are giving this matter very serious consideration and are planning ways and means to stop this type of "gyp" operation and help provide competent service for the industry.

I presume some of this type of thing can be expected in an industry which has grown so rapidly in television, and it definitely must be stopped so as not to retard further progress.

Thank you for bringing the article to my attention."

Yours very truly
 J. W. Craig
 Vice-President & Gen. Mgr.
 Crosley Division
 AVCO Manufacturing Corp.

AGENCY NEWSCAST

... personnel, sponsors and notes

JOHN HALPERN has joined Pedlar & Ryan, Inc. as assistant radio and television director. He was formerly with Erwin, Wasey & Company in a similar capacity.

ANTHONY C. DE PIERRO has been elected a vice-president of Geyer, Newell & Ganger. Before joining the agency in June of 1949 as media director, De Pierro held the post of media director for Buchanan Company.

ABBOTT KIMBALL of Abbott Kimball Co., Inc. has been named chairman of the committee of the board on press relations for the American Association of Advertising Agencies. Other members of the committee are: Winthrop Hoyt of Charles W. Hoyt Company, Inc. and Earle Ludgin of Earle Ludgin & Company, Chicago.

CHARLES SCHAFER has been appointed director of public relations and sales promotion for Brisacher, Wheeler & Staff. He was formerly sales promotion manager of Crosley Distributing Corporation.

CLEARCOUP CORPORATION of Minneapolis to Fred Gardner Company, Inc.

EDWARD RATNER has been named copy chief of Product Service Group, Inc. He was formerly copy chief of Bergmann-Jarrett.

Alabama Broadcasters Set State Headquarters

State headquarters for the Alabama Broadcasters Assn. will be established at the University of Alabama on June 1. Under an arrangement worked out between the ABA and the University's Extension Division, office space, equipment, personnel, and other facilities and services will be available for the ABA. In announcing the new headquarters, Bert Bank, ABA proxy and gen. mgr. of WTBC, Tuscaloosa, revealed that the office will be staffed full-time and will also have the services one day a week of script-writer LeRoy Bannerman of the University's Radio Broadcasting Services.

Gets NCCJ Citation

WOR's "Dorothy and Dick" yesterday received a citation from the women's division of the New York region of the National Conference of Christians and Jews for their civic service and "for practicing in their daily lives the principles of family responsibility in rearing children of goodwill." The pair—Dorothy Kullgren and her husband Dick Kollmar—received the award at the division's third annual institute at the Hotel Pierre.

SPICE ISLAND, INC., processor of herbs, spices and vinegars, to Brisacher, Wheeler & Staff. Robert Van Norden is account executive.

PAUL V. FORTE, executive secretary of the Television Contractors Association of Philadelphia, has prepared A Television Service Guide for distribution through dealers to consumers.

THE ADVERTISING COUNCIL will conduct a national campaign in the near future to promote familiarity with the Hoover Commission Report. J. Walter Thompson will be the volunteer agency for the campaign.

HADLEY C. GALLEHER, account executive, has been elected vice-president of the Knight Advertising, Inc., Columbus, O.

RALF C. KIRCHER, president of Kircher, Helton and Collett, Inc., Dayton, O., advertising agency, has been named director of the advertising bureau of the United World Federalists, Inc., New York City, serving on a volunteer basis without pay. He will divide his time between the two cities.

SAN FRANCISCO

By NOEL CORBETT

JAC WILLEN, one-time RADIO DAILY Hollywood correspondent, now working out of cinematown on motion picture promotion, here to thump for "Dead on Arrival."

Mary McKenzie has replaced Mrs. Eleanor Guy as secretary to Lewis Martin at KCBS. Mrs. Guy is expecting a little one.

Henry J. Taylor, ABC commentator, spoke at the Ad Club.

KNBC executives will be on the faculty of the Stanford-NBC Summer Radio-TV Institute (June 22-August 19 at Stanford). John W. Elwood, general manager of KNBC; George Greaves, assistant general manager; Paul Speegle, program director; John Thompson, manager of news and public affairs, and others will participate.

According to KCBS newsletter "Barbara Ruben and Carol Haggland have been employed as page page girls." The mail must move—chop chop!

Mrs. Shirley Smith, KCBS promotion writer is expecting and resigning. Husband is Edward Smith, art director for KGO-TV.

Paul Speegle, erstwhile Chronicle radio editor, and now program manager of KNBC was host at the Press Club when Georgie Jessel spoke.

for profitable selling **INVESTIGATE**

WDEL

WILMINGTON
DELAWARE

WGAL

LANCASTER
PENNSYLVANIA

WKBO

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PENNSYLVANIA

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READING
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WORK

YORK
PENNSYLVANIA

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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



Says Radio Use Rises In Store Advertising

(Continued from Page 1)
Most From Your Advertising Dollar.

The department store official said that while small local advertisers had used radio with great success, the large local advertiser and the regional and small national advertiser had often "shied away from radio, raising that institutional objection" or used other media. "Today," he continued, "that picture is changing." He cited as examples of successful campaigns used by these groups and declared: "By the end of 1950, you will see an increasing number of department store advertisers using radio time in large quantities, to secure leads for their outside selling crews.

"Radio station operators, advertisers, and agencies," he said, "who have gotten into the field of radio as a direct selling force, producing immediate leads or immediate sales, have a most optimistic attitude about the direction in which radio is headed. That group, and I must confess that I am among them, feel that radio, generally, but most certainly daytime radio specifically, can and will move ahead during the next five year period . . . move ahead in volume, in sales results and in the number of advertisers."

Magazine, newspaper, business publication and point of purchase advertising was taken up by other panel members.

At a general luncheon, Eric Johnstone, president of the Motion Picture Association of America delivered the keynote address. Presiding over the session was Elliot Shumaker of the Detroit Free Press.

The afternoon session featured the topic "The Place of Advertising in Distribution." Special dinners for various groups closed the first day's meetings.

Nominated By President

Birmingham, Ala.—Edward Lee Norton, president of WAPI, WAFM and WA-TV, was nominated by President Truman for a place on the Federal Reserve Board. Norton is also an investment banker and chairman of the Coosa Newsprint Company at Coosa Pines, Ala.

Stork News

West Palm Beach, Fla. — Jim Steele, program manager of WIRK, Mutual outlet here, is the father of a girl born to Mrs. Steele May 24. Baby, who weighed in at seven pounds, four ounces, will be named Malinda Ann.

\$2.50 DAILY (per person)

One or Two Couples can enjoy a Wonderful Month (or longer) in my Riverfront Bungalow. Completely furnished. Private Lake Swimming. 1 Hr. Commuting. Perlman, MU 2-7979; or Peekskill 2199 evenings.



By SID WHITE

Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: Newest racket in television are the so-called "talent" schools, whose method of operation was recently exposed in Los Angeles. The boys merely picked names from phone books and called people to tell them they've been observed by talent scouts and that all they needed was a little training, etc. . . . Windsor Lewis, stage manager of "The Velvet Glove," among other recent shows, has joined the staff of Rob't Montgomery's Lucky Strike theater on NBC-TV as casting director and production stage manager. . . . Judith Cortada, associate editor of Radio & TV Best, has sold a five-part script to the "Aunt Jenny" series. . . . Aside to Herb Polesie: Hank Leeds, the demon Popsicle exploiter who's now out in Columbus, O., working up a big stunt, just mailed us a copy of Dean A. Myers' radio col'm in the Columbus, O., Dispatch of May 28th. Dean devotes his entire col'm to reprinting our hilarious sketch about the woes of supplying visiting firemen with radio tickets. Sez nice things about us too.

☆ ☆ ☆ ☆

● ● ● Hal Block, the gagwriter, is one of the very few of his ilk who are just as funny over a luncheon table as at the typewriter. The other day at Sardi's, Bill Slater said: Hal, I understand you're so funny on 'What's My Line' that you're thinking of becoming a comic. "I would," admitted Hal, "but there's one thing that frightens me. Where can I get a good writer!" Then, as an afterthought, he added: "I can't afford myself."

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● ● ● Talk of the trade is the amazing job done by producer Vic McLeod and his aids in turning out a one-hour comedy-variety TV show five nites a week for NBC. McLeod is the producer of the new Anchor-Hocking series which was to star "Creesh" Hornsby. When the latter suddenly passed away, it was decided to try out various comedians and emcees. Each nite a complete one-hour variety show was sent over the airwaves with Jan Murray, Joe Adams, Bob Alda and Pat Harrington heading the programs. Due to lack of time, last minute substitutions on guests and unavailability of camera crews and facilities, none of the shows had camera rehearsals or even complete run-throughs. Despite all this, trade opinion has been extremely favorable. Aiding McLeod in the new series is director Joe Cavalier and writers Art Henley, Cal Howard and Alan Sands.

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● ● ● Lou Dahlman, who's just taken over the fabulous old Fort Lee film studios in N. J. for TV purposes, was showing Norman Livingston, WOR-TV veep, around the joint and happened to introduce him to Stanley Phillips, his production coordinator. "Mr. Livingston," he began the introduction, "this is Stanley, I presume."

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● ● ● COINCIDENCE DEP'T: Curiously enuf, Mel Allen and Russ Hodges who used to share the Yankee baseball mike between them, each landed a 'profile' story in the daily gazettes on Tues. Mel was given the once-over by Sidney Fields in his great "Only Human" col'm in the Mirror, while Russ rated a full strip in Jimmy Powers' "Powerhouse" in the News. Carrying the coincidence still further, the stories revealed that both boys had originally studied law before turning to the sports field. Loved Jimmy's opening line on Russ: "Russ Hodges is the big moon-faced gent with the friendly voice who bleeds quietly at every pore each time the Giants drop a ball game." That could describe us, too.

Radio-TV Support Cited By Cancer Fund

(Continued from Page 1)

in devising material on their own for us and have been most cooperative in making talent available without which our radio and television campaign would be dull and ineffective.

"We have received splendid cooperation," he continued, "from all the performer unions, from the top level on down, and with some very few exceptions, we have received enthusiastic and wonderful support from the talent itself.

"From every indication our campaign this year is ahead of any previous year. It is fair then to deduce that these additional results stem from the added efforts of those kind people who translate and transmit our campaign in terms of human values.

Quotes Last Year's Survey

"Our surveys last year showed more than \$2,000,000, B card rate value, given to the American Cancer Society's campaign over radio and television. This year, again, judging by the increased results, it is fair to assume that it is my obligation to express in behalf of the American Cancer Society our very sincere gratitude to radio and television, the artists and their union for an even greater effort in support of the Society's efforts."

WGN Signs Contracts With IBEW For AM-FM-TV

Chicago—A new contract running 18 months and covering engineering employes in its AM, FM, and TV operations has been signed by WGN Inc., with the International Brotherhood of Electrical Workers, A.F.

Running from April 1, 1950 to October 1, 1951, the contract reduces the progressive schedule of technicians from 4½ to 5 years and hikes the starting scale from \$70 to \$80 per week.

Negotiations were conducted by Carl J. Meyers, WGN director of engineering, and a union committee headed by H. Walter Thompson, president of the Radio Broadcast Technicians Union No. 1220 of the IBEW.

PRIZES

FOR YOUR

QUIZ SHOWS

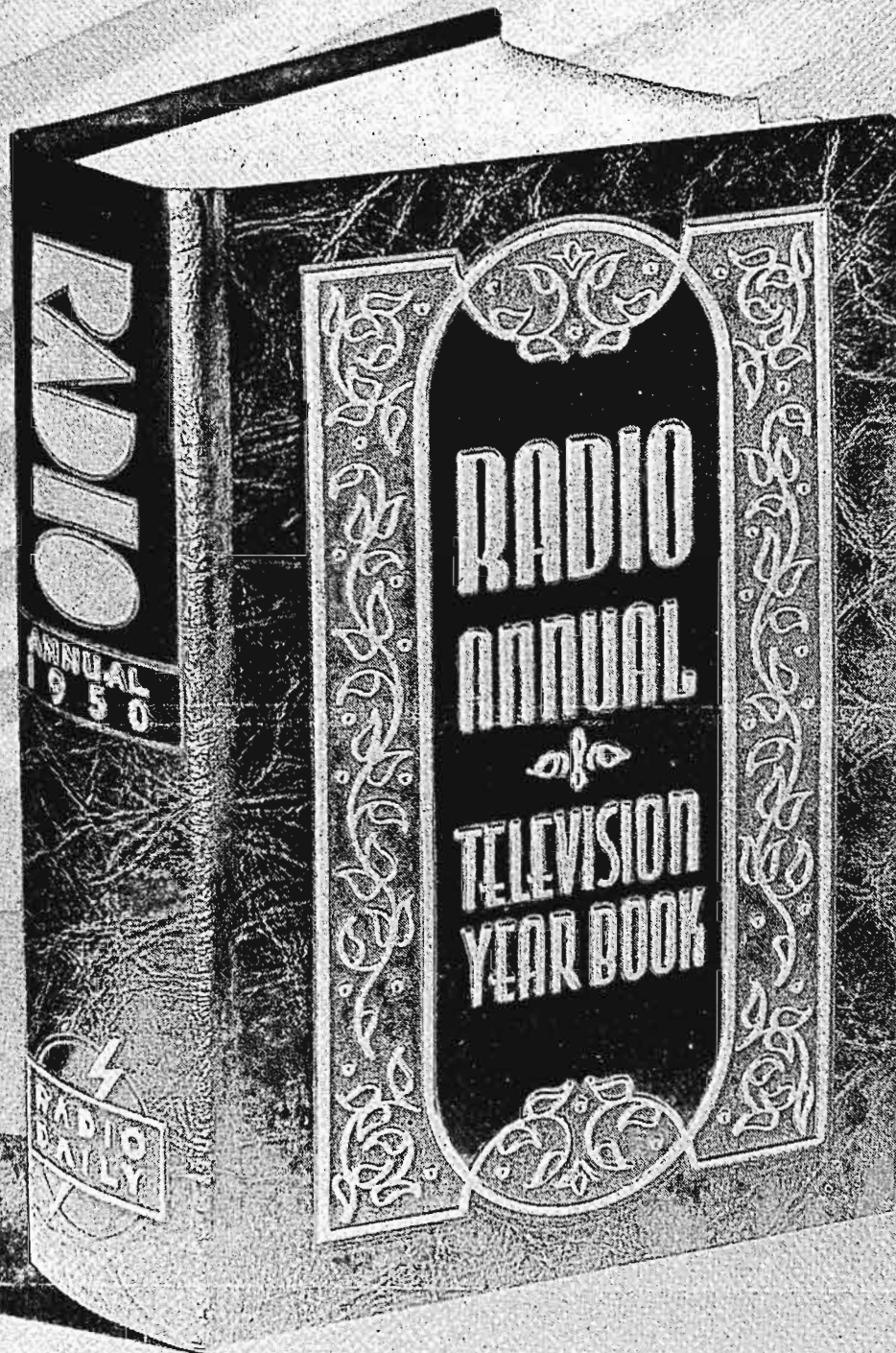
Available for Immediate Shipment,
F.O.B. New York

Selection Possible From Catalogue
From

RICHARD S. ROBBINS CO.

551 FIFTH AVENUE
New York 17, N. Y. MU. 7-0384

The Book Of The Year



SEE PAGES 133 TO 213

FOR A COMPLETE SECTION DEVOTED TO
ADVERTISING AGENCIES

GIVING ADDRESSES — PERSONNEL — ACCOUNTS
AND OTHER PERTINENT INFORMATION

— o —
Complimentary With Subscription to RADIO DAILY

U. S. and Canada, \$10 per year. Foreign, \$15 per year.
California Special Service Subscription, \$15 per year.

Ziv Ups Sales Staff; Will Add Sixty Men

(Continued from Page 1)

business and the other the need for closer liaison between the producing firm and station subscribers who are selling the transcribed shows to prospective sponsors.

Sinn declared that since January 1 several new sales divisions have been established by Ziv. One has been established in Atlanta under the management of Tom Privette; another in the southwest under Elmer Biesser with headquarters in Dallas and a third, the north central division in Cleveland under the management of Sid Freeman.

Sales appointees have been Walt Miller, headquartering in Detroit; C. Wylie Calder (Charleston); Carroll Gardner (Jacksonville); Henry Ungar (Youngstown, O.); A. Frank Parton (Little Rock); Lefe Pfeifer (Houston); Richard Danahy (Buffalo); Leo Knight (Lubbock); Everett Dungey (Syracuse); Charles Holloway (Indianapolis); Stan Levey (Chicago); William Rogers (Peoria); Norman Land (Harrisburg); Arnold Nygren (Boston); Eric A. Rehnwall (St. Paul and Minneapolis); Harold Keown (Tulsa).

Present expansion plans call for several new divisions, with division managers quartering in key cities within those divisions, and with sales personnel stationed throughout the divisions.

New Religious Series Planned For WHOM

The Interdominational Ministers Meeting of Greater New York and vicinity, representing some 500 Negro churches in the area, will start a new program, "Sunday Evening Meditations," over WHOM on Sunday, June 4 from 10:30 to 11 p.m. Six merchants of the Uptown Chamber of Commerce will sponsor the program, though there will be no commercials during the broadcast and only the names of the business will be mentioned at the conclusion.

Guest choirs, scriptures and a short address by a guest minister will be heard on the program. Dr. C. Asapansa-Johnson, member of Mayor O'Dwyer's committee on unity, is president of the group.

Stork News

Ron Miller, WSAZ Inc., (Huntington, W. Va.) newscaster, and wife, Fern, are the parents of a baby son, Scott Leslie, born in Huntington's St. Mary's Hospital.

Available by Day, Week or Month
Modern Sound Studios for TV and Commercial Production

Sound, Lights, Cameras, Sets
Mannon Sound Stages
112 W. 89th St. TR. 3-1800
Geo. Orth. Mgr.

WINDY CITY WORDAGE

By HERB KRAUS

● ● ● Glenn Ransom, who has been serving as acting head of the WGN production department since January, has been appointed production manager. . . . Shelley Heiman, formerly with WAIT, INS, and one-time editor of Collegiate Magazine, is the

Chicago

newest addition to the WGN public relations department. . . . Genial Harry Christian, whose "Just in Passing" once captivated the late-at-night ladies on WCFL, and later WMOR, has joined the announcers pool at WGN. . . . Mary Hartline is spending the week in New York. . . . James Sturton, ABC central division sales manager, was in Minneapolis on a combination business and pleasure trip this week.

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● ● ● Sinatra will wrestle from Chicago's Rainbo Arena over ABC-TV this week. . . . Tony Sinatra, that is. . . . His esteemed opponent will be the one-time terror of the mats, Jim Londres—the "Red" Grange of rassling. . . . Dave Moore, WBBM publicity head, addressed the American Hotel Association meeting in Galesburg last week on radio and radio advertising. . . . Andy Murphy, Dave's right bower, is powerfully addicted to chocolate malted milks—at least as far as the press is concerned.

☆ ☆ ☆ ☆

● ● ● A large and receptive audience of time buyers and press people saw "The Worcester Story," a technicolor movie portraying the advantages of Worcester, Mass. May 23. The film featured Worcester-born Jeffrey Lynn and was produced by WTAG and WTAG-FM in conjunction with the Worcester Gazette. . . . The award won by Larry Kurtze of Service, Unlimited, for the Fair Teen show over WGN-TV was his agency's fourth citation in five years. . . . This latest kudo was bestowed by the Chicago Federated Advertising Club. . . . Robert J. Brewster, program manager of WOR and WOR-TV has taken up duties as executive assistant for radio and TV at McCann-Erickson here.

☆ ☆ ☆ ☆

● ● ● Echelon changes over at WLS have put Warren Middleton, former sales promotion assistant, in the post of creation and production of sales material under sales manager C. M. Freeman. . . . Promotion Director John Drake takes on additional duties as developer of new commercial programs and ideas. . . . Don Kelley, former WLS sales promotion head and for five years public relations chief at WBBM, has returned to handle some of the program and production duties. . . . Al Benson, whose new show on WBKB is still pretty much of an enigma, holds what is believed to be a disc jockey record. . . . He is heard ten hours daily on WGES, WJJD, and WAAF. . . . Noblitt-Sparks Industries of Columbus, Ind., has changed its name to Arvin Industries. . . . They make Arvin radio and TV sets. . . . The firm was launched in 1919 by Q. G. Noblitt, board chairman, and Dr. Frank H. Sparks, president of Wabash College.

☆ ☆ ☆ ☆

● ● ● Jay Trompeter, one of Chicago's coming young announcers, made the front page of the Tokyo edition of RADIO and TV NEWS this month. The Japanese will be reading all about WMOR and its supersonic pulse, all ably handled by Trompeter. The story appeared in the American edition last November, but it's still hot news in Nippon. Recent Chicago visitor was Hal Coulter, MBS director of promotion, from New York.

☆ ☆ ☆ ☆

Station Discontinues Horse Racing Info

(Continued from Page 1)

because of its racing broadcast practices, but an initial decision favorable to the station was filed in December. Early this year, the Commission's general counsel filed exceptions to the initial decision hearings were held and the matter now pending.

The Commission was told this week that "important changes have taken place in the policies and programming of station WTUX." For more than a year, WTUX said, programming has conformed to the recommendations of the Wilmington police department and has been "no use to illegal local gambling interests."

But the station determined that this was not enough, according to counsel Thomas W. Wilson. "WTU within the last fortnight has discontinued the broadcast of all horse racing information. The contract with Armstrong Publications has been cancelled. Further, the owners of WTUX have decided as a matter of policy that the station will not broadcast horse racing information in the future as long as the present ownership controls the station."

Sponsors 'Hardy Family'

Detroit — M-G-M Radio Attractions' "The Hardy Family" will be sponsored over WJR-Detroit by the J. L. Hudson Co., the leading Detroit department store and second largest in the United States.

"The Hardy Family" stars Mickey Rooney, Lewis Stone and Fay Holden. Directed by Joe Bigelow, the program is written by James Brewer and Frank Tarloff. Raymond Katz is the producer and Jerry Fielding is musical director of the show.

ATLANTIC CITY

Jefferson

AMERICAN PLAN

- PLANTATION ROOM •
- Cocktail Lounge & Grille
- NEW AUDITORIUM
- COFFEE SHOP • SODA BAR

MONTICELLO

AMERICAN AND EUROPEAN PLANS

- Coach-and-Four •
- Cocktail Lounge

BOSCOBEL

EUROPEAN PLAN

ATLANTIC CITY'S POPULAR PRICE FAMILY HOTEL

KENTUCKY AVE., Nr. Beach

FETTER FAMILY HOTELS IN

TELEVISION DAILY

Section of RADIO DAILY, Thursday, June 1, 1950 — TELEVISION DAILY is fully protected by register and copyright

ZENITH WARNED ON PHONEVISION

TELE TOPICS

THE PRYING EYES of television last week caught the drama of an actual murder trial. Scoring what they believe to be a "first," KSTP-TV, Minneapolis, was permitted recently to make a 30-minute sound-on-film TV news pickup of the Ruben Shetsky murder trial at Glenview Minn. Shetsky, who was found guilty of the 1945 of second degree murder for having shot and killed Albert Schneider in a Minneapolis night club, had been granted a new trial, and the presiding judge saw no reason why KSTP-TV should not be allowed to make films of Shetsky's appearance on the witness stand. The film, which was dubbed by the station a complete success, was shown several times for two weeks last week as a special edition of KSTP-TV's "Telefoto News." Telephotographer Dick Hance, Northwest representative for NBC-TV news, is credited with having obtained the scoop for the station which he released them later to the network.

SA KIRK, leaving "Kiss Me Kate" as of today, has been cast as "Kate" for NBC-TV's "Studio One" version of "Tamara of the Shrew" (June 5, 10:00 p.m.). . . . Cayton Advtg. Inc., N. Y., in the market for medium and low budget bracket shows, quarter-hour or half hour, live film. . . . Kathi Norris, WNBT's video reporter, being honored with an invitation to the Assn. of Women Broadcasters to be the main speaker during the national convention in Cleveland on June 3. . . . "Fred and the Spring Show" (CBS-TV, Sundays, 9:00-10:00 p.m.) celebrating birthdays of both Fred and Cole Porter on June 4th show birthdays on June 9). . . . "The Web," with Frank Goodson and Bill Todman's teleplay series replacing "Suspense" on NBC-TV for the Summer (commencing June 4, 9:30 p.m.), will remain through the Fall, though it will move to another time slot when "Suspense" returns.

NAB FOR TWO SEGMENTS of NBC's "Howdy Doody" (Tues. & Thurs. portions of the five-a-week show, 5:30-5:45 p.m.) picked up by Kellogg Co., effective June 6. . . . Dick Linkroum, director of "Frederick and His Friends" (CBS-TV), on his way to Hollywood for another TV assignment. . . . Edward G. Robinson reported ending his search for the right vehicle with a characterization of the role of Samuel Liebowitz, celebrated criminal lawyer. . . . CBS said to be keen to beer sponsor's package starring Chill Williams in a daily commentary on the news, VII Rogers-style. . . . \$5,000 insurance covers performers in filmed background scenes of NBC's video version of "Big Boy," in case illness takes the acting porter causing film and program to be picked.

NAB Studying Costs Of Films-For-TV

Washington—NAB yesterday announced that it has launched a study of film costs for TV. Stations have been asked to supply data on sources of supply, sizes, costs and quality of dramatic features, westerns, shorts, serials and cartoon films. Individual replies will be kept confidential, but the overall results will be made available to cooperating stations.

The study is a project of the NAB television department, under G. Emerson Markham.

Daylight Time Affects Coy Hears Pitch On NBC-TV Sales

Videodex reports, products of Jay & Graham Research, Inc., of Chicago, have revealed some changes in network program ratings in those cities which did not switch to daylight savings time on May first. Cities such as Detroit, Cincinnati, Columbus and Dayton, began receiving network programs an hour earlier, while local programs generally remained in the same time period.

In Detroit, for example, "Howdy Doody" and "Cactus Jim" both enjoyed Videodex ratings of better than 30.0 in April, the former appearing at 5:30 and the latter at 6:00. In May, "Howdy Doody" came on at 4:30 and its rating dropped to below 20.0. "Cactus Jim," however, attained a higher rating than previously, in the apparently more favorable time slot of 5:00 to 5:30. A special analysis of the Videodex data shows that the same homes were viewing "Howdy Doody" in May as in April, but that they were viewing less frequently.

Washington Bureau of RADIO DAILY
Washington — An audio-visual presentation of the effectiveness of TV as an advertising medium was given Washington officialdom and leading time buyers yesterday by Edward Madden, assistant to NBC President Joseph McConnell. The results of the Hofstra College survey on the effect of TV viewing on brand sales was explained in detail, with the finding that TV means 193 extra customers per thousand TV homes to advertisers.

The presentation, attended by FCC Chairman Wayne Coy and several members of the Commission, was read by Robert McFadyen of NBC. It detailed the finding that of the 15 brands studied which were advertised on TV each showed a sales increase among set-owners, while of the 13 brands not using TV each showed a sales drop among set owners. The findings were based on 3,270 personal interviews in the greater New York area in January and May of last year.

CBC Expects 5-Year Loss On Television Operations

Montreal—The CBC expects that it will pile up deficits during the first five years of operations in the field of television, the Canadian House of Commons committee on radio broadcasting was told Monday.

A. D. Dunton, CBC chairman, said he believed that by the end of five years revenues would be sufficient to balance expenditures.

The CBC has been authorized to construct one television station in Montreal and one in Toronto. It is hoped to start operation by September 1, 1951.

It was estimated that the operating costs of the Montreal and Toronto stations would total \$1,500,000 in the first year; \$2,175,000 in the second year; \$2,825,000 in the third

year, and \$3,000,000 in the fourth.

A \$4,500,000 loan obtained from the Government last year to cover the initial cost of television likely will be used on capital expenditures and installations.

Mr. Dunton estimated that another loan of \$5,500,000 may have to be obtained from the Government to help cover operating costs in the first few years.

He was asked by members from various parts of the country when the CBC was likely to build television stations in points other than Montreal and Toronto. He replied that the CBC was anxious to develop television and could do so fairly quickly if the money to cover initial costs is voted by Parliament.

Sales Policy Used For Decoders Hit By FCC

(Continued from Page 1)

in violation of the conditions under which the phonevision test was okayed last year.

Asking "a verified statement with regard to this matter, including a full explanation," the Commission said it will defer until such a statement is received Zenith's petition for extension of the starting time of the phonevision tests from February 8 of this year to October 1. The Commission wrote:

Statement By Commission

"As you are aware, one of the express conditions imposed by the Commission in granting your organization special temporary authorization to conduct 'phonevision' tests was that Zenith Radio Corporation shall avoid any action that might create the impression in the mind of any person or persons that phonevision has been or will be authorized on a regular basis or that the said authorization constitutes approval by the Commission of the principle of phonevision or 'subscription television.' By a letter dated February 10, 1950, Commander E. F. McDonald, president of your organization, wrote to all RMA manufacturers and to Admiral Corporation and Tele-tone, the major manufacturers who are not RMA members, encouraging these manufacturers to install 'phonevision' decoder outlets in receivers manufactured by them by offering them a 'contingent credit against future royalties.' The letter stated that when Zenith issues licenses in the future for 'phonevision' decoder units, it plans to charge royalties of 50 cents for each decoder unit. However, for every set built and sold in 1950, 1951 and 1952 containing decoder outlets, a contingent credit of 25 cents would be set up to be applied against such future royalty charges for decoder units. In order for the manufacturers to take advantage of this offer, however, the 'design and connections' of the outlets incorporated into their sets 'must conform to necessary standards' imposed by Zenith.

"As the Commission's order of December 8, 1949, makes clear, before a system of 'phonevision' or subscription television could be authorized on a regular basis, various issues of a serious nature must be determined in a public hearing. At such a hearing, the Commission should have the widest possible flexibility in determining the issues in such a proceeding and in promulgating standards for such a system. Your actions, on the contrary, tend to destroy that flexibility by encouraging the mass production of receivers containing 'phonevision' decoder outlets built in accordance with your present standards.

"Thus, if in the future such a hearing were held on this matter, a great number of sets might already be in the hands of the public and on the market, all containing decoder outlets built to your standards.

"Furthermore, in the short time since your organization was granted special temporary authorization to conduct the 'phonevision' tests, various advertisements concerning Zenith television receivers have appeared containing such statements as 'phonevision will soon be here' and 'phonevision exclusive with Zenith'. The Commission is of the opinion that the public might be confused as to the true significance of the 'phonevision' decoder outlets and might easily be misled into believing that 'phonevision' has been or will soon be adopted by the Commission on a regular basis."

Consent-Decree Brief Filed At FCC By Fox

Washington Bureau of RADIO DAILY
 Washington—The FCC has been told that the filing of a second Government anti-trust complaint against the major film companies after the 1940 consent decree with those companies did not mean the companies are unable to abide by their agreements and stay within the law. Instead, said Twentieth Century-Fox in a memorandum filed by lawyers Vincent Welch and Kenneth Royall, the Government complaint in 1944 represented in some instances reversal of its position when the earlier consent decree had been written, and in other instances guilt of the charges has never been proved.

The memo was filed in response to a request by Commissioner Robert F. Jones during the Commission's hearing in April on the promulgation of a uniform policy for the treatment of applicants who have been found guilty of anti-trust law violations or the breaking of other federal laws.

The Commission is pondering whether it shall set a uniform policy for treating radio and TV applicants with anti-trust records.

Knox, Roden Promoted In TV Division Of NBC

Two appointments in NBC television have upped Neil Knox from TV personnel supervisor to salesman in the TV network's Eastern Sales Dept. and boosted William M. Roden to Knox's former position. Edward R. Hitz, Eastern Sales director for the web, announced the appointment of Neil Knox. Roden's change from manager of the records and research division of the personnel dept. was made public by Carleton D. Smith, director of TV operations.

PROMOTION

Merchandising Tieup

Negotiations for 15 new accounts and renewals of five inactive accounts have been made at KOIL, Omaha, Neb., as a result of a spring tie-in with Better Homes and Gardens, according to Charles F. Frandsen, promotion mgr. Waged from March 13 to May 15, the campaign made use of material supplied by the editors of BH&G and called in local experts on re-decorating, remodeling, re-furnishing, and spring cleaning.

Plugging the promotion plan, station breaks sounded such slogans as "Lend an ear—spring is here," and "cheer up chum—spring has come." In addition, 200 neckties were sent to a select list of merchants, each containing a wrapper telling of the campaign. As a direct result, the 20 new and reinstated accounts were placed by lumber, loan, paint, service, laundry, and cleaning establishments.

Cover Festival

Scoring on both news coverage and a promotion stunt, KHQ, Spokane, Wash., recently gave a live mobile coverage of Spokane's Lilac Festival Parade by having its mobile unit move in and through the parade's line of march for two and a half hours. The mobile unit, consisting of an FM relay transmitter housed in a station wagon, was rigged for the event at a cost of \$100 by using surplus war materials. Special effects and human interest angles were caught by the roving microphone as it picked up comments and interviews with band leaders, majorettes, marchers, and the hidden men who drive the floats. With police permission, the unit was allowed to drive beside the floats for such interviews as one with an Indian chief in full regalia and beauty queens. Besides its radio audience, KHQ also impressed the 150,000 parade spectators.

Urges Newsmen To Sell More In Their Programs

Omaha—Stressing the need for more professional editing of news programs, Jack Shelley of WHO, Des Moines, president of the National Association of Radio News Directors, told the Nebraska association last Saturday that the time has come when radio needs to "sell 'em as well as tell 'em." He added that "in these times of tough competition for audience and sponsors we must offer professional product that will build and hold audiences, win good will and increase prestige for stations."

Shelley told the Nebraska newsmen that the theme of the next convention of NARND to be held in Chicago, Nov. 16, 17 and 18 will be "Profits in News."

Prize Awards

A free weekend at the William Penn Hotel in Pittsburgh, complete with meals, cocktails, and an evening's entertainment, is the prize now being offered in a weekly contest over KDKA. Ed King, emcee of the William Penn sponsored show, "Brunch," invites his listeners in the Pa.-Ohio-W. Va. area to write letters on designated subjects and the prize goes to the best letter-writer. The winner is also permitted to bring one guest of his or her choice.

For his daily studio audience, King stages a separate contest: a question is concealed in an envelope and members of the audience are asked to write the answer to it without knowing the question. Hints are dropped by King and announcer Chuck Garratt.

Silver Anniversary

The silver anniversary celebration at KMOX, CBS outlet in St. Louis, has gotten under way with nine station breaks a day plugging a silver jubilee celebration yet to come. Having begun operation on Christmas Eve, 1925, the station grew from a 5000-watter to a 50,000-watter in 1930, and went under the ownership of CBS in 1932.

Educational Programs Taped For Teaching

(Continued from Page 1)

Fisher, manager of NBC's public affairs and educational departments and Richard C. Brower, supervisor of audio-visual-radio education.

During the summer the program will be taped by Minnesota's Department of Education and made available to summer schools throughout the country. In the Minnesota project will limit distribution to schools in that state.

Programs scheduled for taped distribution include: "University of Chicago Round Table," "American Forum of the Air," "Living—19" and the monthly United Nations documentary broadcasts of "America United" series.

Buys Alaskan Spots

Anchorage, Alas.—Joseph Sch Brewing Company, through Yot & Rubicam, Chicago, purchases series of newscasts and sports programs on the Midnight Sun Broadcasting Company stations KFAR, Fairbanks and KENI, Anchorage, Alaska. Schlitz will sponsor the evening 15-minute newscasts weekly on KFAR and five 15-minute evening sportscasts weekly on KENI. The schedule will run thirteen weeks.

The stars of today and tomorrow are

Yours for more Sale

... with the new era in

Thesaurus

ARTIE SHAW AND HIS ORCHESTRA

"Spotlight on Shaw"



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



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 services

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 RCA Victor Division

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WEVD
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 PROGRAMS OF
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 THE NEW YORK
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 Send for WHO'S WHO
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 WEVD
 117-119 W. 46 St.
 HENRY GREENFIELD, Mgr. Director N.Y. 19

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 51, NO. 44

NEW YORK, FRIDAY, JUNE 2, 1950

TEN CENTS

ABC RESIGNS MEMBERSHIP IN NAB

RMA Seeks to Improve TV Sales Practices

Regional Meetings Scheduled For 60 Cities

Plans have been completed for dealer meetings in 60 cities during August and September by the Radio Manufacturers Association for the purpose of improving radio and TV dealers business management and sales practices. K. C. Sprague, chairman of the Town Meetings committee

(Continued on Page 7)

Transit Radio Victor In Washington Court

Washington Bureau of RADIO DAILY Washington — Transit radio supporters here were jubilant yesterday as Federal Judge Edward A. Hamm dismissed three separate complaints intended to force the Washington Public Utilities Commission to reverse itself and ban streetcar radio. Although an appeal

(Continued on Page 3)

Canadian Press Opposes CBC Radio Magazine

Montreal—The Canadian Weekly Newspapers Association plans to protest to Prime Minister St. Laurent against a suggestion that the CBC issue a weekly magazine containing commercial advertising to

(Continued on Page 2)

G. E. Expanding

General Electric Co. will spend about 50 million dollars this year in expanding and improving its production facilities. About seven million will be used to expand the output of radio and television equipment in Owensboro, Ky., Wabash and Tell City, Ind., and Syracuse, Utica and Buffalo, N. Y., these being principal plants of the organization.

KTLA Increases Rates

Los Angeles—Paramount's TV Station KTLA has announced a 25 per cent rate increase, effective June 1, for all time segments of over one-minute duration. For example, an hour of Class A time, including live studio facilities, is advanced from \$600 to \$750. Spot announcements are increased from \$90 to \$125. All KTLA clients presently on the air may continue at the old rate for 26 weeks from June 1.

Advertising Leaders Honored By AFA

Detroit — Announcement of the "Advertising Woman of the Year" and the newly-elected members of the advertising "Hall of Fame" highlighted the second day's sessions of the 46th annual convention of the Advertising Federation of America at the Hotel Statler yesterday.

Miss Beatrice Adams, executive vice-president of the Gardner Advertising Company of St. Louis, was cited by the Council of Women's Advertising Clubs. The award, presented by Mrs. Honor Gregory

(Continued on Page 2)

Candy Companies Sign With DuMont TV Web

Two major candy makers have signed new contracts with WAABD and the DuMont Television Network, Tom Gallery, network director of sales announced yesterday. The first, the Walter H. Johnson Company, has been sponsoring "Captain Video" on Mondays over

(Continued on Page 2)

Freeze Stays, No CP, FCC Informs Chicago

Washington Bureau of RADIO DAILY Washington—The FCC yesterday denied a petition by the Chicago City Council to lift the television "freeze" and grant authorizations for the construction of three new TV stations there. In a letter to acting corporation counsel John J. Mortimer, the Commission denied allegations that it had discriminated in favor of Los Angeles and New York by issuing licenses for the seven channels allocated, while only four had been issued to Chicago.

(Continued on Page 3)

'To The Ladies' Starting June 19 Over WNYC

"To the Ladies," a new program series designed especially for the fair sex, will be started over WNYC on June 19. Famous women will be interviewed by em-cee John Savage and in addition, music written by or inspired by women or popular with women will be played. Pro-

(Continued on Page 3)

Women's Role In TV Evident As AWB Meets In Cleveland

Cleveland, Ohio—The preparation of women broadcasters for television is occupying a high place on the convention schedule of the Association of Women Broadcasters of the NAB here this week.

Registration of 250 delegates from over the nation, here for their seventh annual convention, began at the Hotel Cleveland yesterday. The session will continue through

Saturday. Television commitments prevented a larger attendance of the group, which now numbers nearly 1,000 women interested in broadcasting.

Recognizing the need for women to prepare for new roles in AM and TV fields, this institute-type conference is already busy at work. The delegates were oriented on lat-

(Continued on Page 3)

Web Resignation Announced By Kintner

ABC became the second network to resign from membership in NAB yesterday when Robert Kintner, president, sent a letter of resignation for the network and its owned and operated stations to Justin Miller, president of the industry organization in Washington. CBS dropped from

(Continued on Page 4)

Media Competition In Autumn Predicted

Forecasting "the most severe competition in media history" to begin in the fall of 1950, Allan R. Wilson, sales and distribution consultant, released the results of a business survey to leading advertising agencies and manufacturers, the past weekend.

Advertising budgets likely to be

(Continued on Page 4)

Questionnaires Sent Leading Manufacturers

Washington Bureau of RADIO DAILY Washington—RCA, American Telephone and Telegraph, International Telephone and Telegraph and Western Electric are among 166 leading business firms which have been asked by the special house

(Continued on Page 8)

Novel Promotion

A miniature Coca Cola vending machine that plays the theme song of "The Pause That Refreshes" was sent out yesterday by the Steve Hannagan office to publicize the debut of the new Percy Faith music show on CBS Sunday, June 4, at 8 p.m. A Swiss music box mechanism is built in the red plastic vending machine.

RADIO DAILY

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

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WEST COAST OFFICES
Ethel Rosen, Office Manager
6423 Hollywood Blvd. Phone: Gladstone 8436

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

CHICAGO BUREAU
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

SOUTHWEST BUREAU
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491

ROME BUREAU
John Perdicari
Ludovisi 16

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

FINANCIAL

(June 1)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|--------|---------|----------|
| ABC | 123 1/2 | 12 | 12 | - 1/8 |
| Admiral Corp. | 34 1/2 | 33 3/4 | 34 1/4 | + 1/4 |
| Am. Tel. & Tel. | 160 1/2 | 160 | 160 1/8 | - 3/8 |
| CBS A | 35 1/4 | 35 | 35 | - 1/2 |
| CBS B | 35 1/8 | 35 | 35 1/8 | - 1/8 |
| RCA Common | 20 3/4 | 20 3/8 | 20 1/2 | |
| RCA 1st pfd. | 78 | 78 | 78 | - 1/4 |
| Westinghouse | 35 3/8 | 35 1/8 | 35 1/4 | |
| Zenith Radio | 59 1/8 | 57 3/8 | 57 1/2 | - 1/8 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|---------|---------|---------|-------|
| Hazeltine Corp. | 207 1/2 | 203 1/4 | 207 1/8 | + 3/8 |
| Nat. Union Radio | 4 5/8 | 4 3/8 | 4 5/8 | + 1/8 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| DuMont Lab. | 23 3/8 | 24 3/8 |
| Stromberg-Carlson | 15 1/4 | 16 3/4 |

Re Juvenile Delinquency

A salute to newspaper and radio campaigns to remedy causes of juvenile delinquency will take place on Mutual's "Crime Fighters" program Monday, June 5, 8:30-8:55 p.m., EDT. For that particular broadcast, the program will veer from the format to give a story based on a recorded case history of a ten-year-old boy prevented from becoming a juvenile delinquent by social service interest.

NEW JERSEY'S SPORT STATION

W F P G

ATLANTIC CITY
BROADCASTING EXCLUSIVE
PHILADELPHIA FIGHTS

★ COMING AND GOING ★

HUBBELL ROBINSON, JR., vice-president of CBS in charge of network programs; JOHN KAROL, sales manager for the web, and EDWARD HALL, Eastern division manager of station relations, are in Portsmouth, N. H., for the meeting of the 1st District, Columbia Affiliates Advisory Board.

REZA HAKIMZADEH, distributor of Andrea radios in Iran, is in America on a two-week business trip. He's making his headquarters at the Andrea executive offices in Long Island City.

MARILYN COSTELLO, sales service supervisor of RCA's Thesaurus, is in Cleveland attending the AWB convention.

BURT ARNOW, chief engineer of WFDR, and LOU FRANKEL, special events director of the station, will return Monday from Atlantic City, where they covered the convention of the ILGWU.

DON SADDLER, choreographer on "Holiday Hotel" over the American network, off for Texas to take over the choreography chores of the Dallas Summer Theater.

EDDIE CANTOR and MRS. CANTOR are aboard the S. S. Queen Elizabeth bound for a vacation in Europe.

JAMES HANRAHAN, general manager of WEWS, Cleveland television outlet of CBS, is in New York on business.

HENRY J. TAYLOR, commentator on ABC, next Wednesday will be in French Lick, Ind., where he'll be the chief speaker at the opening session of the meeting held by the Society of Automotive Engineers.

JOHNNY and PENNY OLSEN, together with the program company of "Ladies Be Seated," heard on ABC, on Monday will make a personal appearance in Fargo, N. D., where they will participate in the Diamond Jubilee Celebration of that city.

HELEN SIOUSSAT, director of talks for the Columbia network, has returned from a business trip to Washington, D. C.

ANITA CHESTER, of the public affairs department of KNX-CBS, Hollywood, is visiting in New York.

Candy Companies Sign With DuMont TV Web

(Continued from Page 1)

seven DuMont stations and beginning June 6 will sponsor the program on Tuesdays and Thursdays over 11 network outlets. The amended contract runs until January 18, 1951.

The second concern, The New England Confectionery Company, has inked a pact as the Thursday night sponsor of "Small Fry Club" over WABD and the network. Neco Wafers, Sky Bar and other products will be promoted. C. J. LaRoche & Co., Inc. is the agency.

WABD has also announced a number of other new sponsors. Participations in programs will be run by Abraham & Straus, Nestle's Chocolate, Holiday magazine, Sweetheart Soap and Pabst Blue Ribbon Beer. Spots have been bought by the Pioneer Ice Cream division of the Borden Company.

Canadian Press Opposes CBC Radio Magazine

(Continued from Page 1)

all radio license holders. W. E. McCartney, managing director of the association, announced the stand at Brampton, Ont., adding that the C.W.N.A. is also advising the Massey commission that it disapproves of a proposal that the present radio license fee be abolished in favor of maintaining the CBC for ordinary taxes.

Discusses Pulse Surveys

Los Angeles—The story of Pulse research was given to the Hollywood Advertising Club on Monday, May 30 by Dr. Sydney Roslow. He pointed out that certain surveys placed television sets-in-use at a higher level than Pulse in Los Angeles and explained the different techniques used in surveying. The reliability of Pulse has been substantiated by extensive surveys, Roslow claimed.

Advertising Leaders Honored By The AFA

(Continued from Page 1)

House, chairman of the awards committee and president of Gregory & House, Inc. of Cleveland, is given annually to that woman in advertising who is thought to have contributed the most during her career to the growth and development of advertising and the people in it.

Appointments Listed

The five men named to the "Hall of Fame" are: F. W. Ayer of Philadelphia, Stanley Clague of Chicago, Benjamin Franklin of Philadelphia, James H. McGraw of New York and Merle Sidener of Indianapolis. Ayer founded N. W. Ayer & Son, while Clague was one of the founders of the Audit Bureau of Circulations and was its managing director for eight years. Franklin pioneered in both newspaper and magazine publishing. McGraw founded McGraw-Hill Publishing Company and Sidener served as an officer in the AFA, AAAA and the Associated Advertising Clubs of the World and founded the agency of Sidener and Van Riper.

At the general luncheon when the presentation to Miss Adams was made, Charles Luckman, former president of Lever Brothers spoke. Luckman, whose topic was "The Promise of Tomorrow," predicted the growth of the pension system. He urged the support of free enterprise by advertisers and agencies.

Guest speakers for the dinner, when the "Hall of Fame" elections were announced were Paul G. Hoffman, ECA administrator, and William F. Hufstader, General Motors vice-president.



"Some station reps bore me to tears"

"They're always talking about the power of radio stations. Always showing me coverage maps. What I'm interested in is the results you get per-dollar-spent!"

Well, sonny, you're our man! W-I-T-H in Baltimore is famous for delivering more listeners-per-dollar than any other station in town. And that means low-cost results!

If you want to do BIG things in this rich market with a LITTLE bit of money, buy W-I-T-H. Call in your Headley-Reed man and get the whole story.



W I T H

Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE NATION'S FASTEST-GROWING MARKET

KGW PORTLAND OREGON

AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Transit Radio Victor In Washington Court

(Continued from Page 1)

A higher court seemed likely and there may yet be FCC action, WDC-FM hailed yesterday's action as "a clear cut victory for transit radio."

Along with the apparent capitulation of the Saint Louis Post-Dispatch in its battle against transit radio, Judge Tamm's decision made yesterday stacks up as a red-letter day for the exploiters of public vehicle listening.

Ben Strouse, vice-president and general manager of WWDC, announced that additional installation of Washington rolling stock will get under way as soon as the equipment becomes available. Plans call for equipping 100 vehicles, with about 25 now in operation.

Judge Tamm's decision came after several hours of argument. He said he had read the brief in the case carefully during the past week, and that he can see no evidence that the listen-as-you-ride scheme is unconstitutional or in any way violates civil liberties. Local objectors, however, said last night they will carry their battle against the "captive audience" plan to higher courts.

The American Civil Liberties Union had asked the court's permission to file an *amicus curiae* brief in the cases dismissed yesterday. Whether it will aid in the appeal could not be learned last night.

Commission ruling on transit radio continues to be held up while members of the Commission try to figure out what to do about the sticky problem. A staff report adverse to transit radio is said to be formally before members of the Commission.

'Forward America' Series Released To 763 Stations

Local sponsors have been buying the World Broadcasting System's newly released "Forward America" series at a record rate, John L. Sinn, World president reports. The programs, released to 763 affiliates of the service, feature the late Walter Huston. Among the buyers have been construction companies, banks, department stores and newspapers.

Women's Role In TV Evident As AWB Meets In Cleveland

(Continued from Page 1)

est lighting methods at General Electric's Cleveland plant Thursday afternoon.

An almost unheard of thing in convention circles, the women will be out at 7:15 a.m. Friday morning for a tour of the Northern Ohio Food Terminal. Following a business meeting held later in the morning, delegates will listen to a forum on foods Friday afternoon, where the latest methods used in the food industries will be described.

Bette Doolittle, executive secretary of the AWB, from Washington, D. C. said "This is the hardest working session in the convention's history." In discussing the future need for women in broadcasting she cited particularly the field of children's programs on the local level. "Much work can be done by women in this department," she declared.

Esther Mullin, of WGAR, Cleveland, will lead a discussion on "Programming for Children," Saturday afternoon.

"Women in Television" will be a Saturday topic, with Doris Corwith presiding. She is director of religious and educational programs for NBC.

News-Show Value Discussed

An important note was sounded yesterday by Katherine Fox, AWB executive committee chairman and director of special broadcast services for WLW, Cincinnati, O., who spoke on the "Increasing Eagerness of American Women for News on Public Affairs."

Esther Van Wagoner Tufty, syndicated Washington, D. C., political reporter, touched on this same theme and emphasized the responsibility of women broadcasters to stylize the news for their feminine audiences.

A need was cited for a working pattern throughout the country for a liaison between women broadcasters and womens' organizations in a community by Eleanor Hansen of WHK, Cleveland. She is convention chairman.

Saturday, the Womens Radio Bulletin of the UN will celebrate its third anniversary and will be dedicated to this convention by Mrs.

"Dixieland Story," Title Of WNEW Show

Taking note of the current revival of Dixieland jazz, WNEW will offer a "Dixieland Story" each Saturday afternoon from 5 to 5:30 p.m., beginning June 3. Roy Bargy's daughter Jean will act as narrator and vocalist on the programs and music will be provided by the Mason-Dixon Five and the orchestra under the direction of Roy Ross.

Informative stories and anecdotes on jazz will be given and in addition, there will be a top musical guest. Writer is Harry Olesker and director, Jack Grogan.

Dorothy Lewis, co-ordinator of U. S. station relations in United Nations. Andrew Cordier, executive secretary to Trygve Lie, UN Secretary-General, will extend greetings.

The 11-women AWB executive committee will continue in office. However, seven district chairmen will assume office this week. They are Mrs. Corwith, 2nd district; Alice Brewer White, 4th district, fashion and womens' director, WTAR and WTAR-FM, Norfolk, Va.; Elizabeth Alford, 6th district, womens' director, KRMD, Shreveport, La.; Edythe Fern Melrose, 8th district, "Lady of Charm," WXYZ, Detroit; Doris Murphy, 10th district, womens' director, KMA, Shenandoah, Iowa; Ethel Jane King, 12th district, womens' director, KFH, Wichita, Kansas, and Evadna Hammersley, 14th district, program director, KOA, Denver, Colo.

Outgoing chairmen are: Sally Work, 2nd district, WBEN, Buffalo, N. Y.; Mildred Grace, 8th district, WELL, Battle Creek, Mich.; Anne Hayes, 10th district, KCMO, Kansas City, Mo.; Louise Hill Howe, 14th district, KSL, Salt Lake City, and Martha Gaston Bigelow, 16th district, KFOX, Long Beach, Calif.

Freeze Stays, No CP, FCC Informs Chicago

(Continued from Page 1)

although seven channels also had been allocated to that city.

The FCC pointed out that the stations now operating in New York had received their construction permits at least 16 months before the "freeze" order was issued on Sept. 30, 1948, and the operating stations in Los Angeles received their permits at least 21 months prior to the order.

Those Chicago applicants which were eligible for consideration before the freeze received authorizations, the FCC added.

Richards Hearing Starting Monday; Confab Sunday

Washington Bureau of RADIO DAILY

Washington—A pre-hearing conference on the transfer of the G. A. Richards stations and the renewal of their licenses will be held Sunday in Los Angeles, the FCC announced yesterday.

The hearings, halted by the death of the Commission examiner, get off to a fresh start Monday, June 5. Stations which Richards is seeking to relinquish voluntarily are KMPC, Los Angeles; WGAR, Cleveland, and WJR, Detroit.

• faces • facts • figures • wins •

STARR-WINS

MOVIE PREMIERES...

Of all the Hollywood premieres launched on Broadway, last year, WINS' Starr (Martin) covered all but three. . . . It's one of radio's all time records of major movie companies concentrating their opening night pitch on one station (WINS) and commissioning the best reporter in the field of film coverage to tell it to the movie public.

"MOVIE STARR DUST"

Mon., Wed. and Fri.
7:00 P.M.

WINS
50KW NEW YORK

CROSBY BROADCASTING CORPORATION

FOR COMMERCIAL FILMS
THAT SELL

ARCHER PRODUCTIONS, INC.

WINNER OF
ART DIRECTORS CLUB
"AWARD FOR DISTINCTIVE MERIT"

35 West 53rd Street, New York 19
Judson 6-2690

ABC WEB Resigns NAB Membership

(Continued from Page 1)
membership on May 18th and that time it was rumored that ABC's resignation would follow at a later date.

In announcing ABC's move, Kintner pointed out that the resignation also included the web's owned and operated stations: WJZ, WENR, WXYZ, KECA and KGO. The Kintner letter follows:

"As you know, the American Broadcasting Company has for the past year been reviewing its relationship to the National Assn. of Broadcasters, both from the standpoint of the values which we might be able to contribute to your organization, and with respect to the benefits which a network at the present time can receive from the NAB. ABC's Board of Directors, in the course of a number of meetings on the subject, has been most reluctant to take any step which might deal a serious blow to the makeup of the NAB. Still, the advisability of network membership in NAB has been subject to increasing question by ABC. In accordance with my previous discussions with you, dating back some months, I must therefore, submit to you the resignation of the American Broadcasting Company and its owned and operated stations, WJZ, WENR, WXYZ, KECA and KGO, from the National Association of Broadcasters effective upon your receipt of this notice. In so doing, I wish to stress that ABC considers this a network matter, and does not urge other member stations throughout the country to follow our action. I wish you success in the future of the National Association of Broadcasters."



KINTNER

Originating On Coast

Hollywood — "Carnation Family Party," a novel and informal audience participation program currently heard over the CBS Pacific Network, will make its bow as a Columbia network attraction Saturday, July 1, 10:00-10:30 a.m., EDT, from Hollywood, starring Jay Stewart as master of ceremonies.

Why buy 2 or more...
do 1 big sales job

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL



By SID WHITE

Man About Manhattan...!

● ● ● FRIDAY-DREAMING: Robert Q. Lewis (dubbed as the Joe Page of radio and TV) bats for the ailing Perry Como Sunday nite. . . . TV must be here to stay. One Madison Ave. ad outfit, whose policy has been against the medium until it proved itself, it taking the elastic off its bankroll and will angel three shows next month. . . . Sudden thaw: Jack Benny must have a wonderful Nielsense of humor. . . . ABC bought the radio and TV rights to "Marshall of Gunsight Pass." . . . Bob Weitman, who already is busier than any three guys we know what with running the Paramount Theater, etc., takes time out to phone us about the 3-hour NBC-TV show he's lined up June 10th for the Cerebral Palsy fund. Milton Berle will head up an all-star roster of some 15 or 16 top celebs. . . . A talkative disc jock was pattycaiking his audience. "We now have 45 sponsors," he boasted. "Gee," kidded Alan Dale, "now all he needs is 45 listeners."

☆ ☆ ☆ ☆

● ● ● Ken Murray, whose TV'er goes weekly in Oct., will summer it on the coast and recruit H'wood talent for future shows. . . . Doug Edwards still getting comments from that zingy interview he had with our ed, Frank Burke, on that TV set repair services hassle. . . . Eddie Dunn, who's been doing a swell pinch-hitting job on DuMont's "Rumpus Room," is proving again that radio experience pays off in the new medium. Dunn is a veteran emcee who certainly rates a TV stanza of his own. . . . With most programs taking a summer hiatus, WCOP in Boston is extending the stanza of their kid disc jockey, 9-year-old Betsey King, to an hour and a half. Betsey recently nixed a TV offer "because my mother wants me out in the fresh air." . . . With all the comics in town, they oughta call it New Yak, contends Jack Gilford.

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● ● ● Ben Gross' interview with Ronald Reagan in last Sunday's News contained the clearest exposition of the issues between SAG and TV Authority we've yet come across. . . . Starting date for the Peter Lind Hayes-Mary Healey "Stork Club" show has been changed to July 5th. . . . Art Henley, who's scripted "Honeymoon in N. Y." for years and should know all about such things, takes the plunge himself and weds Janet Radskin tomorrow. Same day he emcees his WMGM show, "The Press Box," at 2:30 with the wedding skedded 6 hours and 2 ulcers later. . . . Steve Allen's suggested slogan to Arturo Godfrey: L.S.M.F.T.—Lipton's Soups Make Fine Tea. . . . Toy TV sets are now being sold in the novelty shops. (Say, some of the programs are better than the ones on the real thing). . . . So many disc jocks in hotels these days, sez Dennis James, that you have to reserve a turntable.

☆ ☆ ☆ ☆

● ● ● Rudy Vallee's first disc for Victor in 12 years, a coupling of "Sentimental Me" and "Niccolo and his Piccolo," is getting a fat play from the disc jocks. The Vagabond Lover's pipes are smoother today than they were in his halycon days. . . . Joe Franklin's WJZ sessions are pulling in fan mail from 18 states. . . . Van B. Fox, WNBC producer, goes down to Jackson, Tenn., on the 17th. Has a wedding date for himself with Bettie Harris Russell. . . . If Gene Autry is looking for another "Rudolph, the Red-Nosed Reindeer," he doesn't have to look any further than the clever kiddie ditty tagged "Myrtle, the Turtle and the Flip, the Frog," one of the best we've heard in that league. . . . After watching grapplers tie each other into knots via video, Art Mooney thinks wrestling oughta be called "The Sport of Kinks."

Media Competition In Autumn Predicted

(Continued from Page 1)

increased were listed in the Wilson survey.

The lines are: automobiles and accessories, building materials, gasoline and lubricants, insurance, household equipment and supplies and household furnishings.

Budgets which Wilson said are likely to be decreased cover: beer, wine and liquor, confectionery, entertainment and amusements, jewelry and giftware, men and women's apparel, personal stationery and writing supplies, quality food soaps, cleansers and polishes and toilet goods and toiletries.

Statement by Wilson

"During the past several months purchasing power has tended toward a semi-permanent shift toward a semi-permanent shift in consumer expenditure from soft goods to 'hard goods,' sold on the installment plan or in other ways creating a claim on income over long period of time," Wilson declared. "This shift in purchasing will have a marked effect on 1956 advertising budgets, if they follow their traditional adjustment to declining sales. In spite of hopes to the contrary, advertising of consumer products is not likely to increase in the face of their sales decline."

Hollywood's New COUNTRY CLUB HOTEL

● The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

● Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.

Telephone: HOLLYWOOD 9-2701

TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, June 2, 1950

Sylvania To Build Radio Tube Plant

Substantial expansion in Sylvania's radio tube manufacturing facilities was announced this week. I. Ward Zimmer, recently appointed executive vice-president of Sylvania Electric Products, Inc., leading the way in the new expansion program will be the immediate construction of a new radio tube plant in Shawnee, Okla., which when completed the first of next year will have a capacity of more than a million radio tubes per month. At present, Sylvania has five radio tube plants in operation throughout the country. The manager of the new plant will be J. H. Hosterman, formerly manufacturing superintendent of the company's Huntington, W. Va. plant. The new Oklahoma plant will cover 100,000 square feet and will employ between 400 and 500 persons. Investment in the Shawnee facilities will exceed \$1,500,000. It was pointed out that this will be the first Sylvania plant in the Midwest and marks a continuation of the company's program of decentralization.

New Majestic TV Sets A "Sell Out" At Showing

A new 12½" TV table model receiver, recently announced by Majestic Radio & Television, Inc., which will retail for \$139.95 was shown at Majestic's national distributor convention held just prior to the Radio Parts Show in Chicago. According to Louis Silver, vice-president and general manager, the company's scheduled June, July and August production of their entire new TV line was completely sold out at the showing. According to Silver, trade reaction to the new 12½" receiver "was just short of sensational, and distributor orders on this model will necessitate at least double the original scheduled production." Silver reported that Majestic's Brooklyn and Charlotte plants will begin second shifts shortly to allow for overall increased production of the new line.

Named Dir. On Board Of Cornell-Dubilier

Paul McKnight Deeley has been elected a director of the Cornell-Dubilier Electric Corporation, it was announced recently by Octave Blake, president. Deeley, who fills a vacancy on the corporation's board, has been a vice-president of the company since 1942. He was responsible in earlier years for the design and installation of the first radio broadcasting station in Mexico. During the war he served as head of the capacitor division of the War Production Board.

GE Reports Popularity Of "Tele-Clues" Series

General Electric reports that its series of pictorial "Tele-Clues," published by their tube divisions, are proving to be extremely popular as evidenced by the large number of requests received. The "Tele-Clues," which are available free of charge through GE and Ken-Rad distributors, are inserted in the bi-monthly publication, "Techni-talk." By referring to the pictorial "Tele-Clues," servicemen can identify the circuit and in many cases the component which is defective.

Pocket Size Radios To Summon Doctors

A short wave radio set, the size of two packs of cigarettes, containing a two-and-a-half inch antenna, will be made available to doctors as a means of having their patients and hospitals contact them almost immediately for any emergency.

The service is being provided by Telanswerphone, Inc., a telephone answering service which has been operating in New York City for the past 25 years.

Beginning sometime in July, according to Sherman Amsden, president of Telanswerphone, Inc., a subscriber will be required to deposit \$25 for the short wave receiver and pay a service charge of \$10 a month. The subscriber will be assigned a number and in the event a patient or the physician's hospital wishes to contact him, the number will be broadcast. The doctor, from time to time would remove the set from his pocket, put it to his ear, press the spring-release button attached and listen to see if his number was being broadcast. If so, he would immediately telephone to the company who would in turn give the subscriber information about the call for him.

The service will be effective within a 25-mile radius of New York City. Transmitting equipment will be housed atop the Hotel Pierre, New York City.

Amsden informed RADIO DAILY that 200 subscribers for the service have already been signed, but that the service probably will be able to accommodate between 500 and 1000 subscribers.

Amsden stated further that application for this service has been applied for in 10 other cities throughout the country and that subscribers for the service will not be limited to doctors, but will be made available to other individuals, whose business or occupation necessitates calls of an emergency nature.

PRODUCTION PARADE

Rapidly Installed TV Antenna

The "6-Bar," latest TV antenna development of the Brach Mfg. Corp., Newark, N. J., according to the manufacturer, will open hundreds of new miles of fringe area to trouble-free reception. Combining a fan-type arrangement of elements for uniform high impedance with Vee-beam alignment for a narrow high-gain lobe, the new antenna eliminates the high-band drop-off common to most conventional conical types. The "6-Bar" is preassembled completely at the factory and its new "Speed-Rig" design reduces installation time to mere minutes.

Ready To Install Pilot-Light

A new low-cost, ready-to-install neon-type pilot light, designed for switchboards, instruments and other panels, has been announced by Industrial Devices, Inc., Edgewater, N. J. Completely enclosed in a plastic case, the Omni-Glow mounts in a matter of seconds through a ½" hole in the mounting surface. Standard coloring is red, with other colors suitable for neon illumination available. Lamp is guaranteed for a minimum of 10,000 hours.

Half-Wave High-Voltage Rectifier

The Hytron 1X2A is a miniature filamentary-type rectifier (having higher ratings than the 1X2) designed for use in TV sets as high-voltage rectifier supplying power to the anode of the cathode-ray tube. It is designed and rated primarily for use in fly-back type of power supplies.

Control Track Generator

It is now possible to use many of the non-synchronous ¼" magnetic tape recorders for picture-synchronous sound-track recording. A Control Track Generator, manufactured by the Fairchild Recording Equipment Corp., Whitestone, N. Y., superimposes a high frequency signal on the magnetic tape simultaneously with the sound track. The high frequency signal becomes the tape speed control during playback, a sort of electronic sprocket. When played back on a Fairchild Pic-Sync Recorder this control track compensates for tape stretch and shrink, maintaining lip-sync between sound-track-on-tape and the picture-on-film. No extra heads or modifications to presently owned tape recorders are required. This compact unit is supplied in a small carrying case and may be removed for rack mounting.

Type P-12 Portable Instrument

A new line of portable instruments, designated type P-12 is available from the Westinghouse Electric Corp. Rated in the two-percent accuracy class, the line utilizes both moving-iron and permanent-magnet moving-coil mechanisms in a compact molded case. The line includes single and multiple range models. The complete line of meters are magnetically shielded to permit use of the instruments on both magnetic and non-magnetic surfaces, and spaced as closely together as is required.

ENGINEERS — CONSULTANTS

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RADIO ELECTRONICS SCHOOL OF NEW YORK

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

LICENSED OPERATORS, TECHNICIANS AVAILABLE

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PLUG TUNES

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.

Riding For A Hit!

"BUFFALO BILLY"

Laurel Music Corp.

1619 Broadway
New York 19, N. Y.

They Keep On Recording It!

SENTIMENTAL ME

Morehead-Cassin

This time it's RUDY VALLEE
who does the terrific job!!!

KNICKERBOCKER SONGS, INC.
1619 Broadway New York

In Full Bloom!

American Beauty Rose

JEFFERSON MUSIC CO.

1619 Broadway New York City

Wake Up—Here's A Sleeper

PLAY A

Simple Melody

Words and Music by Irving Berlin

IRVING BERLIN

Music Corporation

1650 Broadway, New York 19, N. Y.

RAIN

recorded by

TONI ARDENColumbia
BILLY COTTONLondon
LARRY FOTINEDecca
DAVE HAMILTONHeidt
HONEYDREAMERSRCA Victor
DEAN MARTINCapitol
EDDIE 'PIANO' MILLER Rainbow
FRANK PETTY TRIOM-G-M
PAUL WESTONCapitol
GENE WILLIAMSMercury
and more coming

MILLE MUSIC CORPORATION

WORDS AND MUSIC

By TED PERSONS

● ● ● Irving Fields itinerary abroad will include a visit to Israel where he will play his new "Toast To Israel" for Dr. Chaim Weizman, President. . . . Redd Evans off to Chicago to guest on "Tin Pan Alley of the Air" June 9th. . . . Johnny Bond and Rosemary Calvin have been signed as a team by Capitol. They cut their first four sides in three weeks. . . . Record possibility: Art Wamer and his band, currently pleasing the customers at the Latin Quarter. . . . Catching up with Eve Young (and offhand I can think of no one I'd rather catch up with), I learn that she has been a busy little gal with personal and TV appearances (three-time guest, for instance, on Anchor-Hocking's "Open House" over WNET). A stand-out side on her recent London Record release is "Sometime." . . . Johnny Parker, Nat Freyer's little ward, cut the first four sides under his new contract with Capitol Records, Pete Ruglo doing the arranging and conducting honors. . . . Peggy Lee and Dave Barbour are hard at work this week in Capitol's Hollywood studios. . . . Nat "King" Cole's Trio goes into Ciro's, Hollywood, July 25th. . . . Sammy Kaye preems his new video show based on "So You Want To Lead A Band" Sunday, June 11th, 8:00 p.m., over NBC. . . . The big brass of Mercury Records, Irv Green, Art Talmadge, Joe Carlton and Harry Geller, descended in a body on the Vic Damone opening at the Starlight Roof. It figures.

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● ● ● "Say When" is waking up for Duchess Music with the first signs of life manifested out Cincinnati-way. Richard Hayes on Mercury is the latest recorded recruit. . . . Una Mae Carlisle's record of "Tired Hands" (Columbia) is the result of a long memory—Barney Young's, who heads Life Music. Barney, meeting Roy Harlow, formerly of the Yankee Network and currently of BMI, asked, "Whatever happened to that song of yours, "Tired Hands," I heard twenty years ago?" Since nothing had developed on it except mildew, Roy was prevailed upon to—Oh shucks, you know the rest. . . . Ray Ventura, during his current visit to the U. S., placed another song, "T'es Mon Moineau," with Paxton Music. The English lyrics will be written by Buddy Kaye. . . . Is this a trend? First, "Rag Mop," and now, "An Ordinary Broom." . . . And talking of trends! It seems that the stylish eatery is not content with just the services of a Maitre De. A hash house that's really on the meat-ball also boasts of a Maitre Disc whose specialty is serving post-midnight platters, viz.: The Copacabana—Jack Eigen, Howard Johnston's 57th St.—Fred Robbins, Hickory House—Ed Weiner, Headquarters—Marty Hogan, and Chandler's—Barry Gray. . . . Constant worry: someone may come up with the themes of the first two men. . . . United Music bidding with a solid, commercial ballad, "I Cross My Fingers," ingratiatingly interpreted by Percy Faith, his chorus and orchestra. . . . A guess: a lot of beer and coke will be drunk to the boisterous barrelhouse strains of "Tippy Canoodle Canoe" (Porgie Music) as recorded by Eddie Miller for Rainbow. . . . Joe Schuster, Dick Sanford and Mart Fryberg have penned a new novelty, "Round and 'Round The Smorgasbord," which Nedson Music is publishing.

☆ ☆ ☆ ☆

● ● ● "Nightwind (Sighing)," Cut for RCA Victor by Eddie Cantor's singing discovery, Eddie Fisher, was composed by Joseph Schumacher, doing a 25 to 30-year stretch at Dannemora. Al Hoffman set the lyrics. Santly-Joy publishes. . . . The Deep River Boys will record for Associated Program Service just before they hop overseas for 22 weeks of bookings. . . . Robbins, in arrangement with The Rodeheaver Co., has taken over, for the same kind of exploitation as "Beyond The Sunset" is receiving, "The Old Rugged Cross" and "In The Garden," probably the two largest copy sellers in the country.

☆ ☆ ☆ ☆

BEHIND THE MIKES

A MAJOR web is readying a national build-up for Bill E. rington. The baritone has local style and plenty of talent.

Pat Bright guest-stars with F. Whiteman on June 11th.

Can't understand why one of the top Saturday kiddie stanzas (Timmie and Mae) should bow so suddenly and with its rating.

For the worth listening to De. Cathy Mastice's Admiral platter, "There Goes My Heart."

Morey Amsterdam will preside ceremonies June 11th to raise \$100,000 needed to build a new Beth Hospital in Bklyn.

PLUG TUNES

I WISH I KNEW ASK MY HEART

RCA-Victor Records by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

An American Folk Song CANE BOTTOM CHAIR

ST. NICHOLAS MUSIC, INC.

1619 Broadway New York, N. Y.

Blues Rhythm Smash WHAT WHERE & WHEN

Leon McAuliffe — Columbia
Sonny Burke — Decca
Ed Crosby — Decca
Ralph Flanagan — Victor
Pee Wee King — Victor

More Coming Fast

PAXTON MUSIC, INC.

Another BMI Pin-Up Hit! BONAPARTE'S RETREAT

Published by Acuff-Rose

Recorded by

Gene Krupa (Vic) Kay Starr (Cap)
Pee Wee King (Vic) Buzz Butler (De)
Leon McAuliffe (Col)

Licensed exclusively by
BROADCAST MUSIC, INC.

TELEVISION DAILY

Continuation of RADIO DAILY, Friday, June 2, 1950 — TELEVISION DAILY is fully protected by register and copyright

MANUFACTURERS SUPPORT PLAN

TELE TOPICS

STRAW HAT SEASON of video shorts underway this week with five vehicles. Fans of Faye Emerson welcome her back to NBC June 7 on a new quarter-hour featuring Kenneth and titled: "Fifteen With Faye" (8:00 P.M.); Snow Crop Markets, sponsor. Light-hearted comedy in the new auction program "What Am I Bid?" commencing on NBC-TV June 8, 7:30-8:00 P.M.; Universal Markets, sponsor. Light-hearted comedy is the strong point of a documentary presentation called "Living . . . Built by NBC's Public Affairs and Education Dept.; starts June 10, 6:30 P.M.; Kyra Petrouskaya, former "Toast of Moscow" and ex-woman lieutenant in the Russian Army who made guest-shot rounds in Manhattan some months ago, has signed with WOIC, Washington, D. C.—starring "The Little Top," a variety show that debuts Wed. night, May 31, 7:00-8:00 P.M. "Cavalcade of Sports," Gillette sponsor, new half-hour film program of sports highlights, tees off today replacing regular 10:00 P.M. Friday night telecast from the Garden and other arenas; NBC-TV.

MURRAY'S SHOW becomes a weekly series on CBS-TV as of Oct. 7. Summer hiatus from July 1 through Sept. 30; currently viewed alternate Saturdays 8-9 P.M., EDT. . . . Rush night for Youngman—a TV stint tonight at 10:00 for Anchor-Hocking Glass Co. and radio shot on "Start the Starter" 10:00. . . . Carolyn Burke, NBC-TV anchor, invited to make the George W. Arthur Award to the most enterprising student of Richfield Park High School, Richfield Park, N. J., on June 7. . . . Williams, "We The People" staffer formerly with the Bob Hope Show, and "Believe It Or Not" staff. . . . Contestants of the Roller Derby World Series being interviewed tonight on ABC-TV (10:00-10:30 P.M.) by co-emcees Joe and Ken Nydell.

BEST LIST on DuMont's "Cavalcade of Stars" first anniversary program (9-10 P.M.) includes: John Garfield, Jane Pickens and the Escourtiars, Paul Winchell with Jerry Mahoney, Norman Ross's Stag Party, variety program "for men only" premiered Wed. on WNBQ, Chicago, 9:30-9:45 P.M., as produced by Ted Mills who also produces the Garroway Show on NBC-TV. . . . Robert Montgomery presenting "Chapin" on Monday night's show (9:30-10:30). . . . Night baselines of independent Brooklyn clubs feature a regular Wednesday feature throughout the Summer on WOR-TV (8:30 P.M.).

Seek To Improve Management And Selling Practices Thru Dealer Confabs In August And September; Meetings To Feature Slides, Sound Films

(Continued from Page 1)

of RMA announced yesterday. The meetings, which will feature four sound slide films, has been underwritten by 16 radio and TV manufacturers and their local distributors, Sprague explained. To implement the plan Sprague announced the appointment of several committees which will function throughout the country.

While the RMA announcement did not specifically state that the Town Meetings would take up the problem of eliminating TV service abuses in some cities it is known that this subject will be a part of the agenda. Manufacturer members of RMA, concerned with the recent expose of unscrupulous practices in RADIO DAILY, have asked RMA to take steps to improve these conditions.

Committees Named

The committees announced in connection with the Town Meeting campaign are:

On Business Management: Eugene A. Anthony, service manager, Radio & Television, General Electric Supply Company, New York City; Hadley Chapman, vice-president, RCA Distributing Company, Chicago, Illinois; Walter J. Epstein, manager, Hoffman Sales Corporation, San Francisco, California; Philip Gillig, president, Emerson Radio of Connecticut, Hartford, Connecticut; and F. Stuart Louchheim, Philadelphia, Pennsylvania.

On Merchandising and Public Relations: A. Earle Fisher, merchandising manager, television-radio division, Westinghouse Electric Corporation, Sunbury, Pennsylvania; Stanley H. Manson, manager, advertising & public relations, Stromberg-Carlson Company, Rochester, New York; Ver Lynn Sprague, Gouffain-Cobb Advertising Agency, Inc., Chicago, Illinois; and Leonard C. Truesdell, vice-president, Zenith Radio Corporation, Chicago, Illinois.

On Sales: Leo Cronson, district appliance manager, Westinghouse Electric Supply Company, Philadelphia, Pennsylvania; Dan D. Halpin, manager, television sales, RCA victor division, Camden, N. J.; Arthur J. Hirsch, vice-president, Teledisco, Inc., East Orange, N. J.; F. A. Lyman, assistant na-

tional sales manager, Allen B. DuMont Laboratories, Inc., Clifton, N. J.; R. E. Noth, sales training manager, General Electric Company, Syracuse, N. Y.; and John T. Robinson, director of sales training & education, Belmont Radio Corporation, Chicago, Illinois.

On Operating a Profitable Service Department: George Cohen, manager, parts & service department, Emerson Radio & Phonograph Corporation, New York, N. Y.; J. A. Milling, vice-president, RCA Service Company, Inc., Gloucester, N. J.; Henry T. Paisto, vice-president in charge of service, Philco Corporation, Philadelphia, Pennsylvania; and W. L. Parkinson, supervisor, technical service section, General Electric Company, Syracuse, N. Y.

The following manufacturers (and their local distributors) are sponsoring the meetings: Belmont Radio Corporation (a division of Raytheon Manufacturing Corporation); Crosley Division, Avco Manufacturing Corporation; Allen B. DuMont Laboratories, Inc.; Emerson Radio & Phonograph Corporation; General Electric Company; Hoffman Radio Corporation; Industrial Television, Inc.; Motorola, Inc.; Noblitt-Sparks Industries, Inc.; Packard-Bell Company; Philco Corporation; RCA Victor Division; Stromberg-Carlson Company; Wells-Gardner & Company; Westinghouse Electric Corporation; and Zenith Radio Corporation.

Cities on Schedule

Meetings have been slated tentatively for the following cities: Birmingham, Alabama; Phoenix, Arizona; Los Angeles, San Diego and San Francisco, California; New Haven, Connecticut; Wilmington, Delaware; Washington, D. C.; Jacksonville and Miami, Florida; Atlanta, Georgia; Chicago, Illinois; Bloomington and Indianapolis, Indiana; Ames and Davenport, Iowa; Louisville, Kentucky; New Orleans, Louisiana; Baltimore, Maryland; Boston, Massachusetts; Detroit and Grand Rapids, Michigan; Minneapolis, Minnesota; Kansas City and St. Louis, Missouri; Omaha, Nebraska; Newark, New Jersey; Albuquerque, New Mexico; Buffalo, New York; Rochester, Schenectady, and Syracuse, New York; Charlotte and Greensboro, North Carolina; Cincinnati, Cleveland, Columbus, Dayton and Toledo, Ohio; Tulsa and Oklahoma City, Oklahoma; Erie, Johnstown, Lancaster, Philadelphia and Pittsburgh, Pennsylvania; Providence, Rhode Island; Memphis and Nashville, Tennessee; Dallas, Fort Worth, Houston and San Antonio, Texas; Salt Lake City, Utah; Norfolk and Richmond, Virginia; Seattle, Washington; Huntington, West Virginia, and Milwaukee, Wisconsin.

Press-Time Paragraphs

TV Production Prophecy

Americans will buy 30,000,000 TV sets and accessories costing seven billion dollars within the next five years, it was predicted by Dr. Allen B. DuMont in an address Wed. night to the graduating class of Fairleigh Dickinson College. Further, he visualized approximately 1,000 transmitting TV stations and at least 4 networks with interconnected facilities coast-to-coast.

Tour G. E. Studios

Syracuse—Over 300 TV-minded high school students of Albany, Troy, and Schenectady, N. Y., made a brief tour to study operations at the General Electric TV Center in Syracuse. Dr. Walter Baker, G.E. vee-pee, gave the youngsters a verbal picture of future TV as a textbook substitute.

Fight Managers Seek More TV Guarantees

Failure of the International Boxing Club and the Boxing Managers' Guild to come to terms on a new TV agreement has resulted in the calling of another meeting for Saturday. The managers are asking for an increase in the TV money paid boxers because the fights originating in the Madison Square Garden are carried on the network and are seen by boxing fans in other cities throughout the country. Network contracts for fight coverage are contingent on the pact with I.B.C.

Hike In NBC-TV Rates Indicated In Letter

Preliminary to announcing a new TV network rate card which goes into effect July 1, George H. Frey, director of sales for the NBC television network, has sent a letter to the trade which reflects TV's growth and effectiveness. Indicating that rates will be upped Fry states in his letter that all advertising contracting for network television time prior to July 1 will receive six months' rate protection. Present NBC clients will be billed according to rates currently in force for these stations up to and including December 31, 1950.

FCC Permits Para., CTI To Give Color-Tube Data

Washington Bureau of RADIO DAILY Washington—The FCC yesterday granted permission to Paramount Television Productions, Inc., and CTI to submit testimony and proposed findings on their new color-television tubes.

The Commission said it will keep open the record in the recently-concluded color-TV proceedings for this information. The proposed findings, it declared, should suggest standards flexible enough to allow for the fullest utilization of the new tube.

RCA Expands Operations

Bloomington, Ind.—Television receiver production at RCA-Victor's plant in Bloomington, Ind., will be increased several hundred per cent, officials announced. Employment will be increased from 2,200 to about 2,500. Production of radios will be moved to Cannonsburg, Pa., to a new plant which will make more than 1,000,000 sets a year.

AGENCIES

W. DONALD ROBERTS will join Sullivan, Stauffer, Colwell & Bayles, Inc. as a vice-president on July 1. He was formerly western sales manager for CBS.

TAYLOR-REED CORPORATION of Glenbrook, Conn. has appointed Tracy, Kent & Co., Inc. to handle advertising of Cocoa Marsh, Chocolate flavored syrup. Television, newspapers and magazines will be used. The agency also handles Q-T Frosting and Q-T Pie Crust made by the company.

ARTHUR PINE ASSOCIATES have been named to handle publicity and public relations for Larry Sittenberg, Inc.

ADAM SCHEIDT BREWING COMPANY of Norristown, Pa. to Ward Wheelock Company of Philadelphia. The company makes Prior and Valley Forge Beer and Rams Head Ale.

'To The Ladies' Starting June 19 Over WNYC

(Continued from Page 1)

gram emphasis will be on children and the home.

Among the guests to be heard on the first program are Eleanor Roosevelt, Mrs. William O'Dwyer, Maurice Evans, Mrs. Dorothy McCullough Lee, mayor of Portland, Oregon, Jinx Falkenburg and Fleur Cowles, editor of Flair.

Mrs. O'Dwyer will be featured as "The Boss's Wife" on this show. On later programs, other guests will take the role.

"To the Ladies" will be heard from 11 to 12 noon on Mondays at the start. At a latter date, the program will be expanded to several days a week. Producer is Seymour N. Siegel, WNYC director.

Questionnaires Sent Leading Manufacturers

(Continued from Page 1)

committee investigating lobbying to submit detailed accounts of recent expenditures "designed to influence policy or public opinion on national issues."

Film companies were omitted from the list. Other firms getting questionnaires included Eastman Kodak, G. E., Westinghouse.

Gets Safety Award

Westinghouse Station KDKA has received a certificate of merit for conspicuous achievement in accident prevention represented by the operation of the station from October 1, 1946 to December 1, 1949. The certificate, which was awarded by the Liberty Mutual Insurance Company, points out that the station was operated without a lost time accident for 235,263 man-hours.

COAST-TO-COAST

New Feature On KNBC

San Francisco, Calif.—A new feature will be introduced on KNBC's "This Is Your Home" program this Sunday, June 4th at 10:30 a.m., PDT. W. & J. Sloane Furniture Company, sponsor of the program, will offer lists of basic libraries for people starting record collections. The lists will range in price from \$25.00 up. Each broadcast will start with a musical selection from a library recommended that day and later narrator Budd Heyde will tell his stories of California as usual. "This Is Your Home" is written and produced by Samuel Dickson.

WCOP Receives Citation

Boston, Mass.—WCOP, of ABC, was presented an "award of merit" by the Lt. Vernon Macauley (Theatrical) Post, American Legion, for the all-out co-operation the station gave to the American Legion in its recent Tide of Toys Drive. Henry Lundquist, WCOP production manager, accepted the citation from Post Commander Douglas MacLeod.

Joins Peace Officers Assn.

St. Louis, Mo.—Harry K. Renfro, executive assistant to the general manager of KXOK, has been made a member of the Peace Officers Association, an organization of law enforcement officers from this state. In addition to being a deputy sheriff in this area, Renfro works in close co-operation with the local Police Department and the State Highway Patrol.

WGPA Sports Schedule

Bethlehem, Pa. — WGPA and WGPA-FM is broadcasting sports results every 15 minutes, Monday through Saturday, plus a complete sports round-up broadcast at 6:45 and 10:30 p.m. The sports matinee will incorporate scores, racing results, golf, and other up to the minute leading sport releases.

20th Anniversary For WCSC

Charleston, S. C.—On May 14th, WCSC celebrated its 20th anniversary of consecutive broadcasting. WCSC is the oldest radio station in this city. It began in 1930 with 500 watts and now is the only one of the local stations operating on 5,000 watts day and night, and 36,000 watts FM. The station is owned by John M. Rivers, who came to WCSC in 1944.

"Creation" On WBT

Charlotte, N. C.—A special taped broadcast of the "Creation" oratorio by Haydn as performed by a local 30-piece choir and 30-piece orchestra under the direction of Earl S. Berg, glee club director at Davidson College, was presented as a public service over WBT and WBT-FM Sunday, May 28th from 3:00 to 4:00 p.m.

WSTC Airing "Beach Party"

Stamford, Conn. — WSTC and WSTC-FM marked the opening of the bathing beach season on Monday, May 30th, at 2:30 p.m., with the inauguration of its new "Beach Party" program. With Harry Downie as master of ceremonies and "Life Guard," the program presents "Music to Loll By," tide and weather reports, and announcements on water conditions, every day at 2:30 p.m., Monday through Friday. The program, which is one of a series of WSTC and WSTC-FM shows prepared specifically for the summer outdoor audience, will cover beaches in the Stamford-Greenwich area.

WIS Makes Staff Appointments

Columbia, S. C.—Russ McElwee, formerly a member of the announcing staff at WCRS, Greenwood, has returned to join the WIS, WIS-FM sales staff. Kay Collins, formerly WALB, Albany, Ga., and WKIX of this city, has joined the continuity staff at WIS. Harold Bourgeois has been appointed news editor of this station, replacing Gren Seibels, who resigned to accept other radio duties. Bill Bochman, former manager of WCOS and WKIX, has joined the sales staff, and Betty Fellers has rejoined the continuity staff.

WCSI Interviews Speedsters

Columbus, Ind. — Julian Piercefield, WCSI sportscaster, conducted trackside interviews at the Indianapolis Speedway since the beginning of qualifications for the big Memorial Day race. These interviews with drivers and owners of race cars were wire-recorded for broadcast on his Sports Review program at 6:15 each evening.

New Feature On WTAG

Worcester, Mass. — WTAG (and FM) is setting up commercial content of the local County Institution For Saving's five-a-week "Yankee Hourglass" stanza. The program presents Marg Cox with stories, legends and superstitions of old New England. This new commercial feature will spotlight bank employees in once-a-week tape-recorded interviews. Quizzing by Marg Cox will reveal little-known facts about the jobs of the men and women behind bank's cages. Interviews will be taped in the bank wherever the employee happens to work.

WRFD Has New Musical Show

Worthington, O.—Gary Schroeder and George Bodner, duo-disc jockeys, have bought out a new two-hour record show on WRFD. Running from 2:00-4:00 p.m., the show titled "Melody Mill" features popular recordings and highlights travel news, sporting events news, and tips on entertainment and special events throughout the state.

PROMOTIONS

Station Co-operation

Merchants, manufacturers and ad execs of Fort Wayne, Ind. totaled 185 at a recent luncheon sponsored by the four stations that city, WGL, WANE, WKJG, WOWO. In a combined effort to across the theme, "Radio—the best advertising medium," the station presented a 45-minute program, film slides and a transcribed commentary by Robert Duffield, manager of WOWO. In addition, booklets outlining the strong points of film and commentary were passed out to all who attended. Reaction to the program: highly favorable, attested by a long round of applause and written and spoken comments.

Town Meeting Brochure

Outlining the 15-year broadcast history of "America's Town Meeting of the Air," an 80-page brochure has been published by Town Hall Inc., New York. Having been inaugurated on May 30, 1935, the program originally reached 27 stations of the ABC network. Now, broadcast every Tuesday night from 9:30, the program is reaching U. S. stations and much of the world via the Voice of America. Further details of the brochure describe business and public affairs, famous broadcasts of the past, and cross-sections of opinion. Title of the brochure is "Good Evening Neighbors," the familiar greeting used by emcee and associate-director Geo. V. Denny to open each broadcast.

Send Birthday Greetings To—

| | |
|-------------------------|-----------------|
| June 2 | |
| Frank Arnold | Lillian Cornell |
| Tony Gilman | Ben Grauer |
| Walter Tetley | Hedda Hopper |
| June 3 | |
| Ruth Carhart | Bob Hutton |
| Herman Larson | Joey Nash |
| Jan Pearce | Dave Rose |
| Warren Sweeney | |
| June 4 | |
| Jack Hollister | Marvin Kirsch |
| Carlton E. Morse | Ed Lindstrom |
| Charley Urquhart | Robert Merrill |
| June 5 | |
| Herbert Petley | Merle Pilsbury |
| Charles A. Schenck, Jr. | |
| June 6 | |
| Dick Barrie | Zac Freedman |
| Jimmie Lunceford | R. G. Pratt |
| Charles Vanda | Peter Donald |
| June 7 | |
| Glen Gray | Alois Havrilla |
| Mann Holiner | Reed Snyder |
| Tom Slater | Leonard Kapne |
| June 8 | |
| Hope Summers | Jimmy Saunders |
| Ruth Bailey | Jack W. Lavitt |
| June Meredith | James F. Nutt |
| Sylvia Carr | |

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 51, No. 45

NEW YORK, MONDAY, JUNE 5, 1950

TEN CENTS

TBA IN MOVE TO EXPAND OPERATIONS

Plans For Tape Broadcasting Web Revealed

Eells Announces New Taped Net Service

West Coast Bureau of RADIO DAILY
Hollywood — Plans for the launching of tape broadcasting network for the development of regional and national tape sales was revealed here Friday by Bruce Eells who has contracted with Ampex Electric Corporation for the delivery of recorders starting October 1. The new tape net-

(Continued on Page 6)

Radio-TV Workshop Planned By NRDGA

Two-day workshop on radio and television retailing has been scheduled by the National Retail Dry Goods Association for September 2 and 29 at New York's Hotel Macaer. Howard P. Abrahams, manager of NRDGA's sales promotion division and visual merchandising group, says the course was

(Continued on Page 5)

'Millionaire' Airs Today; Hope And Family Guests

"Five Like a Millionaire," a new program in which children present their parents to the listening network audience, will get a flying start today when Bob Hope, together with offspring Linda and Tony, will guest on the show;

(Continued on Page 2)

Spirit Of Giving

Cincinnati, O. — In a recent clothing drive here, Cincinnatians were asked by WKRC and WKRC-TV, during an all-night simulcast, to place their old clothing bundles at the curb for early pickup. Results were tremendous: 50 tons, including 11 bags of laundry. Seven of the laundry bundles were located and returned.

Unusual Bon Voyage Gift

When Arturo Toscanini sails for a vacation in Italy today, he will be the recipient of an unusual bon voyage present from the NBC press department. A large bound volume of photographs and press clippings which tell the story in word and pictures of his recent tour with the NBC Symphony orchestra has been prepared for him. The pages, newspaper size, chronologically tell the story of the tour.

Women Broadcasters Achievement Awards Discuss Radio-TV Announced By AFA

Cleveland, Ohio—Women can play important roles in all phases of broadcasting and should work harder than ever before to do this.

This was the theme of concluding sessions of the seventh annual convention of the Association of Women Broadcasters of NAB here on Saturday.

"The days when women in broadcasting were limited to home economics programs are gone," says Mildred Funnell, of WTAM, Cleveland. Bette Doolittle, executive secretary

(Continued on Page 5)

Menser Accepts Position At Florida University

Clarence L. Menser, formerly vice-president in charge of programs at NBC, has been named professor of speech and director of radio at the John B. Stetson University, Deland, Fla. He will take up the new post on July 1. Menser was a professor at Knox College, Galesburg, Ill., before he joined NBC.

Detroit—Closing sessions of the 46th annual convention of the Advertising Federation of America were held in Detroit's Hotel Statler on Friday.

Among the day's events was the presentation of awards for advertising club achievements. Those honored were: for achievement in advertising education, first award, Pittsburgh Advertising Club; second award, Advertising Women of New York, and honorable mentions to

(Continued on Page 8)

New York Mayor Set For Regular TV Program

Mayor William O'Dwyer, will appear regularly on a television program "At The Mayor's Desk," starting Thursday, June 15 over Station WPIX, New York, it was announced yesterday by the station. The program will be carried as a semi-monthly public service program.

"At the Mayor's Desk," a half-

(Continued on Page 7)

RMA 4-Day Confab Opening; Will Vote On Vital Proposals

Chicago—Leaders in the radio-television industry began gathering here Friday for the opening of the 26th annual convention of the Radio Manufacturers Association at the Stevens Hotel. The convention may be the last held by "RMA," as members will vote on a proposal to amend the Illinois charter of the trade association and change the name to the "Radio-Television Manufacturers Association" in recognition

of the tremendous advance in importance of television set and component manufacturing.

Members of the association, who will come to Chicago from all the major electronic manufacturing areas of the Atlantic coast and northeast as well as the mid-western Chicago area and the West Coast, also will act upon other far-reaching reorganization proposals.

(Continued on Page 6)

Adopts 10-Point Program For Industry

Urging the lifting of the TV freeze and the standardizing of advertising practices with the respect to the repair and maintenance of receivers, Jack Poppele, president of the Television Broadcasters Association, Friday released a 10-point program for TBA operations this year and announced

(Continued on Page 6)

German Broadcasters Here To Study Radio

Eleven German broadcasters have been brought to the U. S. by the Department of State for an intensive study of American radio techniques and American life and culture. Later, two more will arrive and the entire group of thirteen will undergo a training program throughout the summer that will

(Continued on Page 2)

Lux Theater Leading Latest Nielsen Survey

CBS and the Lux Radio Theater continue to dominate evening programs, according to the latest national Nielsen rating released for the week of April 23 to 29. Lux with 23.0 on CBS held the top position

(Continued on Page 2)

Anniversary

The people of Normandy, France, and midwest United States, will honor the Sixth Anniversary of D-Day by an exchange broadcast between KMA, Shenandoah, Iowa and Radio-diffusion Francaise, Paris. The two broadcasting outlets are exchanging special programs on June 6, with KMA broadcasting its program at 9 p.m., CST.



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

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CHICAGO BUREAU

Herbert M. Kraus
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Phone: Dearborn 2-1414

SOUTHWEST BUREAU

Paul Girard, Manager
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Dallas, Texas

ROME BUREAU

John Percicari
Ludovisi 16

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

FINANCIAL

(June 2)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

WKOW Joining CBS

Station WKOW, Madison, Wis., will join CBS as a supplementary station in the Northwest group effective Monday, June 5, it was announced by Herbert V. Akerberg, CBS vice-president in charge of station relations. The addition of WKOW brings the total number of CBS radio affiliates to 188.

WEAV

PLATTSBURG, N. Y.
AMERICAN BROADCASTING CO.

CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET
JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

★ COMING AND GOING ★

JACK NORFLEET, general manager of WSAP, Portsmouth, Va., arrived in town Friday on station business. Visited for a while at the headquarters of MBS, with which the station is affiliated.

CATHERINE WIENS, Duane Jones Company amanensis, who last week adorned the sands of Elbow Beach in Bermuda, this week resumes her chores as secretary to the agency's treasurer. She returned last Friday aboard the Queen of Bermuda.

R. R. DEUPREE, chairman of Procter & Gamble, with MRS. DEUPREE and their daughter, on Saturday arrived in New York from Europe aboard the Mauretania.

CAROLINE BURKE, television producer for NBC, on June 7 will go out to Ridgfield Park, N. J., there to present the George W. Barbier Awards at the high school. The awards, endowed by the late film star, provide scholarships for students.

EMERSON J. PRYOR, vice-president and general manager of WDVA, Mutual network outlet in Danville, Va., is in New York for conferences with web officials.

AARON KATZ, president of Official Films, Inc., is aboard the Queen Elizabeth bound for Europe, where he will arrange for production of a series of religious films for television distribution.

VICTOR RUBIN and GEORGE HIRLIMAN, of Rubin Television Corp., left by plane yesterday for a trip to London and Paris on both business and pleasure.

ROGER GRAHAM, science fiction writer, is expected in New York today for conferences with Stan Halperin of Roberts & Carr Productions concerning a forthcoming radio and TV series which he is writing.

G. R. COGHLIN, Reuters representative in Switzerland, is in New York.

German Broadcasters Here To Study Radio

(Continued from Page 1) be conducted by Columbia University.

The guests will be in Washington this week as guests of the State Department. Afterwards, they will take up studies at Columbia University until July 4th at which time the group will start a tour of radio stations throughout the country, returning to Europe on Sept. 1st. The broadcasters, representing the three Allied zones of occupation, will be given a training program similar to the one previously given by Columbia to Japanese broadcasters, according to Dr. Theodore Abel, director for the university of the broadcasters' training program.

John G. Wilson

John G. Wilson, 50 executive vice-president in charge of the RCA Victor Division of the Radio Corporation of America, died June 1st at his home in Wynnewood, Pa., after a brief illness. During the course of his association with RCA since June, 1944, Mr. Wilson held positions as: administrator of accounts and finance for the RCA Victor Division, operating vice-president and general manager. In previous years, he had been a controller of Montgomery-Ward & Co. in Chicago and later became v-p, controller, and a director of Goldblatt Bros., Inc., also of Chicago. For a year before going to RCA, he was v-p and gen. mgr. of United Wall Paper Co. In addition to his recent position as executive v-p, Mr. Wilson was a director of RCA Victor Co., Ltd., of Montreal, Canada.

Contest Winners Listed

Winners of the annual World-Herald Tribune Journalism Awards were announced and interviewed on WOR's 6:00 p.m. program, "News on the Human Side." Given for the best news reports or interviews in a high school paper, the two awards this year went to Gene T. Bolus of Manual Training High School, Brooklyn, and Rita Harrow of Abraham Lincoln High School.

'Millionaire' Airs Today; Hope And Family Guests

(Continued from Page 1)

it will be the first appearance of the Hope children on the airwaves. The Masterson, Reddy and Nelson opus for General Mills will be heard from 2:30-3 p.m., EDT. Jack McCoy is star of the program.

"Live Like a Millionaire" will be heard Monday through Friday. Children, in their applications, will request that their parent either one or both—be considered. On Monday, Tuesday, Wednesday and Thursday the producers will permit four children to present their parents in this manner. An applause meter will judge the winner on each of these four days. On Friday the four winners of the previous four days will compete for the privilege of "living like a millionaire" for a week, using the income on a million dollars for the purpose and being the guest of the network at outstanding hotels and resorts.

For the non-winners of the grand award there will be prizes given on each program each day.

Lux Theater Leading Latest Nielsen Survey

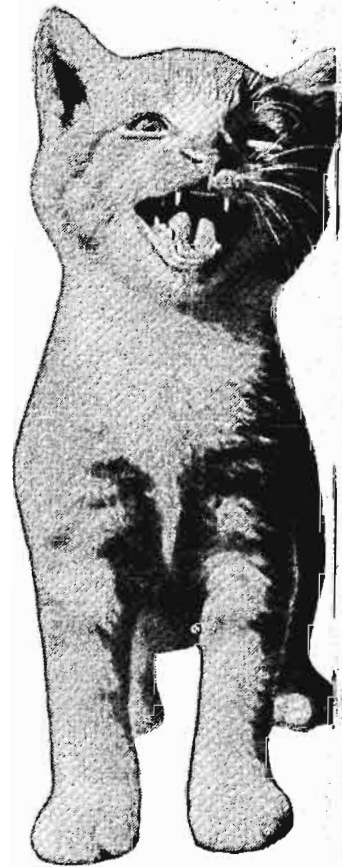
(Continued from Page 1)

for still another week and CBS took eight of the top ten spots.

Arthur Godfrey's Talent Scouts at 18.9, Jack Benny at 17.4, My Friend Irma at 17.1, Amos 'n' Andy at 15.9, You Bet Your Life at 14.9 and Charlie McCarthy Show at 14.9—all on CBS followed. NBC's Fibber McGee and Molly placed eighth at 14.9 with Walter Winchell on ABC at 14.6 in ninth position. Mr. Chameleon in CBS at 13.7 completed the list.

To Simulcast Moore Show

The Garry Moore television show for CBS will be a simulcast, the network has decided. Plan is to put the show on radio and TV Mondays thru Friday, 7:00-7:30 p.m., with the AM show starting July 3 and the video series a week or two earlier.



"B. B. D. & O. say they're interested!"

Yes sir! The big boys are n... bling! The blue chips are falli... on the table because big adv... tisers insist on low-cost results.

Have you got a pet account your shop that would like to ma... a killing in the rich Baltimore market? There's a sure fire w... in radio.

You just buy W-I-T-H, the B... independent with the BIG au... ence. Then you're sure to get mo... listeners-per-dollar than from a... other station in town. W-I-T... delivers what the blue chip... counts really want—those bel... cost results!

Call in your Headley-Reed pr... for the whole W-I-T-H story.



FM WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

RADIO or TV
which will it be?

The smart buy is

BOTH

in WLW-Land!

WHY BOTH?

Television's tremendous growth has resulted in a decline in radio listening. But this decline has been OFFSET by an *increase in the total number of radio homes*.* And when TV enters a radio home, the total viewing-listening activity is more than ever before . . . thus increasing the advertiser's opportunity to sell!

WHY WLW?

The Nation's Station delivers 20 million home hours of listening per week in an area comprising 330 counties . . . 13,404,000 people . . . nearly 1/10 of the United States. Yes, WLW is still far ahead in . . .

COVERAGE—In four weeks, WLW reaches 80.7% of all radio homes in WLW-Land—an increase of 25% in coverage since 1946.

DOMINANCE—WLW enjoys 16.6% of all radio listening in its Merchandise-Able area . . . competing with 257 other stations.

PENETRATION—The average radio home in WLW-Land listens to WLW 5 hours and 27 minutes per week . . . more than the four leading competitors combined.

And when you put coverage, dominance and penetration together . . . **THAT'S IMPACT!**

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at

lower cost than five combinations of the best local stations in 21 major markets. The savings you realize by using WLW, if invested in WLW-Television, will result in an additional audience and will protect your AM advertising dollars in metropolitan TV areas against the inroads of television.

WHY WLW-TELEVISION?

The three micro-wave-linked Crosley Stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—have an average share of Audience of 52.5% from 11 A.M. to 11 P.M. seven days a week. Compare this to an average of 28.5% for the other five TV stations located in these three cities.**

And look at the market. It's the **2ND LARGEST TV MARKET IN THE MIDWEST . . . 6TH LARGEST TV MARKET IN THE NATION.**

As for costs, WLW-Television has the *second lowest cost in the midwest*—as low as 16c per-thousand-set owners.

SPECIAL SUMMER "BONUS TIME PLAN"

Special summer discounts are available through September to advertisers on both WLW, The Nation's Most Merchandise-Able Station, and on WLW-Television, the most dominant television operation in the nation's 6th largest TV market.

For complete information, contact any of the WLW Sales Offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus



Crosley Broadcasting Corporation

*All WLW data based on Nielsen Radio Index, Feb.-Mar., 1949

**All WLW-Television data based on Videodex Reports, April, 1950

AGENCIES

STUART LUDLUM has been appointed television director of Duane Jones Company, Inc. He was formerly with Blackett-Sample-Hummert and McCann-Erickson. Walter Ware will continue as supervisor in television production. TV time buying will continue to be handled by the time buying department.

JOHN H. HAIGHT has joined the media department of Ted Bates & Company. He was formerly with Benton & Bowles, Inc.

CLEMENT G. SCERBACK has been named production manager of WTAM and WNBK in Cleveland. He was formerly a news writer at the station.

ROBERT E. MILLER has been appointed sales manager of Radio Goa of India. Radio Goa is the only commercial station covering India and Pakistan.

DURKEE FAMOUS FOODS division of the Glidden Company of Cleveland has placed all advertising with Meldrum & Fewsmith, Inc. The agency will open offices in Chicago and San Francisco to service the account.

BARRICINI CANDY has named Goold & Tierney, Inc. Spot radio, newspapers and outdoor signs will be used.

REG DAMERELL, formerly with Compton Advertising, Inc., has joined Paris & Peart as associate copy director.

CHARLES W. YEAGER has joined Gray & Rogers of Philadelphia as associate media director. He was formerly with Abner J. Gelula & Associates.

JULES SHERMAN has joined Emil Mogul Company, Inc. as assistant production manager. He was formerly with Deutsch & Shea.

MARGUERITE LEONARDI has joined William von Zehle & Co. as an account executive. She was formerly with Duane Jones.

DELHAM FOOD PRODUCTS COMPANY of Cambridge, Mass. to Meissner & Culver, Inc.

THEODORE BARKUS ADVERTISING and the Harry Bortnick Advertising Agency, both of Philadelphia, have merged and will continue under the Bortnick name.

The Land of the Free

Dramas of American Opportunity
This week: Oliver Wendell Holmes

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



By SID WHITE

Man About Manhattan. . . !

● ● ● **WEEK-END CUFF NOTES:** Broadcast Advertising Bureau, granted a \$200,000 operational budget by the NAB board, has been shackled by a freeze imposed by NAB headquarters which prevents further expansion of activities at this time. Plans for personnel additions have been tabled and BAB must operate conservatively until the status of NAB is clarified. . . . Nothing, but nothing, will keep Gov. Warren, of Calif., from his radio on the nite of June 28th. That's when NBC's "Big Story" will relate the story of a small town district attorney and a reporter and how they combined to smash crime in that town. The D.A. in question rose from that crusade to be the present Gov. of Calif. . . . A bartender we know quit his mid-town job. Couldn't stand the television. . . . Dick Brown's trying to get a leave of absence from "Stop the Music" to make p.a.'s in nite clubs and theaters around the country. He's been offered a lotta loot. . . . One big musical figure is reported to be \$100,000 in back taxes arrears with the gov. . . . The St. Moritz Hotel now has over 200 rooms wired for video. . . . Broadway's No. 1 collector's item is P. K. Thomajan's privately-printed "Hades and Jades," a 1950 Rubaiyat of romantic wit and wisdom. . . . A group of radio producers were gabbing in McCarthy's steakery the other p.m. about Gypsy Rose Lee, the stripper turned writer. "She ran the gamut," cracked Bob Monroe, "from navel to novel."

☆ ☆ ☆ ☆

● ● ● Songstress Toni Arden bumped into a famous but much-maligned comic in Lindy's the other p.m. "I saw you at the Paramount the other nite," she said. "You stole the show." The comic protested that he's not working at the Paramount. "Yeah, I know," admitted Toni, "You were in the audience taking notes."

☆ ☆ ☆ ☆

● ● ● **AROUND TOWN:** Better Business Bureau's plans to set up a code for TV servicemen as well as dealer advertising are crystalizing and the code will be announced later in the month. . . . Sam Cuff, TV consultant and gentleman farmer at Chappaqua, N. Y., is taking an active interest in a fight to prevent the construction of a huge shopping center in the Township of Mt. Pleasant. Ditto for Geo. Oswald, of the Estes agency, who is chairman of the Mt. Pleasant Taxpayers Ass'n. . . . Chas. Singer, ass't chief engineer of WOR, got a nice note from Dean Haller of Penn State following his recent speech there. Seemed he made a big hit with his talk—a four-hour job, at that! . . . Memo from Tuffy Brashun, the Roller Derby queen: "Watch me run the skates off of anyone who gets in my way at the Roller Derby World Series June 3rd, 4th and 8th over WJZ-TV." Okay, Tuffy, we'll be a-watchin'. . . . Add rackets: Kids standing on line for the hit broadcasting shows, selling their places along with the ducats, if necessary, to late-comers.

☆ ☆ ☆ ☆

● ● ● Radie Harris' interview sessions via Mutual have been renewed another 13 weeks by Dari-Rich and little wonder when you consider the top bracket names she's been coming up with week after week. Starting off her series with Jack Benny, she's had such hard-to-gets as Mary Martin, Bob Hope, Greer Garson, Cornel Wilde, Rex Harrison, Joan Fontaine, Doug Fairbanks, Jr., Gertrude Lawrence, Bing Crosby, Jack Carson, Betty Hutton, etc., up before her colorful mike. Saturday, for instance, she corralled the very elusive Ezio Pinza for a bon voyage session. Next month she'll offer Paulette Goddard, Jean Hersholt and John Garfield. Radie easily has the hottest mike in the gab field.

CHICAGO

DAVE KIMBALL, WMAQ sales promotion man, moves over WBBM as sales promotion manager under Ralf Brent on June 12. It's a nice break for a hard-working guy. Mike Wallace and his mar side-kick, Buff Cobb, began the new late night disc show from Chez Paree Friday, June 2. Call the "Chez Show," it features celebrity interviews and gossip by Mike and Buff from the Chez cocktail lounge, plus popular platters served from the WMAQ studios. The show will run from 11:30 p.m. to 1 a.m. Tuesday thru Sunday.

Craig Claiborne, former ABC flack, has moved over to the Merchandise Mart news bureau. Claiborne just finished a bang up job for the 1950 Cancer Crusade of the American Cancer Society.

WCFL broadcast a portion of the Second Annual Convocation exercises of Brandeis University at Westham, Mass. Saturday. Mrs. Roosevelt was the principal speaker at the ceremonies of America's oldest Jewish-sponsored non-sectarian liberal arts college. The broadcast was carried by ABC nationally.

Norman Ross received 3,000 letters in two days to a couple of inquiries on his morning Music 101 program over WMAQ—proving that there's a lot of life left in the old disk jockey yet. Oscar Weiner is the well-known sponsor.

Chicago actor Donald Gallagher, who portrays "lie detector" inventor Leonarde Keeler over WGN's new show, "The Hidden Truth," taking his new role quite seriously. He has made a complete character study of the late Mr. Keeler and spent many hours at the Keeler Crime Laboratories taking lie tests and operating the polygraph machine.

Bill Wilson is the newest addition to WGN's publicity staff. Formerly an account executive with Broad and Bigelow, Bill also served as publicity director for the Red Cross Bureau.

Other new staff members at WGN include: (all TV) director Charles Phillips, broadcast technicians Robert Janney, Warren Phelps, Russell Rennaker, floor manager Sheldon Cooper, and secretary Miriam Weinberg.

Admiral Radio and TV is sponsoring baseball games of the Admiral Music Maids on WBKB. Last Tuesday and each Tuesday thereafter at 9:00 p.m. Bill Hutings, assistant remote director, will supervise.

Why buy 2 or more..

do 1 big sales job

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

Work Hard," AWB Advised, As Cleveland Meeting Closes

(Continued from Page 1)

ary of the A.W.B., said "now it women are established in the id, they must devote themselves the cause of better programs and her sales." To accomplish this, e called for more work sessions, h as the current one being held Cleveland, on the district and te levels. At the convention's siness session this morning, she disclosed that she has completed directory on women broadcasters y the nation. A similar one for men in television will be started n; also one for childrens' programs.

Need For Femme Shows Cited
The women were told Saturday t stations need women's programs in a long morning session vated to women's programs and vertising. The forum was con-cted by Meg Zahrt, assistant di-ctor of NAB's broadcast adver-ising bureau.

'Sponsors are very interested in ch programs which hold large minine audiences who in turn ve a large say in how the Ameri- n buying dollar will be spent," vs Esther Mullin, of WGAR, veland.

Linnea Nelson, chief time buyer, Walter Thompson Co., also par- ipated.

Doris Corwith, director of reli- gious and educational programs, NBC, in New York City, led a

panel on "Women in Television," with an all-star forum cast. Ap- pearing with her was Kathi Norris, of WNBT, New York City. Also participating was Edythe Fern Mel- rose, of WXZY and WXZY-TV, Detroit, who has accomplished sales wonders for sponsors, and Alice Brewer White, of WTAR and WTAR-TV, Norfolk, Va.

Miss Mullin, director of the Chil- dren's program, "Fairytale Theater," on her station, pointed out the wide- open possibilities in that depart- ment. Her show has had a sponsor for all of its five years in existence. She says children's programs at- tract sponsors, for they draw high listener audiences. Today there are great opportunities for talented women in the theatrical profession who will transfer their talents and techniques in this direction.

She will point out that the nature of children's programs has changed markedly. What was good fare 10 years ago isn't necessarily true to- day. Young people of 1950 are more than ever before interested in he- roes, crafts and science. "Cleverly dramatize this material and you'll reach a high listener audience ev- ery time." Women broadcasters and public relations also was discussed Saturday afternoon. Ralph W. Har- dy, director of Government Rela- tions, NAB, delivered an address: "Whither The Magic Touch."

Radio-TV Workshop Planned By NRDGA

(Continued from Page 1)

eated "because of the continuous eam of requests for radio and 7 information from NRDGA's 100 member department, chain and ecialty stores."

The meeting will not be a series of speeches, Abrahams reports. A oup of subjects has been ar- ranged and will be conducted by perts.

Planning of the clinic is under e direction of William H. Camp- ell, vice-president of Schuneman's, Paul, Minnesota, and Robert J. owderly, sales promotion manager Kresge-Newark, Inc., Newark, ew Jersey. W. Arthur Gray, dis- ay director of Lansburgh & others, Washington, is coordinat- g the displaymen's part in tele- sion. Walt Dennis, radio and tele- sion director of Allied Stores orporation, New York, is chair- an of the program committee. Sam uff of the Retailers Television ilm Service will act as chairman t that part of the program devoted o TV.

Among the subjects to be taken o are: TV as a selling advertising edium; time classifications; pre- sntation of merchandise on a live V program; programming; props and theatrics; and putting a TV rogram together.

Baseball Sound Effects Popular With Stations

An increasing use of baseball sound effects during reconstructed ballgames by indie stations is reported by Charles Michelson, Inc., New York, with a report that 22 stations have ordered Michelson's baseball sound effects library. The stations are: WABB, Mobile, Ala.; WTAL, Tallahassee, Fla.; WBOW, Terre Haute, Ind.; KPRO, Riverside, Calif.; KFYO, Lubbock, Texas; KLIF, Oak Cliff, Texas; WHB, Kansas City, Mo.; KFNF, Shenandoah, Iowa; KCIL, Houma, La.; WNOR, Norfolk, Va.; WQUA, Moline, Ill.; WIST, Charlotte, N. C.; WCOS, Columbia, S. C.; WGEZ, Beloit, Wis.; WPEN, Philadelphia, Pa.; WBGE, Atlanta, Ga.; KTXC, Big Spring, Texas; KAVE, Carlsbad, N. M.; WALE, Fall River, Mass.; WVOM, Brookline, Mass.; WMIE, Miami, Fla., and Union Radio, Havana, Cuba.

By way of summer business, Mi- chelson reports contracts signed by five stations for the following programs: KMUR, Murray, Utah, "A Date With Music"; WERH, Hamil- ton, Ala., "The Avenger" and "The Sealed Book"; KTTS, Springfield, Mo., "A Date With Music"; WPPA, Pottsville, Pa., "The Musical Com- edy Theater"; KTOK, Oklahoma City, Okla., "Sealed Book," "Aven- ger," and "Dramas of the Courts."

WKNA Reports

1,000 KIDS

STORM STORE FOR CISCO KID'S PHOTO!



Rarely has radio seen such a super-salesman as "Cisco Kid"! Within 9 days after the first announcement, 1,000 boys and girls brought their parents to the Western Clothing Department (on Frankenberger's third floor) . . . just to obtain "Cisco Kid's" photo. Says WKNA: "No need to tell you how pleased our sponsor is!"

With many special "Cisco Kid" gimmick-promo- tions available—from buttons to guns—"Cisco" is one of America's hottest traffic-building pro- grams. Write, wire or phone for details.

"THE CISCO KID"

LOW PRICED!
1/2-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Tran- scribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

RMA Meet Opening, Coy Speaks Thursday

(Continued from Page 1)

including one to elect a full-time salaried president in lieu of non-salaried chief executive representing one of the member-companies.

President R. C. Cosgrove's term as president, which is his fourth, will expire at the convention, and his successor will be elected by the RMA board of directors on Thursday, June 8, after the reorganization issues are acted upon by the membership.

Bond Geddes, who has served as paid administrative head of the association for 23 years, will retire at his own request on Aug. 1 as executive vice-president and general manager.

Will Consider Dues Changes

Members also will vote on a readjustment of the RMA dues structure and other changes in the association's by-laws. Fourteen directors, chairmen of the five divisions, and other officers also will be elected.

Chairman Wayne Coy of the FCC will speak to the industry at a banquet Thursday evening at the conclusion of the convention. Leslie F. Muter, Chicago, will be toastmaster.

Forty-odd group meetings will be held during the four-day industry conference, including two sessions of the RMA board of directors, meetings of all divisions and major committees and division sections.

Television developments, including FCC hearing on color-TV proposals, will be reviewed by the RMA television committee, headed by past president Max F. Balcom, and by the board of directors. President Cosgrove will report on this and other RMA activities to the membership at the annual luncheon meeting on Thursday.

Several industry promotion programs are scheduled for consideration during the convention.

New Musical Series Scheduled For WNYC

One full evening of programs for the adult literate audience will bow over WNYC on Tuesday in the middle of June. Beginning at 7 p.m., great masterworks will be heard until 8:30 p.m. "Music for the Connoisseur with David Randolph" will run until 9:30 p.m. From 9:30 to 11 p.m., distinguished dramas will be presented. The latter are from the British Broadcasting Company and among the dramas are works by Jean Paul Sartre and J. B. Priestly.

Joins WOR Staff

Eugene Moss, formerly assistant to the sales promotion director of KMBC in Kansas City, has been appointed copy writer and promotion assistant in the advertising and promotion department of WOR, Joseph Creamer, director of the department has announced. Moss has already joined the station.

TBA Starts Expansion Move For Membership, Operations

(Continued from Page 1)

nounced an intensive campaign to bring all of the 104 TV stations in 61 markets into the TBA fold.

In announcing the 10-point plan, Poppele said the organization is "cognizant of the pressing need for constructive action to aid the growth and development of television broadcasting." The objectives for 1950 follow:

1. An end to the "freeze" on the licensing of new television stations as soon as possible to insure the resumption of the licensing process before the end of 1950.

2. The speedy resumption of the FCC hearings with respect to the tariffs covering the interconnection of television stations and the various coaxial cables and radio relays, looking toward a reduction of rates and increased flexibility of interconnection.

3. Effective aid and assistance by the Association to the industry in the negotiation of fair rates for the use of ASCAP music on television programs and in the establishment of scales and working conditions for musicians employed in making film for use in television.

4. Close attention to the responsibilities of the television broadcaster with respect to programming.

5. Strong, intelligent opposition to unwarranted, restrictive regulations, discriminating taxes and ill-considered controls.

6. Completion of the work already started on a recommended form of facilities contract for television broadcasters in cooperation with representatives of advertising agency and advertiser organizations.

7. Curbing the practice of commercializing television awards.

8. A pledge of assistance by the Association to various groups in their efforts to standardize advertising practices with respect to the repair and maintenance of television receivers.

9. Assistance by the Association to the Radio Manufacturers Association, Institute of Radio Engineers, Society of Motion Picture and Television Engineers, American Standards Association, and representatives of other industry organizations toward standardization of equipment to provide maximum flexibility for the broadcaster in his choice of equipment, reduced operating costs and increased efficiency.

10. Continuation and progressive enlargement of the services rendered by TBA to its membership, advertising agencies, advertisers and governmental bodies through the dissemination of accurate information and statistical data on the growth and expansion of television broadcasting.

The membership drive of TBA was regarded in the trade as significant as an effort was made by NAB a year ago to bring the organization's activities into the NAB fold. In announcing this new membership drive, TBA is by-passing the TV department of NAB and is out to strengthen the organization as representative of all branches of the television industry.

The TBA president explained that

B.B.B. Elects Directors

Benjamin Abrams, president of Emerson Radio and Phonograph Corporation, is one of four new directors of the Better Business Bureau of New York City, John C. Wood, chairman, has announced. Also named are: George Champion, senior vice-president of the Chase National Bank; John D. Gray, president of Wallachs, Inc.; Warren Lee Pierson, chairman of the board of TWA.

at present about one third of all companies engaged in television broadcasting are members of the Association. "Many of these companies were among the first to begin television operations and the real pioneers of this truly amazing industry," Poppele stated.

Feels for All Broadcasters

"Whatever TBA has achieved in the past has been for the benefit of all television broadcasters, not just members of the Association," Poppele said. "The 10-point platform—backed by a pledge of our Board of Directors — which we have just adopted, is proof enough to all television broadcasters that we are pointing to 1950 as one of the most important years in our history. This is a job that needs the financial support of every television station in the country; we hope to get that support in our current membership drive."

Poppele said a new dues schedule is being drawn and will be presented to station operators as a more equitable way of paying dues to the Association. Details of the dues schedule will be made known shortly, he declared.

Head Membership Drive

The membership drive is being headed by George B. Storer, president of the Fort Industry Company, operators of television stations WSPD-TV, Toledo; WAGA-TV, Atlanta, Ga., and WJBK-TV, Detroit, and by Frank M. Russell, vice-president of the National Broadcasting Company, in charge of the Washington, D. C. office.

Directors of the association who unanimously adopted the resolution and pledged their efforts in achieving the 10-point program of objectives, in addition to Messrs. Storer and Russell, include Poppele, Dr. Allen B. DuMont, head of the DuMont Television Network, Lawrence W. Lowman, vice-president of the Columbia Broadcasting System, Richard A. Borel, head of WBNS-TV, Dispatch Company television station in Columbus, O., Joseph McDonald, vice-president and general attorney for the American Broadcasting Company, Ernest B. Loveman, vice-president in charge of Philco Broadcasting Corporation and Paul Raibourn, president of Paramount Television Productions, Inc.

Educational Series

"Young Book Reviewers," a half-hour WMCA program on which authors and teen-agers are featured will be re-broadcast in the classrooms of New York's junior and senior high schools beginning in the Fall through the city operated educational station, WNYE. The program recently received the 1950 first award presented at the meeting of the Ohio State Institute for Education by Radio.

Broadcasting Web Via Tape Is Planned

(Continued from Page 1)

work will be known as Tape Broadcasting System, Inc., and Charles E. Rynd, former vice-president of ABC, has tentatively agreed to head the new network. Rynd was the promulgator of the "Rynd Plan" for all-out employment of tape networks.

Eells, active in the program library service field, anticipates that between now and January 1 over 600 AM and FM stations will have subscribed to his transcribed library of programs in every category. The Ampex Company, he states, contemplates ultimately delivery of 90 recorders to the network.

According to Eells, member stations will be equipped with recorders, on a first come first serve basis, as rapidly as the factory can deliver them. When a minimum of 400 stations have subscribed and received their requirement, full network service will be instituted for all member stations desiring it. Eells said.

Eells started with limited experiential capital and no program inventory in March of 1948 and since has built a transcribed programming service in excess of 4,000 quarter hours.

Plan New Radio Center For WNBH And WFMR

Construction of a new radio center in New Bedford, Mass., is currently being planned by E. Anthony & Sons, owners of WNBH and WFMR. Details of the development, as announced by Basil Brewer, v-p and treasurer of the corporation, describe the plans for modification of an existing one-story structure, and the addition of a second story in the center of the New Bedford business district. Offices and studios of the AM and FM operations will occupy the second floor. Facilities of the first floor will include three studios, a disc-recording studio, newsroom, music library, lobby and viewing space for visitors. The Anthony organization has also purchased additional space adjacent to the building for eventual television facilities.

WANTED

Nationally known producer planning varied series of vital intelligent TV programs for children, capable of wide appeal. Will consider program packages of 15 to 30 minutes in length. Do not send scripts or ideas. Write Box 138 for appointment, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Monday, June 5, 1950 — TELEVISION DAILY is fully protected by register and copyright

MAY BAN SALE OF TV-AUDIO TIME

TELE TOPICS

PHILLIP LORD, who for many years has been one of Chicago's most distinguished radio artists, took television in stride on Thursday night and gave a truly great characterization as the featured guest on NBC's program titled, "Stud's Place." Lord was cast as a doddering old man who had sworn off smoking cigars, drinking coffee and walking with his cane, in an effort to prolong his span of years. The occasion was a birthday party in his honor and before the festivities had ended Stud Terkel had convinced Lord that he could make use of new gifts of cigars, walking cane and a special blend of coffee. Lord was great in character study, rose ups and in a philosophical way put across the preachment that growing old is a barrier to happiness.

SUMMER REPLACEMENT for "Arthur Godfrey's Talent Scouts" on CBS-TV will be Cedric Adams starring in a personality-interview type package called "Prize Performance" (Mondays 8:30-9 p.m., EDT). The series takes its first bow on June 1. . . . Cincinnati's most lucrative give-away gets underway on WLW-TV June 17 with a musical-phone-quiz format, titled "On the Line." . . . Fred Waring's nostalgic recreations of the family parlor at the home where he grew up in Tyrone, Pa., have prompted a "Tyrone Revisited" encore on the Waring show June 1, 9-10 p.m. . . . Junie Keegan, 12-year-old thrush of Paul Whiteman's "TV Teen Club" (ABC-TV, Sat. 8-9 p.m.) overjoyed at being crowned "Princess of Candyland" to reign over the Waldorf-Astoria national convention of candy manufacturers.

FIRST MORNING PROGRAMMING at WENR-TV, Chicago, begins today with the debut of "Bob and Kay" (Bob Murphy and Kay Westfall), a two-hour informal production of fun and frolic (11 a.m.) . . . KDYL-TV, Salt Lake City, claims having just televised 45 hours of remotes in six days; new record? . . . Pontiac Dealers of Detroit are picking up the tab for "Sports Closeup" at WWJ-TV (Thurs. 7:00-7:30 p.m.) for 13 weeks; show features sports staffers of the Detroit News interviewing players on the Detroit Tigers and visiting sports celebs. . . . Art Ford's Friday nite show at WPIX has prompted a second edition on Tuesday nites (10-11 p.m.) sponsored by Julius Grossman Shoes and Royal Crest Sales Co. . . . Robert Q. Lewis (starring on CBS-TV's "The Show Goes On") and CBS radio-TV writers Wyllis Cooper and Joseph Liss to lecture at the International Radio Festival, conducted by Adelphi College, Garden City, N. Y., July 5-Aug. 15.

Burns And Allen For TV?

Hollywood—Burns and Allen may be the next big radio names to invade television. CBS will audition a Burns and Allen video series within the next six weeks with an eye toward testing the pair's television potential. Radio plans for the comedy team, now off the air for the summer, have not been decided as yet. They recently wound up a Wednesday night series under the sponsorship of Block Drug Co.

Phonevision Test Plan Revealed At Meeting

West Coast Bureau of RADIO DAILY
Los Angeles—More than 50,000 families in the Chicago area have applied to Zenith Radio for Phonevision, Colonel John R. Howland, assistant to the president of Zenith reported on Friday at the 31st annual convention held by the California Independent Telephone Association.

Only 300 families will be in on the test which is scheduled to begin in September, Howland said. Applicants were informed through newspaper ads.

To Extend 90 Days

The test will run for 90 days and participating families will see pictures at the rate of \$1 apiece, Howland added. He predicted that major motion picture producers, who have refused to rent films for the test, will change their minds. "Zenith has reason to believe that before September these major producers will change their minds and cooperate with, rather than attempt to block, this Government-authorized test which is to be made in the public interest and which means so much to the producers and to the unemployment situation existing in Hollywood.

New York Mayor Set For New TV Show

(Continued from Page 1)

hour program, will be televised every other Thursday starting on the 15th from the Mayor's desk at City Hall. It will be telecast at 8 p.m.

Format of the show calls for a series of informal discussions of municipal problems by O'Dwyer and his city cabinet. Purpose behind the show is to give viewers a bird's eye view of municipal government in action.

Highlight of the program is the fact that it will mark the first time that any public official of O'Dwyer's stature has conducted a regularly scheduled video program.

CBS-TV Skeds Football

Early plans for CBS television's coverage of the fall football season show the web will have rights to a good percentage of the Saturday home games of the three tops: Army, Navy, and Columbia. The schedule gets under way on Sept. 30th with the Army-Colgate game and will continue through November 18th. Specifically, a minimum of two home games for each of the schools involved are already on the books.

Value Of TV As Salesman Superior, Says Hearst Exec.

San Francisco—Television needs no support from "fragmentary success stories" to prove its superiority as a selling medium, Tom A. Brooks, general manager of Hearst Radio, declared last week before a group of advertising executives here.

"Not a Miracle Medium"

"Overselling of television on fragmentary success stories is harmful to both television and to radio. Television is now a superior vehicle, but it is not a miracle medium and radio still remains the most productive and the least expensive."

Brooks said that video is being

both credited and blamed on material which is not conclusive. TV is so strong, he reported, that it really doesn't need the support of these claims.

Following his speech, Brooks answered questions for about one hour. In answer to a question about high-powered stations, the Hearst official said that smaller stations will still remain popular because of distinctiveness and programming. Radio's future is not necessarily with the 50kw, though the larger station does have advantages, he added.

FM - ers Objecting To Test-Pattern Programs

Washington Bureau of RADIO DAILY
Washington — Possibility that TV stations might be forbidden to sell time for test pattern audio programming was raised here Friday by FCC Chairman Wayne Coy. Coy did not pursue the subject, but merely thought it out during a hearing on a Commission proposal for stiffer regulations of separate use of audio and visual signals by video stations.

The idea of checking up on widespread sound programming while only a test pattern is on the screen was inspired largely by FM broadcasters, who saw danger that TV stations might compete in the sound broadcasting field. On the other hand TV spokesmen argued Friday that they need permission to use test patterns with accompanying sound for purposes of demonstration and installation of receiving sets.

Appearances were put in by spokesmen for TBA, Fort Industries, NAB, ABC, KTTV, NBC, RCA Service, Radio Cincinnati and Paramount Pictures. Only support for the stricter regulations was that of one NAB-FM department head, Edward Sellers, but Sellers was not permitted to argue orally. His statement for stricter rules and that of the NAB television head, G. Emerson Markham, for the less strict regulations were both submitted by Thad Wasilewski, of the NAB legal staff.

TV Tax Dropped

Los Angeles — Motion picture companies, advertising agencies and television sponsors were informed by the Los Angeles Chamber of Commerce this week that a board of equalization proposal to levy a three per cent sales tax on filmed advertising commercials for television has been cancelled.

Ratify Big Ten Ban

Evanston, Ill. — Faculty representatives of Big Ten colleges and Universities have ratified the conference ban on the televising of conference football games next season. The faculty action was, in effect, a stamp of approval on action taken by the league's athletic directors last April which restricted showings of the games on television to Sunday night films following the Saturday ball games.

THE WEEK IN RADIO

... Radio-TV Highlights

By BOB GREBE

THE Memorial Day break was no deterrent to conventions last week as three large national groups gathered in the Mid-West and Far West to make the major news stories of the period. At Detroit, the Advertising Federation of America heard a department store executive predict a bright future for radio. Other speakers at the motor city session included Charles Luckman, Eric Johnston and James Mead. At Cleveland, the Association of Women Broadcasters placed the emphasis on television. And in Los Angeles, the National Retail Dry Goods Association featured a panel on "Radio and Television That Sell."

Another story from the Los Angeles area forecast the early sale of the Don Lee network. In New York, ABC, following the action of CBS, announced its withdrawal from the National Association of Broadcasters.

Among the actions of the FCC were: a warning to Zenith Radio not to oversell Phoneyvision and a denial of a petition by the Chicago City Council to lift the TV freeze and grant authorizations for the construction of new stations. And Commissioner George E. Sterling was nominated by President Truman for another term. On the transit radio issue, a Washington judge dismissed three separate complaints intended to silence streetcar radio.

Names in the news included: Sterling W. Fisher, who resigned his NBC post to go with Reader's Digest; Groucho Marx who signed with NBC, leaving CBS; Robert G. Sprague, named to head an RMA labor group; William B. Smith, appointed head of the Association of National Advertisers' radio and television steering committee; James S. Knowlson, re-elected Stewart-Warner president and board chairman, and A. D. Dunton, chairman of the CBC, who reported a deficit for the fiscal year.

Business stories included: signing of two candy companies by DuMont; buying of CBS shows by the William Wrigley Company; and renewal of sponsorship of "Twenty Questions" over MBS by Ronson, and Suntan Lotion launched a major spot campaign.

Elsewhere: ABC revealed a new recording process; Senator McFarland proposed a modified horse race bill; Dorothy Lewis appealed for UN support; CBS ordered extension of the coaxial cable to bring its web to 60 stations; NAB released a study showing foreign language broadcasts by 384 stations in 33 tongues.

Wedding Bells

Art Henley, "editor-interviewer" of "The Press Box," was wed to Janet Raskin, manager of a concert bureau, immediately after the June 3 WMGM broadcast of his show.

COAST-TO-COAST

Milen On Interview Series

New York, N. Y.—Leona Milen, Fordham University Radio's broadcaster of the Sunday morning "Poetry Corner" series, will be heard in the role of hostess of the Marie St. Paul-produced interview series on Mondays, Wednesdays, and Fridays at 10:15 a.m. over WFUV-FM, for the month of June. In addition to the Sunday morning series, Miss Milen is also heard as mistress of ceremonies on "The Least of My Brethren" with the Rev. Michael F. Dwyer and guests, presented on Tuesdays at 10:15 a.m., for the Cardinal's Campaign for Foster Homes. Marie St. Paul, WFUV commentator for two years, has been prevented from resuming the series this season due to a long convalescence following a series of medical operations. During her absence the program was broadcast by Rita Akerson, who resigned.

Joins Announcing Staff

Washington, D. C.—Walter Tyrell has been added to the announcing staff of WASH-FM. Tyrell has been in radio for six years and has worked on the staffs of WINS (Washington) WTBO (Cumberland, Md.), WITH (Baltimore, Md.), and WEAM (Washington). Tyrell specializes in sports and symphonic music.

WSVS Has New Series

Crewe, Va.—A series of bi-weekly programs intended to point out what vocational agricultural programs in high schools are doing for their communities has been inaugurated over WSVS and WSVS-FM. Talks and discussions by outstanding men in vocational agricultural activities in their communities are designed to provide vital information on the various phases of work done on both local and statewide levels. The broadcasts, heard each Tuesday and Thursday at 12:45 p.m., are being presented in co-operation with state vocational agricultural officials.

Elected To Governors' Board

Boston, Mass.—John M. Wilkoff, WCOP promotion manager, was elected to the City Board of Governors at the annual dinner of the local Clan of the Carnegie Institute of Technology. Wilkoff was in the Class of '34 at Carnegie Tech.

Teen-Age Production For WKXL

Concord, N. H.—A new teen-age radio show, "Junior Jamboree," is being inaugurated by WKXL, arranged by teachers in local schools to help boys and girls gain knowledge of radio work, mixed with pleasure. Originated by an eighth grade student, the show presents local talent, requests for records, school news and other miscellaneous activities. Thomas Pingree, station manager, assisted in the presentation of the project.

WKJG Awarded

Fort Wayne, Ind.—WKJG was included in the radio program awards given this year by the Public Utilities Advertising Association in their annual "better copy" contest. The program awarded, "Music and Miracles," broadcast each Sunday afternoon is sponsored by the Indiana and Michigan Electric Company. The miracles performed by electricity in every day living are portrayed in narrative form by Charlie Powell, staff announcer, supported by the transcribed music of Lyn Murray.

WSTC Programs For Motorists

Stamford, Conn.—Beginning Saturday, June 3, and running every Saturday and Sunday, until the end of the vacation travel season, WSTC and WSTC-FM will present the series, "Parkway Parade," programs for motorists driving through Westchester and the lower part of this state. The programs, which will include information on traffic conditions, news headlines, weather, sports results and music, especially for the motoring listener, will be aired on Saturday mornings and Saturday evenings at 8:50 a.m. and 6:45 p.m. the programs will be heard on Sunday at 9 a.m. and again at 6:30 p.m.

WTMJ Programs Honored

Milwaukee, Wis.—The County Radio Council here has presented WTMJ with two first awards for public service programs for 1950. The "Mr. Jaycee" program, presented in co-operation with the local Junior Chamber of Commerce, won first award as the best produced public service program, while "Young Moderns and the Authors," presented in co-operation with the Public Library, won an award in the teen-age service classification. Presentations were made by Dr. Ella C. Clark, president of the city's County Radio Council.

Public Service Show On WBT

Charlotte, N. C.—"Davidson on the Air" a special public service feature heralding the Mid-Century commencement exercises at Davidson College June 2 through June 5th, was broadcast over WBT on Monday, May 29th, from 8:00 to 9:00 p.m. This predominantly musical presentation featured the Davidson College male chorus and the concert band and a brief farewell talk by outgoing student body president, Whit Cobb. The chorus was under the direction of Earl S. Berg and the concert band under the baton of James Christian Pfohl, head of the music department at the college.

Hal Wallace In KNUZ Post

Houston, Tex.—Hal Wallace, formerly with KSFA, Nacogdoches, and KEBE, Jacksonville, has joined the sales staff of KNUZ, here.

The Mailbag

McDonald OK's Expose

"I have been following with great interest your lead article in the May 10th issue, on the subject "Television Set-Service Abuses Revealed."

"We have been very conscious of this problem from its inception. We have held a continuous series of service schools for our distributor service managers and also for those dealers who wished to attend. In addition we insisted that every one of our television distributors be thoroughly equipped with all the material necessary to adequate service television in each area.

"The abuses referred to in your article are not confined wholly to New York City. I find they exist elsewhere. Our organization is constantly screening our servicing dealers and in some areas we have been compelled to make changes as the inefficiencies and bad practice of certain servicing dealers were revealed to us.

"I believe the industry faces a big educational job which in many respects is only beginning. We have endeavored to make a contribution in this respect and believe we have met with some success; however, much in the way of education still remains to be done and I commend your efforts in this direction."

Sincerely,
E. F. McDonald, Jr.
President
Zenith Radio Corporation
Chicago

Achievement Awards Announced By AFA

(Continued from Page 1)

the Advertising Club of Boston, Inc. and the Women's Advertising Club of St. Louis. For achievement in promoting a better understanding of advertising, the Advertising Club of Louisville won top award. Second award went to the Dallas Advertising League and honorable mentions to The Cleveland Advertising Club and the Advertising Club of Worcester.

Also, for club achievement in public service through advertising The Milwaukee Advertising Club won top award while second went to the Advertising Club of Greater Miami. The Advertising Club of the Columbus Chamber of Commerce and the Advertising Club of Shreveport took honorable mentions.

The awards were made at the concluding luncheon of the three-day session.

Saul J. Scoppa

Saul J. Scoppa, 60 years old, founder of ITASE Local 52, died suddenly of a heart attack in New York City on Friday. Scoppa organized the TV makeup artists and hair stylists at NBC and CBS.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 51, NO. 46

NEW YORK, TUESDAY, JUNE 6, 1950

TEN CENTS

MILLER SAYS CODE SHOULD AID ADVTG.

McDonald Denies FCC Charge Re Phonevision

Zenith President Files A Letter With FCC

Chicago—Denying charges that the Zenith company had never given any impression to the public that phonevision might soon or ever be available to the public with FCC approval, E. F. McDonald, Jr., president, answered charges made by the FCC last week that Zenith might have vio-

(Continued on Page 7)

House Of Commons Studies TV Planning

Montreal—CBC's television plans were studied yesterday by the Canadian House of Commons committee on radio broadcasting. A. D. Plamondon, chairman of the CBC board of governors, gave the committee a fires showing what the CBC expects its Montreal and Toronto television stations to cost between the 1950-51 fiscal year and the 1956-57

(Continued on Page 7)

KNBH Personnel Changes Announced By McFadden

West Coast Bureau of RADIO DAILY Hollywood — Thomas B. McFadden, general manager of KNBH, yesterday announced the appointment of Donald A. Norman as director of sales for KNBH, and other

(Continued on Page 2)

Fiction—And Truth

Karl Weber, ABC actor, rehearsing last night on the loyalty documentary, "Clear and Present Danger," had these lines to speak: "My wife has two children and expects a third." It was fiction in the script, but truth for Karl. Almost simultaneously, a phone call was received from Harkness Pavilion to say that the blessed event had occurred.

Wayne Coy To Head RMA?

Chicago—Despite Washington denials, rumors are still going the rounds at RMA convention headquarters here that Wayne Coy, chairman of the FCC, will become the first paid president of the radio and TV manufacturers' organization. Coy is slated to address the convention at their annual banquet which will be held at the Stevens Hotel here on Thursday night.

Five-Station Web Set For Connecticut

Five Connecticut radio stations have formed a new regional network that will be known as the Nutmeg Network. The network, which will begin operations immediately on special events, programs, and other features, includes WDRC, Hartford; WICC, Bridgeport; WELI, New Haven; WBRV, Waterbury; and WICH, Norwich. The five stations issued a statement, saying:

"We plan to have the Nutmeg (Continued on Page 2)

NAB Asks Engineers For Views On ET's

Washington Bureau of RADIO DAILY Washington—NAB has asked engineers concerned with recording and reproducing standards to comment on its proposed new recording and reproducing standards in a mail referendum, it was announced yesterday. The new sections cover a new lateral frequency record and a new reference tape not yet available but planned for near-future production, according to the NAB engi-

(Continued on Page 6)

Illona Massey To Star In New NBC Web Series

Illona Massey will be starred in a new radio series titled, "Top Secret," which will debut on NBC as a sustaining feature on Monday, June 12, 10:30 to 11 p.m. Dramatic episodes (Continued on Page 2)

Joseph Eggleston Dies; Operated WMC, WMCT

Memphis—Joseph C. Eggleston, well known commercial manager of radio stations WMC and WMCX and television station WMCT, died suddenly early Sunday morning of a (Continued on Page 3)

Suggests To BBB 5-Pt. Plan For Co-operation

Washington Bureau of RADIO DAILY Washington — NAB President Justin Miller told the Better Business Bureau convention here yesterday that community co-operation by broadcasters and strict observance of the NAB standards should mean "accurate and non-deceptive advertising." He admitted that some of the (Continued on Page 3)

TV Sets Made In '50 May Reach 6 Million

Chicago—TV set production is expected to exceed 5,000,000 units in 1950 and may hit 6,000,000 sets, according to A. D. Plamondon, Jr., chairman of the RMA parts division, who spoke Monday in the Stevens Hotel on the opening day of the 26th annual convention of the Radio Manufacturers' Association. More than 40 separate group (Continued on Page 6)

Oklahoma Station Turns In FM License

Oklahoma City—Another FM license was returned to the FCC last week as WKY-FM ceased operation on May 31. E. K. Gaylord, president of the Oklahoma Publishing Company and its affiliate, WKY Radio- (Continued on Page 2)

Knox Co. Contracts For Time On Tape Recorded Network

West Coast Bureau of RADIO DAILY Hollywood—The Knox Company, makers of pharmaceutical products, became the first client of the new Tape Broadcasting System and yesterday authorized the Bruce Eells' organization to negotiate for program facilities on "Pinto Pete and his Ranch Boys" series on stations in 104 cities.

In announcing the Knox deal, Eells released a list of stations who have subscribed to the company's program service. He said the stations would continue to present programs on vinylite discs until the factory delivery of Apex recorders have been completed. Those sub-

scribing to the Eells programming library service include:

- WLIO, East Liverpool, O.; KATL, Houston, Texas; KVEC, San Luis Obispo, Calif.; WCOP, Boston, Mass.; KRCO, Prineville, Oregon; WDEF, Chattanooga, Tenn.; WPLA, Plant City, Fla.; KIUP, Durango, Colo.; WTYC, Rock Hill, S. C.; KBYR, Anchorage, Alaska; KXGN, Glendive, Mont.; KRKL, Kirkland, Wash.; KLPK, Oklahoma City, Okla.; WKLY, Hartwell, Ga.; KBOA, Kennett, Mo.; KHON, Honolulu, Hawaii; WOOF, Dothan, Ala.; WNGO, Mayfield, Ky.; KWJE, Kennewick, Wash.; KRUN, Ballinger, Texas; WCFL, Chicago, Ill.; KCKN, Kansas City, Mo.; KTUR, Turlock, Calif.; KEX, Oakland, Calif.; KOFO, Ottawa, Kansas; WCEN, Mt. Pleasant, Mich.; WGPA, Bethlehem, Penn.; KSMN, Mason City, Iowa; WTBW, Topeka, Kans.; KUGB, Great Bend, Kans.; KVOO, Tulsa, Okla.; WEGO, Concord, N. C.; and WNAX, Yankton, S. D.

SRO Performance

Jack Benny's benefit performance for the Cancer Fund at Carnegie Hall on Sunday night grossed \$11,500 with the SRO sign going up early. Fred Allen, Frank Sinatra and Milton Berle were among the guest artists. Benny closed his 21-city tour at Scranton, Pa., last night and sails for a holiday in England on Thursday.



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JOHN W. ALICOATE : : Publisher

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

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WEST COAST OFFICES
Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414
SOUTHWEST BUREAU
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491
ROME BUREAU
John Perdicari
Ludovisi 16

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

Oklahoma Station Turns In FM License

(Continued from Page 1)
phone Company, said the FM service was dropped because of "the apathy of the public in regard to the purchase of FM receivers." He added that "the ever increasing interest in television has completely overwhelmed the lagging interest in FM sets." WKY operates a TV station in addition to its AM facilities.

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

★ COMING AND GOING ★

JEAN CLARKE THOMPSON, of the American Gas Association, is back in New York after having attended the convention of the AWB in Cleveland, where the AGA sponsored a radio show, produced against the background of a gas appliance dealer's store, and also served a buffet luncheon. Miss Thompson is an auxiliary member of AWB.

FRED LYMAN, assistant national sales manager in the receiver-sales division of DuMont, has left on a trip to St. Paul and Chicago.

NILIO OSSANI, Italian tenor, yesterday flew into Idlewild from Rome. He will guest next Sunday with Percy Faith's orchestra on "The Pause That Refreshes on the Air" over the Columbia network.

NAT V. DONATO, sales manager of C. P. MacGregor Transcriptions, has returned to New York after spending two weeks in the Los Angeles office of the company conferring on plans for new shows.

JAMES FASSETT and OLIVER DANIEL, musical directors at CBS, today are in Boston to record organ selections played by E. Power Biggs on the instrument in King's Chapel at Harvard.

PHIL ALAMPI, farm news editor for WJZ, will go down to Washington later this week for the Spring Meeting of the Radio Farm Directors, of which he is vice-president. Session will be held Monday and Tuesday of next week, during which time his early-morning farm-news program will emanate from WMAL.

MRS. DORIS CORWITH, supervisor of talks and religious broadcasts at NBC, returned yesterday from Chicago, where she had attended the meeting of the Association of Women Broadcasters.

HENRY R. GEYELIN, receiver-sales advertising manager for DuMont Laboratories, Inc., is in Chicago for the meeting of the RMA advertising committee.

Ilona Massey To Star In New NBC Web Series

(Continued from Page 1) will evolve around a lady spy. Series will be written by Allan Sloan and Harry W. Junkin with Junkin directing and producing. Dr. Roy Shield and his 23-piece orchestra will furnish the musical background. Program is packaged by A. and S. Lyon.

Backlund Transferred By CBS To N. Y. Post

Ralph Backlund, of the public affairs staff of CBS station WCCO, Minneapolis-St. Paul, transfers to the web's headquarters in New York, today to become a producer in the network public affairs department, it was announced by Sig Mickelson, CBS director of public affairs. In his new post, Backlund will produce the CBS informal conversation series, "You and the World" (CBS, Mon, thru Fri., 6:15-6:30 p.m., EDT) and CBS-TV's "In the First Person" (CBS-TV, Thursdays, 10:30-10:45 p.m., EDT) with Quincy Howe as host. He also will assist Leon Levine, director of discussion programs, in the production of "People's Platform" and other similar public affairs programs.

Educational Network Gets 'Canterbury Tales'

Geoffrey Chaucer's "Canterbury Tales" as prepared by the British Broadcasting Company will be made available to stations on the National Association of Education Broadcasters network next week, Seymour Siegel, director of WNYC and the NAEB network announced yesterday. The 14-part dramatization will be presented over WNYC on Thursdays from 2 to 3 p.m., beginning on June 15 and then shipped to other stations. The initial program features "The Prologue."

Five-Station Web Set For Connection

(Continued from Page 1) Network available for all types broadcasts of interest to Connecticut listeners. Special events, such as important political convention broadcasts and other 'remote' broadcasts, are a natural for this network and we plan to have many of the programs. The entire state is strategically covered by these stations. Each station will be responsible for network broadcasts in its area.

KNBH Personnel Changes Announced By McFadden

(Continued from Page 1) personnel changes. Concurrent with the Norman announcement, it was revealed that Richard Eisiminn will assume the position of manager of advertising and promotion at the station, and that Robert C. F. DeSousa becomes account executive with McFadden in New York. Donald A. Norman was associated with WNBC-TV and was successful in organizing integrated sales operation for stations. He had previously been account executive in the national spot sales department, and later manager of spot sales for the western division.



"Tell me that radio-results story again!"

The story is just this: for low-cost results from advertising, you buy radio. And in Baltimore, you buy W-I-T-H. No other station in Baltimore provides so many listeners at such low cost. That means that a little bit of money spent on W-I-T-H brings big results. If you'd like to hear the remarkable success stories about W-I-T-H, call in your Headley-Reed man today.

WITH BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

FINANCIAL

(June 5)

NEW YORK STOCK EXCHANGE

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

Miller Says Code Observance Would Assure Accurate Advtg.

(Continued from Page 1)

standards are "ideals to be striven for rather than practices already generally accepted; just as it is true that similar standards adopted by physicians, lawyers, educators and other professional groups."

Warning that broadcasters "work in a different climate of Governmental control than do the other media," and that the psychology of broadcast advertising is different from that of printed advertising, Judge Miller suggested to the bureau representatives five ways in which local bureaus might seek the cooperation of broadcasters wary of appearing to indulge in monopoly practices or seeming to conspire against other broadcasters.

First, he said, "the approach should be on an individual rather than a group basis.

Second: of great importance is the establishing of a sound basis of cooperation. Broadcast licensees properly, skeptical of concerted, collective action—especially against other broadcasters—with respect to standards which require compliance beyond those of the law and the regulations of the FCC.

Third: A profitable approach to a broadcaster is through his advertiser. When advertiser and broadcaster are both aware of the need for action, and convinced that the Federal Business Bureau is the proper authority for action, the prospects are good for co-operation.

Fourth: The approach should be made by an informed person; one who knows the facts of life concerning broadcasting.

Fifth: Specifics of co-operation

should be worked out between the particular bureau and the particular broadcaster."

Judge Miller sketched for the bureau delegates the background of Governmental control of broadcasting stations, pointing out FCC requirements and FTC checks. He emphasized FTC figures for February, showing that far smaller percentages of radio commercials examined by the FTC are "set aside as being possibly false or misleading" than of advertisements in printed media.

The NAB president described "curious ideas concerning broadcast advertising."

"One of these," he said, "which had some vogue a few years ago, was that while such advertising must be put up with as a necessary evil, it was definitely not 'in the public interest'. This absurd premise was carried one step further to the preposterous conclusion that any program which is sponsored—that is, paid for by an advertiser—is not in the public interest, but that only those which are broadcast free of charge—that is, 'sustaining programs'—come properly within the meaning of the law.

"The truth is, and it should not require demonstration to this audience—that good advertising serves the needs, the convenience and the interests of the people, and comes within the meaning of the legislative language of the Federal Communications Act in as full measure and in as real a sense as anything which can be broadcast by a transmitter."

Steph Eggleston Dies; Cooperated WMC, WMCT

(Continued from Page 1)

He was widely known not only in broadcasting and television circles, but through his prior association with the Branham Campaign in the newspaper field.

He joined the national advertising department of the Commercial Appeal in 1935, prior to assuming the position of commercial manager for WMC in 1936.

Attended Tennessee "U"

He attended the University of Tennessee; was active in local, civic, charitable and religious works. He was past president of the Exchange Club of Memphis; a member of the board of directors of the Colonial Country Club of Memphis; was an officer of the Advertising Club and the Sales Managers Club of Memphis.

He was a veteran of World War II, having served overseas in the European Theater.

He is survived by his wife, the former Isabel Ridley, and two sons, James F. Jr., 13, and James F. Eggleston, 10, three sisters; and one brother who survives.

He was born in Franklin, Tennessee in 1907.

Arizona Broadcaster Drafted To Run For Gov.

Hollywood — J. Howard Pyle, program director of KTAR, Phoenix, has been drafted by both the Republican State Central Committee and the Young Republicans of Arizona to run for Governor. The Democrats have five candidates running in the September primary. So far, no other Republican candidate has been announced.

As a war correspondent Pyle was the first radio man to arrive in Tokyo at the close of the Pacific campaign. He was appointed public relations representative for General Jonathan M. Wainwright on the Bataan hero's trip back to Washington following signing of surrender terms on board the U.S.S. Missouri.

The Arizona radio executive, who has been with KTAR for twenty years, also is a past president of the Phoenix Rotary Club, and represented his organization at the International Convention in Rio De Janeiro in 1948. Pyle, too, attended organization of the United Nations in San Francisco in 1945. He is a member of the board of regents of the University of Redlands, Redlands, California.

"LIVE LIKE A MILLIONAIRE"



The New Sensational MASTERTON, REDDY & NELSON

production

Starring

JACK McCOY

On NBC

2:30 to 3:00 P. M. New York Time

Monday through Friday



Guests on First Show

were

Bob (Linda and Tony) Hope

"This marks Linda's and Tony's debut. It was Bob's debut doing a guest spot on his knees."



Sponsored by

GENERAL MILLS

for

**WHEATIES—BISQUICK and
CRUSTQUICK**

SAN FRANCISCO

By NOEL CORBETT

AROUND THE BAY AREA . . . Milt Samuel, Young & Rubicam p.a., here from Hollywood . . . Ed Seymour, head of Western Family mag., grocery publication, with headquarters in Hollywood, here to establish local office . . . James Abbe is now doing a TV and radio spread for the Oakland Tribune on Sundays . . . The Oakland Post-Enquirer is now featuring a Sunday radio page . . . Dorothy Beck's San Francisco Daily News' radio column is going 6-a-week.

The Rainier Brewing Company, through the Buchanan & Company Ad Agency has signed to sponsor "Rainier Rasslin'" over KGO-TV Fridays, 8 to 9 p.m. This is a film presentation of wrestling matches which have been filmed for syndication to non-interconnected stations. Many top names in the wrestling world, including the lady grapplers too, will be featured.

KNBC's Bill "Jolly Bill" Steinke has received over 18,000 drawings from his kid audience in the past three and a half years. Drawings are all of timely nature; Mother's Day; Father's Day; Grandmother Week, et cetera.

Vincent Francis, KGO-KGO-TV sales manager has been named publicity chairman of the San Francisco Sales Managers' Association.

Hoberg's Resort, through the George Taylor Ad Agency have signed for a series of 1-minute film announcements on KRON-TV.

Announcers John Lindstrom and Fred Stuthman have joined the KGO announcing staff, replacing Fred Jorgensen, transferring to ABC TV, San Francisco, and John Harlan, transferring to K.E.C.A., ABC's station in Hollywood.

Ralph DeSalle, former writer-producer for Benton & Bowles in Hollywood has joined the KGO staff here in that capacity.

Decca Dividend

Directors of Decca Records, Inc., at a meeting Friday declared a regular quarterly dividend of 12½ cents per share on the capital stock, payable June 30, 1950 to stockholders of record at the close of business June 16, 1950.

PRIZES

FOR YOUR

QUIZ SHOWS

Available for Immediate Shipment,
F.O.B. New York

Selection Possible From Catalogue
From

RICHARD S. ROBBINS CO.

551 FIFTH AVENUE

New York 17, N. Y. MU. 7-0384



By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** All this rhubarb about how TV is fracturing the gate in baseball is just that—so much rhubarb. Television may hurt—but they're also paying off plenty for the privilege. For instance, the Yanks got a cool half-million for their radio-TV rights. . . . A prisoner wrote Robert Q. Lewis requesting permission to appear on his "Show Goes On." "All I need is one good break," explained the convict. . . . Bill Gargan has taken an option on Frank Conniff's delightful series, "Windy Donahue, the Friendly Taxi Driver." Gargan is looking for an actor who could fill the role of the genial cabbie. . . . Tip to those radio producers who want to have Sharman Douglas for guest spots. She's in hiding at 450 E. 52nd St. . . . Lee J. Cobb mullied it over and decided he'd rather do radio permanently from the coast. . . . Desi Arnaz and Lucille Ball have themselves an act which looks surefire for TV. . . . Milton Berle getting set to do a shot on Lux Radio Theater. . . . Fanny Brice, who's skedded for her TV bow in Popsicle's Parade of Stars via CBS-TV on the 19th, tells pals she'll never do another video appearance. Loves it, but sez it takes too much out of her. . . . Margaret Truman is said to be definitely due to make her TV debut this fall with a series of guest appearances.

★ ★ ★ ★

● ● ● Bing Crosby's youngest son, age 10, sent roses (on his father's charge account) to Claudette Colbert recently. When questioned about it, he snapped that he did it because he thought Miss Colbert was beautiful. "What's that got to do with it?" asked the exasperated crooner. "Don't ask me," replied the youngster. "I'm only 10!"

★ ★ ★ ★

● ● ● **AROUND TOWN:** Maggi McNellis, who vows she'll vacation and nothing else when she hits Rome, will prob'ly do nothing of the kind. Maggi is too smart a lassie and will prob'ly visit every broadcasting station she can just to see how the other half does it. . . . Every time Harvey Stone makes a guest appearance on TV here he gets an allotment of ducats for a representative group of Brits. The reason? He's getting set for his Palladium date and wants to get every possible English reaction to material he intends to use over there. . . . Kay Roberts can take a bow for changing Cathy Mastice from the legit soprano to a pop singer. Her first waxings for Admiral are attracting rave notices. . . . Elaine Williams made a very lovely TVision the other nite as Dick Haymes' Gal Friday on "B'way Open House." . . . Deal in the works for Art Ford to emcee an hour-long TV variety stanza for a food outfit. . . . Jack Gilford tells of the press agent who just enlarged his staff. He took on a new ulcer.

★ ★ ★ ★

● ● ● **THE MORNING MAIL:** "Dear Sid," writes Murray Martin. "You'll prob'ly get a million letters on Rudy Vallee's 'halcyon' days but the thing that struck me about the col'm was not the typo. That can happen to anybody and frequently does, deliberately. No, my argument is with the misuse of the word. Too many folks use it to mean 'the good old days' or when a guy was 'in his prime,' whereas it means calm, quiet, peaceful, etc. 'halcyon' days but the thing that struck me about the col'm was after the winter solstice, when the weather is calm; hence, days of peace and tranquility. You're right, the Vagabond Lover's pipes are smoother today than they ever were. But surely these are his halcyon days; I'm not mad at you—just hurt. Surely anybody who coined that wonderful expression 'Studio Wonderful' can better identify the millennium of Rudy Vallee."

SOUTHWEST

GENE CAGLE, president of Texas State Network, has announced renewal of the agreement for regional representation between WACO, Waco, KRIO, McAllen, a Paul Girard Company, regional representative firm in Dallas. Lee Gligow and Ingram S. Roberts, general managers, respectively, of WACO and KRIO, were recent visitors to Ft. Worth and Dallas.

Managers of Texas State Network stations met in Ft. Worth on May 25 for a general conference with Texas President Gene Cagle and vice president Charlie Jordan. The Golf Tournament, which Sam Snead took over at Ft. Worth's Colonial Club just incidentally was in progress at the time. TSN conference session was attended in sport shirts and slacks—briefly!

KCBD has recently been added to the list of stations which carry Texas State Network's Porter Randall news commentary for Gladiolus Flour. Account is placed by Couchman Advertising Agency, Dallas. KCBD is the Mutual outlet in Lubbock and is represented by Paul Girard Company.

Marie Callahan, vice president and director of the Dallas office of Roberts & Smith, has returned from a west coast on a combined vacation and business trip which included the production of a transcript series of dramatized spot announcements for the agency's Dearb Evaporative Cooler account.

Zack Hurt, master of ceremonies of ABC Chesterfield Roundup, is set to guest appear on the Chesterfield Summer Show on Wednesday night, June 7. Zack Hurt's ABC Chesterfield Roundup will begin its fifth year over Texas State Network on June 19, 1950, starting four years ago over eight stations and now broadcasting over 15 outlets.

WDRRC

CONNECTICUT'S PIONEER BROADCASTER

BEFORE YOU BUY IN HARTFORD . . .

See WDRRC's new Market Study . . . for Hooper ratings, coverage, market figures. WDRRC is your best buy! Write Wm. Malo, Commercial Manager, WDRRC, 750 Main St., Hartford, Conn.



AGENCIES

THE UNITED STATES SAVINGS BOND campaign in 1951 will be handled by Foote, Cone & Belding, Chicago, and Campbell-Ewald. They will relieve Young & Rubicam, which has served for eight years as one of the major agencies for the drive. The new agencies will work with G. M. Basford which prepares ads for business papers and television; Schwimmer & Scott, which produces spot radio commercials; J. Walter Thompson, which conducts the farm campaign; Schwab & Beatty, which does direct mail, and Albert Frank-Guenther Law, which does bank and financial advertising.

JOHN J. WHITEHEAD has been named sales representative for WCTS in Cincinnati, transit radio station.

DONALD A. NORMAN has been named sales manager of KNBH in Hollywood, effective July 1. He was formerly the sales director of WNBC and WNBT in New York.

MARKEM MACHINE COMPANY Inc. Keane, N. H. has appointed O'Brien & Dorrance, Inc. for advertising of Tickopres, Imprima and Langapres machines.

GORDON - CORPUCEL, INC. to Douglas D. Simon Advertising, Inc. The company manufactures Kay McDowell coats.

FRED W. MARSCHNER has been named vice-president and manager of the new office of J. M. Hickerson, Inc. of Detroit. He was formerly with the New Departure division of General Motors.

RICHARD S. TESTUT, vice-president and general manager of Associated Program Service, has announced the appointment of Sidney Moscher Associates as public relations and publicity counselors.

TOM MAHONEY has joined Lindsay Advertising Agency of New Haven. He was formerly an account executive with Campbell-Sanford Advertising Company.

Delay Richards Hearing

Washington—The FCC deferred until next Wednesday the start of the new hearings on renewal of the licenses of KMPC, Los Angeles, WGAR, Cleveland, and WJR, Detroit. The proceedings were due to start afresh yesterday in Los Angeles, following the death of J. Fred Johnson, examiner who had presided over more than two weeks of hearings this spring. New examiner J. D. Cunningham ruled Sunday that counsel for G. A. Richards, who holds controlling interests in the three stations, may present his case first. The delay is to give FCC General Counsel Benedict H. Cotton time to appeal to the FCC from this decision.

NETWORK SONG FAVORITES

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

Survey Week of May 26-June 1, 1950

| TITLE | PUBLISHER |
|--|-------------------------|
| Ask Me No Questions..... | Witmark |
| Bewitched | Chappell |
| But Me I Love You..... | Campbell |
| Dam It Baby That's Love..... | Chappell |
| Dearie | Laurel |
| Don't Say Goodbye..... | Mellin |
| Down The Lane..... | Broadcast Music |
| Girl That I Marry..... | Berlin |
| Home Cookin'..... | Famous |
| Hoop-Dee-Do..... | E. H. Morris |
| I Don't Care If The Sun Don't Shine..... | Famous |
| I Still Get A Thrill..... | Words & Music |
| I Wanna Be Loved..... | Supreme |
| If I Knew You Were Coming..... | Robert |
| If You Were Only Mine..... | Robbins |
| It Isn't Fair..... | Words & Music |
| La Vie En Rose..... | Harms |
| Music Music Music..... | Cromwell |
| My Foolish Heart..... | Santly-Joy |
| Old Piano Roll Blues..... | Leeds |
| On An Ordinary Morning..... | Remick |
| On The Outgoing Tide..... | Shapiro-Bernstein |
| Sentimental Me..... | Knickerbocker |
| So This Is Love..... | Walt Disney |
| Sometime | Witmark |
| Stay With The Happy People..... | E. H. Morris |
| Sunshine Cake..... | Burke-Van Heusen Assoc. |
| Third Man Theme..... | Chappell |
| Tonight | Robbins |
| Wilhelmina | Feist |

Second Group

| TITLE | PUBLISHER |
|--|--------------------|
| An American Beauty Rose..... | Jefferson |
| Are You Lonesome Tonight..... | Bourne |
| Baby Won't You Say You Love Me..... | Feist |
| Buffalo Billy..... | Laurel |
| C'est Si Bon..... | Leeds |
| Choo'n Gum..... | Bregman-Vocco-Conn |
| Chug-A-Lug | Michael |
| Don'cha Go 'Way Mad..... | Advanced |
| I Hadn't Anyone Till You..... | ABC |
| I'm Gonna Paper All My Walls With Your Love Letters..... | Goday |
| It's So Nice To Have A Man Around The House..... | E. H. Morris |
| I've Got A Heart Filled With Love..... | Mutual |
| Mambo Jambo..... | Peer |
| Muskrat Ramble..... | George Simon |
| Rain | Miller |
| Spaghetti Rag..... | Shapiro-Bernstein |
| Thanks Mr. Florist..... | Mills |
| They Say It's Wonderful..... | Berlin |
| Where Are You Gonna Be When The Moon Shines..... | Lombardo |
| Where In The World..... | Oxford |
| Why Do They Always Say No..... | Stasny |

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COAST-TO-COAST

Schmidt Joins WRFD Staff
Worthington, O.—Robert (Red) Schmidt has joined the staff of WRFD as associate farm service director. Schmidt, an OSU agriculture graduate, was formerly with the Donovan Brothers Farm in Delaware County, and was assistant manager of the Green Valley Farm in Jackson, Ohio. As associate farm service director at WRFD, Schmidt will work with Bob Miller, service director, and Lloyd Stiles, market reports director, in preparing and broadcasting WRFD's hourly farm and market reports. He will also travel with Miller on his frequent recording trips throughout the state.

Re-Elected CAAB Secretary
Worcester, Mass.—E. E. Hill, executive vice-president of WTAG and WTAG-FM, has been re-elected secretary of the Columbia Affiliates Advisory Board for the 1950-51 term. Elections were held prior to the CAAB meetings in New York.

WKBW Airing Races
Buffalo, N. Y.—WKBW, again this year, is broadcasting the Harness Races from Buffalo Raceway. Max Robinson is doing the colorful race descriptions which will be broadcast nightly Mondays through Saturdays at 11:10 p.m. or immediately following the baseball games.

Holtz With KFAB
Omaha, Neb.—Thomson Holtz, veteran radio announcer, emcee and radio and television producer, has joined the staff of KFAB, it was announced recently by Harry Burke, station general manager. Holtz has spent 11 years in radio, seven of them in the Midwest Empire as a member of the staff of WOW. Holtz takes over at KFAB the duties of Ernie Allen, who recently accepted a position with CBS.

WNJR Reports On Phone Survey
Newark, N. J.—According to a telephone poll made by Carl Ide on his disc jockey show, "Band Revue," on WNJR, fourteen out of fifteen persons prefer instrumental records to vocals. The telephone poll was taken over a period of four days.

Named Program Director
Frederick, Md. — Norman Evans, formerly of WAAM-TV in Baltimore, and recently appointed chief announcer at WFMD in Frederick, Md., has been named program director of that station.

Smith Leaving WKJG For WFBM
Fort Wayne, Ind. — Fred Smith, disc jockey and sports announcer, has resigned from the WKJG staff to join the radio and television staff of WFBM in Indianapolis, effective June 15th. Succeeding the late Paul Roberts at WFBM, Smith will be featured in disc jockey shows and will have a weekly half-hour television show.

NAB Asks Engineers For Views On ET's

(Continued from Page 1)

neering chief, Neal McNaughton.

McNaughton chairs the recording and reproducing standards committee, which has been functioning for the past nine years. The major part of the standards approved in April of last year by the committee are today in use by nearly all makers of transcriptions for radio, and by many manufacturers of records for public sale.

The committee is made up of representatives of all leading recording and transcription producers, as well as many prominent recording engineers.

Association Will Supervise

Arrangements will be made for the recording and producing of the lateral frequency record and the reference tape described in the added standards now under discussion. The tape will be available only from NAB, under whose supervision it will be recorded, inspected, numbered and registered.

Engineers receiving the standards in the mail referendum are asked to submit comments on them to the NAB engineering department by June 16. The standards will be presented to the NAB board of directors on June 20, at the board's regular meeting in Washington.

Colgate Renews Two Programs On CBS Web

Colgate-Palmolive-Peet Co., Jersey City, N. J., has renewed its sponsorship of two CBS radio series, "Our Miss Brooks," and "Mr. and Mrs. North" for another 52 weeks effective July 2 and 4 respectively.

Both programs are now taking a summer hiatus but will return to the air in early September. Meanwhile, Colgate is presenting two replacements for series, the "Steve Allen Show" for "Miss Brooks," Sundays, 6:30-7:00 p.m., and "Satan's Waitin'" for "Mr. and Mrs. North," Tuesdays, 8:30-9:00 p.m.

Agency for "Our Miss Brooks" is Ted Bates & Company and on "Mr. and Mrs. North," it is Sherman & Marquette, Chicago.

Will Produce Film Series

Hollywood — Announcement was made by Max M. Gilford, attorney for the Wally Kline Enterprises, that final arrangements have been completed by the Kline organization for the production of a series of 52 TV films to be titled "Adventures of the Three Musketeers." The series, based upon the Alexander Dumas classic, will be made for immediate release.

Downs Returns To U. S.

Bill Downs, CBS correspondent in Berlin since 1944, has returned to the states and has now joined the CBS Washington news staff. Richard C. Hottel is now in the Berlin post.

California Commentary

● ● ● Bill Welsh who has been set to emcee and handle the commercials on the Thursday night Laurel and Hardy movie series telecast over KNBH, has been offered the chore of announcing the entire game schedule of the San Francisco 49's football team for this fall, which he is now mulling over in view of his many TV-radio assignments

Hollywood

locally. . . . Maestro Frank DeVol's newest composing effort, "Video, Radio and You," will be introduced on the Oxydol show over CBS and he'll record it for Capitol as a duet with his saxist, "Skeets" Herfurt. . . . Jack Meakin, who directs the music on "The Great Gildersleeve," celebrated his 200th appearance on his TV show by having his first guest star do a repeat performance. The guest was Gildy himself, Hal Peary, who brought along his wife, Gloria, gave a preview of some of the songs and comedy they'll do on the road this summer. Meakin will accompany Hal and Gloria on his tour, hence suspends his TV show for the summer. . . . NBC has a sure winner in the new Ella Logan radio series called "Daisy Discovers America." Raves from the lower and higher brass indicate that this star of Broadway and the world has done it again. Script is by the popular and talented Charlie Isaacs.

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● ● ● When Jimmy Durante's sponsor insisted on a TV stipulation in their tentative contract, the Schnoz said nix, so he ends four years of radio for the outfit come June 30. . . . Ford Television theater will make two test films in Hollywood this summer trying to lick the lack of name talent that made the New York going rough. Top coast names wouldn't make the jump East for the price offered. . . . Mutual-Don Lee's "Queen for a Day" cinderella program will be the featured entertainment attraction at the Fifth International Home and Building Exposition June 12, 13 and 14. . . . Alfred Zeisler has formed his own television company to produce a half-hour show entitled "Direct and Detect." The basic idea is for audiences to detect "boners" deliberately incorporated in the film, which Zeisler will direct as well as produce. . . . Jack Paar, new emcee of "Take It or Leave It" show, and Ed Feldman, producer, fly to New York today for opening program June 11th. . . . With the "Contented Hour" program continuing throughout the summer, singing star and emcee of the Carnation program, Dick Haymes, will confine his warm weather personal appearances to cities west of the Mississippi so that he can be here each weekend for his airshow. . . . Edgar Bergen plans a trip to Japan, Alaska and South America during the summer hiatus. He'll take along Charlie McCarthy and a tape recorder, to obtain spontaneous conversations between McCarthy and natives.

☆ ☆ ☆ ☆

● ● ● Mutual-Don Lee affiliate KBND, Bend, Oregon, began operation with its increased power of 1,000 watts and its new frequency of 1270 kc on May 29th. Frank Loggan is owner and general manager of KBND. . . . Bob Mohr has been added to the KTLA sales staff headed by Harry Maynard. . . . "Double or Nothing" quizman Walter O'Keefe and the organist on his five-times-weekly NBC program, Irvine Ortin, have collaborated to write the novelty song, "Mama's On the Warpath," which they'll publish as the first song of their new firm, Pasadena Songs. . . . "Club 15" stars Bob Crosby and the Andrews Sisters, who combine their talents on their CBS programs, will also tour the nation's theaters this summer as a package show and they're already been booked to open at the Chicago Theater, in Chicago, beginning June 30 for two weeks. Head man Crosby and the Andrews are spending all of their spare time prepping their new routines. . . . Hollywood film, radio and dance notables participated in the Second Annual Beaux Arts Ball, June 3rd, in the Chase Hotel, Santa Monica. Affair was staged under the auspices of the Arts, Science and Professions Council.

TV Sets Made In '50 May Reach 6 Million

(Continued from Page 1)

meetings, which are expected to draw between 500 and 600 people are scheduled for the four-day session. They include discussions of parts, taxes, advertising, service record changers, safety, and television.

So important has television become in the last few years that movement is under way this year to change the name of the group to the Radio-Television Manufacturers Association.

"Radio receiver sales, while below the peak records of 1947 and 1948, recovered sharply in the fall of 1949 and have since continued at a rate of about 750,000 a month including auto sets. In addition more than 10 per cent of all TV sets have either FM or AM-FM facilities," Plamandon, who is president of the Indiana Steel Product Co., Valparaiso, said.

Wayne Coy, chairman of the FCC will address the industry banquet Thursday. R. C. Cosgrove, who is completing his fourth term in office as president of RMA, is not expected to stand for re-election. The question of whether to elect a paid president, instead of an industry man serving voluntarily, will be voted upon at the directors meeting Wednesday.

BAB Budget Unchanged Following Conference

The budget of Broadcast Advertising Bureau will remain unchanged during the current fiscal year, BAB's director Maurice Mitchell reported yesterday. The decision to let BAB continue at its present scale was reached at a conference last weekend between Mitchell and NAB's general manager Bill Ryan.

Withdrawal of CBS and ABC from the association made a cut seem likely in the BAB budget, but the figure will stay at \$200,000. The sum will be used conservatively, Mitchell adds.

BAB is currently readying a condensed version of the all-industry film "Lightning That Talks." While the original print ran 40 minutes, the new edition titled "Lightning That Sells" runs 20 minutes. Either film is now available.

New Transcription Series

The Golden Gate Quartet, spiritual and folk song artists have signed an agreement with Transcription Sales, Inc., New York and Springfield, Ohio open-end firm, covering production and world franchise sales rights for a new series of 25 quarter-hour open-end programs which is being officially released today. The series was written by Hal Halpern and features the Golden Gate Quartet in spiritual and folk songs with Tom Scott as narrator.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, June 6, 1950 — TELEVISION DAILY is fully protected by register and copyright

ZENITH REPLIES TO FCC CHARGES

TELE TOPICS

IMPRESSIONS: TV production and writing credits on CBS' "Mr. I. Magination" program run so long they look like a round trip Summer excursion ticket to the Coast and back. . . Trick camera work on the "East of the Town" show Sunday in which cloud effects were used created a eerie background for Patti Page's vocalizing. . . Stage settings used on CBS' "Mystery Hour" Saturday night were excellent and created a third dimension effect often sought but not too frequently attained in TV. . . This dramatic offering, by the way, was first class mystery entertainment with all the intrigue that goes with the title, "The Trap."

DIKA CHASE beating the drum in Philadelphia for higher type daytime TV programming, talks tomorrow to TV Women's Club there. . . Arena theater technique, props and no scenery, to be used in four-week series of plays on NBC-TV's "Theater," as of June 7 (8:30 p.m., EDT). . . Quentin Reynolds book "The Tomorrow" will get friendly and hostile ears tomorrow night on ABC-TV's "Author Meets the Critics" (8:30 p.m., EDT). . . Ed Malone narrating a four-week series of quarter-hour TV features over WJZ-TV (Fridays, 9:30 p.m.); shows consist mainly of films he's made on week-end globe-trotting jaunts to foreign lands. . . Thrush Ryan joining WFIL-TV for her own quarter-hour weekly show (June 7). . . Light Opera Co. artists presenting "Opera Concert" on WOR-TV tonight (8-8:30) on behalf of the Greater New York fund. . . Boxing world honoring Guy LeBow, APX sportscaster, for helping young boxers via the "Rookie of the Week" segment of his show. . . AFRA's fun festival over the week-end packed in 2,000 radio-TV entertainers at the St. Nicholas Arena.

BERLE'S TV STINT for the United Cerebral Palsy Assn. June 10 will be much shorter than his 19-hour marathon for the Brynion Fund, this time only 2½ hours (ABC, 9:30-midnight). Glittering names on the talent roster: Robert Merrill, Gene Pickens, Martha Raye, Kay Armen, Joan Martin & Jerry Lewis, and Tony Martin. . . Today being the sixth anniversary of "D-Day," WMAL-TV, Washington, will surprise televiewers with a showing of captured enemy films of the Allied invasion ("Crusade in Europe," 9-9:30 p.m.). . . Color TV production being tried experimentally by Mohawk (rugs) in series of one-minute participations on WNBW, Washington; plans in the making for occasional origination of Mohawk's "Roberta Quinlan Show" in Washington, to be piped out in black and white for network use while Washington sees it in color.

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week Of May 26-June 1, 1950

THE TOP 5 SONGS OF THE WEEK

Girl That I Marry.....Berlin
Hoop-Dee-Do.....E. H. Morris
I Wanna Be Loved.....Supreme
My Foolish Heart.....Santly-Joy
Old Piano Roll Blues.....Leeds

THE 5 FAVORITE STANDARDS OF THE WEEK

Charley My Boy.....Bourne
June Is Bustin' Out All Over.....T. B. Harms
Ol' Man River.....T. B. Harms
St. Louis Blues.....Handy
Toot Toot Tootsie Goodbye.....Feist
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Explains Action Regarding Use Of Decoder

(Continued from Page 1)

lated the spirit of the Commission's grant of an experimental phonevision test.

Answering the FCC complaint that manufacturers had been asked to include "phonevision decoder outlets" in new receivers, McDonald wrote, in part, as follows:

"Our only purpose in sending this communication to our competitors and which, incidentally, as you will note from the letter, was specifically stated to be for their confidential information and not for publication, was to suggest to them that they should put the necessary decoder outlets in television sets of their manufacture at a manufacturing cost of from seven to 25 cents so that if and when Phonevision should be approved by FCC and put into general operation throughout the United States, the public who had bought television sets from such manufacturers would be able to have installed in them the necessary decoding units to make possible their reception of programs employing the phonevision system. As compared to the cost of installing the decoder unit outlets in television sets at the time of their manufacture, it would cost the public millions of additional dollars to have their sets accommodated to phonevision in the event it should come into general use, if the outlets had not been so installed in their sets.

Disclaims Monopoly

"This letter of February 10, 1950, also makes definite and clear that Zenith at no time has ever considered monopolizing the manufacture and sale of television receivers equipped for Phonevision. As stated in that letter, we would like to have all our competitors placed in a position where television sets which they are manufacturing and selling to the public will be just as compatible to Phonevision as those of our own manufacture. . .

"If the Commission feels that it is not in the public interest for us to continue to suggest to our competitors that they help protect the public by equipping their sets to accommodate Phonevision if and when it is approved, then we will on your request withdraw that offer and make no further move towards permitting our competitors to put these outlets on without royalty until and if the Commission has approved Phonevision as a commercial service."

House Of Commons Studies TV Planning

(Continued from Page 1)

fiscal year. The stations are due to begin operations September 1, 1951. He estimated that the deficit on television operation will amount to \$300,000 in 1950-51; \$1,160,000 in 1951-52; \$1,330,000 in 1952-53; \$1,125,000 in 1953-54; \$500,000 in 1954-55. The CBC expects to start to balance its television budget by 1955-56. The figures showed that the CBC expects revenues for television purposes to increase from nothing in 1950-51 to \$3,150,000 in 1955-56. The revenue would come from commercial programs and the public treasury. The CBC has estimated that it will need the equivalent of \$10 from each television home to help it finance operations. This would be over and above the \$2.50 fee now charged on radio receiving sets.

FCC Considering Use Of 470-500 mc. Band

Washington Bureau of RADIO DAILY

Washington — Hearings now are under way on proposals that the 470-500 mc band be reserved for the use of common carriers. The sessions are a part of the FCC's extensive proceedings on allocations of frequencies for TV. Arthur Gladstone has been serving as Commission counsel in this matter.

Many to Testify

Appearances slated include the following counsel: John H. Gepson, for Bell System; former Commissioner Norman H. Case, for U. S. Independent Telephone Association; Jeremiah Courtney, for National Mobile Radio System; Omar Crook, for Mutual Telephone Company; Henry Weaver, for Philco; Thad Brown, for TBA, and Col. Wm. A. Roberts, for DuMont.

SAG's Opposition To TvA Draws Answer From N. Y.

In Hollywood the Screen Actors Guild code of wages and working conditions covering actors making movies for video has been approved by some 1,200 guild members meeting at the Hollywood Legion Stadium on Sunday evening, June 4. The code sets basic minimum salaries of \$55 per eight-hour day and \$175 per 48-hour week, for a single role in a single picture, identical with Guild minimums for other motion pictures.

The guild at its meeting also condemned the Television Authority, new union which is seeking jurisdiction over actors in both live and filmed TV.

In a rebuttal to SAG claims,

George Heller, national executive secretary of TvA, said the SAG's demand for \$55 a day for performers in film tele undercuts by half the demands made by TvA for the same work.

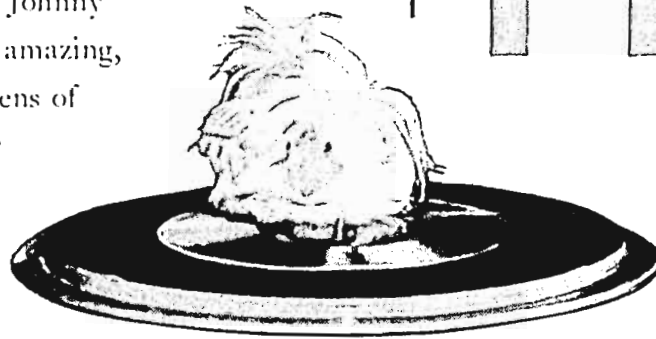
Statement by Heller

"SAG leaders have completely distorted the facts," Heller said. "Under the rates proposed by SAG, the minimum for performers in a half-hour program of film television would be \$110 for two days work with 16 hours rehearsal. Under the rates proposed by TvA, the same performer working on the same program would receive \$85 for the half-hour program, plus \$96 for rehearsal, a total of \$181.00."



"Pat n' Johnny"

When it comes to commercial results, WXYZ-TV's "Pat 'n' Johnny" show has proved little short of amazing, ringing up new records for dozens of alert television advertisers. For example, one sold \$21,000 worth of merchandise after just eight announcements. Another increased his sales



from 30,000 units weekly to 165,000 after two weeks on the show.

Yes, sir—"Pat 'n' Johnny" have not only opened the eyes of the Detroit TV audience but their purses as well. In the nation's fourth market, they've *proved* that daytime TV can be profitable—and they can make it profitable for YOU.

PROVE

A

POINT

Daytime television in Detroit
can be profitable for you

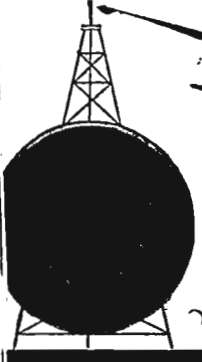


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W X Y Z

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Channel 7



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 47

NEW YORK, WEDNESDAY, JUNE 7, 1950

TEN CENTS

WEBS REPORT BUSINESS ON UPGRADE

Balaban Gives Insight On Paramount TV Plans

Refutes Claim TV Hurts Box Office Of Movies

Declaring that analysis had failed to show any direct relationship between the rise of television and the decline in motion picture box office returns, Barney Balaban, president of Paramount Pictures Corp., reporting to the stockholders yesterday revealed Paramount's thinking on the
(Continued on Page 7)

TV-Film-Music Pacts Revealed By Petrillo

Houston, Tex. — Four contracts have been signed to permit members of the American Federation of Musicians to make movies intended for use on television, it was revealed here yesterday by James C. Petrillo, president of the AFM, speaking at the 53rd annual convention of the organization. Previously, members of the union had been permitted to
(Continued on Page 7)

New Production Firm Announced In New York

Sherman H. Dryer Productions, radio and TV packager, has been incorporated as Dryer and Weenelsen Productions, Inc., Sherman Dryer, president of the new firm announced yesterday. Executive vice-president
(Continued on Page 2)

Anniversary

The 25th anniversary of the opening of the famous Scopes evolution trial will be marked by a special documentary over NBC this Saturday, June 10 at 5 p.m. Voices of Arthur Garfield Hays and Scopes, who are still living, will be heard in addition to those of Clarence Darrow and William Jennings Bryan, both prominent during the trial.

Brig. General Sarnoff Honored

Brig. General David Sarnoff, chairman of the board of RCA, yesterday received the Grand Medal of the Association des Ingenieurs-Docteurs de France for services in war and peace that have in "great measure contributed to the development of public cultural relations on a world scale." Presentation of the award was made by Philip Cortney, first vice-president of the French Engineers of the United States, Inc., at ceremonies in the French Embassy in New York.

Networks To Carry President's Address

President Truman will be heard over the four major radio networks and viewed over the CBS tele web this Saturday, June 10 when he speaks at the ceremonies dedicating the site of the Jefferson National Expansion Memorial in St. Louis, Missouri. CBS television will cover the event from 3:30 to 4:30 p.m. and the telecast will include the unveiling of a plaque by Secretary of the Interior Oscar Chapman and
(Continued on Page 2)

Radio And TV Campaign Planned For Cole Circus

Radio and TV promotion will be included in the advertising campaign of the Cole Brothers Circus with William Boyd (Hopalong Cassidy) when the circus opens a five-day stand at Yankee Stadium on June 21st. Stadium date marks the
(Continued on Page 2)

Goshorn Heads Board Of Benton & Bowles

Clarence B. Goshorn has been named chairman of the board of Benton & Bowles, A. W. Hobler, retiring chairman of the executive committee of the agency announced yesterday. William R. Baker, executive vice-president, will move into the president's post vacated by Goshorn and Robert E. Lusk, vice-president, will succeed Baker as executive v-p.

In a letter to the employees of
(Continued on Page 4)

RCA And DuMont Settle Patent-Infringement Row

Dismissal of litigation pending since 1948 between Radio Corporation of America and the Allen B. DuMont Laboratories, Inc., concerning claims of patent infringement on radio receivers, electron tubes and radio transmitters, was announced
(Continued on Page 2)

Hope Dropped By Levers; Comic To Sign With NBC

Lever Brothers have dropped their option on Bob Hope and purchased two half-hour time periods per week over CBS television in addition to a segment of the Arthur Godfrey radio show over CBS. James A. Barnett, vice-president of the company announced yesterday. Commenting on the action, a spokesman for NBC said that Hope will sign an exclusive contract with the network covering both radio and television within the next few days. The Lever switch will mean an

amount in excess of \$2-million on CBS billings. Talent costs may put the package near \$4-million.

Hope has sought for some time to get a release from Lever on the ten-year contract. The agreement, which still had five years to run, would have required Lever Brothers to give Hope a pay boost of \$2,500, bringing his weekly take to \$25,000.

Lever's TV plans call for an October 1 commencement using Monday nights from 8 to 8:30 p.m.
(Continued on Page 4)

ABC And Mutual Report Upturn In Business

Two networks came up with figures yesterday to indicate that radio is still a healthy business. Mutual reported new accounts and renewals since May 1 amounting to \$4,800,000 and ABC revealed a 27% increase in spot sales on five owned and operated stations during the first five months of
(Continued on Page 5)

Radio Listening Up In N. Y. TV Homes

Radio listening in television homes in the New York area is up 65 per cent over a year ago. WOR's research department reported yesterday. The figures were based on a Pulse survey of a cross-section of TV-equipped homes.

Radio sets-in-use in TV homes between the hours of 6 p.m. and midnight
(Continued on Page 2)

Distribution Problems Of Radio-TV On Agenda

Atlantic City, N. J.—Radio and television distribution problems will be presented to the 42nd annual convention of the National Association of Electrical Distributors in Convention Hall, June 11 to 16, by Joseph B. Elliot, vice-president in
(Continued on Page 6)

Unprogrammed

In order to display the merits of a home fire extinguisher, Rita Hackott of WLW-TV built a cozy conflagration in a waste paper basket during her show "Shop With Rita Hackott." Trouble was — she neglected to tell vocalist Gene Griffin, who brought in a fire hose to snuff out the fire before Rita could demonstrate the extinguisher.



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6425 Hollywood Blvd. Phone: Gladstone 8438

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Phone: Wisconsin 3271

CHICAGO BUREAU
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

SOUTHWEST BUREAU
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491

ROME BUREAU
John Perdiar
Ludovisi 16

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

FINANCIAL

(June 6)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-------------------|---------|---------|---------|----------|
| ABC | 11 3/4 | 11 1/8 | 11 3/4 | + 1/8 |
| Admiral Corp. | 33 3/8 | 32 1/8 | 33 3/4 | ... |
| Am. Tel. & Tel. | 159 1/2 | 156 1/2 | 159 1/4 | + 3/4 |
| CBS A | 34 3/8 | 33 1/2 | 34 3/8 | + 3/8 |
| CBS B | 34 3/8 | 34 | 34 1/4 | - 1/2 |
| Philco | 45 5/8 | 44 1/4 | 45 5/8 | + 1/8 |
| Philco pfd. | 94 | 94 | 94 | ... |
| RCA Common | 20 1/8 | 19 1/2 | 20 1/8 | + 3/8 |
| RCA 1st pfd. | 78 3/4 | 78 1/2 | 78 1/2 | - 3/8 |
| Stewart-Warner | 17 3/8 | 16 3/4 | 17 1/4 | + 1/4 |
| Westinghouse | 35 1/8 | 34 1/2 | 35 | ... |
| Westinghouse pfd. | 105 1/2 | 105 1/2 | 105 1/2 | + 1/4 |
| Zenith Radio | 55 1/2 | 53 1/4 | 55 3/8 | - 1/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|-------|--------|-------|-------|
| Hazeltine Corp. | 21 | 20 3/4 | 21 | ... |
| Nat. Union Radio | 4 3/8 | 4 1/8 | 4 3/8 | + 1/4 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| DuMont Lab. | 23 1/8 | 24 1/8 |
| Stromberg-Carlson | 15 1/2 | 17 |

RCA And DuMont Settle Patent-Infringement Row

(Continued from Page 1)
ced jointly yesterday by Brigadier General David Sarnoff, Chairman of the Board, RCA, and Dr. Allen B. DuMont, president of the DuMont Laboratories.
At the same time, it was announced that RCA had granted DuMont its standard licenses covering radio receiving and transmitting tubes, television receivers and transmitters. DuMont has granted a license to RCA for the same categories of equipment.

★ COMING AND GOING ★

O. B. HANSON, vice-president and chief engineer of NBC; VICTOR T. NORTON, vice-president in charge of administration; JAMES GAINES, director of owned-and-operated stations, and CARLETON SMITH, director of television operations, left yesterday for Chicago on TV business. They'll be back in town Friday.

JOSEPH M. NASSAU, president and general manager of WAEB, Allentown, Pa., is in New York for conferences with the national representatives of the station.

GARRY J. CARTER, president of the Toronto, Buffalo and New York advertising agency bearing his name, has left on an extended trip to Banff and Hollywood. He'll be back around the middle of July.

ALICE REINHEART, actress featured on "Young Dr. Malone," has returned from Philadelphia, where she closed a deal for her forthcoming comedy book, "Mexico Is Like Peanuts."

MRS. KEN MURRAY, wife of the comic, and who appears with him, will leave over the week-end for Hollywood. Ken will join her there in three weeks, following his June 27 CBS-TV show.

TEDDY QUARTELL, radio and video musician, has returned from Detroit and is now at Bill Bertolotti's.

Radio Listening Up In N. Y. TV Homes

(Continued from Page 1)
night averaged 10.4 on a quarter-hour basis, compared to 6.3 in May, 1949. In the same period, WOR said, radio's share of audience in TV homes has risen from 12.7 to 17.0.
WOR and its research director, Robert Hoffman, have contended that Hooper's ratings do not reflect an accurate picture of the current TV situation.

Networks Will Carry President's Address

(Continued from Page 1)
an address by Governor Forrest Smith. CBS radio will carry the Truman speech by recording from 5 to 5:30 p.m. Mutual, NBC and ABC will broadcast from 4 to 4:30 p.m.

Receipts For Benny Tour Totaled Over \$400,000

Gross receipts for the 21-city personal appearance of the Jack Benny troupe totaled \$410,122, it was announced yesterday. Benny's company closed the tour at Scranton, Pa., Monday night and tomorrow Jack Benny, Phil Harris, Rochester and their wives will sail on the Queen Mary for an engagement at the Palladium in London opening on June 19th.

Hold Sales Clinic

Chicago — Representatives of 80 stations have gathered here for the two-day sales clinic of Free & Peters which opened at the Edgewater Beach Hotel yesterday. The meetings will include panel discussions on sales, programming and promotion.

JOSEPH E. BAUDINO, general manager of KDKA, Pittsburgh, and GEORGE D. TONS, sales manager of the station, in Chicago this week for the Free & Peters sales clinic. Earlier in the week, Baudino, with BOB WHITE, program manager of KDKA, attended the meeting of the Pennsylvania Assn. of Broadcasters in Bedford Springs.

ERNEST A. MARX, general manager in the receiver-sales division of DuMont Laboratories, and WALTER L. STICKEL, national sales manager for the division, are in Chicago, the former for the meetings of the RMA, the latter for confabs with Joseph H. Moss, central states regional sales head.

MAGGI McNELLIS, star of "Maggi's Private Wire" on WCBS-TV, tomorrow will sail aboard the Queen Mary for a trip to London, Paris and Rome. She'll return to New York by plane on June 25.

VICTOR ROUDIN and GEORGE HIRLIMAN, of Roudin Television Corp., are visiting London and Paris on business.

BOBBY COLT, radio singer featured on Admiral records, is in Toronto for an engagement at the Casino Theater.

PHIL HANNA, featured on DuMont TV and in "Brigadoon," now is making an appearance in Washington, D. C.

New Production Firm Announced In New York

(Continued from Page 1)
dent of the corporation is Robert Weenolsen.
Dryer formerly headed up the radio department at the University of Chicago and is winner of two Peabody awards. Weenolsen has served as program manager of Young & Rubicam and radio and television director of Sherman & Marquette.
Current network programs produced by the company include "The Limerick Show" and "2,000 Plus."

Radio And TV Campaign Planned For Cole Circus

(Continued from Page 1)
Cole Brothers invasion of eastern territory which has been dominated by the Ringling Brothers-Barnum & Bailey show. The Cole interest, according to reports, is endeavoring to negotiate a contract for Madison Square Garden at this time. Ringling's contract for the Garden is reported expiring and up for renewal.

Plan N. Y. Broadcasts

Broadcasts from the deck of the "Queen Mary" and the aircraft-carrier "U.S.S. Enterprise" are scheduled to take place during the annual New York visit of Don McNeill and his ABC "Breakfast Club" June 19-23. The broadcast from the "Queen Mary" on June 23 will have added significance, since it will mark the program's 17th anniversary, and also since McNeill and his family will sail on the ship for a summer in Europe.

Stork News

A girl, Jane Wallis, their first child, was born to the Martin Weldons Thursday, May 25 at Doctors Hospital. Father is staff reporter for WCBS' "This Is New York" series.



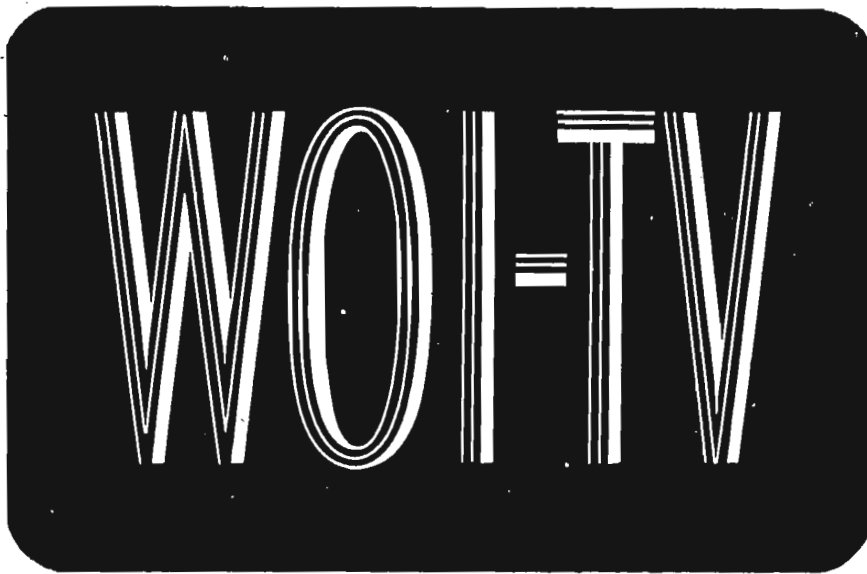
"Let's have a meeting of the Plans Board"

"Just a minute till I get through gazing into my crystal ball and I'll be all set for a big conference. We want to discuss the radio situation in Baltimore."

O.K., buddy! Mind if we sit in to give you a few fast facts about W-I-T-H, the BIG independent in this rich market with the BIG audience.

W-I-T-H delivers more listeners-per-dollar than any other station in town. That means low-cost results. That means that small appropriations accomplish big results on W-I-T-H.

For the whole W-I-T-H story call your Headley-Reed man today



**Des Moines' only television station
ANNOUNCES THE APPOINTMENT OF**

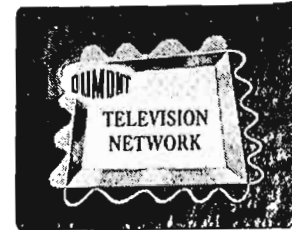
**Weed *and*
company**

NEW YORK • BOSTON
CHICAGO • ATLANTA • DETROIT
HOLLYWOOD • SAN FRANCISCO

as NATIONAL ADVERTISING REPRESENTATIVES

WOI-TV Ames, Iowa Channel 4

a service of Iowa State College of Agriculture and Mechanic Arts



Goshorn Heads Board Of Benton & Bowles

(Continued from Page 1)

Benton & Bowles, Hobler said: "I know that every one in the organization will be happy at these developments since all of us are so cognizant of the very important contributions which Messrs. Goshorn, Baker and Lusk have made and are making to the company and our mutual welfare." As for his own future, Hobler said he would continue active for some years to come.

Davis Is Guest Speaker At Kent 'U' Conference

Kent, Ohio—ABC newscaster Elmer Davis has been named guest speaker for the annual banquet staged in connection with the all-day conference on commercial radio and television problems at Kent State University on Saturday, June 17. Davis will be introduced by Bob Mason, general manager of WMRN in Marion, Ohio.

Don De Groot, public affairs director for WWJ in Detroit, will deliver the luncheon address titled "Public Affairs Programming."

Others scheduled to speak at the session include: Arthur Stringer of NAB; Bob Rogers of Akron; Gene Ragle, program director of WCLT, Newark, Ohio; Don Brice, program director, WKBN, Youngstown; William Crooks of WFMJ, Youngstown; Charles Starrett, head of radio for the national Red Cross; Floyd Weidman of WEWS, Cleveland; Dick Oberlin of WHAS, Louisville; Verne Nolte, WHIZ, Zanesville; and Bob Dailey of McCann-Erickson.

The Kent State School of Journalism and the Ohio Association of Radio News Editors sponsor the conference in cooperation with NAB and the Ohio Broadcasters Association.

Join Staff Of WINS

Two new additions have been made to the staff of WINS. John Bosman, formerly with Mutual, will take over the Monday-through-Saturday, 7 to 8:15 a.m. slot. George Snyder, an upperclassman at the University of Buffalo, will do research work for the station. He held a similar post last summer.



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Any tired TV show that wants to get howls oughta coax Ted Collins on to give his imitation of cartoonist Ham Fisher nonchalantly smoking during a TV interview. (The lovable Ham has been on so many TV programs that Ted calls him "the male Faye Emerson"). . . . We've just figured out what happens to actresses who lie about their birthdays. They don't get mentioned by Nick Kenny. . . . The music biz is in such bad shape the wags are beginning to call it Long Pan Alley. (Which reminds us of the story of the pan-handler who approached two guys in front of the Brill Bldg. for a handout. The two guys protested that they were songwriters. "Oh," mumbled the bum as he walked away, "sorry.") . . . Ginny Simms' first big radio show in some time tees off in August—and it's nice to have some Ginny without the bitter. . . . Gypsy Rose Lee did such a standout job on "Maggi's Private Wire" the other p.m. she's being besieged by sponsors to kick off her own celebrity interview stanza.

☆ ☆ ☆ ☆

● ● ● Chuck Trantum has snagged himself a real guest for his "Manhattan Spotlight" DuMont show tomorrow nite. It's Robert Smithdan, deaf and blind student who just graduated cum laude from St. John's. . . . Personal vote for most effective (and informal) of the TV spielers: Dennis James, who sells with terrific impact, whether it's cigarettes, wrestling or just himself. Dennis, who doesn't attempt to work himself into a lather over his product, is the Garroway of the video spielers. . . . MGM records expect Billy Eckstine's "I Wanna Be Loved" to be his hottest seller. . . . "Quick on the Draw," produced by Kermit Schafer and starring Eloise McElhone and Bob Dunn, got off to a fast start Sat. with a two-day mail count of some 5,000 letters. . . . Last Sunday's "Watch the World" segment devoted to the great American sculptor, Wm. Zorach, was a fascinating bit of TV.

☆ ☆ ☆ ☆

● ● ● Jackie Coogan's turned songwriter and the whole town's wishing his two tunes well that debut in the film, "It Happened at an Auction." The former kid star is one of the most versatile gents that ever strutted across a silver screen—yet he just can't seem to get a toe-hold on the comeback trail. . . . Kate Smith continues to collect laurels. This week Kate became the first woman member of a newly created advisory council at John Marshall College—and the University Settlement House announced that its mural, by artist Moe Leff, symbolizing Kate's devotion to the cause of poor children, will be unveiled in Aug. by Mayor O'Dwyer. . . . Speaking of the Mayor, who starts his own TV series soon, Herb Sheldon wonders if the coaxial cable reaches to Florida now. . . . A school in Washington offers a course in the technique of winning prizes on quiz shows. Students are guaranteed to win a major prize within six months after graduation.

☆ ☆ ☆ ☆

● ● ● Maurice Zolotow's character sketch of Eddie Jaffe in the current Cosmopolitan mag is a grim and startling accurate picture of the B'way publicity biz. Nobody works harder than the underpaid B'way press agent—or gets less credit. Yet some of the talented p.a.'s along the street are more responsible for the biggest names in H'wood than the producing geniuses who've been grabbing the glory for years. . . . If you wanna know why niteclub owners and producers describe Sarah Vaughan as a female Eckstine treat yourself to a listen to her newest Columbia platter of "Just Friends." It's a lulu. . . . Ronald Dawson celebrates his 23rd ann'y in radio this week by appearing on "Famous Jury Trials" tonite.

Lever's Drop Hope; NBC Will Sign Him

(Continued from Page 1)

and Thursday eves from 9:30-10:00 p.m. Godfrey's starting date under the Lever banner is also October 1 and the 10 to 10:15 a.m. segment will be purchased five days a week.

Hope, who began his network show over NBC in 1938, has made only two TV appearances thus far but is expected to go heavily into the junior medium in the near future. His first video bow was on Easter and the second on the recent Memorial Day weekend, both on NBC.

P. S.—Bob Hope is reported to have played golf with NBC prez Joseph McConnell in Hollywood yesterday.

Radio And TV Stations Sponsoring Contests

Franchises for the elimination contests during the competition for "Mrs. America, 1950" are being bought this year mainly by radio and TV stations, according to a report yesterday from Mrs. America Inc. Handling the elimination franchises for television, World Video Inc. has revealed that contracts have been signed for weekly preliminary contests over WCAU, Philadelphia; WEWS, Cleveland; and KSL-TV, Salt Lake City. Bids from N. Y. and N. J. television stations for other elimination franchises are now being considered.

Elimination franchises for radio stations to-date have been purchased by: KSJO, San Jose, Calif.; KVOC, Casper, Wyo., in cooperation with the Wyo. State Fair; KTRM, Beaumont, Texas; KCL/Leavenworth, Kan.; KXAR, Hope, Ark.; WLAQ, Rome, Ga.; WEA-Pensacola, Fla.; and WLIZ, Bridgeport, Conn. Radio franchises are being handled direct by Mrs. America Inc., while World Video is handling the exclusive contract for booking the woman selected as Mrs. America for guest shots on TV.

Three Sponsors Sign For Alaskan Network

Three sponsors—Armour & Co., Dodge Motors and Pan American Airways—have extended their accounts to the Alaska Broadcasting Company, eastern rep for ABS reported last week. "Stars Over Hollywood" sponsored by Armour & Co., will be broadcast by all stations of the web. Foote, Cone & Belding of Chicago placed the account.

Dodge has expanded its spot campaign over four stations: KFB Fairbanks; KIBH, Seward; KIN Juneau, and KTKN, Ketchikan. Ruthrauff & Ryan, Inc. placed the account.

Pan American will run its spots over all six stations. Agency is Walter Thompson.

THE VOICES OF ADAM HATS 8 YRS.

JINGLES
that don't
JANGLE!

A.M. & T.V.'s MOST COMPLETE
EFFECTIVE JINGLE SERVICE
YOUR Jingle Sung - or -
Written, Packaged,
Produced
'Lanny & Ginger' GREY
1300 Madison Ave., New York 28
AT. 9-4020

SATTLE'S DEPT. STORE 7 YRS.
MARLIN BLADES 8 YRS.
YONKERS RACEWAY

AGENCIES

**Business Surge This Year
Reported By ABC And MBS**

BEHIND THE MIKE

(Continued from Page 1)

MUTH JONES as been named supervisor of all media on Procter & Gamble's Tide at Benton & Bowles, Inc. Jean Lawler, formerly Ch Sullivan, Stauffer, Colwell & Byles, Inc. will replace Miss Jones at the time buying department.

DOUGLAS STAPLETON has named the staff of Federal Advertising Agency, Inc. as a radio copywriter. He was formerly supervisor in producer and co-director of radio for Newell-Emmett.

GRAHAM PATTERSON, publisher of the Farm Journal and Pathfinder, has been elected chairman of the Advertising Federation of America. He was formerly treasurer of the group.

JOHN L. HANSEN and **JAY Y. TIPTON** have formed Hansen-Tipton Company in San Carlos, Calif. Hansen was formerly manager of Rickett Pictures, Inc. in San Francisco while Tipton was previously vice-president of Gillham Advertising Agency in Salt Lake City.

MILLIAN DAIRIES of Long Island City to Byrde, Richard & Co. and for a campaign on Sodus Framed cottage cheese.

ALPH F. LINDER has rejoined Kenyon & Eckhardt, Inc. as a vice-president. He was formerly with Biow Company, Inc.

THE WOBURN CHEMICAL CORPORATION of Kearny, New Jersey, of the Victor A. Bennett Company, Inc.

MARKER FUR COMPANY of Chicago to Tim Morrow Advertising Television will be the major medium.

RCH FOSTER has been named account executive in the drug group of Cecil & Presbrey, Inc. He was formerly a vice-president of A. Lewin Company.

RICHARD L. GILBERT has formed the Gilbert Advertising Agency 1101 West 31 Street. He was formerly with Griffin Appel Associates.

A. COLLIN RAYMENT has been named head of the Montreal office of John A. Cairns & Co. of Canada, Inc., subsidiary of John A. Cairns Co., Inc. of New York, effective July 1.

Will Ponder "TV Or Not TV"

Herkie Stiles, comic starring at New York's Strand Theater, will answer the question "TV or Not TV?" when he guests tomorrow at the National Laugh Foundation writers Luncheon at Trader Tom's Steak House, as the fortieth guest of honor in the weekly query series.

1950. Adolph N. Hult, vice-president in charge of sales, at Mutual, said the new business at Mutual represented three hours and fifteen minutes of new programs and two hours and 15 minutes of renewed weekly schedules by present sponsors.

M. H. Grabhorn, vice-president in charge of sales for ABC O and O stations, revealed that the gains were in both radio and TV spot sales with the former up 3 per cent and TV spot sales up "an impressive" 170 per cent over the same period last year. However, it was explained that radio accounted for \$1,250,000 of the new spot business and TV for approximately \$500,000. Stations showing the increase are WJZ, WENR, WXYZ, KGO and KECA.

Statement by Grabhorn

"It is interesting to note," Grabhorn said, "that the overall increase in spot sales on our owned and operated stations was made in both media and that the really notable gain in television was not achieved at the expense of AM.

"From all present indications, there is no reason to believe that there will be more than the normal summer recession in radio spot sales. In television, however, it does not seem that the familiar pattern of a summer slack-off will prevail.

"New advertisers are continuing to enter the field, in numbers equivalent to those taking the summer months off, and the continuing expansion of the television audience with set manufacture and sales reaching new highs indicate that the summer months will find spot advertisers making use of the medium as heavily as during the rest of the year."

MBS Breakdown Given

In reporting new business and renewals since May 1, Mutual yesterday broke down the programming as follows:

Kellogg Company, sponsors of "Marked Trail" on 55 Mutual stations since January 1, have extended their schedule to three half-hours weekly on the full MBS web effective in the fall. Kenyon and Eckhardt are the agency and billing represents \$800,000 in new business.

The Quaker Oats Company, already sponsoring two programs over the Mutual network, "The Roy Rogers Show" and "Man On The Farm," will present the popular juvenile adventure series, "Challenge Of The Yukon" over a coast-to-coast hook-up, Mondays, Wednesdays and Fridays, beginning in the Fall. Sherman and Marquette, Inc., is the advertising agency handling the cereal products of the Quaker Oats Company.

Other new advertisers include the Gulf Oil Company which, since May 1, has sponsored "The Lanny Ross Show" five days weekly (12:15 to 12:30 p.m., EDT), over 300 MBS

stations. The agency is Young and Rubleam.

Also, The R. J. Reynolds Tobacco Company, makers of Camel cigarettes, began sponsorship on May 2 of the five-minute summary of major league baseball games following the daily broadcasts of "Game of the Day." The Camel Scorecard, features Al Helfer, Mutual's sports voice, Mondays through Saturdays. William Esty and Co., New York is the advertising agency handling the Reynolds tobacco account.

The Grove Laboratories, Inc., of St. Louis, Mo., recently obtained exclusive sponsorship rights over the coast-to-coast MBS network to "The Shadow." Beginning Sunday, June 11, (5 to 5:30 p.m., EDT), the Grove Laboratories expands its coverage for its Grove and F. W. Fitch products to the Eastern markets, where heretofore the program had been sponsored by the D. L. and W. Coal Company. Harry B. Cohen Advertising Company, handles the Grove Laboratories account.

The Ronson Art Metal Works, Inc., which sponsors "Twenty Questions" has again renewed this popular evening program, effective July 1. This program, now in its fifth year, will continue to be heard Saturdays, 8 to 8:30 p.m., EDT. The

RADIO ROW pulling for Alice Reinheart's forthcoming tome, "Mexico is Like Peanuts."

Adele Ardsley back on local TV scene after several years of filmmaking on the coast.

Ford TV Theater (Kenyon & Eckhardt) has plenty of reading matter this week with stories and pix in Time and Newsweek—cover story on Televisor — feature production story in Television—and upcoming spread in Radio & TV Mirror for July.

Burt Cowlan leaves the cast of "The Guiding Light" this week and will become Pres. of the Sky Top Summer Theater at Flower Hill, L. I.

Wedding Bells

Troy, Ala.—Harold Martin Jones, WTBF staff member, will be married June 24 to Geraldine Williford, senior at Alabama Polytechnic Institute.

agency in charge is Grey Advertising Agency, Inc.

The Noxzema Chemical Company, which sponsors the Gabriel Heater news commentary each Monday, 7:30 to 7:45 p.m., EDT, has renewed for a 52-week period beginning June 26. The business is placed by Sullivan, Stauffer, Colwell and Bayles, Inc.



WE BRAND 'EM!

Podner, that thar brand is the "Singing NW." Out hyar in the Pacific Northwest, instead of just advertisin' to the varmints, we brand 'em! Five days a week, from 11:30 till noon, Roy Jackson and his "Singing Northwesterners Brand" go on the air on KEX.. and podner, the listeners keep flockin' right into the corral. For more dope on this sales-pullin' participation show, ask the Free & Peters man to lope on over.

KEX PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc

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

Godfrey-Berle Lead In Akron AM-TV Poll

Akron, O.—Annual radio poll conducted by Bee Offineer, radio editor of the Akron Beacon-Journal, became a radio and television poll in 1950, with the results of the voluntary votes recently announced. This year's poll showed Arthur Godfrey the "Favorite Entertainer," with Don McNeill in second place. Completing the "top 10" in order were Bob Hope, Bing Crosby, Jack Benny, Groucho Marx, Bert Parks, Red Skelton, and Perry Como.

Favorite evening entertainment on radio was "Radio Theater," followed by Bob Hope, with "Talent Scouts" third. Other winners in order were Jack Benny, Groucho Marx, Bing Crosby, "Supper Club," "Telephone Hour," Ozzie and Harriet, and "Town Meetings."

Televisioners voted Milton Berle their "favorite entertainer," only two votes ahead of Arthur Godfrey. Sid Caesar and Bert Parks tied for third place; Jack Carter was fourth, followed by Perry Como, Kukla Fran and Ollie; Dave Garroway, Ed Sullivan, Kay Kyser, and Fred Waring.

For the first time in the Beacon-Journal poll's history, a concerted effort to stuff the ballot box was made, and 579 votes were disqualified. As a result, local programs will be eliminated from any future polls.

Special Program Set For Summer Listeners

Keeping its Maryland listeners posted on vacation possibilities, WBAL, Baltimore, has inaugurated a daily schedule of one of three-minute reports titled "Summer Service News." Generally, the reports will be on fishing facilities, traffic problems, tide information, and weather forecasts. Airing the summer reports will be: Al Ross Show (6:45-9:15); "Hello Baltimore" with Brent Gunts (9:15-10:00 a.m.); Patter, Platter and Rolls (12:15-1:00 p.m.); Mollie Maryin and the Captain (1:30-2:00 p.m.) and Dinner Date (6:15-6:40 p.m.).

Topping the promotion plan is a quarter-hour show titled "Summer in Maryland," patterned to salute cities, towns and resort areas in the state to encourage station listeners to vacation within the coverage area.

Will Sponsor Race

Hollywood—Wayne R. Steffner, Columbia Pacific Network sales manager, announced that the Lucky Lager Brewing Company, San Francisco, will sponsor the broadcast of the Golden Gate Fields Handicap over Columbia Pacific Network stations on Saturday, June 24, 5:00-5:30 p.m., PDT. Carol Hansen, KCBS sports director, and veteran race caller Hal Moore will broadcast the description of the Golden Gate feature race.

California Commentary

● ● ● Alka Seltzer has renewed Curt Massey and Martha Tilton on their CBS five-a-week series for another year. . . . Meredith Wilson recorded six 15-minute shows in his Falstaff series. He plans to Mason City, Iowa, June 12 to conduct the annual North

Hollywood

Iowa Music Festival. . . . Actress Jill Richards, star of the Natalie Kalmus TV "Club Celebrity" show is off for New York in search of Broadway talent for her Hollywood one-hour weekly television show for the Natalie Kalmus Television Company. . . . An authentic American Indian marriage ceremony was performed on KLAC-TV the other night, dressed in ceremonial costume. Stevie Whiteflower of the Ponca Tribe, wed George Standingbear of the Sioux Tribe. . . . Larry Kolpack, ex-partner of Larry Finley, is now in his new offices at 8542 Sunset Blvd., and will operate as Larry Kolpack Productions, specializing in TV live and filmed shows. . . . Red Skelton invited to play an engagement at London's Palladium this summer, can't accept. The CBS comic will be making a picture. . . . Jack Smith has 47 fan clubs in the U. S., two each in Holland and England, one in Jamaica and two being formed in Canada.

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● ● ● "Sara's Private Caper," the new comedy-mystery air-show starring Sara Berner which debuts on NBC June 15, has been chosen by Armed Forces Radio Service for beaming to American personnel stationed around the world. AFRS is currently operating 64 stations overseas plus 8 shortwave transmitters. . . . Hans Conreid collects Japanese medallions. He was stationed in Nippon after World War II. . . . Alice Faye is enroute to New York where she will join her husband, Phil Harris, for their scheduled trip to England and London's famous Palladium. They will continue on to the Continent where the pair will distribute relief packages for CARE. . . . "Trouble With the Truitts" has been changed to "The Truitts." New program starting on NBC June 11. . . . "Club 15" head man Bob Crosby will wax for Coral Records this month, "Pretty Sue," the song he wrote with the scripter of his five-a-week Campbell Soup Airshow, Carroll Carroll. . . . Evelyn Knight has been set for a guest appearance on the Chesterfield show in New York July 29th, with Ralph Flanagan and Robert Q. Lewis. . . . The Ozzie Nelsons are on a furniture buying spree for their Luguna Beach home where they'll sojourn during their summer vacation. . . . Bing Crosby continues his description of his European trip on his Minute Maid programs. This week he tells about the services at Notre Dame and the palace at Fontainebleau. . . . The Modernaires have been renewed on the "Club 15" show for a fourth consecutive season starting August 28th. During their summer hiatus they'll make personal appearances, starting with a four-week run at the Starlight Roof of the Waldorf-Astoria in New York, June 29, their first engagement in that city.

☆ ☆ ☆ ☆

● ● ● Now that Penny Singleton has her own show, under her own name, negotiations are under way for Arthur Lake, her ex-Blondie partner, to do the same. But as yet no auditions have been made. . . . Don Ameche neither confirms nor denies reports of a big television deal in the Fall, but he does confess he is under orders from "a producer" to gain no weight within the next three months. . . . KNBH has signed to release 200 of the old-time comedy films recently purchased by Newscaster and TV producer Sam Hayes. . . . NBC is talking terms with Jimmy Durante for the same sort of deal Groucho Marx signed. And Durante is listening, too. . . . Hollywood CBS is readying a television film of the Burns and Allen show within the next few weeks. . . . Kinescope version of Mary and Harry Hickox's famed children's air show "Jump Jump of Holiday House," was completed last week, given an official okay, and shipped east for presentation to agencies and networks. . . . There's some big news pending on the Alan Young TV show.

Educational Drive Via TV Planned

Philadelphia — Plans for a program of public education and information on TV receiver service was announced yesterday by P. V. Forte, executive secretary Television Contractors Association following an association meeting their Philadelphia headquarters.

Albert M. Haas, president of association and Jack Phillips, secretary, reported on the recent servicemen's conference in Chicago and the association voted to cooperate with Frank J. Moch, president of Chicago Television Installers and Service Association, is working to the end of perfecting a national association.

At Chicago it was learned that major television reception areas have similar service problems, and that all servicemen and contractors were exhibiting concern about the possibility of restrictive legislation in New York. It was felt that if New York City were to license service contractors it would establish precedent that would be taken throughout the country, Haas reported.

Distribution Problems Of Radio-TV On Agenda

(Continued from Page 1)

charge of RCA Victor consumer products. Elliott will speak at Thursday morning, June 15 session.

Other events during the convention include a meeting of the board of governors, the apparatus supply division convention, the general sessions and the appliance division convention.

Gets Regional Sales Post

The appointment of J. K. Bradley as assistant regional sales manager for the central states area for the receiver sales division of DuMont Laboratories, Inc., was announced by Walter Stickel, national sales manager. In making the announcement Stickel pointed out that under I. Mont's expansion program, the regional sales staff has been trebled since the first of the year. Previously, Bradley was manager of the sales contracting department.

TV Rights On 'Harum' Released

Television rights to package property of "David Harum" have been leased by P.R.B. Inc. The film owned by Mary Pickford, Bud Rogers, and Mal Boyd, will base live TV series on the Harum character and on new episodes suggested by the original play. Motion picture rights are controlled by Twentieth Century-Fox. "Harum" is a radio strip sponsored on NBC by B. T. Babbitt, Inc., through Duane Jones Agency. The firm of O'Brien, Driscoll, Raftery and Lerner, representing P.R.B., Inc., conducted negotiations with Mrs. Pickford Hitchcock.

TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, June 7, 1950 — TELEVISION DAILY is fully protected by register and copyright

PARAMOUNT'S TV PLANS REVEALED

TELE TOPICS

THE FIRST in a series of studies on the success of television as a retail advertising medium was released to NAB members yesterday by Broadcast Advertising Bureau. The 12-page booklet is based on the experiences of the Hecht Company department stores in Washington, D. C., and Silver Spring, Md. Described in detail is the day-to-day preparation which goes into one TV program used by the stores. BAB's Maurice Mitchell reports that additional studies will be forthcoming shortly.

THE YEAR'S top golf event, the National Open Tourney at Ardmore, Pa., will be covered exclusively by NBC television Saturday (5-6 p.m.) with Bill Stern handling the description and interviewing the winner. . . . While Pat Meikle takes over as narrator—he's her hubby. The tab for three holiday telecasts of Grandstand Quiz, sports quiz show originating in Philadelphia's Shibe Park, was picked up at WFIL-TV by Philadelphia Dairy Products. . . . Latest figures in TV sets in operation in Miami—20,233; in St. Louis—11,200. . . . Guest shot appearances by Jack Carson are reported on a warm-up for his own vehicle; he appears on WOR-TV's "Twenty Questions" Friday (8-8:30 p.m.). . . . Sports coverage covering the Roller Derby World Series in Mad. Sq. Garden this week will name the two "most valuable players" to receive trophies from Blatz Brewing, one of the sponsors of the American network telecasts.

BOB EDWARDS' tele renditions of CBS news (7:30-7:45 p.m.) will be banked for an additional two days per week (making it five-a-week) by Oldsmobile in the fall. . . . "New Faces," Leonard Sillman's revues that were aired on NBC radio during the summer of '48, are expected to be making the rounds of agencies as a TV package. . . . Robert Pastine's new "Buck Rogers" on ABC-TV Mondays (7-7:30 p.m.). . . . The first blind deaf honor graduate of a university since Helen Keller, Robert Smithson, grad of St. John's Univ., is guesting on WJZ's "Manhattan Spotlight" Thursday (9:45 p.m.) and NBC's "We the People" Friday (8:30 p.m.). . . . A citation of America's foremost TV scientist was awarded Dr. DuMont last night by Dr. Little Prexy of Bergen Jr. College of Teaneck, N. J. . . . Execs. of KRON-TV, San Francisco, will lecture to students of TV lessons being conducted by the station in cooperation with Stanford Univ. from June 2 to Aug. 19.

Movie Box Office Decline Reported Comparable In Both TV And Non-TV Areas; Paramount Plans For Color TV And Film Web Reviewed By Prexy

(Continued from Page 1)

subject of TV. While Balaban saw no immediate effect from TV on the motion picture business, he said: "It would be the height of dangerous wishful thinking on our part if we blinded ourselves to the inevitable impact of a possible twenty or thirty million television sets upon the entertainment habits of the American public. Television is bound to exert far-reaching influence upon our business."



BALABAN

The Paramount president disclosed that an analysis of surveys failed to reveal that TV in the house had cut in on the movie box office. He said comparative studies were made covering two kinds of areas: one, in which there was a high concentration of television sets; and, the other, areas not yet influenced by television.

"The drop-off in box office receipts was substantially the same in both cases," Balaban explained. "These studies simply do not indicate that television has been the controlling factor in the declining box office—despite the popular impression to the contrary."

Continuing, he said: "Television has much to give to the motion pictures and motion pictures have much more to give to television. When each has become constructively oriented to the other, perhaps the stimulus that each can

give to the other will usher in a new era of prosperity for both.

"Television has already developed new personalities—the life blood of our business—which we are attracting to our industry. We hold high hopes that television is a uniquely effective medium for advertising motion pictures. We have only begun to scratch the surface in exploring the possibilities in this regard."

Declaring that television "offers a challenge and an opportunity to us," Balaban reviewed Paramount's pioneering in the field through the acquisition on August 1, 1938, of a 50 per cent interest in the Allen B. DuMont Laboratories, Inc., and the operation of TV stations WBKB in Chicago, and KTLA in Los Angeles.

Has 26% of DuMont

Balaban said that today Paramount holds an interest of approximately 26 per cent of Allen B. DuMont Labs and this interest has a value of about \$15,000,000 at the present time. He added that if circumstances should make it advisable to liquidate the company's interest in DuMont, "we shall probably do so by offering it to our stockholders in exchange for shares of our corporation on some basis bearing a relationship to the respective market values of each of the stocks."

Speaking of "phonevision," Balaban said: "We have carefully studied every aspect of phonevision and seriously question its basic technical and economic feasibility. We believe that these technical and economic objections are inherent in the device. Of course, we shall continue to follow with great interest any possible developments in phonevision, or for that matter, any other proposal in this field."

Press-Time Paragraphs

Production Increase Planned

Olympic Radio & Television, Inc., has scheduled a 100 per cent increase in TV receiver production to 100,000 units for the final six months of the year, Adolphe A. Juviler, president, announced yesterday as work continued on the installation of additional assembly lines at the corporation's Long Island City, N. Y., plant.

Wrestling Interviews

Sale of a five-minute sports feature titled "Wrestling Interviews from Ringside" for a four performance run bankrolled by Homecrafts of New York is reported by ABC television. Show emanates from Chicago's Rainbow Arena immediately following the Wednesday night wrestling matches.

TV-Film-Music Pacts Revealed By Petrillo

(Continued from Page 1)

participate only in "live" programs. Petrillo declared that 30 or 40 more such contracts will be signed within the next 30 days. The union, he said, will receive five per cent of the gross revenue from such productions.

The four contracts mentioned by Petrillo are said to have been signed with Hollywood Imperial Pictures Corp., Gene Autry's Flying A Pictures, Inc., Louis D. Snader, operator of a TV short-subject library service in Hollywood and Horace Heidt.

A network spokesman, commenting last night on the report from Houston that the AFM, through its president, James C. Petrillo, has signed a number of contracts permitting members to make television films, expressed the opinion that such pacts would involve only independent producers on the West Coast.

The networks, said the spokesman, are still negotiating with Petrillo union contracts for the use of the federation's members in the making of films for TV purposes. Such negotiations, he added, are not close to the completion point.

Book Advertising On TV Profitable, Dealers Told

The benefits of advertising books by television were pointed out at the annual convention of the American Booksellers Association here this week by Charles Sherman, ad manager of Doubleday & Co. Speaking before 650 members of the association, Sherman based his talk on sales of a specific Doubleday book before and after Doubleday acquired a TV show built around the book.

"Television is like a big bully moving into the neighborhood," Sherman said. "You either make friends with it or hide behind the fence and throw rocks." In essence, it was his conclusion that so long as book publishers build TV shows particularly illustrative of their books, there is no reason why TV advertising can't be a tremendous boost in book sales.

Others speaking on the panel tackling television were: Orville Prescott, of the N. Y. Times, and Mrs. Frances Clarke Sayers, of the children's division of the N. Y. Public Library.

Plea For Richards Voiced In Congress

Washington Bureau of RADIO DAILY
Washington—Rep. Stephen Young, Ohio Democrat, served notice yesterday that he will oppose any move by the FCC to penalize G. A. Richards "for his personal views." Any such action by the FCC against the holder of controlling interests in KMPC, Los Angeles; WGAR, Cleveland, and WJR, Detroit, "is going far beyond any authority vested in it (the Commission) by Congress," Young said.

The Congressman-at-large, whose state is fairly well blanketed by WGAR, said he has reason to believe there is "a definite plan on the part of certain Republican leaders to make this case a partisan issue." He referred to speeches by Senators Bridges of New Hampshire and Ferguson of Michigan, declaring that they "clearly indicate they are using this particular case as a means of building up material for the coming November elections. I have every reason to believe that many more Republican Senators will be speaking out in connection with this particular case."

Young said he was speaking "to serve notice as a Democrat I am opposed to any form of censorship with regard to any phase of our communications system. . . . I suggest that the Democratic party could take cognizance of what I believe is a well advanced plan on the part of the Republicans to use the present case as political propaganda."

He added that he carefully looked into the case and can "unhesitatingly state that if it is the plan of the FCC to penalize the owner of these stations because of his personal views, then the FCC is going far beyond any authority vested in it by Congress. Freedom of speech, freedom of the press and freedom of the airwaves are basic privileges which have made this Democracy of ours the great nation it is."

He called for both Republicans and Democrats to keep watch on the case.

WNYC Skeds Daytime Serial

Unlike many of its commercial cousins, WNYC, the New York City station, has never broadcast a daytime serial. But the 25-year record will be broken on June 12 when the station begins a thirteen-week serial dramatization of Anthony Trollope's novel, "Is He Popenjoy?" The serial, titled "Mary Lovelace" was produced in BBC's London studios.

Educational Station On Air

Montevallo, Ala. — The second campus radio station in Alabama, WRSD, began broadcasting from Alabama College here late in May. Known as the "Voice of Alabama College," it will broadcast non-commercial programs of music, campus talent, and transcribed features from other colleges and the Intercollegiate Broadcasting System.

COAST-TO-COAST

WCSC Has Movie Info Program

Charleston, S. C.—Every Monday through Saturday at 6:30 p.m. and on Sunday at 1:15 p.m., WCSC is now airing a new program which informs listeners exactly what's in the movies. In addition to music connected with movies, the program tells in question and answer form what features are showing at all the local movies, including shorts, newsreels, cartoons and previews. Also featured will be magazine reviews on the various movies. The program is sponsored by Pastime Theaters.

KATE Wins Contest

St. Paul, Minn.—KATE, of Albert Lea, was named winner in the recent Whoopee John promotion contest conducted by the Jacob Schmidt Brewing Co. of this city. The contest involved all stations carrying the regular weekly network radio show featuring Whoopee John, the "Polka King," and his Dutch Band. Other winners were: KSCJ, Sioux City, Iowa; KDAL, Duluth, and WDAY, Fargo, N. D. The contest was conducted by Schmidt's advertising agency, Olmsted & Foley, under the supervision of James McTighe, radio director.

Youth Day At WIBX

Utica, N. Y. — WIBX presented their third annual Youth Day on June 3rd, with 19 teen-age boys and girls taking over the duties of the regular staff members from sign-on time until sign-off. The boys and girls who took part in this event were all members of the WIBX Youth Presents Group, a radio workshop for high school students, organized and directed by Betty Cushing Griffin.

WHLI Adds 2 To Staff

Hempstead, L. I.—Two additions to the WHLI-FM staff are Mary Naughton and Stanley Burns. Miss Naughton, formerly associated with the sales department of Best & Co. in Manhattan, has joined the script and continuity department. Burns has joined the announcing staff, where he emcees "Commuters' Time," early morning WHLI program of news, weather and time reports and wake-up music. Burns was formerly associated with WTTT in Miami, KMPC in Los Angeles, and WMCA and WINS in New York City.

WTAG Aids Lions Club

Worcester, Mass. — WTAG (and FM) are supplying all the city radio stations with transcriptions of city officials and civic leaders urging support of the local Lions Club's "Be Thankful You Can See" campaign. Purpose of the drive is to gain funds for the club's Visual Training Center. The campaign will last for two weeks, with all stations playing all discs on a rotation basis.

Special Vet Show On WMID

Atlantic City, N. J.—The story of a disabled veteran in the hospital was presented five times on Memorial Day as a special WMID holiday feature. The program entitled "Do We Remember" was directed and produced by Irv Peiser, and featured these members of the WMID staff: Dick Maxon, Vince Lindner, Bob Brown and Carl Whittington.

WRFD Featuring Farm Reporter

Worthington, O.—Roving farm reporter Med Maxwell and his "Let's Go Visiting" farm-interview program is now being broadcast over WRFD on Tuesdays and Thursdays at 12:50. The program, sponsored by Allied Mills, features a wealth of information about every type of farming in the nation, and guests ranging from bee-keepers and cheese-makers to mink ranchers and rattlesnake farmers.

WSTC Starts Minute Musicals

Stamford, Conn. — WSTC and WSTC-FM are presenting a series of one-minute piano concerts, between network programs, in place of commercials or public service announcements. Prepared by Rollin Smith, of the WSTC staff, the 60-second transcribed spots are designed specifically as a "listener let-up."

Sportscasters Interviewed On WHEB

Portsmouth, N. H.—When Charlie Gray, WHEB community news reporter, learned of a Gillette sales meeting at which Bill Corum, Clem McCarthy, Mel Allen, Don Dunphy and Jim Britt were to be present, he arranged an exclusive WHEB informal interview program featuring the five sports announcers. The program was transcribed for an evening broadcast.

KCOH Rescues Family

Houston, Tex.—Vernon Chambers, KCOH Negro disc jockey, made a brief appeal on his "Breakfast in Harlem" show recently for a family whose three-room home had burned to the ground during the night, leaving the family homeless and without food, clothing, or cash. Before the end of the day, the family had been given a five-room home at the same rent and had received gifts of all kinds, including furniture, clothing and food.

Godwin At Boy Scout Meet

Washington, D. C.—Commentator Earl Godwin was the principal speaker at the annual meeting of the National Capital Area Council of the Boy Scouts of America on Monday, June 5th at 8:00 p.m. in the Department of Commerce auditorium. The program included the conferring of the Silver Beaver Award to several of the local boys. Godwin is heard at 6:15 to 6:30 p.m., Monday through Friday over WRC, NBC affiliate.

Radio-TV Awards By Chicago Ad Club

Chicago—Seven radio and 15 television programs won awards in eighth annual Chicago Federal Advertising Club competition week. All material wholly produced in the Chicago area between May 1, 1949 and April 7, 1950 was eligible to compete, Harlow Roberts, Goodkind, Joice and Morg CFAC president, said in announcing the winners which are listed below.

Radio—Network Program—The Breakfast Club, ABC, Swift and Comp through Leo Burnett and Company; L. Program—Listen to Cliff, WBBM; L. Special Feature—Report Uncensored WBBM; Local Commercial Announcement—Greyhound Spot Announcements, produced by Lew Green and Associates through Beaumont and Hohman; Spot Award—Clifton Utley, NBC, for outstanding interpretation of the news.

Television—Network Musical—The King Show, Standard Oil Co., thru McCann-Erickson; Network Variety—Garroway Large, NBC, Congoleum-Nairn Co., McCann-Erickson; Network Quiz Show—Quiz Kids, NBC, Miles Laboratories, Louis G. Cowan, Inc.; Network Kids Show—Super Circus, ABC, Canada Dry; Network Family Comedy—Kukla, Fran Ollie, NBC, RCA-Victor, Ford, and test; Network Commercial Announcement—Universal Range thru Sarra, Inc.; Local Quiz Show—Cartune-O, WGN; National Foods Stores, thru Schwirz and Scott; Local Variety Show—S. Amateur Hour, WENR-TV, Morris Sachs; Local Kids Show—Fifteen WGN-TV, Fair Store and Pepsi-Cola, thru Ivan Hill, Inc.; Local vice Show—Weatherman Clint Y. WNBQ, Standard Milling Co., thru W. Shaw Advertising; Local News Show—Clifton Utley, WNBQ, Peabody Coal Local Sports Show—Sports For the 1 WGN-TV; Special Promotion—S. WENR-TV; Local Newsreel—Chicago Newsreel, WGN-TV, and Local Commercial Announcements—Beatrice Foods, Inc., Foote, Cone and Belding.

Ballard Promoted

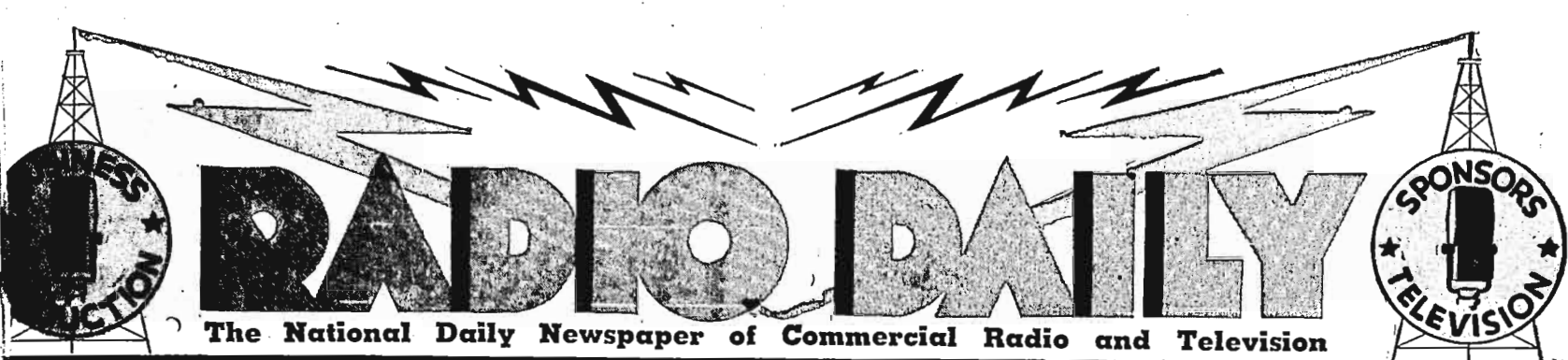
John Ballard, who has been in charge of the national sales office of The Nunn Stations for the past years, has been named assistant general manager of The Nunn Stations by Gilmore N. Nunn, president. In addition to his new duties Ballard will continue as director of national sales.

The Nunn Stations, owned and operated by J. Lindsay Nunn and more N. Nunn, are WBIR, Knoxville, Tennessee; KFDA, Amarillo, Texas; WCMI, Ashland, Kentucky; Huntington, West Virginia; WLAP, Lexington, Kentucky.

Named Nielsen V.P.

The appointment of Frank Borst to the post of vice-president was announced yesterday by board of directors of the A. C. Nielsen Company. Borst joined the search organization in 1937 and worked as field auditor. From 1943 he supervised the field training school and in 1945 was promoted to the drug-food client service department.

He was named a senior account executive in 1948.



TV WEBS OPPOSED TO AFM FILM PLAN

RMA Lauds Drive To Improve TV Servicing

Large Campaign Be Continued, With Names Named

Chicago—RADIO DAILY was commended yesterday by the powerful service committee of the Radio Manufacturers Association for initiating and spearheading the fight to clean up alleged TV servicemen's abuses in the New York City area and elsewhere. A. T. "Slim" Alexander, of Motor-

(Continued on Page 3)

ABC Will Finance Musical For Records

The Radio Corporation of America will become an "angel" for the Irving Berlin-Howard Lindsay-Mel Crouse musical "Call Me Mam" in order to get exclusive recording rights by the original cast, it was learned yesterday. The pact, being negotiated, was reported to include radio and television

(Continued on Page 2)

Contests Furnish Talent For Quiz Kids Program

Chicago—Six children who appear in Quiz Kid's programs locally are to Chicago on June 11 to appear on the national Quiz Kid's show. One guest—15-year-old Marjorie Rintala, winner of the 1950 Min-

(Continued on Page 3)

Touring News Show

Oklahoma City—"Oklahoma's Front Page," a 15-minute Monday through Friday program of state news carried by WKY, Oklahoma City, will hit the road for its seventh tour in the four years of its existence when broadcasts are originated from five central Oklahoma towns during the week of June 26. In six previous tours of the newscast, over 4,000 miles have been covered and broadcasts have originated from 45 towns.

New Programming Appointments Made

Three new appointments in the ABC program department were announced yesterday by Robert E. Kintner, network president. Leonard Reeg, who has been eastern program manager for AM, now becomes national director of AM programs. Alexander Stronach, Jr., formerly manager of TV programs, is the new national director of TV programs and Harold L. Morgan, Jr., business manager for video, was

(Continued on Page 3)

Radio-TV Stars To Plug ABC Outlets In Chicago

Chicago—WENR and WENR-TV have begun a series of original station breaks featuring local and network stars appearing on the stations, according to Leonard "Buzz" Blair, program director for ABC's Central Division. Walter Winchell, Don McNeill,

(Continued on Page 5)

Calls Bad Servicing TV 'Growing Pains'

Washington Bureau of RADIO DAILY
Washington—Abuses by television manufacturers, retailers and service agencies were recited anew yesterday before the Better Business Bureau convention. James H. Carmine, executive vice-president of Philco Corporation, admitted the unethical practices, but added that they were chiefly growing pains of the industry. Carmine and Hugh R. Jackson,

(Continued on Page 5)

Fairbanks Studios Film Ed Wynn Telecast

West Coast Bureau of RADIO DAILY
Los Angeles—Marking the first time that a television program has been photographed simultaneously with telecast the Ed Wynn show produced in Hollywood will be filmed by Jerry Fairbanks Productions tonight. Using five 35mm cam-

(Continued on Page 2)

Petrillo Proposal Not Acceptable To Networks

James Petrillo's deal with four independent TV producers on the west coast whereby AFM musicians will get a five per cent gross on the sale of new TV musical films is not regarded in network TV circles as a precedent which will prevail for the making of all musical

(Continued on Page 5)

Pattern Of Ratings Reported Changing

National patterns of program popularity are finished in areas served by television, according to "Hi-Lights," a publication of C. E. Hooper released yesterday. Says the paper: "It is now beginning to become apparent to the more studios that the 'national' patterns of program popularity which came about so naturally in network Ra-

(Continued on Page 2)

Rural Radio Network Will Cover Regatta

Ithaca—The annual Intercollegiate Rowing Association regatta formerly held at Poughkeepsie and scheduled for Marietta, Ohio, on June 17 will be covered by the 12-station Rural Radio Network for the bene-

(Continued on Page 2)

Coast Medical Clinic To View Use Of Color TV In Surgery

The first west coast presentation of medical color television will be staged at the annual session of the American Medical Association which will be held in San Francisco, June 26-29. Plans for the presentation have been worked out by Stanford University School of Medicine, University of California Medical School and Fort Miley Veterans Administration Hospital in co-operation

with Smith, Kline & French Laboratories of Philadelphia, who introduced color television at the A.M.A. session at Atlantic City. The clinical demonstration will be colorcast from the Fort Miley Veterans Hospital to the Masonic Temple where a bank of 16 color TV receivers will be installed for the A.M.A. audience. The equipment employs the CBS type of color

(Continued on Page 5)

Heads Committee

Philadelphia — Robert Montgomery, radio commentator, has accepted the Chairmanship of the National Reorganization Crusade of the Citizens Committee for the Hoover Report, it was announced by Dr. Robert L. Johnson, National Chairman of the Committee and president of Temple University. The crusade opened a month ago.

Observer

Washington—Richard P. Doherty, NAB employer-employee relations director, is in Geneva as an employer member of the U. S. delegation to the International Labor Organization meeting there, NAB said yesterday. A total of 17 nations is represented at the sessions. Doherty will also observe broadcasting labor problems in France and England.



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ROME BUREAU

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

FINANCIAL

(June 7)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-------------------|---------|---------|---------|----------|
| ABC | 11 7/8 | 11 3/8 | 11 3/8 | - 1/8 |
| Admiral Corp. | 34 7/8 | 33 3/8 | 34 3/8 | + 5/8 |
| Am. Tel. & Tel. | 159 3/4 | 159 | 159 1/2 | + 1/4 |
| CBS A | 34 5/8 | 34 1/4 | 34 1/2 | + 1/8 |
| Philco | 47 1/2 | 45 5/8 | 46 1/2 | + 7/8 |
| RCA Common | 21 1/8 | 20 1/4 | 21 | + 7/8 |
| RCA 1st pfd. | 79 1/2 | 79 | 79 1/2 | + 1 |
| Stewart-Warner | 17 7/8 | 17 1/4 | 17 3/4 | + 1/2 |
| Westinghouse | 35 3/8 | 35 | 35 1/4 | + 1/8 |
| Westinghouse pfd. | 105 3/8 | 105 3/8 | 105 3/8 | - 1/8 |
| Zenith Radio | 57 3/4 | 55 3/8 | 56 1/2 | + 1 1/8 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| DuMont Lab. | 24 | 25 |
| Stromberg-Carlson | 15 3/4 | 17 1/4 |

Jeanne Cagney Signed

Hollywood—Screen actress Jeanne Cagney yesterday was signed to star in "Satan's Waitin'," first program in a new series of television mystery dramas to be filmed at Jerry Fairbanks Productions. Rand Brooks and Pierre Watkins were assigned featured roles in the half-hour show.



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.

Pattern Of Ratings Reported Changing

(Continued from Page 1)

dio (and which still persist in 'Radio only' areas) do not and will not have their counterparts in areas served by both Radio and TV. Broadcasting, like newspapers, now serves 'a group of individual markets.'

"Hi-Lights" cites the Hooper ratings of two shows—Lux Radio Theater and Jack Benny—in 1948 and 1950. For Lux, the rating was 29.5 in February, 1948 and 23.6 in 1950. However, the paper says, the 1950 average "fails to tell the advertiser that unprecedented changes have taken place in his program's advertising coverage market-by-market. It fails to inform the advertiser, where he is getting his advertising message into more homes, where into less in 1950, compared with 1948. It treats the United States as 'one big national market' instead of 'what sales managers see today—a group of individual markets.'"

Fairbanks Studios Film Ed Wynn Telecast

(Continued from Page 1)

eras, Fairbanks will film the half-hour program as a test as Camels and CBS program previously had been kinescoped for release to eastern and mid-western cities.

Herman Brandschain

Herman Brandschain, assistant to Ed James, New York editor of Broadcasting, died at the Veterans Hospital on Kingsbridge Road, Bronx, yesterday after having been under treatment there for several months. Brandschain had been a member of the staff of Broadcasting since November, 1948.

He was born in Philadelphia on January 18, 1914, educated in the Philadelphia public schools and was a graduate of the University of Pennsylvania law school. He worked on the Philadelphia Record as a general reporter and later as religious editor from 1941 to 1943. In 1943 he joined the Army and was in the service until 1946 when he returned to the Record staff.

He is survived by his wife, Fay, and one son, Steven, 3 1/2 years old. Funeral services will be held today at 3 p.m., from the Berchler Funeral home, 1927 North Broad Street, in Philadelphia.

Named Webster V.-P.'s

Chicago—W. S. Hartford, general sales manager, and C. B. Dale, director of research, have been elected vice-presidents in their respective departments by the Webster-Chicago Corporation, manufacturers of record changers, wire recorders, and other electronic products.

Hartford has been with the firm for nine years and Dale for ten years. Dale has been in charge of the development of all current models of record-changers and magnetic recorders.

RCA Will Underwrite Musical For Records

(Continued from Page 1)

rights, but Berlin's lawyer, A. L. Berman, says RCA gets only the phonograph rights and an investment.

Berlin himself, is presently in Paris and is expected to return to New York next Tuesday. Signing of the agreement is expected shortly after his return.

The musical will be produced by Leland Hayward with Ethel Merman and Paul Lukas among the stars. RCA would have to put up an amount in excess of \$200,000 to get the show going.

Rural Radio Network Will Cover Regatta

(Continued from Page 1)

fit of racing fans unable to make the long trip. WHCU-FM in Ithaca will be fed the broadcast by WMOA at Marietta and will in turn feed the other FM outlets in the State.

Reinsch Named To Board

Atlanta—J. Leonard Reinsch, managing director of WSB, Atlanta, WHIO, Dayton, WIOD, Miami, elected to board of directors of Atlanta Newspapers, Inc., publishers of Atlanta Journal and Atlanta Constitution. Reinsch and wife sail June tenth from New Orleans aboard S. S. Chiriqui for a Caribbean cruise.

COMING and GOING

GEORGE B. STORER and LEE WAILES, the Fort Industry Co., are in New York conferences at the headquarters of the Columbia network.

TED BROITO, president of Adsel, Inc., advertising agency for the Kathi Norris show, is back from Los Angeles, where he addressed the annual convention of the National Dry Goods Assn. on women's daytime TV programs.

JACK BENNY and MARY LIVINGSTONE PHIL HARRIS and ALICE FAYE, EDDIE "CHESTER" ANDERSON and MRS. ANDERS also IRVING FINE and FRANK REMLEY, today aboard the Queen Mary for Europe.

BRIAN AHERNE, featured on the radio TV programs of Armstrong Linoleum, is in on the West Coast following a short visit New York.

LEO RICKETTS, director of sales for KJ Sacramento, Cal., an affiliate of CBS, is in New York for a few days on station and work business.

DEEMS TAYLOR, music critic and commentator, today will leave for Europe aboard Ile de France.

EVELYN KNIGHT, chanteuse, is en route Hollywood.

Public Service Series

Within a week, station WOV will announce time and date schedule for an important weekly series representing the Honorable Edward C. Si, Industrial Commissioner of State of New York.



"You say radio is the best buy?"

Yes, sir, we do! You can reach more people at lower cost through radio than any other advertising medium.

And in Baltimore, the way to get the absolute maximum from your advertising dollar is to buy W-I-T-H. No other station delivers so many listeners at such low cost.

That means low-cost results. That means that small appropriations on W-I-T-H do big things. Call in your Headley-Reed man for the whole story today.

WITH

BALTIMORE, MARYLAND



TOM TINSLEY, President • Represented by HEADLEY-REED

RMA Praises Drive On TV Servicemen

(Continued from Page 1)

la, chairman of the committee, was instructed to write RADIO DAILY a letter citing the publication for its interest in investigating scandals and excesses of this nature.

The RMA is holding its 26th annual convention at the Stevens Hotel.

Representatives of radio and TV manufacturers attending the meeting said they were not aware of any service contractors affiliated with them who were guilty of these offenses, but they petitioned RADIO DAILY to further co-operate with the industry by naming names of such unscrupulous contractors and to supply these manufacturers with complete information.

The committee also took cognizance of the oscillator radiation problem which is common to television in many areas, and warned that with additional channels, more areas would experience this difficulty. They suggested manufacturers get busy immediately in solving this engineering problem.

The present replacement policy for picture tubes was discussed and recommendations were made that tube manufacturers think about eventually instituting a warranty policy for picture tubes similar to that used for radio receiver tubes—a discount in lieu of replacement.

Represented at the service meeting were officials of Motorola, Sylvania, General Electric, DuMont, Colonial, Zenith, Philco, and others.

The board of directors, meeting in session here, voted to publish throughout the country as possible the box-office receipts of the radio and ballparks. The RMA would like to see this information in the hands of as many people as possible.

In another action, the advertising committee voted to expand RMA activities during radio and TV week, including increased promotion of the Voice of Democracy contest.

Summer Carnation Hour Will Feature Jo Stafford

Jo Stafford has cancelled her summer engagement at the Palladium in London and will be heard instead on the Carnation Hour over CBS from the West Coast.

The announcement of the signing, made yesterday, also revealed that Jo Stafford has been renewed for another 26 weeks of transcribed programs to be heard over Radio Luxembourg.

Distinction

Cleveland—Elmer Krause, secretary-treasurer WGAR, Cleveland, this week shot hole in one. Playing at Shaker Heights Country Club, Krause sank a number seven iron shot on 110 yard number sixteen hole. It was Krause's first ace. Normally shoots around 100.

Stations Furnish Talent For Quiz Kids Program

(Continued from Page 1)

neapolis Star world affairs contest—will also take part.

The four contestants who have been chosen thus far are: Harry Smith from KANS, Wichita, Kansas; Judith Gore from WEAU, Eau Claire, Wisconsin; Richard Daily from WSYR, Syracuse; and Sherrill Smith from WAML, Laurel, Mississippi. Winners from WJBO in Baton Rouge, La. and KROC, Rochester, Minnesota, are yet to be named.

New Programming Appointments Made

(Continued from Page 1)

appointed national director of television program operations.

The trio move into newly-created posts at ABC. Following the departure of Charles Barry to NBC, the program department positions were realigned.

Also, John Mitchell has been designated as manager of the script and program promotion division, replacing John C. Turner, who resigned.

New Announcers Added

Hollywood—Five new additions to the ABC-Hollywood announcers staff have been announced by John I. "Bud" Edwards, ABC Pacific program director, and Dresser Dahlslead, production mgr. and head of announcers. New mikemen include, Roger Carroll, formerly staff announcer at KGER, Long Beach, Calif., started June 5; Jim Berry formerly of Hal Styles' School of Radio teaching staff; Lloyd Howard, formerly of KGW, Portland, Ore., starting June 15, and Paul Stewart, formerly of KFVB, Hlyd., and John Harlan, formerly of KGO, San Francisco, both starting June 26.

Washington Conference Held On 1750-1800 Kc. Ban

Washington Bureau of RADIO DAILY

Washington—Some 60 local and national officials, officers from the armed forces and amateurs met with Commissioner Edward Webster and other Commission officials early this week to discuss the use of the 50kc band between 1750 and 1800 kc. The FCC is considering regulations for the band which is used for disaster control. Attending from New York was Seymour Siegel, WNYC director, and Captain McDonaugh.



He Sinks Into an Easy Chair While Furniture Sales Climb

Sitting down on the job isn't his way of building sales for a sponsor. But a man has to relax sometime—and it's a lot easier when you know you've done a good job. Take the case of the Greenville Furniture Co., in Greenville, Texas. In a letter to KGVV, Mr. J. L. Spradling says:

"We opened our doors about the time you went on the air and almost immediately began sponsorship of Fulton Lewis, Jr., and have had him ever since. We feel that he has had a lot to do with the success of our store. We have recommended him to many of our friends in the furniture business in other cities. Many of them have reported there wasn't a chance to get him, as there was a waiting list."

The Fulton Lewis, Jr., program, while currently sponsored on more than 300 stations where waiting lists may exist, presents opportunities for sponsorship in other MBS localities. Since there are more than 500 MBS stations, many local advertisers may still take advantage of the ready-made audience, the network prestige, and the low cost of this news co-op. Check your local Mutual outlet or the Co-operative Program Department. **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

CHICAGO

By HERB KRAUS

SAM LESNER, preceptive radio and movie critic of The Chicago Daily News, will be in New York the week of June 12-18 visiting radio and TV stations. His headquarters will be the Waldorf-Astoria.

Alan Rhone, director of film programming at WBKB for the past two years, has resigned from the B and K station, in search of more "live" work. Although his plans are indefinite, he is planning a visit to the West Coast in the near future.

Al Benson of WGES and WBKB is throwing a gala all-star benefit today at the Club DeLisa to raise funds for the victims of the tragic street car crash last week on the South Side. It begins at 10 p.m. and will continue into the wee hours.

Robert Hurligh, director of the WGN news division, will be honored at a dinner by the Chicago Press Club Monday in appreciation of his efforts in making the club one of the nation's top organizations.

Jim Lowe, former WIRE Indianapolis announcer, has joined the staff at WBBM. In Indianapolis, Jim had his own record show, "Lowe Down." New voice at WLS is Bill Duane, formerly with WBBM.

Eddie Hubbard will report on the musical tastes of the Windy City on Robert Q. Lewis' "ABC of Music," next Wednesday. Three disc jockeys are invited each week to the new show to discuss music in their town. The show is sponsored by Chesterfield, which also sponsors Hubbard in Chicago.

John H. Norton, Jr., vee-pee of ABC's central division, and Mrs. Norton leave on a motor trip vacation this week thru the South and Southeast, winding up in New York near the end of June.

The Chicago, Rock Island and Pacific has bought the Clifton Utley news telecast on station WNBQ two days a week. The other two days of the program are bankrolled by the Peabody Coal Company. John McPartlin, WNBQ sales manager, has announced that with this new account, all available local time between 10 and 11 p.m. during the week has been sold.

Beautiful Joan Barton, star of "Joan Barton Sings" on WGN-TV, has been signed to a staff radio and television contract by the station. A pioneer in TV, Joan is a veteran of 26 weeks on KTLA, Los Angeles, and also starred in the first commercial TV program presented in California. Joan will begin her radio duties as guest on the Tom Moore show.

Replacing Marx Show

The DeSoto - Plymouth dealers will replace the "Groucho Marx Show" over CBS on Wed. from 9:00-9:30 p.m. (EDT) with "It Pays to be Ignorant," from July 5 to September 27. Marx will switch to NBC in the Fall.



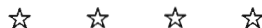
By SID WHITE

Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: Rumors of top executive changes at NBC were current in the RCA Bldg. yesterday. One report has Jos. McConnell, president, resigning the post to succeed the late John G. Wilson as executive vee of RCA-Victor in Camden. Another had Edw. Madden, ass't to McConnell, being elevated to the NBC presidency. Madden, who recently joined NBC at a reported \$50,000 a year, was formerly president of the American Newspaper network. . . Pat Bright's 3-year-old son is completely unimpressed with his mother's television success. He keeps complaining: "But you never ride a horse!" . . . Lovely, titian-haired Eliz. Morgan becomes the bride of WOR's Jules Seebach Sat. They're planning a Bermuda honeymoon. . . One of the reasons MGM is crazy about Monica Lewis' screen-test is not only did she photograph like a doll—but the synchronization of her singing was done in one take, almost unheard of. (What they didn't know was that that's old stuff to Monica, who's been making those Chiquita Banana jingles for some time now). . . Faye Emerson turning author.



● ● ● A bunch of the publicity boys were discussing Maurice Zolotow's profile on Eddie Jaffe in the current Cosmopolitan. "I didn't care much for the story," complained one. "I don't think it captured the real Eddie Jaffe." "You've got something there," snapped Irv Cahn. "The real Eddie Jaffe should be captured."



● ● ● Maggie Fisher's Piano Playhouse, a solid Sunday afternoon favorite for years on ABC, came out this week in album form via the MGM label and is proving a mild sensation in the record field. The album has succeeded in capturing all of the program's piano magic on wax and the disc jocks are latching on fast and giving it a big play. Album includes eight sides built around the idea Maggie Fisher put together for her popular ABC series and features some of the slickest pianists in the country. In its review in the current Downbeat, the music mag handed it one of its very rare 4-note ratings and gave it a solid rave notice.



● ● ● First national TV exposition, skedded for Sept. 23-30th at the 69th Regiment Armory, will show for the first time such future T-Visions as two-way face-to-face and ear-to-ear phone conversations, color TV, sets for the rear seats of autos and white porcelin sets that fit in with the kitchen decor. All TV producers are invited to exhibit their own live shows.



● ● ● Our old pal, Clark Dennis, just loped into town for some TV guest shots (he's on with Ken Murray this Sat.) and for record promotion on his "Summer Night" click on the Capitol label. Clark won't be around town long as he's skedded for a June 23rd date on Chicago's "Tin Pan Alley" series and on July 4th opens at the Cocoman Grove in Los Angeles' Ambassador Hotel. Haven't seen Clark yet, but they tell us he still looks like a juvenile—and as for those golden pipes of his, they were never better.



● ● ● Twenty years ago this coming June 30th, C. D. Wagoner, of General Electric, talked completely around the world via short wave—the first time the human voice ever was broadcast around the globe. It just struck us that some network program now might be interested in duplicating this feat with him on or near the 20th ann'y date.

AGENCIES

DOROTHEA MAHLSTEDT joined Anderson, Davis & Plac Inc. as assistant publicity director. She was formerly with Benton Bowles.

KALI, Pasadena, Calif., has appointed Shepp-Reiner Company New York as their station representative.

CAMPBELL-EWALD COMPANY has announced six staff additions: their New York office. They are William W. Rose, television copy writer; William Brownell, copy writer; Douglas Leigh, artist; art buyer; Mack Stanley, creative art director; Otto Maurer, production manager, and John Carr, traffic department.

ROBERT J. FRIEDMAN has been named an account executive Manhattan Advertising.

ROBERT H. BENNETT has been appointed assistant general manager of the Maxwell House division, General Foods Corporation. He was formerly sales and advertising manager of the division. James P. DeWitt has been named his successor.

MORT JUNGER ADVERTISING has moved to 511 Fifth Avenue.

DR. HAROLD W. BROWN has resigned as vice-president and medical director of Murray Breese & Associates, Inc. He will devote full time to consulting pharmaceutical manufacturers.

BENEDICT LUST PUBLICITY has moved to Mortimer Lowell Company.

CHARLES BRUNING COMPANY, INC. has appointed the M. Basford Company of New York.

JOHN NEAL has joined Production Services Group, Inc. as creative director on the plans board and account executive. He was formerly program director and production manager of WINS.

FREDERICK A. SPOLANE COMPANY has moved to 50 West 57th Street.

PRIZES
FOR YOUR
QUIZ SHOWS
Available for Immediate Shipment,
F.O.B. New York
Selection Possible From Catalogue!
From
RICHARD S. ROBBINS CO.
551 FIFTH AVENUE
New York 17, N. Y. MU. 7-0384

AFM Proposals Not Acceptable To Webs

(Continued from Page 1)

AFM, RADIO DAILY learned yesterday. Film representatives of the TV networks in New York recently discussed the coast deals of independent producers with Petrillo and the AFM and decided that such a proposal was not acceptable. The committee, through Ernest de la Ossa of NBC, acting as chairman, is reported to have made a substitute proposal to Petrillo for the production of new musical movies.

In New York trade circles yesterday it was indicated that the pattern set by Petrillo with coast radio producers will probably spread to others seeking early production of commercial musical films. It was pointed out that package producers, agencies, or artists managers could enter into such agreements and these agreements would not bind the networks playing the shows in any way.

Gene Autry's Flying A Pictures, Inc., was the first to sign with Petrillo. Next was Horace Heidt and then others who have entered into contracts are Louis D. Snader and Hollywood Imperial Pictures Corporation. Petrillo, at the AFM convention in Houston on Tuesday, had said that thirty or forty more contracts would be signed within the next month.

Evelyn Knight, Damone, Carson Signed By APS

Vic Damone has been re-signed to the Associated Program Service. The "Vic Damone Show" is being increased as a 15-minute segment, twice weekly, with the singer receiving full orchestral support and supplemented by a regular guest singer on each offering. His first is Buddy Weed, N. Y. pianist.

Two other artists—Evelyn Knight and Mindy Carson—have also been renewed. Their shows are titled "The Evelyn Knight Show" and "The Mindy Carson Show." They too are 15-minute duration, three times weekly. Miss Knight will present as a guest the world's outstanding accordion virtuoso, Charles Maggiate; while Miss Carson will be supplemented with "the Satisfiers," one of radio's top vocal ensembles.

Other special guests scheduled to appear with the trio include Lanny Ross, Kay Armen, Phil Brito, Fran Warren and others.

Roberts Named V.P. Of Muzak Corporation

Ralph J. Roberts has been elected vice-president of the Muzak Corporation. Harry E. Houghton, president, announced yesterday. Roberts has been with Muzak since July, 1949, coming from the Aitkin-Kynett Advertising Agency in Philadelphia. He has served as director of advertising and sales promotion.

Radio-TV Stars To Plug ABC Outlets In Chicago

(Continued from Page 1)

Bert Parks, Edward Arnold, Jackie Robinson, Johnny Desmond, Paul Harvey, The Lone Ranger, and other stars have already been scheduled to "announce" on WENR, with plugs for their own particular shows.

Other interest builders have also been planned by Blair, including cross-plugs by stars who appear on two shows, or on both radio and television. They will request listeners on one show to tune them in on their other programs.

This experiment is part of the concentrated effort of radio and TV to increase their listening and viewing audiences.

Top Coast Programs Rated In TV Report

Los Angeles—Top television shows for the Los Angeles area were released yesterday in the Tele-Que Report for May, 1950. The report covered the week of May 1-7, and is based on daily reports from 723 television viewers. Following are the top twenty-five shows:

- 1—Hopalong Cassidy KTLA.....54.5
- 2—The Movies (Sun) KTLA.....52.4
- 3—Western Varieties KTLA.....50.0
- 4—Texaco Star Theater KTNB.....44.1
- 5—Triple Theater (Star one) KECA.42.2
- 6—Harry Owens KTLA.....36.4
- 7—Tim McCoy KTLA.....35.4
- 8—Wrestling (Thurs.) KTLA.....31.2
- 9—Alan Young KTTV.....31.1
- 10—Lone Ranger KECA.....31.1
- 11—Triple Theater (Star three) KECA.....30.5
- 12—Time for Beany KTLA.....29.6
- 13—Triple Theater (Star two) KECA.29.4
- 14—Wrestling (Fri.) KECA.....27.5
- 15—Movietown R.S.V.P. KTLA.....26.5
- 16—Sandy Dreams KTLA.....26.0
- 17—Buckskin Theater KTSL.....25.5
- 18—Cowboy Thrills KTLA.....24.4
- 19—Pinky Lee KTNB.....24.3
- 20—Bandstand Revue KTLA.....24.2
- 21—Cyclone Malone KTNB.....22.9
- 22—Adventure Album KTLA.....22.0
- 23—Midget Races (Sat.) KTLA.....21.7
- 24—Movie Theater (Wed.) KTLA.....21.4
- 25—Laurel & Hardy KTNB.....20.8
- 26—Movie Classics KTLA.....20.8

Two Sponsors On ABC Renew Web Programs

Sponsors of two ABC programs have renewed their contracts, the web revealed yesterday. General Mills signed for another year a pact for the 9 to 9:15 a.m. portion of "The Breakfast Club," Monday through Friday. The Amalgamated Clothing Workers of America extended for a 13-week period their sponsorship of "America's Town Meeting" in New York and Washington. Effective date is June 6.

Public Service Series

A congressman, state senator, councilman and an assemblyman will report to the citizens of Harlem on a new series of weekly programs over WLIB, beginning Wednesday, June 14. Titled "Report to the Community," the show will be a public service presentation of the station and will be heard from 7:45 to 8:00 p.m. Councilman Earl Brown will be speaker on the first broadcast.

Calls Bad Servicing TV 'Growing Pains'

(Continued from Page 1)

president of the New York Business Bureau, both recommended new codes of ethics for the industry.

On Monday, NAB president Justin Miller spoke before the bureau executives on the use of NAB codes for advertising.

Return To West Coast

Hollywood — After a six-week business sojourn to Gotham, Commodore Productions President, Walter White, Jr., and V-P Shirley Thomas, returned to their new Hollywood offices yesterday.

During their absence, the offices at 1350 N. Highland Avenue have been enlarged considerably to accommodate increased activity, with their new "Clyde Beatty Show" in addition to their faithful standby, "Hopalong Cassidy."

Joins WNEW Staff

Miss Betty Tevis, publicity director of WINS, has been named assistant director of publicity and special events at WNEW. Miss Bernice Judis, executive vice-president of the station has announced. Miss Tevis was formerly assistant to James Cassidy, director of publicity for the Crosley Broadcasting Corporation in Cincinnati. She will join WNEW on June 19.

Medical Color-TV Scheduled For W. C.

(Continued from Page 1)

transmissions and was made by the network for the Philadelphia labs special use.

Micro-wave radio relay will be used to transmit the picture signals from the hospital to the Masonic Temple. In this process, the signals are beamed directly from a parabolic reflector on the roof of the hospital to a similar "dish" atop the Masonic Temple.

Technical Set-Up Described

The color television system of CBS employs rotating color filter disks, one at the camera, another at the receiver, which filter out each of the primary colors—green, red and blue in succession. Each color is transmitted for 1/144 of a second, so that the complete color cycle takes 1/48 of a second.

Will Discuss TV

Hollywood — "Remote Television Broadcasts and Television Special Events" will be discussed by James T. Vandiveer, KECA-TV director of remote telecasts, when he addresses a meeting of the combined reserve units of the Armed Forces Radio Service, at ABC Television Center in Hollywood, today at 8:00 p.m. PDT.

The stars of today and tomorrow are

Yours for more Sales

... with the new era in

Thesaurus

"The Singing Americans"

WITH DR. FRANK BLACK'S MALE CHORUS

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



recorded program services

Radio Corporation of America
RCA Victor Division

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

PLUG TUNES

They Keep On Recording It!

SENTIMENTAL ME

Morehead-Cassin

This time it's RUDY VALLEE-
who does the terrific job!!!
KNICKERBOCKER SONGS, INC.
1619 Broadway New York

Riding For A Hit!

"BUFFALO BILLY"

Laurel Music Corp.

1619 Broadway
New York 19, N. Y.

Wake Up—Here's A Sleeper

PLAY A

Simple Melody

Words and Music by Irving Berlin

IRVING BERLIN

Music Corporation

1650 Broadway, New York 19, N. Y.

**Blues Rhythm Smash
WHAT WHERE & WHEN**

- Leon McAuliffe — Columbia
- Sonny Burke — Decca
- Ed Crosby — Decca
- Ralph Flanagan — Victor
- Pee Wee King — Victor

More Coming **Fast**

PAXTON MUSIC, INC.

**Another BMI Pin-Up Hit!
BIRMINGHAM BOUNCE**

Published by Bulet-Hometown

- Recorded by
- Red Foley (Dec) Lionel Hampton (Dec)
 - Pee Wee King (Vic) Jack Shook (Coral)
 - Tex Williams (Cap) Art Lund (MGM)
 - H. Gunter (Bama) Leon McAuliffe (Col)
 - Chuck Merrill (MGM)

Licensed exclusively by
BROADCAST MUSIC, INC.

WORDS AND MUSIC

By TED PERSONS

● ● ● Everybody concerned was on the receiving end as a result of the Toscanini swing (you should pardon the expression) around the U. S.: The maestro collected a total audience of nearly 100,000 music lovers in the 20 piccolo-stops visited; RCA Victor reaped kudos; NBC garnered five certificates of award for forming the NBC Symphony Orchestra and placing it under Toscanini's direction. . . . Dean Dixon goes to Israel to give 26 concerts, then to Paris until the first of the year. When he returns to the States, he will appear at Carnegie Hall in "An Evening With Villa-Lobos," presented by Jack Robbins. . . . The magazine "Look" is planning a spread on Ralph Flanagan with accent on his new Chesterfield show. . . . Ray Anthony, "The Young Man With The Horn" plus all that air-time at Frank Dailey's Meadowbrook, goes into the Paramount in New York for a three-week run starting June 21st.

☆ ☆ ☆ ☆

● ● ● Maynard Ferguson, Stan Kenton's trumpet artist, is forming his own 15-piece orchestra in Hollywood and will tee-off with an extensive recording session at Capitol, to be followed by a stay at Balboa Beach (Calif.), the spot that launched Kenton's Krew back in 1941. . . . Fred Waring's open-house to his faithful among the music men will be held at Shawnee-On-Delaware on July 12th. . . . Dick Brown, the la-de-da man of "Stop the Music," will headline the show at the Olympia Theater in Miami starting June 14. . . . The Three Suns were honored by NBC at a special program, commemorating their tenth anniversary as NBC stars, broadcast from the Roosevelt Grill (where the trio is now appearing) today at 12:05 a.m.

☆ ☆ ☆ ☆

● ● ● "King" Cole's record of "Mona Lisa" is proving to be his biggest since "Nature Boy." . . . The Chopin-Weston composition, "No Other Love," which Jo Stafford recently recorded for Capitol, is the same that has sold more than 300,000 copies in the past three years via Weston's own instrumental recording. . . . Another Rodgers-Hart tune headed in the same direction as "Bewitched" is "I Didn't Know What Time It Was" with two recorded versions fighting it out for top honors. Eileen Wilson's on Decca and the Fontaine Sisters with Winterhalter on Victor. . . . "Give A Broken Heart A Chance To Cry," by Charles Stenger, will be an Eddie Fisher-Hugo Winterhalter vehicle for RCA Victor. The ballad stems from Baltimore via a waxing on a local label by Lee Shearin whose vocal sold both the song—to Porgie Music for a plug, and the master—to London Records for re-pressing. . . . "Wanderin'," the Republic Music Corp. song, has been cut by Robert Merrill. The record, to be released soon, will be Victor Red Seal but will receive a pop record promotion.

☆ ☆ ☆ ☆

● ● ● E. H. Morris & Co. embarking on "Francie" (from "Peep Show") with a strong send-off by Ray Bolger on Decca, Ray Anthony on Capitol, Larry Green and the Honeydreamers on Victor and Art Lund on M-G-M. . . . "Mambo Jambo" (Peer) still gathering headway under the momentum provided by Freddy Martin's sock arrangement on Victor. . . . The 50-year history of Mark Music Corp. supplied Seena Hamilton, the firm's photogenic promotion chief, with the material for her first video appearance which took place on "Market Melodies," WJZ-TV. She scored such a hit that she has been invited back for more of the same on June 10th. . . . Robbins Music is getting set for a promotion of three songs out of the M-G-M picture, "Duchess of Idaho"; "Of All Things"; "You Can't Do Wrong Doin' Right," and "Let's Choo Choo Choo to Idaho." The latter two, sung by Van Johnson in the picture, have been recorded by him and will be released soon by M-G-M Records.

☆ ☆ ☆ ☆

PLUG TUNES

In Full Bloom!

American Beauty Rose

JEFFERSON MUSIC CO.
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.

Out In Front

WANDERIN'

Sammy Kaye on Victor
REPUBLIC MUSIC CORP.
607 Fifth Ave., New York, N. Y.

**I WISH I KNEW
ASK MY HEART**

RCA-Victor Records by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

TROPICANA

32 Authentic Selections
from
12 Latin-American Countries
Featured By

ALFREDO ANTONINI
and His Orchestra
In "TROPICANA"

Transcribed by
Associated Program Services

Published By
ALPHA MUSIC, INC.

501 Madison Avenue N. Y. 22, N. Y.
BMI Licensed

**BABY, WON'T YOU SAY
YOU LOVE ME**

From 20th Century-Fox's
"WABASH AVENUE"
recorded by

- BILLY BUTTERFIELDLondon
- NAT "KING" COLECapitol
- BOBBY COLTAdmiral
- BILLY ECKSTINEM-G-M
- ELLA FITZGERALDDecca
- HERB JEFFRIESColumbia
- RAY ROBBINSCapitol

LEO FEIST, INC.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, June 8, 1950 — TELEVISION DAILY is fully protected by register and copyright

FIRST CANADA TV DEMONSTRATED

TELE TOPICS

WOR-TV cameras picked up a one-shot thriller at the Veterans Stadium in Bayonne, N. J., Wednesday night when they offered Ward Beam's Auto Daredevils. . . . The action of collisions, auto turning over and a motorcyclist riding through fire was good, but the camera coverage seemed inadequate.

LISA KIRK, of "Kiss Me Kate" fame, stepped a bit out of character when she undertook the leading role in a modern version of William Shakespeare's "Taming of the Shrew" on CBS-TV the other night. Lisa seemed strained at times and her performance lacked the quality of Charlton Heston's acting in the role of Strachio. The production as a whole reflected credit on Worthington Minor and his staff for the settings, dialogue and modern dress.

DICK LINKKROUM succeeds Ralph Levy as producer-director of CBS-TV's "Alan Young Show." Linkkroum's past credits include: "Godfrey and His Friends," "Lucky Pup," and the "Faye Emerson Show." . . . A tele edition of "We Take Our Word" begins at CBS on Friday 1-8:30 p.m., EDT; show has been on air since late January. . . . Glamorizing the art of cooking, Dione Lucas will star in a half-hour weekly cooking demonstration on WJZ-TV Fridays (1-1:30 p.m.); with a half dozen sponsors to bankroll it, the show tees off tomorrow. . . . Eastern Air Lines' prey Capt. Eddie Rickenbacker is now on TV; his aerial adventure serial, "Ace Drummond" is being aired by WSB-TV, Atlanta, and NOT sponsored by Eastern; instead, the airline sponsors nightly newscasts.

TAN LEE BROZA, father-mgr. of band-leader Elliot Lawrence, will produce and emcee "The Yellow Cab Review" as of June 27 over both WCAU-TV, Philadelphia (Tuesdays, 10:00 p.m.) and WFIL-TV (Mondays, 8 p.m.), alternating weekly between the two; he also continues his 2-year record as emcee-producer of Horn Hardart's radio-TV "Children's Hour" over WCAU. . . . Dole Sales Co. launching a TV test ad campaign at WBNS-TV, Columbus, Ohio, to determine company policy of future TV advertising. . . . Godfrey's latest honor: honorary membership of the Natl. Sales Excs. for his artistry as a huckster. . . . One-shot performances coming up on CBS tele: Hume Cronyn on "Suspense" (June 13, 9:30 p.m.); Billie Burke on the "Ed Wynn Show" (June 10, 9:30 p.m.); Ginny Simms on the "Alan Young Show" (June 15, 9 p.m.), and on WCB-TV locally—Richard Dix, Jane Wyatt, and Albert Dekker in an hour and a half version of "The Kansan" (June 7, 10 p.m.).

Talent For Benefit Announced

The completed talent roster for NBC television's two-and-a-half-hour marathon benefit show on June 10 for the United Cerebral Palsy Association has Milton Berle heading a list of 31 star acts. Among those Berle will toss quips with on the Saturday show (9:30-12:00 midnight) are: Robert Alda, Faye Emerson, Stan Fischer, Jerry Lester, the Ames Bros., Desi Arnaz, Lucille Ball, Betty Bruce, Cab Calloway, Jack Carson, Mindy Carson, the DeMarco Sisters, Luba Malina, the Maryin Bros., Robert Maxwell, Robert Merrill, Patricia Morrison, Jan Murray, Janis Page, Park and Clifford, John Payne, Jane Pickens, Martha Raye, Verna Raymond, Buddy Rogers, Sid Stone, Ed Sullivan, the Szones, Georgia Tapps, Henry Youngman and Tex and Jinx McCrary.

Twelve-Hr. Sked Set For WHAM-TV

Rochester, N. Y. — WHAM-TV, only TV outlet in Rochester, will celebrate its first anniversary next Sunday by going on the air at 11:40 a.m. with an uninterrupted 12-hour special program schedule, newspaper ads headlined "Help Us Celebrate" and heavy on-the-air promotions are being run to attract maximum audience.

Owned by Stromberg-Carlson WHAM-TV is one of three Stromberg-Carlson Co., owned and operated stations headed by William Faye, vice-president and general manager of the company, broadcast division and District 1 NAB director, the station now reports 42,000 TV sets installed in its area as contrasted with 1200 when it opened a year ago. Currently 73 clients have bought 99 per cent of available commercial time. A new rate schedule effective July 1, calls for a 50 per cent increase upping the basic hour from \$22 to \$300.

Latin-American Tour Set For G. E. Medical TV Unit

Physicians in five Latin American countries will be afforded an opportunity to watch surgical operations on television late this summer when International General Electric Co. and E. R. Squibb & Sons combine forces for a special demonstration tour. According to a statement yesterday by Dr. W. R. G. Baker, G-E v-p, equipment for the project is being shipped from G-E's Electronics Park at Syracuse to I. G. E. in New York for a dress-rehearsal of the tour on June 19.

Called "Video Medico" The project, dubbed "Video Medico," will leave New York in early

N. Y. Boxing Interests Differ On Radio-TV

The non-agreement hassle between the International Boxing Club and the Boxing Managers Guild of New York regarding a radio-TV contract still continues after a meeting this week of the two organizations. According to a statement made yesterday by Guild prexy Charley Johnston, the Guild will continue to ask 50 per cent of all radio-TV receipts, despite the firm stand of the I.B.C. on its offer of only 25 per cent to the Guild. In essence, the I.B.C. is offering half of its share of all radio-TV receipts, which is only 50 per cent, since the I.B.C. takes a 50-50 cut with Madison Square Garden. The old contract expired last May 31.

While in the deadlock, the I.B.C. is calling for full clearance on the June 28th middleweight championship fight between titleholder Jake La Motta and Rocky Graziano at the Polo Grounds. To-date, the fight is not to be televised.

Mobile TV Unit Displayed In Montreal

Montreal—The first sidewalk television interview in Canada has been held here for the benefit of members of the Parliamentary radio committee from Ottawa, and Canadian Broadcasting Corporation officials.

Several Montrealers, from a nine-year-old girl who was eating an ice cream cone, to a young career woman and businessmen, were interviewed during the brief show.

Shown to Parliament

Their image was reproduced in the new CBC Radio-Canada building on downtown Dorchester Street for the members of Parliament and representatives of the CBC.

Ralph Maybank, Liberal member for Winnipeg South-Center and chairman of the radio committee; Dr. Augustin Frigon, of CBC's general manager, and George M. Murray, M.P., for Cariboo, B. C., inspected a new mobile television unit.

The committee arrived here for a one-day visit to the Montreal radio headquarters. They toured the building and had principles of television explained. They returned to Ottawa last night.

College Men Join TV Forces Of DuMont

The addition of All-American football star Kyle Rote to the sales staff of DuMont Laboratories points up the sales organization as a new mecca for former grid stars in the business world, since it has already laid claim to twelve others. Besides Rote, who starred at Southern Methodist U. and is now undergoing sales training, the list is headed by Sid Luckman of Columbia and the Chicago Bears who is now the Chicago distributor for DuMont.

Others include: Walter L. Stickel, of U.C.L.A., national sales mgr.; Walter Stickel, of Penn State & Chicago Bears, Philadelphia distributor salesman; Bill Scales, of Kansas State, Southwestern regional sales mgr.; Jack Herbst, of Louisiana State, Western states regional sales mgr.; Willis O. Jackson, of Georgia U., Southeastern states regional sales mgr.; James Tait, N.C.U., Eastern states regional sales mgr.; J. K. Bradley, Purdue, ass't. central states regional sales mgr.; C. H. Pike, Miss. U., W. Va. distributor; Al Allen, William & Mary, N. Y. salesman; John Hunt, Brown, N. Y. salesman.

NEW BUSINESS

WBAL, Baltimore: Warner Mfg. Corp. (Weather Master, Storm Windows, etc.), through Alfred F. Tokar Advertising, New Jersey, signed for one 10 minute spot in "Al Ross Show," Tuesday and Saturday. Mangels-Herold Company, Inc., running one minute spot announcements, Tuesday and Thursday in the "Al Ross Show," 6:45-9:15 a.m. Business placed through H. W. Budemeier Company, Baltimore. U. S. Army and U. S. Air Corp., contracted for one minute spot schedule, to run evening period, Monday and Thursday. Placed through Grant Advertising, Inc., Chicago. Curtis Publishing Co. (Saturday Evening Post), sponsoring series of one minute announcements Wednesday and Friday. Business placed through BBD&O, New York. Curtis Publishing Co. (Ladies Home Journal), contracted for two week one minute spots period in "Al Ross Show," Monday, Wednesday, Thursday and Friday. Business placed through BBD&O, New York. Starlite Arena, Baltimore, renewed one minute spot campaign in the "Chuck Richards Show," 11:30-12:00 Midnight, Wednesday and Friday. Royal Stores, Inc., Baltimore, renewed for a series of announcements in the "Chuck Richards Show," Monday through Saturday. Procter & Gamble (Ivory Flakes), signed for 31 weeks, one minute spots in "Al Ross Show." Business placed through Compton Advertising, Inc., New York. Consolidated Gas, Electric & Power Co., Baltimore, 13 week one-minute spot basis in "Al Ross Show." Free State Brewery Corp., through Dundon & Rosenbush, Baltimore, to begin time signal plus 75 word spot-announcement campaign on June 5th in "Al Ross Show."

KTTV, Los Angeles: B. F. Goodrich Company, through BBD&O, 52 weeks of the half-hour program, Celebrity Time, starting April 14, 1950 and running through April 16, 1951. Joe Lowe Corporation, 10 broadcasts of Popsicle Parade of Stars, through July 28, 1950. The agency is Blaine-Thompson Company, Inc., New York. Art Frost, through Western Advertising, Los Angeles, 26 weeks of Art Frost Wrestling, Tuesdays, through November 7, 1950. Gold Seal Company, 26 one-minute film announcements, through August 18, 1950. The agency is Campbell-Mithun, Inc., Minneapolis. Westlake Boat Company, 13 one-minute announcements, through September 6, 1950. The agency is Klammer Company, Los Angeles. The Fritos Company, through Glenn Advertising Agency, Los Angeles, 52 weeks one-minute participation announcements in KTTV Television Newsreel. Security-First National Bank, 13 broadcasts, one-minute film announcements through July 3, 1950, also one-minute participations in KTTV Tel-

COAST-TO-COAST

WAVE Marks Anniversary

Louisville, Ky.—The Howell Furniture Company of this city is celebrating its 10th anniversary of radio advertising on WAVE this month. WAVE had prepared a special anniversary program as a tribute to Howell's which now has 1 1/4 sponsored hours daily, Monday through Saturday, on WAVE, and a 30-minute television show featuring Clayton McMichen on WAVE-TV each Tuesday evening. Howell's is featuring a big 10th Radio Anniversary Sale with prizes plus a free autographed picture of McMichen and his Wildcats to all customers trading at each of the three Howell stores.

WERE Has Baseball Contest

Cleveland, O.—WERE is promoting a contest whereby listeners are invited to send in names of the 25 American League players who they think will be chosen for the All-Star Baseball Game on July 11th. The list which comes closest to the official roster will bring the writer two box seats at the All-Star Game in Comiskey Park in Chicago, a round trip ticket via Skycoach Airlines, and accommodations for two at Chicago's Congress Hotel. Runners-up will receive pairs of box-seats for a Cleveland Indians game.

Fred Hahl Joins WCKY

Logan, W. Va.—Fred Hahl, formerly associated with WLOG as program director, has been appointed production manager of WCKY. In his new capacity, Hahl will be in charge of the WCKY music library.

Add Sports Show To Sked

Pittsburgh, Pa.—Bob Prince has added another program, "Dugout Interviews" to his many sports activities. Sponsored by a TV receiver concern, the program is aired Sundays at 10:45 to 11:00 p.m., following baseball broadcaster Rosey Rowswell.

vision Newsreel through June 28, 1950. The agency is Foote, Cone & Belding, Los Angeles. Ekco Products Company, six 1-minute participations in Wheeler & Rourke show through June 21, 1950. The agency is Dancer-Fitzgerald-Sample, Chicago. L. R. Jones Sales Company, through Philip J. Meany Company, Los Angeles, two 1-minute participation announcements in Wheeler & Rourke Show, June 2 and June 8, 1950. Les Norins is KTTV account executive. Helms Bakeries, six 1-minute film announcements, May 25, 1950 through May 31, 1950. The agency is Dana Jones Company, Los Angeles, and Peter Robeck is KTTV account executive. The May Company, through Milton Weinberg Advertising, Los Angeles, renewing one-minute live participation announcements in Wheeler & Rourke Show, through August 9, 1950.

WRFD Featuring Ballad Singer

Worthington, O.—Jake Noble, collector and singer of ballads and folk tunes, is now broadcasting over WRFD, Saturday morning at 9:05 and on the WRFD Jamboree Saturday afternoon at 3:30. Noble, also well-known as the composer of "Mt. Logan Hills," comes to WRFD from WBEX, Chillicothe.

Election Bulletins On KFWB

Hollywood, Calif.—Complete election coverage was provided for KFWB listeners on election night, June 6th. KFWB news commentator Cleve Roberts, KFWB news director Al Gordon, and daily news political editor Les Claypool flashed election bulletins and interpretations of the results as rapidly as they were tabulated. Election results were beamed beginning at 7:30 p.m. and continued throughout the evenings.

Airing Sen. Knowland Address

Hartford, Conn.—The keynote speech to be given by U. S. Senator William Knowland of California at the Connecticut Republican State Convention June 14th in New Haven, will be broadcast by the newly-organized Nutmeg Network. Stations include WDRC of this city; WICC, Bridgeport; WELL, New Haven; WBRY, Waterbury, and WICH, Norwich. Knowland's talk is scheduled for 9 p.m.

WSTC Jackpot Stunt

Stamford, Conn.—Police blocked off traffic between Worth and Bell Streets on June 8th at 8 p.m., when Harry Downie and Bill Reynolds, WSTC's "Mr. Tall and Mr. Small" released their jackpot balloon barrage from the station's studio windows. The balloons carried certificates entitling the recipients to special "Mr. Tall and Mr. Small" jackpot prizes, theater passes, and information on how to win the three-times-weekly "Mr. Tall and Mr. Small" jackpots.

Bank Buys ET Series For Midwest Stations

The First Federal Savings Association has bought the World "Forward America" series on ten stations in the midwest. The association will sponsor on behalf of its Home Security Disability policy for home ownership. Stations are: KOLN, Lincoln, Nebraska; KIOA, Des Moines, Iowa; KMBC, Kansas City; KVOO, Tulsa, Oklahoma; WREN, Topeka, Kansas; KMYR, Denver; KFEQ, St. Joseph, Mo.; KFBI, Wichita; WINN, Louisville; and WJLB, Detroit.

Stork News

Philadelphia—Jerry Grove, WFIL announcer, is being congratulated on the birth of a baby boy, Richard Martin, born to Mrs. Grove on Saturday, May 27.

BEHIND THE MIKE

BRITISH pianist, Geo. Shearing, who's filing for American citizenship, is building himself a home in Van Nuys, Calif.

Robert Montgomery rates praise for his choice of unknown Richard Kiley for the important assignment of the title role in "Champion" (his Lucky Strike theater last week). Hope the news is true that a major net is considering Danny Thomas for a regular series in the fall.

Rebel Randall, featured on "Auditionaire," is spending every spare minute gathering material for his own interview session for TV.

The 3 Suns have a pretty good idea in their "3 of a Kind" program in the works for video. The plan is to feature as guests talented trios they spotted while on their recent nationwide tour.

That Edison Hotel Arena Theater is catching on, it seems. Starting the fall, Milton Finke, of the Kirk Edward Hotel, is planning a series of one-act plays to be presented in the Grenadier Room of that hostelry.

Bob Fisk, NBC-TV exec, celebrates his 5th year with the week this week. His pals are glad to have him back at his desk following a 3 eye operation at the N. Y. Eye and Ear Infirmary.

"Butch" Cavell, the Barrymore knee-pants brigade, is so busy on radio and TV that the other 11 year-olds are trying to copy some of his gestures and expressions.

Pat O'Malley, who will be on the Philco Theater Sunday, is in the happy position of choosing his spots as an actor. Has a fur biz that's mint. Lay you 20 to 1, he's the one O'Malley in the fur market.

The Herb Rice Agency has introduced group polio insurance coverage to employees of NBC and AF as well as other radio organizations.

CBS has authorized a new hour-long program, "Songs for Sale" with Jan Murray as emcee, which is being aimed at a radio-television simulcast evening airing. Show has music business angle, designed to bring out new Tin Pan Alley talent among songwriters, lyricists, etc.

When Lux Radio Theater and M. Friend Irma start their customary 8-weeks Summer vacations July through Aug. 21, they will be replaced during the hot weather by CBS by following: 9-9:30 p.m. "Grammy's Green Acres," a situation comedy featuring Gale Gordon; 9:30 to 10 p.m. "Count Your Blessings," situation comedy starring H. March; 10-10:30 p.m., "Rate Your Mate," comedy quiz featuring Joe Adams as emcee.

Wakely To Chicago

Hollywood—Jimmy Wakely, Capitol recording star, has been signed for a one-week engagement at the Oriental Theater, Chicago, starting June 15. Wakely goes to the Windy City from New York, where he was guest on Ken Murray's TV show June 10.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 49

NEW YORK, FRIDAY, JUNE 9, 1950

TEN CENTS

RESEARCH INFO VITAL, COY TELLS RMA

Bob Hope Signs Long Term Contract With NBC

Chesterfield Set To Sponsor Comedian

Bob Hope, dropped by Lev-r Brothers on last Tuesday, yesterday signed a long term contract with NBC for both radio and television. In announcing the Hope contract, Joseph McConnell, president of NBC, revealed that the comedian will return to the air on the NBC radio net-

(Continued on Page 7)

Communists Seek Power in Radio, Says Hoover

Washington Bureau of RADIO DAILY
Washington—FBI Chief J. Edgar Hoover told a Senate appropriations sub-committee in February that communists efforts to spread out in the broadcasting field have been intensified in the past year. His testimony, released last night, charged

(Continued on Page 4)

Elber Gets Promotion At Philadelphia Station

Philadelphia—Sam Elber has been named to the post of director of promotion and publicity at station WIP, Philadelphia. He replaces Ralph H. Ginton, who resigned the department's top position recently. The announcement was made this week by Benedict Gimbel, Jr., president and general manager of WIP.

Pauley vs. MCA?

Hollywood—Ed Pauley is reported to have the inside track in the bidding for the Don Lee enterprises with Music Corporation of America a close runner up for the radio and TV properties. RADIO DAILY learned yesterday. The starting bid was said to be \$9,000,000 with Pauley reported to have upped this figure by a substantial amount.

MBS Will Rebroadcast Baseball

Play-by-play accounts of baseball games not previously broadcast nationally will be recorded and carried by Mutual on open dates in place of their regular "Game of the Day." First rebroadcast will be on June 12 when the June 11 game of the Boston Red Sox and Detroit is aired in the afternoon.

Mutual will use only games of the day before and in most cases of the previous evening. On previous occasions, music and sports news was used in place of the "Game of the Day" when no games were played. Mutual reports that heavy fan mail dictated the move.

Regional Network Plans Expansion

The Liberty Broadcasting System, now covering 209 stations in 37 states in the South, Mid-West and West, has opened a New York office to put on a drive for national advertising and is planning further expansion, it was learned yesterday. The system was organized since the war and originally aired recreations of major league baseball games, but now includes other types of pro-

(Continued on Page 2)

Long Joining WABB As General Manager

Mobile, Ala. — Appointment of Dewey H. Long as general manager of WABB, A.M and FM, was announced here by W. J. Hearin, Jr., executive vice-president of the station. Hearin said Long, a veteran of 21 years experience in radio as-

(Continued on Page 2)

RCA Reduces Rates On Radio-TV Patents

Reductions of royalty rates on RCA patents have been announced by Brig. General David Sarnoff, chairman of the board. The changes affect radio and television receivers, transmitters and tubes, and phonographs and go as high as 50 per cent.

Among the reductions are: sound radio receiving sets and electrical phonographs, from two and one

(Continued on Page 4)

Studebaker Buys Time On Coast Don Lee Web

West Coast Bureau of RADIO DAILY
Hollywood — Studebaker Pacific Corporation will sponsor Sam Hayes News on the full Don Lee Network of 45 stations, ten stations of the Mutual Inter-Mountain group, and the Arizona Network, a total of 58

(Continued on Page 4)

TV Film Committee To Meet With Petrillo In New York

TV film representatives of the networks and leading package producers expect to meet with James Petrillo, president of the American Federation of Musicians, in New York next week to discuss their proposal for a scale to cover the production of musical short subjects for TV use.

The web representatives are reported opposed to the five per cent of gross revenue arrangement that

has been worked out by Petrillo with four independent coast producers. Instead they seek a flat production scale for musical films made for TV usage alone, another for films produced for both movie theater and TV usage and a scale that would cover one-time showing of TV musical films on television stations.

Details of the arrangements for

(Continued on Page 7)

Suggests Members Supply Data To Government

Chicago — Wayne Coy, chairman of the FCC, asked members of the RMA at their annual banquet here yesterday for more basic information gained from research, so that the Government can intelligently plan the future of color television, AM, and FM radio. "Radio—all types of

(Continued on Page 6)

Net Seeks TV Space; Denies Theater Deal

No offers have been made to buy or lease the Hudson Theater for television studios, but the house, together with others, is being considered by NBC, Victor T. Norton, web vice-president reported yesterday. Additional facilities for video are necessary, Norton said, and more in-

(Continued on Page 2)

Pulse Operations Expand; Add Three New Markets

Three new markets will be covered by Pulse beginning in June and July, Dr. Sydney Roslow announced yesterday. The research organization will release its first radio report for Richmond, Va. later this month and will add television

(Continued on Page 2)

Distinction

The village of Hempstead, Long Island, will observe "Pat Meikle Day" tomorrow by order of Mayor Ernest Ashdown. Pat has two shows daily—"Your Television Baby Sitter" and "Magic Cottage"—on the DuMont network. The mayor's proclamation cited Miss Meikle for her "inspirational and interesting programs for children."

RADIO DAILY



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WEST COAST OFFICES
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CHICAGO BUREAU
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

SOUTHWEST BUREAU
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491

ROME BUREAU
John Perdical
Ludovisi 16

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

FINANCIAL

(June 8)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-------------------|---------|---------|---------|----------|
| ABC | 12 1/4 | 11 5/8 | 12 | + 3/8 |
| Admiral Corp. | 36 1/4 | 34 1/2 | 35 1/4 | + 7/8 |
| Am. Tel. & Tel. | 160 3/4 | 159 7/8 | 160 1/2 | + 1 |
| CBS A | 36 | 34 5/8 | 36 | + 1 1/2 |
| CBS B | 35 | 34 1/2 | 35 | + 3/4 |
| Philco | 47 7/8 | 46 1/4 | 47 1/4 | + 3/4 |
| RCA Common | 21 3/4 | 21 | 21 1/2 | + 1/2 |
| RCA 1st pfd. | 78 1/4 | 78 1/4 | 78 1/4 | - 3/8 |
| Stewart-Warner | 18 | 17 1/2 | 17 1/2 | - 1/4 |
| Westinghouse | 35 1/2 | 35 1/4 | 35 1/2 | + 3/8 |
| Westinghouse pfd. | 105 1/4 | 105 1/4 | 105 1/4 | - 1/8 |
| Zenith Radio | 57 7/8 | 57 | 57 3/8 | + 7/8 |

NEW YORK CURB EXCHANGE

| | Bid | Asked |
|------------------|--------|--------|
| Hazeltine Corp. | 21 1/8 | 21 1/8 |
| Nat. Union Radio | 4 5/8 | 4 3/8 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| DuMont Lab. | 24 | 25 |
| Stromberg-Carlson | 15 3/4 | 17 1/4 |

Long Joining WABB As General Manager

(Continued from Page 1)

sumed his new post June 8. WABB, 5,000 watts, and WABB-FM, 50,000 watts, are affiliated with ABC and Mutual and are owned and operated by The Mobile Press Register.

KWGW PORTLAND OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PERRY & CO.

THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE
OF THE NATION'S FASTEST-GROWING MARKET

★ COMING AND GOING ★

ALLEN WANNAMAKER, general manager of WTGM, Wilson, N. C., is in town for conferences at the headquarters of CBS, with which the station is affiliated.

STEPHEN R. RINTOUL, president and general manager of WXXW, Albany, N. Y., paid a call yesterday at the New York offices of the station's national representatives.

NANCY CRAIG, women's commentator on ABC, has returned from a five-week tour of Great Britain.

DOUGLAS EDWARDS, whose news programs are featured on CBS-TV for Oldsmobile, will go to Lansing, Mich., over the week-end and will drive back to New York in a new car.

H. COLIN LAIRD, director of Erwin Wasey Advertising in London, who has been visiting in New York, today will sail for England aboard the Media.

ROBERT R. TINCHER is in town. The general manager of WNAX, Yankton, S. D., visited for a while yesterday with executives of his station-Rep. organization.

BOB TROUT, newscaster featured on NBC, today is in Atlantic City, where he will be presented the Headliners Award for news reporting.

BEN WILLIAMS, commercial manager and sales promotion director of WTOG, Savannah, Ga., is in New York for conferences with his national reps.

J. R. POPPELE, vice-president in charge of engineering at WOR, yesterday went out to Chicago. Tonight he'll be on the dais at the dinner which will close the convention of the RMA.

EUGENE THOMAS, general manager of WOIC, Washington TV station of CBS, is in New York on business.

JACK GREGSON, star of "Auction-Aire," ABC television show, has returned from a trip to Baltimore. He's planning to revive "Your Stand In," radio show which he did on the West Coast for CBS.

MAX KAMINSKY, radio and TV maestro, has returned to New York.

Pulse Operations Expand; Add Three New Markets

(Continued from Page 1)

ratings in St. Louis during June and in July will put out video ratings for Columbus, Ohio.

Pulse reports that three of the five Richmond stations have already subscribed to the report. "Expansion into these additional radio and TV markets was made at the expressed request of broadcasters operating there," Roslow said.

In New York, Pulse will now cover 12 counties instead of 10, adding Passaic and Union counties in New Jersey, it was also announced.

NBC Seeks TV Space; Denies Theater Deal

(Continued from Page 1)

quiries and investigations will be made.

Niles Trammell, chairman of the board, added that any consideration of the Hudson would be on a rental basis.

Regional Network Planning Expansion

(Continued on Page 3)

grams for its broadcasting schedule.

For example, a musical bingo series was run on the web last winter. Many of the Liberty baseball broadcasts are now live. In addition, on days when all games are rained out, the network provides recreations of famous games of the past.

Heading the operation is Gordon McLendon of KLIF in Dallas, Texas. McLendon also announces the net games. Paul Munroe, who serves the network in a consulting capacity and is producer-director of the TV shows "Broadway Open House" and "So You Want To Lead a Band," says the net also is making plans to air football in the fall.

New WOR Rate Card

A new rate card without changes in rates has been issued by WOR. R. C. Maddux, station vice-president in charge of sales, states on the card that WOR has made no rate changes since 1937.



"Who wrote this lousy commercial?"

Sometimes the agency head looks just like this when he's unhappy about his client's commercial.

But one thing will never make him snarl. When his account executives put W-I-T-H on the schedule, he's as tame as a puss cat.

There's a darn good reason why W-I-T-H is the BIG independent in Baltimore that delivers more listeners-per-dollar than any other station in town. And that means low-cost results. And that makes the boss happy!

Call in your Headley-Reed man today and get the full facts about W-I-T-H.

FM W-I-T-H AM

Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

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

50,000 WATTS
in the middle of the dial
800 kc.

CKLW
• MUTUAL •

The DETROIT AREA'S Better Than Ever Buy!

Adam J. Young Jr., Inc. National Representative
Guardian Building Detroit 26 Michigan
J. E. Campeau, President



UNITED STATES STEEL HOUR

Summer Concerts

NBC SYMPHONY ORCHESTRA

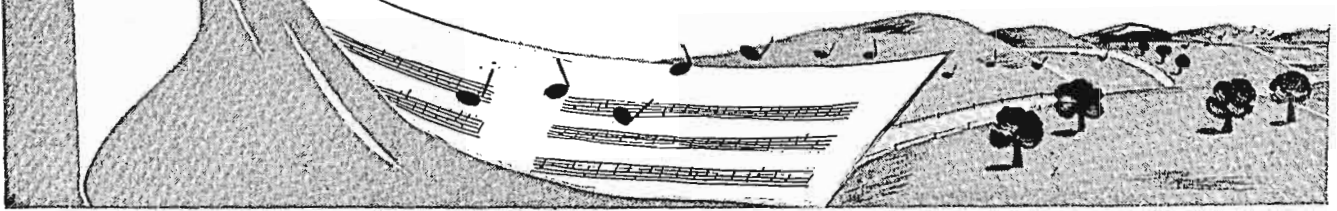
With such distinguished soloists as: MELCHIOR, KAPELL, MAYNOR, MERRILL, TRAUBEL, CONLEY

SUNDAY EVENINGS 8:30 P.M.

NBC NETWORK

Every Sunday, June 11 through Sept. 3

GEORGE HICKS Speaking for U.S. Steel



Commies Seek Power In Radio, Says Hoover

(Continued from Page 1)

Communists have given instruction in radio writing and have sought to control personnel and production of programs. He indicated that in some cases Reds or sympathizers have actually succeeded, although he did not offer any specific instances.

Hoover said also that Communists have paid a good deal of attention to the inspiring of mail campaigns against commentators who have displeased them. One "front" group, he said, boasts that it was responsible for the sending of thousands of letters to broadcasters complaining against commentators. The group has thousands of "monitors," he said, who listen to the commentators to determine when such protests should be registered.

Studebaker Buys Time On Coast Don Lee Web

(Continued from Page 1)

stations, on Mondays, Wednesdays and Fridays, beginning June 26, it has been announced by Ward Ingram, Don Lee vice-president in charge of sales.

Studebaker will sponsor Hayes in two time segments on the above days from 4:45 to 4:55 p.m. and 6:45 to 6:55 p.m., PDT. Roach, Williams and Cleary, Chicago, is the agency servicing the Studebaker account. The business was handled for network by Paul Ray of John Blair & Company, Chicago, Don Lee National sales representative, and Terry Mann, Don Lee account executive.

Feinberg Drafted At '802'

William Feinberg, who was secretary of Local 802 of the American Federation of Musicians (A.F.L.) for ten years, has been drafted to run for president of the 30,000 member New York musicians' union in the forthcoming elections, it was announced yesterday. Feinberg has accepted the nomination of the Musicians Unity Group, which, in an unprecedented move, has gone beyond its own ranks, in calling on the former 802 official to head its ticket.

New Music Series On WQXR

"Great Religious Music" is the title of a new series of Sunday programs bowing over WQXR on Sunday, June 11. Religious music of all denominations will be played in addition to traditional church masterpieces and classical works on religious themes.

NEW JERSEY'S SPORT STATION
W F P G
ATLANTIC CITY
BROADCASTING EXCLUSIVE
Madison Square Garden Fights



By SID WHITE

Man About Manhattan. . . !

● ● ● **FRIDAY-DREAMING:** Many sponsors break into the Hopalong Cassidy films to peddle their products, but this one the other day takes the cake. Hoppy's arch rival, Roy Rogers, appeared on the screen doing a commercial! Speaking of Hoppy, it's Bill Callahan's observation that there are so many commercial tieups now with the cowboy star they oughta call the guy Shopalong. . . . Nothing was wrong with your TV set the other p.m. when you were ogling "Who Said That." It was only Elsa Maxwell's six chins that made you want to grab the phone and call in the repairman. (Incidentally, Earl Wilson got off a cutie when Elsa asked him how to recognize a radio sponsor. "Ask Henry Morgan," he flipped, "he's had so many of 'em.") . . . Patti Page and Frankie Laine, currently sharing the Paramount stage, will record a series of novelty duets for Mercury. (Patti is famed for her version of "With My Eyes Wide Open I'm Dreaming," a recent release in which her own voice is dubbed in four times to form a harmony quintet.) . . . Martin Block flying to H'wood today and will tape record the 8-hour TWA trip. . . . Jean Carroll sex that on B'way one and one make two-time.

★ ★ ★ ★

● ● ● Marking the first time that a woman has received the coveted honor, WNBC's Mary Margaret McBride was honored this week with the One World Award for Radio, citing Mary Margaret "in recognition of her effectiveness, over a period of many years, in promoting one world projects." The honors are awarded annually to leaders in the field of radio, press, stage, screen and music who contribute most toward furthering world peace and human relations.

★ ★ ★ ★

● ● ● **VIEWS AND REVIEWS:** "The Taming of the Shrew," like Julius Caesar, was outstanding television. TV, striving feverishly for excellent plots and characters which live, could do nothing better than do a series of classic plays in modern dress. In TV, as in Hamlet, the play's the thing, if you'll pardon the expression. So how's about some far-sighted sponsor putting on Classic Theater, with the plays of Ibsen, Moliere, Shakespeare, etc., tailored to modern dress. This would interpret the best of the old in the light of the changing world of the new. . . . ABC's 11 p.m. news highlights, followed by detailed descriptions from correspondents, is the most listenable of the news broadcasts in our book. Most of the news airings are still cut from the same cloth and the average victim can recite them piecemeal after being tuned in for a short while. . . . The film quality of Silver Theater is excellent and far superior to the ordinary kinescope. However, the semblance does not equal the live telecast. Television will have to overcome this slight technical difficulty because the future of the medium is bound up with film. The fluffs and stammering performances of today will be passe in a few years. The outstanding productions will be—or should be—on perfected film in perfected sets with color.

★ ★ ★ ★

● ● ● **APPLAUSE DEPT':** Geo. Putnam's jet-action news coverage via DuMont. . . . Richard Hayes' warbling at Bop City. . . . Alan Dale's crooning on "Sing It Again." . . . Guy LeBow's tome, "The Wrestling Scene," giving the who's who and what's what in the grunt-and-groan industry. . . . Billy Eckstine's newest MGM, "I Wanna Be Loved." . . . Don Cornell's baritone on "I Surrender, Dear." . . . Geo. Hogan (Hogan's Alley) on the all-nite WOR mike from Headquarters Restaurant. . . . Freddie Robbins' lively 11-12 WINS platter session.

RCA Reduces Rates On Radio-TV Patent

(Continued from Page 1)

quarter per cent to one and one eighth per cent; television receiver from two and one quarter per cent to one and three quarters per cent; transmitting and power tubes, from three and two per cent to one and three quarters per cent; and transmission and other commercial apparatus, from three per cent to two and one half to two per cent.

Commenting on the reductions the general said: "RCA is particularly happy to be able to make these reductions at this time. The importance of the contributions it has made to the radio and television art and industry has been demonstrated by the widespread use of its inventions and by the successful development of television in which it has pioneered."

Joins RCA Record Sales

James R. Cunnison has been appointed sales representative for RCA Victor Custom Record Sales Division, it was announced by J. P. Davis, manager of the division. Cunnison, who will specialize in transcription sales, was sales manager of Selective Radio Advertising, Inc., before joining RCA, and prior to that was associated with the Bolling Company as account executive.

Hollywood's New COUNTRY CLUB HOTEL

● The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairway and greens.

● Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.) Hollywood 4, Calif.

Telephone: HOLLYWOOD 9-2701

the most
useful tool
available
this summer

SPONSOR

fall facts edition

Agency and advertiser executives sweat out their fall and winter schedules during July and August. It's tough going and they need every logical tool they can find. SPONSOR's fourth FALL FACTS EDITION, a handy tool, will hit their desks on 17 July. It's a briefing issue containing up-to-the-minute capsuled analyses of such vital subjects as best use of spot, costs of using TV, merchandising techniques, transcription advances, radio and TV program breakdowns by ratings, and many others. It's your top buy of the year . . . a direct line from buyer to seller.

Send your space reservation to SPONSOR, 510 Madison Avenue, New York 22.

SPACE RATES

| | 1 | 6 | 13 | 26 |
|--------------|-------|-------|-------|-------|
| Page | \$350 | \$330 | \$300 | \$255 |
| 2 Cols. | 255 | 240 | 220 | 185 |
| ½ Page | 200 | 190 | 170 | 145 |
| 1 Col. | 140 | 135 | 120 | 100 |
| ½ Col. | 75 | 70 | 65 | 55 |

Regular frequency rates apply.

- DOUBLE PAGE SPREAD
- BLEED PAGE
- SINGLE PAGE
- ONE-HALF PAGE
- ONE COLUMN
- HALF COLUMN

Please reserve the space checked in the 1950 FALL FACTS EDITION. Deadline July 1, 1950. Regular rates prevail.

FIRM ADDRESS.....
 ADDRESS.....
 CITY.....ZONE.....
 STATE.....
 PER.....
 AGENCY, IF ANY.....

RESEARCH INFO VITAL, COY TELLS RMA

Sprague President Until Paid Head Is Employed

(Continued from Page 1)

radio—is living in a shrinking spectrum, and the radio manufacturer, if he is to build soundly for the future, must take the implications of that into account, said Coy, and added, "We cannot afford, and the public will not long permit us to plan our radio system on a crisis basis. By allocating a reasonable amount of your energy and your money to such research programs you will be helping to assure the stability of your industry and you will be serving the public interest," he declared.

Decision in July

The Commission will begin its decision-making process on color television on July 10, with two major questions to be decided, Coy said. They are: "Can we get good color television in a six-megacycle channel?" and "Are interference conditions, which affect the station assignment plan, the same, substantially the same, or more or less critical than for black and white TV?"

If the first question is answered in the negative, he pointed out, color TV will be delayed possibly two or three decades, or even forever. Although some of the radio manufacturers have made it clear they would prefer a negative an-

swer, Coy reiterated that adequate provision for both color and black and white TV must be made now in the public interest as well as the manufacturers' interest, if such action is possible at this time. The Commission can answer this question affirmatively by any one of the following decisions, he continued:

Three Possibilities Cited

(1). The writing of engineering standards for color television transmission.

(2). Provision for multiple standards, permanently or temporarily.

(3). Provision for further experimentation and development.

Another important consideration is whether such TV sets could be developed to be economically sold to practically all American homes, he pointed out.

Robert C. Sprague of Sprague Electric Co., North Adams, Mass., was elected president and board chairman of the association by the board of directors, succeeding A. C. Cosgrove, who has been president since 1946. Sprague will serve an interim period as president until a suitable paid president is selected, in accordance with a membership resolution authorizing a paid head of the association.

Association's Name Changed

Other resolutions passed today at the sessions attended by 600 manufacturers designated a change of name of the trade group from the Radio Manufacturers Association to the Radio-Television Manufacturers Association and an authorization for an increase in maximum dues from \$5,000 to \$10,000 annually, if and when a reorganization plan is adopted.

Retiring President A. C. Cosgrove predicted a banner year for the television industry in 1950 while deploring "the political pressure, which has been put on the industry to bring out color television before it was developed." Said he:

"While this aggressive black and white development was being accomplished and the price of sets to the public cut in half during the last year, the color promotion was most untimely. The industry was accused falsely of holding back color."

"Industry Has Great Record"

He added, "this industry has a great record of never deliberately obsolescing a product or giving the public unreliable, untested, or unworkable products. We are now trying our best to maintain, through enlightened self-interest, this position of public service in our approach to color television."

Cosgrove predicted that close to 9,500,000 TV receivers will be in use in the United States by the end of 1950, in contrast to 4,000,000 units at the end of last year. Vigorous action by the RMA in the continuation of the Washington hearings in connection with the allocation of future TV frequencies and setting

up a nation-wide television system was also promised.

Officers and Directors Named

In addition to Sprague, the following officers were also elected:

Executive vice-president and secretary (until July 31): Bond Geddes—who is retiring after 23 years of service.

Vice-presidents: Glenn W. Thompson, president, Noblitt-Sparks Industries, Inc., Columbus, Ind. (New); Max F. Balcom, chairman, Sylvania Electric Products Inc., Emporium, Pa. (New); W. J. Barkley, executive vice-president, Collins Radio Co., Cedar Rapids, Ia. (Re-elected); A. D. Plamondon, Jr., president, Indiana Steel Products Co., Chicago, (Re-elected); A. Liberman, president, Talk-A-Phone Co., Chicago, (Re-elected).

Treasurer: Leslie F. Muter, president, Muter Company, Chicago, (Re-elected).

General counsel: John W. Van Allen, Buffalo, N. Y., (Reappointed).

Director of engineering department: Dr. W. R. G. Baker, vice-president, G.E., Syracuse, N. Y., (Reappointed).

Secretary and general manager (beginning August 1): James D. Seerest—present public relations chief.

New and re-elected RTMA directors and division chairmen include:

Set division: chairman, Glenn W. Thompson, president, Noblitt-Sparks Industries, Inc., Columbus, Ind. (New). Directors: E. Alschuler, president, Sentinel Radio Corp., Evanston, Ill. (Re-elected); Robert S. Bell, Packard Bell Company, Los Angeles, (New); John W. Craig, vice-president, Crosley div. AVCO Mfg. Corp., Cincinnati, (New); G. M. Gardner, chairman, Wells-Gardner & Co., Chicago, (Re-elected); H. L. Hoffman, president, Hoffman Radio Corp., Los Angeles, (Re-elected); H. C. Mattes, executive vice-president, Belmont Radio Corp., Chicago, (Re-elected); Robert

Cosgrove Predicts Banner Year For TV

C. Tait, president, Stromberg-Carlson, Rochester, N. Y. (New).

Tube Division: chairman, Max F. Balcom, chairman, Sylvania Electric Products Inc., Emporium, Pa. (Re-elected). Director: R. E. Carlson, vice-president, Tung-Sol Lamp Works, Inc., Newark, N. J. (Elected). Transmitter Division: chairman, H. J. Hoffman, vice-president, Machlett Laboratories, Inc., Springdale, Conn. (New). Directors: H. J. Hoffman, vice-president, Machlett Laboratories, Inc., Springdale, Conn. (Re-elected); R. S. Perry, sales mgr., Federal Telephone & Radio Co., Clifton, N. J. (New). Parts Division: chairman, R. G. Zender, vice-president, Lenz Electric Mfg. Co., Chicago, (New). Directors: Ray F. Sparrow, vice-president, P. R. Mallory & Co., Inc., Indianapolis (Re-elected); R. C. Sprague, president, Sprague Electric Company, North Adams, Mass. (Re-elected); R. G. Zender, vice-president, Lenz Electronic Mfg. Co., Chicago, (New).

Amplifier & sound equipment division: A. G. Schifino, manager, sound division, Stromberg-Carlson Co., Rochester, N. Y. (Re-elected). Director: A. Liberman, president, Talk-A-Phone Co., Chicago, (Elected).

Named Account Executive

Warren King, formerly assistant to John Nell, WOR sales manager, has been appointed an account executive for the station it was announced yesterday.

Send Birthday Greetings To—

- | | |
|--------------------|--------------------|
| June 9 | |
| Cole Porter | Paul W. White |
| Ralph Rose | Charles Webster |
| Fred Waring | George Bryon |
| George T. Case | |
| June 10 | |
| Mario Bragiotti | Elmore Vincent |
| Gertrude Foster | Judy Garland |
| Norman Brokenshire | |
| June 11 | |
| Douglas Craig | Gene Stafford |
| Bill Sutherland | Hazel Scott |
| Rise Stevens | Hal Simms |
| Ruth Lewis | |
| June 12 | |
| Al Donahue | Frank Burke |
| Glenn Snyder | Donald Weeks |
| Roger Forster | |
| June 13 | |
| Bob Bailly | Don Dixon |
| Ralph Edwards | Jack Fulton |
| Arthur L. Forrest | |
| June 14 | |
| Christopher Cross | Hilton Lamare |
| Mort Lewis | Nannette Sargent |
| Ken Lyons | Robert A. Litzberg |
| Jerry Stone | John Scott Trotter |
| June 15 | |
| Roger Bowman | Stella Roth |

faces • facts • figures • wins •

faces • facts • figures • wins •

STARR-WINS

MOVIE PREMIERES...

Of all the Hollywood premieres launched on Broadway, last year, WINS' Starr (Martin) covered all but three. . . . It's one of radio's all time records of major movie companies concentrating their opening night pitch on one station (WINS) and commissioning the best reporter in the field of film coverage to tell it to the movie public.

"MOVIE STARR DUST"

Mon., Wed. and Fri.
7:00 P.M.

WINS
50KW NEW YORK

CROSLY BROADCASTING CORPORATION

TELEVISION DAILY

Section of RADIO DAILY, Friday, June 9, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV FILM GROUP TO MEET WITH AFM

TELE TOPICS

SKITCH HENDERSON, who takes over Bob Smith's spot on the early morning WNBC radio show next week, proved he's a television personality too when he appeared on the WABD-DuMont "Cavalcade of Bands" the other night. Skitch, a good ad-libber, paced his musical program well and came through with some interesting arrangements of pop tunes. "Cavalcade of Bands," by the way, is good musical variety programming.

JAN SEYMOUR, supervisor and emcee of NBC's simulcast "We the People," named national chairman of the 1950 cancer fund drive coast-to-coast. . . . A new wrestling series for the summer bows in DuMont Monday night (9-11 p.m.) originating from Columbia Park, N. J. . . . Video Varieties Corp. reports completion of Borden and General Foods filmed commercials and beginning of commercials for Whelan Drugs. . . . Morgans, Inc., joins in sponsoring Tues. and Thurs. portions of WNBC's "Josephine McCarthy Program (five-a-week, 9:45-10:00 a.m.). . . . Paul Nickell, alternate director of CBS-TV's "Studio One," to location in Bermuda, Kentucky, and Hollywood. . . . Tab for the INS-Tele-News weekly sports reel review has been picked up at WFBM-TV, Indianapolis, by Berghoff Brewery, as of June 29. . . . Kay Kyser bidding farewell for the summer on NBC-TV's "College of Musical Knowledge" June 15 by having wife Georgia Carroll as guest to boost campus morale. . . . Award engagements on network radio and TV will be accorded outstanding young artists during the summer Mutual's "Chicago Theater of the Air." . . . Production facilities at NBC now boasting of a dark gray-green cyclorama, a piece of sky scenery that's 80 by 14 ft.

TENS OF THOUSANDS OF WFIL-TV viewers will be treated to amusement-park entertainment, special tele shows, and creative contests on "WFIL Day," June 10, at Woodside Park, Philadelphia. . . . Dale is being backed by Winston Television Stores of his hometown, Brookline, on his new show over WCBS-TV which premieres tonight (11 p.m.). . . . Figures on video sets in the coverage area of WRGB, Schenectady, rose to 82,700 on June 1. . . . W. Clark Harrington, head of CBS copyright and music clearance, celebrating 20 years with the web today. . . . WPTZ, Phila., doing the coverage of the Natl. Open Golf Tourney at Ardmore, Pa., for NBC on Saturday. . . . Format of WENR-TV's "Animal Clinic" now has been set up for adoption. . . . Hope diamond worth three million dollars in precious stones displayed this week on WGN-TV's "Tom Wallace Show."

First 15 Hooperatings Los Angeles—April-May

| RADIO | TV |
|--------------------------------------|---|
| "Random" Home Base | "TV" Home Base |
| 1. Jack Benny* | 1. Texaco-Milton Berlo |
| 2. Charlie McCarthy* | 2. Western Varieties (Sat., 8:30, KTLA) |
| 3. Bing Crosby | 3. Hopalong Cassidy (Sun., 6:30-7:45) |
| 4. Red Skelton | 4. Film Movies (Sun., 8:00, KTLA) |
| 5. Walter Winchell* | 5. Lone Ranger |
| 6. Groucho Marx | 6. Chevrolet Feature Theater |
| 7. Radio Theater | 7. Tim McCoy |
| 8. Bob Hope | 8. Alan Young |
| 9. My Friend Irma | 9. Movietown RSVP |
| 10. People Are Funny | 10. Sandy Dreams |
| 11. Burns & Allen | 11. Laurel & Hardy |
| 12. Judy Canova | 12. Pinkie Leo |
| 13. Fibber McGee & Molly | 13. Time for Beany |
| 14. Hollywood Star Playhouse | 14. Buckskin Theater |
| 15. Bob Hawk Show | 15. Cyclone Malone |

* Includes First and Second Broadcast.

Studio Wrestling Pays Off For WLW-TV

Cincinnati—A full year's filming of studio wrestling matches has been launched by the Crosley Broadcasting Corp., R. E. Dunville, pres., said this week in revealing that experiments with the studio matches have proved successful. Held before an invited non-paying audience, the matches create the same effect on TV as those in professional arenas, Dunville stated; yet they have bypassed all arguments on whether TV wrestling matches are hurting the sport's box office.

Crosley's three stations, WLW-TV, WLW-D, and WLW-C, are carrying the matches live at present (Saturdays, 9:30 p.m.), while film features of one hour each (with provisions for local commercials) are being shown by 17 stations. Those carrying the film matches to-date include: WEWS, Cleveland; WBKB, Chicago; WWJ-TV, Detroit; WFMJ-TV, Greensboro; WSAZ-TV, Huntington; WAFM-TV, Birmingham; WMCT, Memphis; WSYR-TV, Syracuse; WBAL-TV, Baltimore; WBZ-

Hope Signs With NBC For Both Radio, TV

(Continued from Page 1)
work in the fall under the sponsorship of Liggett & Myers for Chesterfield cigarettes. It is expected that he will be heard in the same spot—Tuesdays 9 to 9:30 p.m.

Television plans for Hope are being worked out by NBC and it is expected that a fall and winter TV sponsor will be announced within the next week. It is reported that an automotive sponsor will pickup the TV tab.

Hope was represented in the negotiations by James L. Saphier of Hollywood.

Last week NBC consummated a deal with Groucho Marx for fall sponsorship by De Soto Chrysler and it is expected that the network will announce other star and program acquisitions before fall.

TV, Boston; WHAM-TV, Rochester; WKTU, Utica; WCAU-TV, Philadelphia; WAGA-TV, Atlanta; KTTV, Los Angeles; KGO-TV, San Francisco, and KDYL-TV, Salt Lake City.

Early Meeting Forecast In New York

(Continued from Page 1)

"five per cent gross revenue" deal with Hollywood TV film producers were released at AFM convention headquarters in Houston, Texas, yesterday, by Hal Leyshon, spokesman for the union.

Contract with the four coast companies, Gene Autry's Flying A Pictures, Horace Heidt, Louis D. Snader, producer, and Imperial Pictures Corporation, call for a trust agreement whereby five per cent of the gross revenue is paid to a musicians' trust fund which will be administered by Samuel Rosenbaum, trustee, who serves in the same capacity in the administration of the recording fund.

The labor agreement with the musician's union calls for movie rate of \$39.90 per three-hour session, same as present movie scale. Musical films produced under this arrangement are restricted to TV only.

Petrillo is expected to return from the AFM convention this weekend. Awaiting him upon his arrival in New York will be the TV film proposal of networks and leading package firms. Following his review of the proposal a meeting will be called next week to negotiate conditions for a contract to cover the production of musical films in New York and on the west coast.

Michigan State Requests College-TV Wave Length

Washington—The FCC yesterday was asked by Michigan State College to assign the collegiate Channel 12 or some other channel for an educational TV station. A fund of \$100,000 for TV has been voted the college by the state. Channel 12 has been tentatively allocated to Grand Rapids, and the college is hopeful that it can use the assignment.

Firm Name Chosen

A recently formed film syndication group, composed initially of newspaper-owned TV stations, has selected the firm name of "Consolidated Television Pictures Corp.," according to Harrison Dunham, mgr. of KTTV, Hollywood. The corporation will operate from Nassour Studios, recently purchased by KTTV, but will be conducted separately from KTTV, Inc. Personnel of KTTV will be assigned to the operation until an overall executive producer is selected to head the operation.

Press-Time Paragraphs

Milton Berle Renewed

The Texas Co. has renewed Milton Berle's contract for the "Texaco Star Theater" on NBC television for another 39 weeks, commencing Sept. 19, according to an announcement by the Kudner Agency late yesterday. The present contract expires June 13, giving Berle a 14-week summer vacation.

Will Represent CBS Films

The appointment of Radio Sales, radio and TV stations representative, CBS, as national sales representative for CBS-TV Syndicated Film, has been revealed by Carl J. Burkland, gen. sales mgr. for Radio Sales, effective immediately.

AM TV EQUIPMENT FM FA

Section of RADIO DAILY, Friday, June 9, 1950

Develop New Process For Filming TV Shows

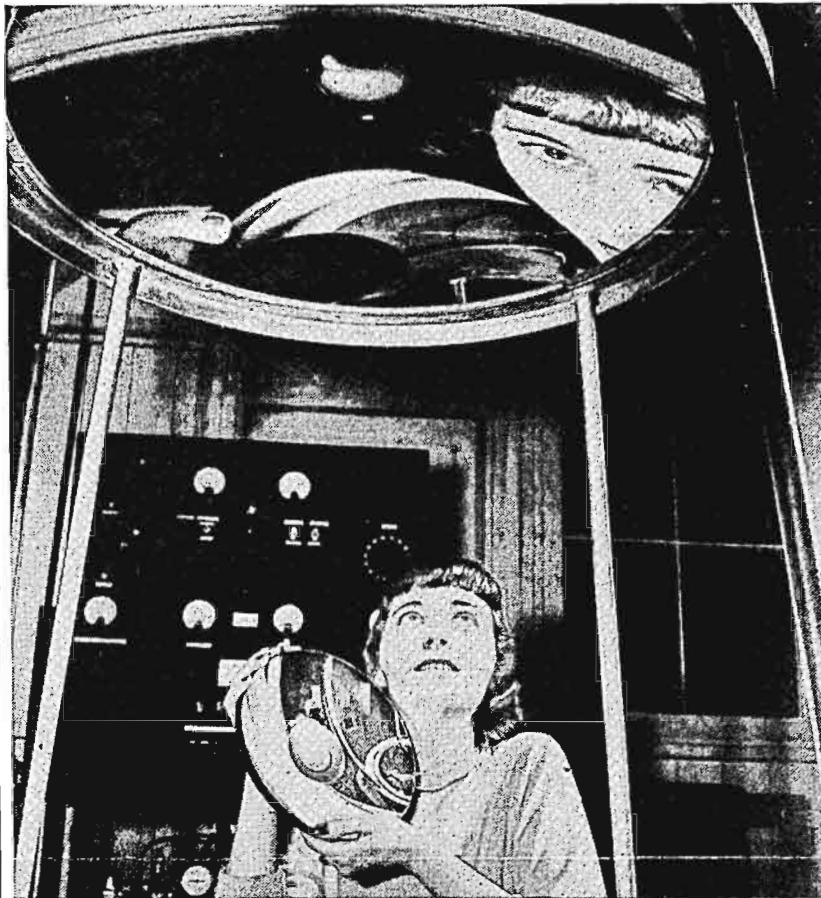
A new 35mm multiple camera process, designed and engineered for TV as well as theatrical filming, has been perfected by Jerry Fairbanks Productions, the producer announced this week.

Similar to Fairbanks' 16mm Multicam Process which is used to film "Silver Theater" and other TV programs, the new 35mm method utilizes compact Mitchell BNC cameras mounted on newly perfected stands that permit dollying in any direction. A special syncing device makes it possible for cameras to be turned on and off numerous times during filming of long sustained scenes.

The new technique permits a picture to be photographed in continuous action, including cuts from one camera to another. Three or more cameras can operate simultaneously, filming three or more different angles of a scene and getting long, medium and closeup shots at the same time.

Work now is under way on the development of 2,000-foot magazines for the filming of audience participation shows, Fairbanks reported. When completed, each camera will be able to film continuously for 22 minutes.

The new 35mm technique will be available this summer to major studios for theatrical production and to sponsors who wish to film video programs on the wider gauge film.



The giant 26-inch, 90 pound mirror shown in the upper part of the above picture is one of many currently being made by American Optical Co., Southbridge, Mass., for RCA. The spherical mirrors are designed for projection-type theater TV and will provide pictures 15 x 20 feet in area. Note comparison in size of the giant mirror with the small mirror held by the girl and used in home TV sets.

Empire State Antennas To Get Further Study

A contract signed this week between RCA and representatives Empire State, Inc., and NBC, further plans to make the Empire State Building the focal point telecasting service in the New York area. The contract calls for the development of a multiple TV and broadcasting system atop the world's tallest building.

Once erected, the super antenna will be used jointly by WCBS-TV, WABD, WJZ-TV, WPIX, WNBC, and FM stations WNBC-FM, WJZ-FM, and WCBS-FM and should result in better reception for millions of set owners in the New York Metropolitan area.

In addition to providing improved coverage because of the added height, location of several stations atop the building simplify installation of new receivers and antenna orientation of presently installed sets.

Under the terms of the contract Empire State, Inc., proposes to erect on its building a specially engineered supporting structure for five TV antennas and three FM antenna systems. Installation of two emergency TV antennas on the mooring mast of the building are also contemplated. It will be up to RCA engineers to determine the feasibility of operating these antennas simultaneously without objectional interference. Other provisions of the contract call for complete examination of all technical problems.

Five full-scale towers will be erected in Camden by RCA for use in antenna tests. Consulting engineer for the overall study of the tests will be Wayne Masters, Ohio State University.

No date has been announced as when the project will be completed and in operation, but it is generally believed in radio-TV circles that the entire project should be completed and operating by about March, 1951.

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Majestic Promotions Name Silver & Benjamin

The appointment of Louis Silver as executive vice-president and general manager of Majestic Radio & Television, Inc., Brooklyn, N. Y., has been announced by Leonard Ashbach, president. Silver formerly served as vice-president in charge of sales, and more recently as acting general manager.

Milton R. Benjamin, former district sales manager for New England, has been advanced to national sales manager in charge of all sales for Majestic, a position formerly held by Silver. Benjamin has been district sales manager 14 months.

Replacement Listings Made

Clarostat Mfg. Co., Inc., Dover, N. H., manufacturers of resistance devices, are making a complete compilation of their TV replacement tables covering all popular makes of TV receivers. Glenn Hall, recently appointed statistician in the jobber sales division of Clarostat is supervising the compilation of the tables, which, when completed, will give functions, ratings, type designation, and prices on all controls and resistors in the various chassis.

Philco Introduces New 16-Inch TV Receiver

The first of Philco's 1951 TV models has just been announced, the 1606 table receiver with 145 sq. in. picture in a modern mahogany table cabinet for \$269.95.

In announcing the new model, Frederick D. Ogilby, vice-president—sales, TV and radio division said that insistent public demand for Philco's 16-inch receivers has compelled the company to introduce their new table model. Ogilby stated further that other new Philco models would be shown later this month at their national sales convention in Atlantic City.

Cathode Ray Oscilloscope

A new high-gain, wide-band cathode ray oscilloscope designed particularly for TV circuit, laboratory and industrial applications has been announced by the radio tube division of Sylvania Electric Products, Inc. The new type 400 oscilloscope, which is supplied with 7-inch type 7JP1 green screen cathode ray tube, provides a verticle sensitivity of ten millivolts per inch and a vertical response which is useful up to four megacycles.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 50

NEW YORK, MONDAY, JUNE 12, 1950

TEN CENTS

GIVEAWAY SHOWS STILL COURT ISSUE

Banker Evaluates Radio and TV Advertising

Banker Forecasts Wider Usage Of Video

Minneapolis—Stressing the potentialities of TV as an advertising medium and counseling bankers not to write off the effectiveness of radio for sometime to come, John J. Barry, vice-president of the National Shawmut bank of Boston, addressed the conference of the American Institute

(Continued on Page 7)

Texas Tops Listing Of Broadcast Permits

Washington Bureau of RADIO DAILY
Washington—With a total of 222 authorizations for AM, FM and TV, Texas was at the top of the list of broadcast permits and licenses as of last Wednesday, the FCC said Friday. California's 219 was the second largest figure, followed by 185 in Pennsylvania, 170 in New York, 99 in North Carolina, 132 in Ohio and 130 in Illinois. Except for Florida

(Continued on Page 2)

Secrest Succeeds Geddes As RMA Exec. Vice-Pres.

James D. Secrest, public relations director of the Radio Manufacturers Association, has been named to succeed Don Geddes as executive vice-president and secretary with offices

(Continued on Page 2)

Rosy Reward

Station KSL, Salt Lake City, announced that May was the biggest month in the history of their national spot business. In celebration of this event, KSL is planning a special award for their national sales representative, Radio Sales-CBS. Every day next week, the staff of each Radio Sales office will be given a fresh rose to wear.

Skunk Causes Studio Confusion

Syracuse—A tame skunk brought to the studio of WFBL, Syracuse, bit Mrs. George Marais, housewife, during the "Musical Clock," audience participation show, and the whole incident caused quite a stink. It seems the skunk was delivered to the studio by the 7 Hour Laundry & Dry Cleaning Company for a guest appearance with the emcee, Mrs. Marais, who had never petted a skunk before, reached down to caress the animal. The skunk bit her in the finger and threw the audience into an uproar. Later she was treated by a physician, and skunk tested for rabies by the city health department.

Petrillo Re-Elected; Resolutions Adopted

Houston—Re-election of James G. Petrillo of Chicago, as president of the American Federation of Musicians and the adoption of several resolutions which reflect the thinking of the AFM membership on radio and television highlighted the closing session of the national convention here on Friday.

Other officers of the federation were also re-elected. They are Charles L. Bagley of Los Angeles, vice-president; Cleo Cluesmann of

(Continued on Page 2)

Four CBS Web Programs Renewed By Sponsors

Four CBS network shows, three sponsored by Procter & Gamble Company and the fourth by Campbell Soup Company, have been renewed for another 52 weeks, it was announced by J. L. Van Volkenburg, veepee in charge of sales.

The Campbell Show is "Club 15,"

(Continued on Page 6)

TV Service Cleanup Planned By Station

Philadelphia—Television service problems in the Philadelphia area are due to get an airing as the result of conversations between Albert M. Haas, president of the Television Contractors Association, and WCAU-TV. The sharply rising number of complaints, as reported by the Better Business Bureau, led to discussions among servicemen and WCAU-TV. The result was an offer by the station to give free time so that the servicemen could have an

(Continued on Page 7)

Public Service Series Set By NBC On A-H Bombs

Plans for a series of public service programs titled, "The Quick and the Dead" and dealing with the atom and hydrogen bombs, will be produced by NBC for presentation weekly beginning Thursday, July 6, at 8 p.m. The series will be written and produced by Fred Friendly

(Continued on Page 8)

Prize Programs Boom On Most Stations

The long-delayed court fight to determine the legality of giveaway shows will take place in the near future, it was learned by RADIO DAILY on Friday. Lawyers representing the three networks which went to court last September to prevent the FCC from enforcing its ban on the shows,

(Continued on Page 3)

Petty Leaving NAB; Will Practice In L. A.

Washington Bureau of RADIO DAILY
Washington — NAB announced Friday the resignation of Don Petty, for the past four years its general counsel, because of "the compelling demands" of his Los Angeles law practice.

Petty, whose resignation will take effect July 1, following the forthcoming NAB board of directors

(Continued on Page 3)

Functional Music Sets Deal With KYBS, Dallas

Chicago—KYBS in Dallas, Texas, will begin broadcast of the FM subscription music service known as Functional Music, Inc. on June 15. Howard Lane, general manager of the Field Enterprises, owner of

(Continued on Page 8)

Miller Defends NAB Action At Havana NARBA Confab

Washington Bureau of RADIO DAILY
Washington — President Justin Miller said NAB cannot move for changes in NARBA which would hurt some of its members, even though others benefit. If it did it would lose in overall effectiveness, he wrote Commissioner Rosel H. Hyde, who earlier this month criticized NAB's position at the recent Havana conference.

"If I had any idea—when I designated Neal McNaughten (NAB engineering department director) to represent NAB—that there was any intention in my mind of anyone to shift the purpose of the Havana meeting from 'preliminary conversations at the technical level' to the ambitious, higher level of treaty negotiation, I would certainly have

(Continued on Page 6)

Requests Oath

Hollywood—Earl C. Anthony, president and owner of KFI and KFI-TV has asked that all employees of his station take an oath alleging that they have never been a member of the Communist Party or any fringe organizations, known to be sympathetic to the cause of the Kremlin. KFI is an affiliate of the NBC radio-TV network.

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

FINANCIAL

(June 9)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| ABC | 12 | 11 3/4 | 11 3/4 | - 1/4 |
| Admiral Corp. | 36 1/2 | 35 1/4 | 35 1/4 | |
| Am. Tel. & Tel. | 160 3/8 | 160 3/8 | 160 1/8 | |
| CBS A | 36 | 35 3/8 | 35 3/8 | - 5/8 |
| Philco | 47 3/4 | 46 3/4 | 46 3/4 | - 1/2 |
| Philco pfd. | 94 | 94 | 94 | |
| RCA Common | 21 1/2 | 21 1/4 | 21 3/8 | - 1/8 |
| RCA 1st pfd. | 78 1/4 | 78 | 78 | - 1/4 |
| Stewart-Warner | 17 1/2 | 17 3/8 | 17 3/8 | |
| Westinghouse | 35 1/2 | 35 1/2 | 35 7/8 | + 3/8 |
| Zenith Radio | 58 1/4 | 57 1/8 | 57 1/8 | - 1/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp. | 20 7/8 | 20 7/8 | 20 7/8 | + 1/8 |
| Nat. Union Radio | 4 5/8 | 4 1/2 | 4 1/2 | - 1/8 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| DuMont Lab. | 23 3/4 | 24 3/4 |
| Stromberg-Carlson | 15 3/4 | 17 1/4 |

Named To Board Of Educ.

One of two new members of the New York City Board of Education sworn in by Mayor O'Dwyer on Friday was 23-year-old Generoso Pope, Jr., editor of *Il Progresso* and director of *WHOM*. Pope is believed to be the youngest man ever appointed to the board. The unsalaried post is for nine years.

Sara Berner's Voice As
MABLE FLAPSADDLE
(Of The Jack Benny Show)
Is Switching To
"SARA'S PRIVATE CAPER"
(The Sara Berner Show)
NBC, Thurs., 10:30 p.m. EDT

Royal Welcome

Skitch Henderson, who tomorrow will start his new 6-8:30 a.m. show on WNBC, will be welcomed by a veritable galaxy of celebrities. Mayor O'Dwyer will send greetings, as will Bob Hope, Alice Faye and Phil Harris. On the show with Skitch will be Dorothy Kirsten, Frankie Laine, Arthur Treacher, Henry Morgan, Cliff Edwards and Pat Kelly.

Texas Tops The Listing Of Broadcast Permits

(Continued from Page 1)

da with 100 and Georgia with 102 the rest of the states were under the 100 mark. A total of 2,295 AM authorizations were reported, along with 740 commercial FM, 82 educational FM and 109 TV. Grand total was 3,226 authorizations of all types.

Texas and California likewise topped the AM list, with 183 and 143 respectively, and Pennsylvania was third with 111. Puerto Rico's 25 AM authorizations was more than any of 15 states.

Pennsylvania had the most FM authorizations—67, commercial and educational—followed by 65 for New York and 51 each for Illinois and Ohio. Commercial FM authorizations showed 63 for Pennsylvania, 58 for California, and 56 for New York State. In the non-commercial educational FM field, California had seven such authorizations, and Indiana, New York, Ohio and Wisconsin six each.

The television list was led by New York, Ohio and California, in that order, with 13, 12 and 11 TV stations respectively. Cities with 10 or more broadcast stations, including non-commercial educational, totalled 36. In number of AM, FM and TV stations collectively, New York led with 35, with Chicago's 34 a close second.

New York had the most commercial FM outlets—14; Chicago second with 13. Eight cities had more FM (commercial and educational) than AM grants (New York, San Francisco, Washington, Baltimore, Pittsburgh, Detroit, Columbus and Madison), and two cities had as many FM as AM grants (Boston and Dallas).

Chicago led with 16 AM stations, followed by New York with 14, Los Angeles 13, and 10 each for Philadelphia, Minneapolis, St. Paul, Portland and New Orleans.

Los Angeles headed the TV list with seven. New York had six and Chicago and Washington each had four.

Remaining On Air

Pittsburgh—Jacoby-Bender, sponsor of KDKA's Tuesday, Thursday and Saturday a.m. newscast with Jack Swift, has decided against taking a summer hiatus and will continue the program through July and August. The program is sponsored for J-B Watchbands, through A. W. Lewin.

AFM Re-Elects Petrillo; Five Resolutions Adopted

(Continued from Page 1)

Newark, secretary and Harry J. Sleeper of Jersey City, treasurer. Three incumbents were among four members named to the international executive committee. They are John W. Parks of Dallas; Herman D. Kenin of Portland, Ore. and George V. Clancy of Detroit. The fourth member is Stanley Ballard of Minneapolis.

Resolutions Adopted

The resolutions affecting both radio and TV that were referred to the AFM International Executive board are:

Proposal for TV regional wage scale.

New York-Hollywood resolution dealing with arrangers, orchestras and copyists calling for wage scale.

Arrangers stamp to be affixed to each sheet of music arranged and prohibition of reuse of arrangements without additional compensation.

New scale for transcontinental radio shows to prevent 'chiseling' by leaders who make it a practice of broadcasting from cities with low local scale.

Another resolution referred to the president's office in New York calls on recording companies to license platters for home use only or pay musicians for each commercial performance.

Secret Succeeds Geddes As RMA Exec. Vice-Pres.

(Continued from Page 1)

at RMA headquarters in Washington. Geddes will retire on July 31st after 23 years of service to the organization.

Wedding Bells

Albert H. Jaeggin, WOR news editor and writer, was married Saturday to Jeannette R. Boulanger of Manchester, N. H. The ceremony was held in the Broadway Presbyterian Church, New York City. The couple are currently honeymooning on a motor trip through the south.

New Haven, Conn.—Richard J. Monahan, recently appointed as commercial manager of WAVZ, New Haven, was married June 10th in Milford to Marilyn Alice Petrie.



"Our advertising costs too much!"

Does your treasurer ever look like this? Does your treasurer ever say things like this? He's the man to tell you how well your advertising dollar is being spent.

If your advertising isn't producing low-cost results, then it does cost too much! What to do about it? In Baltimore, you 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. That means that a LITTLE money does BIG things on W-I-T-H. Call your Headley-Reed man today for the whole story.



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COMING and GOING

BRIG. GEN. DAVID SARNOFF, chairman of the RCA directorate, today is in Cleveland where he will deliver the commencement address and receive the honorary degree of Doctor of Laws at John Carroll University. He is accompanied by ORRIN E. DUNLAP, JR., vice-president of RCA.

ADRIAN MURPHY, vice-president and general executive at CBS, returned Friday from Bermuda.

SYD EIGES, vice-president of NBC in charge of press, off to Pittsburgh to attend the dinner given for Si Steinhauser to celebrate his 20th anniversary as radio editor of the Pittsburgh Press.

ALLEN WOODALL, manager of WRDW, Columbia network affiliate in Augusta, Ga., was in conference Friday at the New York headquarters of the web.

JAMES GAINES, director of NBC's owned-and-operated stations, yesterday returned from Chicago.

NAT PENDLETON, radio and film actor, is aboard the De Grasse of the French Line bound for Plymouth and Le Havre.

DANNY BECK, television and film comedian, has arrived from Hollywood and will spend the next ten days in New York discussing the forthcoming TV series in which he will be featured.

DAVE GARROWAY left New York yesterday for Chicago.

Petty Leaving NAB; Will Practice In L. A.

(Continued from Page 1)
meeting (June 20-22), wrote the NAB president, Justin Miller, that: "It is with real regret that I write this letter. As you know, during the past year it has become increasingly difficult for me to spend continuous and uninterrupted time on behalf of the association because of the demands of clients." Said Miller: "It is with a distinct feeling of loss that I accept Don Petty's resignation. Most broadcasters know that my association with Don extends back to the days when he was a law student in the University of Southern California School of Law, of which I was dean. I have watched his career with more than casual interest, therefore, and take some personal pride in the fine contribution he has made to American radio as NAB's general counsel for the last four years. He has been vigorous in the defense of broadcasters' rights; he has initiated programs, such as the nation-wide legal clinics, which have brought to lawyers throughout the nation a keener understanding of broadcasting problems. The sum of his contributions will serve this industry for many years to come. All of us at NAB wish him every success in his future activities."

Giveaway Shows Still Court Issue

(Continued from Page 1)
and FCC attorneys, have been meeting in recent weeks to narrow the issues and prepare for the court trial. Later the attorneys will report to the New York court and a trial date will be set.

Recent sessions scheduled for June 5 and 12 were postponed because of various reasons, but final meetings are expected during June.

The giveaway shows, though declining on a network scale, are reported to be hitting new highs on local stations. Three major concerns which handle prizes for the shows all agree that business is booming and that many clients must be turned down because of the present pressure.

Prize Contractors Quoted
Richard S. Robbins, who services 500 stations with prizes and also handles a jackpot package show on radio and TV, says that business is tops. Bill Murphy, head of V.I.P. Service, reports that business "very definitely" is on the ups. V.I.P. now handles some 50 stations plus seven or eight network prize programs.

Prizes, Inc., now servicing more than 200 stations and handling merchandise with an estimated value of \$1,500,000, is also hitting new highs. Rose Magdalany, who has just returned from a cross-country trip, says business is "better than ever."

All three of these organizations receive merchandise from large manufacturers and charge stations about 15 per cent of the products' value. Stations accept the goods with the understanding that mention of the product's name will be made. For example, V.I.P. handles products made by RCA, Westinghouse and Longines, while Prizes, Inc. handles General Mills, Dunhill and The Toni Company, among others. Anchor Hocking and William Rogers are included by Richard Robbins.

Sponsor Spiritual Program

Atlanta — The Alabama-Georgia Syrup Company of Montgomery, Alabama, makers of Alaga Syrup, recently signed a thirteen-week contract with WERD, America's first and only Negro owned and operated radio station in Atlanta, Georgia. The company will sponsor fifteen minutes daily of the station's recorded program "Sweet Chariot." "Sweet Chariot" is emceed by Ken Knight and is considered one of Atlanta's most popular spiritual programs. Knight, who is also program director for the station, is emcee "Skipper" of "Ship of Zion," evening program.

Will Receive Degree

ABC commentator Robert Montgomery will receive an honorary degree of Doctor of Fine Arts, from Adelphi College, Garden City, L. I., at the Commencement exercises on Wednesday, June 14.

the Long Island story

IN THE UNITED STATES, HEMPSTEAD RANKS

| | | |
|------------------------|--------------------------------------|---|
| 3rd | Net INCOME PER FAMILY | \$8,799 |
| | Net INCOME PER CAPITA | \$2,512 |
| 17th | TOTAL Net INCOME . . | \$884,271,000 |
| 25th | FOOD Store SALES . . . | \$115,158,000 \$1145 per Family |
| 38th | RETAIL SALES | \$380,311,000 \$3784 per Family |

LATEST CONLAN SHARE OF AUDIENCE

| | |
|---------------------------------|-------------|
| "A" NETWORK — 50 KW | 27.0 |
| WHLI | 26.2 |
| "B" Network — 50 KW | 14.3 |
| "C" Network — 50 KW | 12.1 |
| "D" Network — 50 KW | 9.0 |
| All Other Independents Combined | 11.4 |

DATA SOURCES

Sales Management — 1950.

Conlan — February, 1950, Hempstead, N. Y., Sunday through Saturday, 8 A.M. to 5:30 P.M.

BMB STUDY #2

63% BMB IN HEMPSTEAD

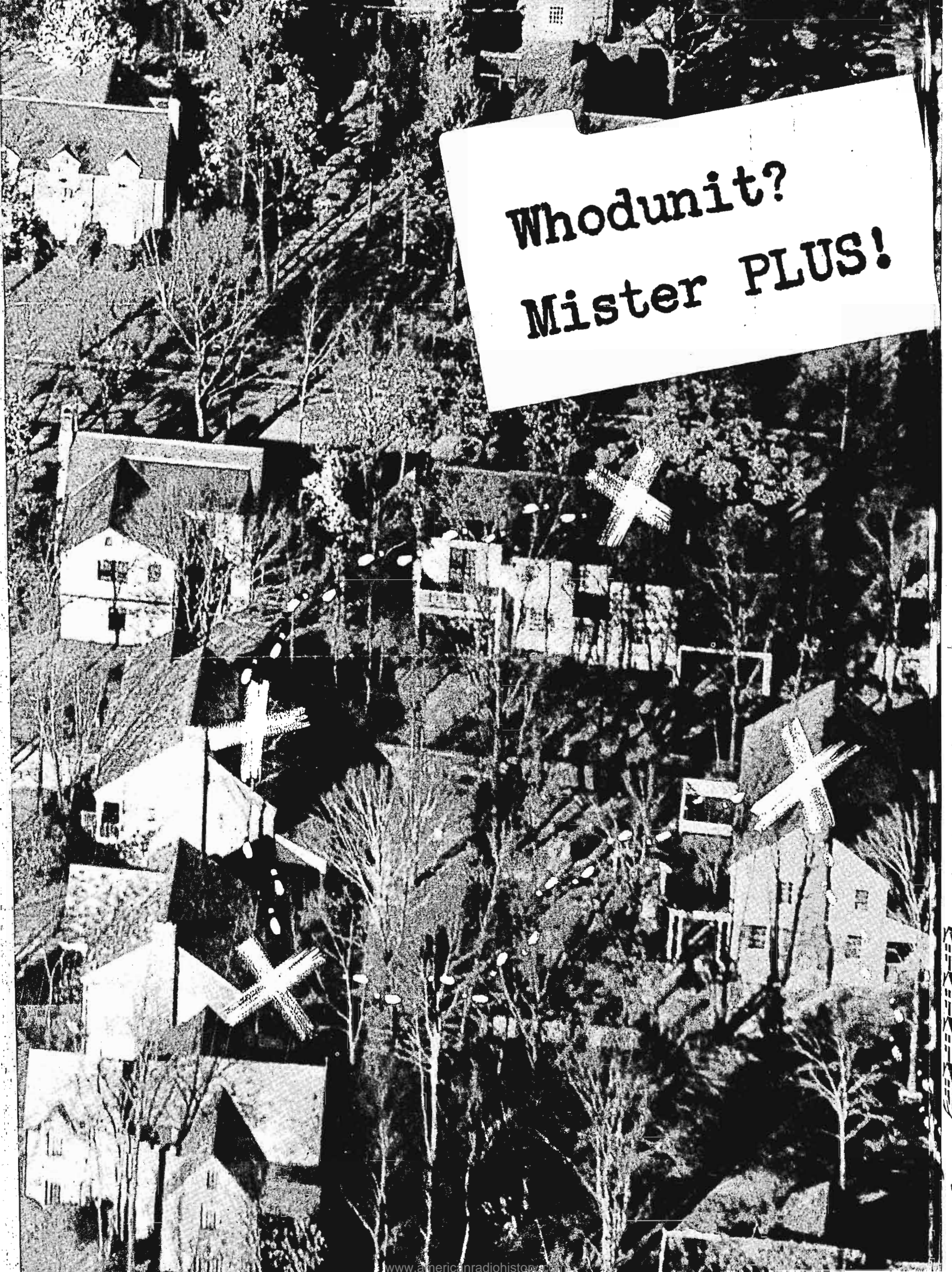
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The Land of the Free

Dramas of American Opportunity
This week: The Kent Leavitts

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

An aerial, black and white photograph of a town, likely in the Netherlands, showing numerous windmills scattered across the landscape. The town is built on a hillside, with buildings and trees visible. A white paper overlay is placed in the upper right corner of the image.

Whodunit?
Mister PLUS!

Talk about open-and-shut cases — this one has footprints all over it, and they all point the same way.

EXHIBIT A

Nielsen reveals that *Mystery Dramas* deliver more homes per time-and-talent dollar than any other type of once-a-week program in network radio. Throughout 1949, they averaged 30% more homes per dollar than all other types combined.

EXHIBIT B

Nielsen puts the finger on *Mutual* as the network where mystery drama sponsors get four radio homes for the price other networks charge for three. Throughout 1949, Mutual mysteries delivered 25% more homes per dollar than those on Network X; 36% more than those on Network Y; 41% more than those on Network Z.

EXHIBIT C

Complete files on seven more Mutual mystery dramas, well-established for profitable sponsorship, await *your* immediate inspection.*

Mister Plus invites you to rest your case here — and get into every 4th home *free*.

**MYSTERY PROGRAM PLUSSES †*

Affairs of Peter Salem

I Love a Mystery

Murder at Midnight

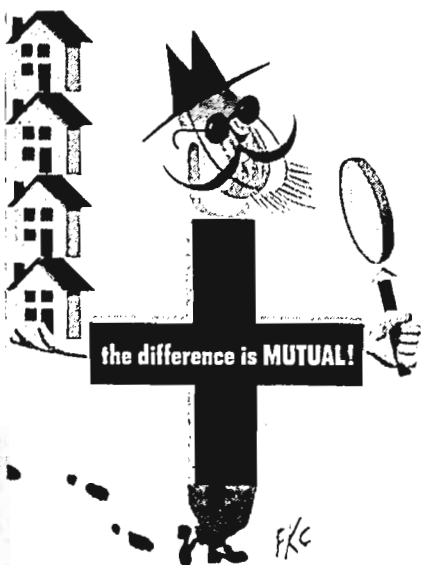
Murder by Experts

Mysterious Traveler

Official Detective

The Hidden Truth

†For details, call Mutual: PEⁿnsylvania 6-9600



MUTUAL BROADCASTING SYSTEM

Miller Defends NAB For NARBA Action

(Continued from Page 1)

indicated clearly in my letter of designation the NAB policy of no participation in such final proposals," the NAB president said in a letter to Hyde, and added that he could "well understand your sense of frustration when NAB's representative declined to go along with proposals for departure from the status quo, especially when these proposals may have been agreeable to others of the delegation who had specific and individual interests, but the only neutral position NAB could take was the status quo which existed then."

Stung by Hyde's declaration that NAB participation had been of little value to the conferences, Miller said its representatives brought valuable technical knowledge to the discussions.

"I have felt, too," he added, "that our representatives can relieve a great deal of pent-up apprehension by keeping our members informed of proposals. I understand you expressly advocated this procedure in Montreal and agreed to its continuance during the Havana meeting when NAB's representative sought your approval of releases."

Approves McNaughten Procedure

As for Hyde's assertion that he (Judge Miller) should have attended the conference, Miller said, "If I had attended the Havana meeting I would have been required, by NAB's policy, to decline, just as Neal McNaughten did, to acquiesce in any variation of the status quo."

He said he could see "no logic" in the suggestion that NAB should participate in treaty discussions in order to secure advantageous final adjustments.

"NAB's individual members and representatives of the networks can participate on an arms-length basis in such negotiations and join in agreements," he said, "certainly those delegates who are appointed because of their official positions . . . can participate both in negotiation and agreement."

Ford On Four Programs

It may not have set a record, but at least the pace of WNEW's Art Ford was plenty fast on Friday. Ford began at 7:15 p.m. with his show over WJZ-TV and followed with an appearance on the NBC "We The People" program at 8:30. At 9:30, Art was on his variety show over WPIX and by midnight, began his regular "Milkman's Matinee" over WNEW.

Sara Berner's Voice As
HELEN WILSON
(Of "Amos 'n' Andy" Show)
Is Switching To
"SARA'S PRIVATE CAPER"
(The Sara Berner Show)
NBC, Thurs., 10:30 p.m. EDT



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** A famed radio personality, noted for his anecdotes about celebs, has been asked by network execs to "pretty please" put at least a little truth in his yarns. 99 per cent of them, they aver, are pure phonies. . . . Harry W. Flannery, former CBS Berlin correspondent, is in line to become Washington legislative rep for Hollywood's technical unions. . . . Top comics are now scouting colleges for scripting talent and offering collegiate humor mag editors tryouts as gag-men. . . . Bonita Granville in town looking over the TV scene. . . . ABC auditioned a new Phil Baker audience participation show called "Three On A Honeymoon," scripted by Sidney Reznick. . . . Mindy Carson returns to the Copa Thurs. nite. . . . Looks like CBS is taking "Life With Luigi" off for the summer. . . . John Agar, Shirley Temple's ex, getting set to invade the networks—as a singer, no less.

☆ ☆ ☆ ☆

● ● ● The **MAD**moiselles, new zany comedienne trio currently making their N. Y. nite club bow, tagged by the trade as "the female Ritz Brothers." . . . Tommy Dorsey celebrating his 15th year as a bandsman next week at the Strand. . . . Leo De Lyon returns this month from his European jaunt. . . . Motion Picture Stages, Inc., will produce a TV series on film starring Burgess Meredith. . . . "Strange Beginnings," a radio show dramatizing the unusual birth of things that are commonplace today is skedded to be aired this fall. It's a Lennie Luskin-Milt Wyatt production. . . . RKO after Eileen Barton for a lead role in their new musical, "Two Tickets to B'way." . . . Bing Crosby will incorporate some material he gathered in Scotland for one of his future Enterprise TV films.

☆ ☆ ☆ ☆

● ● ● One of the major webs is doing a sour job on public relations by completely ignoring some of the most widely read radio columnists in the country to feed their big news exclusively to the N. Y. Times—on the assumption that the ad agencies and business execs are impressed only with that sheet. . . . Radio Row giggling over the latest Sinatra wild rumor—that he's in training secretly to enter the Golden Gloves. . . . Jerry Strong, Washington's popular radio and TV personality, married his Gal Friday, Lucy Majure. . . . Not since the advent of radio has there been such a wealth of H'wood names around on radio here—especially in the soaps. . . . The Long Island R.R. is mulling over the possibilities of taking their permanent fare rise problems to the public via a series of dramatic 5-minute radio spots. . . . Ruby Foo's is planning Sunday nite showings of silent films during July and August.

☆ ☆ ☆ ☆

● ● ● A shaving cream sponsor is interested in John McClain doing an air program like the col'm he does for the Journal-American. . . . Valaida Snow sez the guy who broke the bank at Monte Carlo is strictly a tin-horn compared to the guy who wins on "Break the Bank." . . . Roscoe Karns nixing offers to return to H'wood film-making because of the success of his Stark-Layton Sat. niter, "Inside Detective," via DuMont. . . . Aside to Jack O'Brian: Jack Pearl has the format for his TV show but can't get anyone to gamble on the novelty of it. . . . So many NBC entertainers at the Pimms Cup shindig last week at the Chatham Walk one was observed it looked like NBC's 3rd floor. . . . "Post Stories, 1949," a collection of 20 short stories selected by the Satevepost editors as the best fiction appearing in the mag during the past year, is off the presses. Published by Random House.

Sponsors Renew 4 CBS Programs

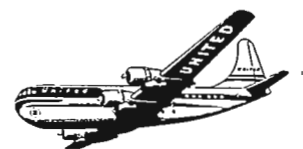
(Continued from Page 1)

heard Monday thru Friday at 7:45 p.m.; renewal date is July 1. The P & G shows are "Beulah" Monday thru Friday at 7-7:15 p.m. effective July 3; "The Jack Sn Show," Monday thru Friday at 7:15-7:30 p.m., effective July 3; "The FBI In Peace and War" Thursdays at 8-8:30 p.m., effective July 6.

Wedding Bells

Teri Keane of NBC's daytime serial, "Life Can Be Beautiful," married John Larkin, of NBC's "Ri To Happiness" Saturday, in Eng wood, N. J.

**FLY
UNITED'S
Mainliner
Stratocruiser
to
HAWAII!**



It's the finest of all Stratocruisers—the most luxurious plane over the Pacific.

Yet you pay the regular fare for this de luxe service.

JUST 24½ HRS.

from New York. Leave at 9:45 p. m. (Sun., Tues., Thurs., Sat.), be in Hawaii for dinner. Or, leave at 12 noon (Tues., Thurs., Fri., Sat.), be there for breakfast! Via connecting DC-6 Mainliner 300 from New York. Standard times shown.

UNITED AIR LINES

Airlines Terminal Bldg., 80 E. 42nd St., or Hotel Statler. Call MUrray Hill 2-7300 or an authorized travel agent.

TELEVISION DAILY

Continuation of RADIO DAILY, Monday, June 12, 1950 — TELEVISION DAILY is fully protected by register and copyright

VALUE OF TV ADVERTISING CITED

TELE TOPICS

COMMERCIAL SPONSORSHIP of wrestling matches on New York video during the summer point out the sport is probably television's most saleable programming. At present, six of the seven Metropolitan channels are showing a combined weekly total of 20¼ hours of the sport and groan art, out of which 16¼ hours are sponsored. On July 4, WOR-TV will raise the ante by two hours, which will be beamed from Veterans Stadium, Garden, N. J., Tuesdays (8:30-10:45 p.m.), with Dick Nesbitt calling the hammerlocks and half-nelsons. Currently, wrestling at three of the stations is completely sold: 4 hours weekly at WABD; 1½ at CBS tele, and 5¼ hrs. at WPIX. The 4¼ hours weekly over WATV, 2¼ are sponsored; while out of the 2½ hrs. weekly on a co-op basis over the ABC television network, 1 hr. and 5 min. are sponsored locally; and out of 4 hours weekly on WOR-TV, 2½ are bankrolled. Coupled with this, wrestling is drawing tremendous crowds at ringside, refuting rumors that TV is hurting the box office.

GOOD NEWS for staffers of Ed Sullivan's "Toast of the Town"—the show stays on at CBS-TV throughout the summer; sponsorship is still a question. Tales of Groucho Marx and brothers in new Doubleday volume by Kyle Crichton called "The Marx Brothers." . . . Art Montgomery named chairman of (now get this) national reorganization crusade of the citizens committee in the Hoover report. . . . Video sets in Cleveland area now totaling 234,796; installations alone were 20,185. June total for sets in Buffalo is 98,082; May installations were 4,794. . . . Tele adaptation of William Saroyan's gem "My Heart's in the Highlands" postponed by "Silver Master" till June 26 (CBS-TV, 8-8:30 p.m.). . . . New show at WOR-TV—"What Is It?"—a sports quiz featuring Marvin Stein who asks viewers to identify drawings in various stages of completion by phoning their answers. . . . Married: Barbara Bloch, of CBS tele, to Ralph A. Dammann. . . . Ed Condit, former chief announcer of WTMR, Morrisville, N. J., now handling a mike for WBD.

FRANK KAYE and his swing-and-sway partners return to NBC tele for another summer stint, June 11-July 30 (8-8:30 p.m.) on a vehicle titled "So You Want to Lead a Band" . . . New book for sports fans: "Complete Baseball Records" by Bill Brickhouse of KGN-TV. . . . Forty feature length films by Associated Artists have been acquired by WATV, Newark; with fifteen already sold to Midway History for Wed. eves (10-11 p.m.).

TV Service Cleanup Planned By Station

(Continued from Page 1)

opportunity to publicly clarify the most important questions on TV service.

Later conversations brought representatives of other groups into the picture, such as the Better Business Bureau, the Philadelphia Radio Service Men's Association, and the Federation of Service Men's Association. All of them expressed appreciation of the station's efforts to render a public service and promised the complete cooperation of their organizations.

Schlegel Suggestions Accepted
Richard A. Schlegel, WCAU-TV operations assistant, outlined a program for the interested groups that was accepted. Tentatively, it was decided that a fifteen-minute spot on a Friday evening, within two or three weeks, would be allotted for the program.

Among the subjects to be discussed are: What can the tele-viewer expect from his set? How should the televiewer tune his set for maximum video-audio reception? What can the set owner expect from his serviceman? How much truth exists in the talk about unscrupulous people in the television service business?

TV Influences Habits Of Record Music Lovers

Chicago—Twice as many people in the lower income brackets play their phonographs less than those in the higher income brackets after buying a television set, according to an independent survey just completed by Davee, Koehnlein and Keating for John Meek Industries.

The spot survey showed that 64.5 of the low-income families and 37.5 of the high-income people listen to records less after bringing home a TV set.

AT&T Execs. Testify At TV-Relay Hearing

Washington—Inter-connection of intercity TV facilities of the Bell System with those of Western Union would mean more cost on service but not more service, William G. Thompson, assistant vice-president of AT&T, told the FCC Friday.

Thompson said TV relay, like the audio program service, is a network service and by its very nature there can only be a few national broadcasting networks. There are now four, he said, and the investment in facilities required to furnish service to any one is tremendous." This means a "narrow market" with costly facilities planned carefully so as to have few idle channels.

By the end of 1950, he said, the Bell System will have invested nearly \$70,000,000 in the enterprise. He said it is clear from the testimony in the case that there are no service requirements not already met which would be filled by the inter-connection of the facilities of the two companies of the New York-Philadelphia route.

He also declared that even if it were assumed Western Union constructed the facilities shown on its tentative plans, TV coverage would not be widened nor the development of TV broadcasting furthered. He said the Bell System should not be asked to provide facilities for the benefit of another carrier which does not have channels of its own adequate in coverage to meet the requirements of its web customers.

Frank A. Cowan, AT&T engineer, said: "A study of the tentative construction plans of Western Union shows that they would closely duplicate the facilities of certain of the existing Bell System inter-city television network routes. Since this is the case, if these Western Union plans are carried out no additional stations would be served which could not be served from the existing Bell System routes."

Tells Convention Of Advantages In Address

(Continued from Page 1)

of Banking at the Hotel Radisson here on Friday. "Although television will eventually supplant radio, I feel I should emphasize radio's strength in certain time segments and with certain types of audience during a long period of transition," Barry said. "In addition to small and slow effect on the morning hours, the 15-million-equipped automobiles should never be affected. There should remain a large audience owning and liking portable radios—at least until the portable battery television set is developed. Remember that there are only about 40-million radio homes in America, but almost twice that many radio sets. The multiple radio home usually has a portable."

Sees TV "Dominant"

Declaring that television bids fair to become a dominant part of every day living, Barry forecast the possible decline in the importance of evening newspapers and the growth in importance of morning newspapers. He believes that TV will bring about a drop in automobile driving in the evening, a decline in movie attendance, less dining out and considerably fewer magazines and books.

"Whether banks and bankers on a large scale will accept the challenge of this new advertising medium is something else again. On the basis of present participation by banks in television, it is apparent that a great many banks are not going to wait as they did in radio. In pretty nearly every market where television is in operation, banks are either in or heading in."

Discusses Own Advertising

Turning to the television advertising conducted by his own bank, Mr. Barry continued: "Two years ago when television came to Boston, we came to the opinion that radio, as we have known it, would suffer a program collapse when national sponsors reach the conclusion that television is large enough to warrant their major or total investment. But that day has not come yet. When I speak of program collapse in standard radio, I am thinking only in terms of the high-budgeted network shows to which we have become accustomed. Less expensive radio programs will be developed, more local origination is indicated, and advertisers to whom remnants of the present radio audience have value will continue their activities in radio."

WPIX Anniversary Set For Thursday

The second anniversary of the New York Daily News' television station WPIX will be kicked off on Thursday, June 15, by Mayor William O'Dwyer, who adds importance to the occasion by beginning weekly television appearances. A brief survey of the station's operation to date, according to G. Bennett Larson, v.p. and gen. mgr., shows program expansion from 169 hours in May, 1948, to 357 hours during May this year. Reflecting television's growth of the past two years, the station had seven sponsors in May, '48, buying a total of nine per cent of all air time; 55 sponsors in May, '49, buying 34 per cent of the program time; and 121 sponsors during May, '50, buying 55 per cent of all air time, equivalent to 203 hours and 24 minutes.

AGENCIES

NEAL WILDER AND ALLEN M. WHITLOCK have joined Ted Bates & Company as account executives. Wilder, formerly with McCann-Erickson, Inc., will service the Colgate-Palmolive-Peet Company account. Whitlock, previously with Doherty, Clifford & Shenfield, Inc., will handle the American Home Foods account. The agency has also added Vincent Rowe in the radio and television department, Joseph Wallace in the art department, Vincent Regan in traffic and Sidney Gross in press.

ROBERT PROWLER has joined the Harold Koch Advertising Agency as assistant manager. He was formerly traffic manager with Lawrence Fertig & Co., Inc.

LINCOLN L. SCHEURLE has joined Hugo Wagenseil & Associates in the radio and television department. He was formerly field rep for Hooper-Cameron Agency in Chicago and was also with CBS in New York.

DAVID BOFFEY has been named a copy group director at Geyer, Newell & Ganger, Inc. He has been with the agency since November, 1947 and was formerly with Newell-Emmett.

B. BREWSTER JENNINGS, president of the Socony-Vacuum Oil Company, Inc., and William O'Neil, president of the General Tire and Rubber Company, have been elected directors of the Brand Names Foundation.

SHIFMAN BROTHERS of Newark to Max Walter Advertising for Sanotuff bedding. Radio, television and newspapers will be used.

JOHN I. PAULDING, INC., to Meissner & Culver, Inc., of Boston.

WILLIAM P. SHEEHAN has been named advertising manager of Levolor Lorentzen, Inc.

SHELLENBERGER'S INC., Philadelphia confectionery manufacturer and retailer, to Aitkin-Kynett Company.

JAMES S. MONTGOMERY has joined the creative staff of Aitkin-Kynett Company.

TV Appraisal

Boston—Dr. Daniel L. Marsh, president of Boston University, recently told the university's graduation class that "If the television craze continues with the present level of programs, we are destined to have a nation of morons." Dr. Marsh said TV could never substitute for books as a medium of learning.

THE WEEK IN REVIEW

... Radio-TV Highlights

By BOB GREBE

A NUMBER of big names set the pace of the news in the broadcasting industry last week. Among the group were: NAB president Justin Miller who suggested plans to the Better Business Bureau convention to improve advertising; Paramount's Barney Balaban, who said that there was no relationship between the growth of TV and the movie box-office decline; Bob Hope, who was released by Lever Brothers from his long-term pact and signed a new agreement with NBC; Clarence B. Goshorn, elected chairman of Benton & Bowles; FCC Chairman Wayne Coy, who told RMA members that research was highly important; Robert C. Sprague, who was named head of RMA; E. F. McDonald, Jr., president of Zenith, who denied FCC charges that phonevision was being over-exploited by his company; and FBI chief J. Edgar Hoover, who warned that Communists are infiltrating broadcasting.

Aside from the names, the Television Broadcasters Association announced a 10-point program for the coming year. And television networks stood opposed to the AFM deal made with Western producers whereby the musicians get a five per cent gross on the sale of new TV musical films. Networks in general reported that business was on the increase.

Elsewhere: The national Retail Dry Goods Association planned a radio-television workshop for September; eleven German broadcasters came to the states to study radio; plans were set in Hollywood for the starting of a tape broadcasting network; WOR claimed that radio listening was up 65 per cent

in the last year in television homes; RMA said six million TV sets might be produced in '50; NAB asked for views from engineers on transcriptions; five Connecticut stations formed a regional web; Canada's House of Commons broadcasting committee studied TV plans; RCA announced reductions on radio and television patent royalties; The Liberty Broadcasting System announced expansion plans; and NBC revealed that it is considering the Hudson Theater for television, but has set no plans.

Also, plans were readied to show color television at the annual American Medical Association convention in San Francisco. . . . Mayor O'Dwyer of New York started a TV show in New York. . . . Lux Radio Theater still held the lead, according to Nielsen. . . . Pulse expanded its operations to three additional markets. . . . Studebaker bought time on the Don Lee. . . . RCA and DuMont settled a patent infringement hassle.

Two deaths saddened the industry: Joseph Eggleston of WMC and WMCX in Memphis and John G. Wilson, executive vice-president of the RCA Victor division.

In Montreal, a television demonstration was held for a first time. . . . General Electric made plans for a Latin-American TV tour. . . . ABC announced three changes in programming. . . . RCA prepared to back a Broadway show to get the phonograph rights. . . . C. E. Hooper said national polls were finished. . . . and Philco's James Carmine said TV abuses were growing pains of the industry. . . . SAG and TvA continued their battle over who represents whom in the making of films for TV use.

Public Service Series Set By NBC On A-H Bombs

(Continued from Page 1)

with William L. Laurence, New York Times science editor, furnishing scientific background information on the atom and hydrogen bombs. Supervision and research is being done by the NBC news and special events department under William Brooks, vice-president of the network.

Anti-Gambling Bill Referred To Senate

Washington Bureau of RADIO DAILY

Washington—With passage by the Senate hoped for this week, following an objection on Thursday by Nevada's Senator Pat McCarran, the Senate Interstate Commerce Committee Saturday filed its full report on the anti-gambling bill which would curtail broadcasting of horse-racing information. Information of value to gamblers or bookies would be kept from the air until the actual start of a race if the measure be-

Functional Music Sets Deal With KYBS, Dallas

(Continued from Page 1)

Functional Music, announced last week.

This will bring to five the number of markets in which Functional Music is operating, Lane said. They include WFMF, Chicago, the Marshall Field station; WPEN-FM, Philadelphia; WACE-FM, Chicago-Holyoke, Mass.; and WGHF, New York, N. Y.

KYBS is owned and operated by the Baptist General Convention of Texas which also operates several other AM and FM stations in that state. Negotiations were handled by Dr. R. Alton Reed, director of KYBS, and Nat Feiner of Functional Music.

comes law. Broadcasters would still be permitted to tell of the progress of any horse or dog race or early information referring to bets, scratches, jockey changes, weights, probable winners, odds and changes in odds as soon as it has been truthfully announced that the race has been started.

COAST-TO-COAST

"Children's Corner" On WERE Cleveland, O.—WERE has begun a new concentrated line-up of children's shows for Saturday morning. Known as the "Children's Corner" the hour and a half of programs designed especially for the young generation begins with "Todd Time" at 9:30 a.m., follows with "We're Pretending" at 10:00, and concludes with "Cisco Kid" in 10:30 to 11:00 period. "Todd Time" is also aired Monday through Friday featuring Ed Stevens.

WTIC Offering Highway Info

Hartford, Conn.—Special highway safety announcements prepared by WTIC are being distributed to stations throughout the country by the National Safety Council. The Council's scripts are headed as follows: "This is one of five special announcements used with great effect in Connecticut. WTIC, which originated the announcements, has kindly arranged to make the announcements available throughout the country in connection with the National Safety Council's Anti-Speed Campaign." (Signed, Dan Thomas, director of radio.) WTIC was one of the recent winners of the Public Interest Award for Distinguished Service to Safety.

WFPG Promotes Two

Atlantic City, N. J.—WFPG announces the appointment of Davis as program director and F. Haggerty as assistant program director. Davis has been associated with WFPG since 1946 and has novel "Polka Time" program. Haggerty has been connected with the station since 1948.

WMBG Helps Movie Promotion

Richmond, Va.—In co-operation with the U. S. Army and U. S. Air Force recruiting office in this city WMBG broadcast a special hour program from the stage of the Byrd Theater at the premiere showing of a movie, "The Big Lift." The program consisted of music by the Fort Lee Army Band, the Governor of this state, the Mayor of this city and a special address by the Air Force pilot who flew the last airplane out of Berlin. WMBG interviewed important local guests in the lobby of the theater for broadcast.

Good Trouper

John Royal, NBC v-p, who accompanied Arturo Toscanini on the recent NBC Symphony Orchestra, last week paid tribute to the maestro as being "a good trouper," which in the parlance of show business means an all-around good traveler. Royal said the vitality of the 83-year-old conductor amazed everyone and his keen interest in places and people was also revealing.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 51

NEW YORK, TUESDAY, JUNE 13, 1950

TEN CENTS

AMA BUYING SPOT RADIO CAMPAIGN

Sarnoff Forecasts 20,000,000 TV Sets By 1952

Stresses TV's Role In Presidential Election

Cleveland — Forecasting that when the Presidential Campaign of 1952 gets underway the nation will have coast-to-coast television and more than 20,000,000 sets in use, Brig. General David Sarnoff, chairman of the board of Radio Corporation of America, addressed the commence-

(Continued on Page 7)

President Addresses Radio Farm Directors

Washington Bureau of RADIO DAILY
Washington — President Truman told the National Association of Radio Farm Directors yesterday that he is still a constant farm radio fan, picking up 5:30 a.m. farm broadcasts regularly. The President addressed the Radio Farm Directors during a courtesy call at the White House, retiring to the lawn to speak

(Continued on Page 6)

Circus Saints And Sinners Elect Kiernan, Townsend

Walter Kiernan, ABC commentator, humorist and emcee, and Reginald Townsend, vice-president and secretary of Lennen & Mitchell, have been elected president and vice-president, respectively, of the

(Continued on Page 8)

CBS Technicians Strike; Operations Continue

Technicians of CBS in New York walked out at 6 p.m. yesterday in response to a strike ordered by Local 1212, IBEW. Radio and TV broadcast operations, however, were continued, with minor changes, through the use of executive and supervisory personnel.

In a statement issued last night, CBS stated that it has been negotiating with the union since May 22 under direction of U. S. Conciliator J. R. Mandelbaum. The network stressed the excellence of wages, working conditions and salary increases enjoyed by its technicians and emphasized its willingness to continue the negotiations which were terminated last night.

John Shepard Dies; Was Radio Pioneer

Brookline, Mass.—John Shepard, 3rd, founder of WNAC in Boston and the Yankee Network, died on Sunday at the age of 64 in Brooks Hospital of a heart ailment.

Shepard has been general manager of the Shepard Company of Providence, R. I. and Shepard Stores of Boston before going into radio in its early days. He started WNAC in 1922 and later launched WEAN

(Continued on Page 3)

AFRA Pickets WMGM; Station Claims Violation

With officials of WMGM and the American Federation of Radio Artists scheduled to begin arbitration proceedings next week to determine the fate of eight staff announcers dismissed last month by the station, the union last evening formed a

(Continued on Page 2)

Okays Radio; Bars TV On Football Sked

Cincinnati—Increasing rates for radio broadcast privileges of University of Cincinnati football games and barring TV from coverage of the games, the university yesterday granted WKRC the radio rights for the 11-game schedule of the Bearcasts for 1950. In asking an increase in radio fees, university officials said it was due to increased interest in football brought about by tele-

(Continued on Page 2)

Urges More Originality In Programming For TV

Atlanta—With the prediction that continued large scale transfer of successful radio formats to television will restrict the real potential of television, Robert D. Swezey, general manager of WDSU, addressed the Saturday meeting of Emory

(Continued on Page 2)

Earmark \$300,000 For National Coverage

Radio's share of a nationwide advertising program of The American Medical Association has been set at \$300,000, it was announced yesterday. The association's board of trustees and campaign coordinating committee have given a "go ahead" signal for the program which will

(Continued on Page 3)

Tri-State Radio Group Pledge Support To UN

Evansville, Ind.—Broadcasters of the Tri-State area gathered at the Hotel McCurdy on Friday to hear Dorothy Lewis, United Nations coordinator, and at the conclusion of the meeting pledged their support to the UN program for peace.

The regional meeting was called by Clarence Leich, WGBF-WMIL manager, in co-operation with Mrs.

(Continued on Page 6)

Richards Hearing To Open Tomorrow In Los Angeles

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday reversed hearing examiner James Cunningham and ordered that the Commission present its charges against G. A. Richards first as the

(Continued on Page 2)

Dramatic Incident Occurs During Baseball Telecast

Houston, Texas—One of the most dramatic events ever viewed by a television audience took place on Sunday night over KLEE-TV, the newly purchased Houston Post Company station. Here's the story.

During the progress of a baseball game between Houston and Tulsa, broadcaster Dick Gottlieb was interrupted by a fan who had made his way to a place in front of the microphone. Listener heard Gott-

lieb tell the person that the mike was live. The TV cameras still remained focused on the playing field, but when a moment later a shot rang out, the cameras and all eyes in the park swung to the broadcasting booth.

Television viewers saw the fan, Sanford B. Twente, gun in hand, jumped in the arms of the engineer for the station, Lee Ben-

(Continued on Page 6)

Emergency Appeal

An emergency appeal for donors of a rare type of B negative blood to help save the life of a patient at Mount Sinai Hospital in New York on Saturday brought many volunteers to the studios of WNEW in Manhattan. Thirteen units of the rare type were obtained for the hospital during the first hour of solicitation on WNEW.

New Attachment

An attachment designed to play all sizes of 33 and 1 3 LP records automatically will be placed on the market immediately by Columbia Records, Inc. Edward Wallerstein, president of the company has announced. The device may be attached to any radio, radio phonograph or television set. Columbia reports. Retail price is \$16.95.



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FRANK BURKE : : : : : Editor
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WEST COAST OFFICES
Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

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

CHICAGO BUREAU
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

SOUTHWEST BUREAU
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491

ROME BUREAU
John Perdteari
Ludovisi 16

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

Richards Hearing To Open Tomorrow In Los Angeles

(Continued from Page 1)

Los Angeles hearing gets under way tomorrow. Cunningham had ordered last week that counsel for Richards, whose qualifications as controlling stockholder of KMPC, Los Angeles; WGAR, Cleveland, and WJR, Detroit, are at issue, present his case first.

The FCC general counsel protested, arguing that when the hearing started first under the late J. Fred Johnson the procedure had been that the Commission case be presented first. After Johnson's death and the appointment of Cunningham, he had agreed to begin the hearings all over, but not to a new procedure. Change of procedure had not been asked by counsel for Richards, the Commission observed.

Rejects Fulton Plea

Not only did the Commission reverse Cunningham on the order of presentation of testimony, but it also rejected the call by Hugh Fulton, Richards counsel, for an oral argument on the right of the Commission to entertain the protest by the general counsel. Fulton had challenged the legality of the Commission's having delayed the hearing from June 5 to 14 in order to decide whether it should reverse the examiner.

Chairman Coy and Commissioner Jones did not participate. Commissioner Hyde opposed reversing Cunningham on the order of the presentation, but agreed that there should be no oral argument on Fulton's charges against the Commission.

Okays Radio; Bars TV On Football Schedule

(Continued from Page 1)

vision and the fact that TV would not be allowed to carry the games.

The WKRC coverage will be sponsored by the General Electric Supply Corporation with Dick Bray, local sportscaster, handling the play by play accounts from Cincinnati's Nippert Stadium. The deal was set by the Robert Acomb Advertising Agency.

AFRA Pickets WMGM; Station Claims Violation

(Continued from Page 1)

picket line at the entrance to the station, with the result that the station's announcing staff was curtailed by the absence of those who refused to cross the line.

The station last night was emphatic in its insistence that the union's action in establishing the picket line was a direct violation of the contract now in force. Operations of the station were not seriously affected, however.

The eight announcers who are subject of the dispute wound up their duties at the station last week and were replaced by announcers who were hired temporarily.

WMGM, at the time of dismissal, said the men were not adaptable to the present operations and emphasized that no reduction in personnel was planned. AFRA said the crux

COMING and GOING

ERNEST LEE JAHNCKE, vice-president of ABC in charge of stations, and RAY DAIZ, of the stations department, returned yesterday from Des Moines, Iowa, where they participated in the "Cavalcade of Music" featured on KRNT.

MAURICE MITCHELL is in Philadelphia in the interest of BAB, and tomorrow will be in Bristol, Tenn. CHARLES BATSON, assistant to Mitchell, is spending some time in Greenville, N. C.

DON D. KYNASTON, commercial manager of WMDB, Peoria, Ill., was in conference yesterday at the offices of CBS, with which the station is affiliated.

JESSE MAAS, writer in the ABC newsroom, is back at his desk following a hospitalization of six weeks.

ROBERT RICHARDS, public relations director of NAB, was in town yesterday. He returned to Washington last night.

ELMER DAVIS, Washington commentator of ABC, is vacationing. In his absence his place is being taken by Bert Andrews, Capital analyst of the Herald-Tribune.

BILL KELLEY is here from KSTA, San Antonio, Texas, an outlet of CBS. He visited for a while yesterday at the New York headquarters of the web.

of the matter hinged on the status of three disc jockeys, who were not personally involved, but whose status was questioned. The disc-jockeys were paid at staff rates when they should have been paid on a free-lance basis, AFRA claimed.

FINANCIAL

(June 12)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-------------------|---------|---------|---------|----------|
| ABC | 11 1/8 | 11 3/4 | 11 3/4 | — 1/4 |
| Admiral Corp. | 35 7/8 | 35 | 35 | — 1/4 |
| Am. Tel. & Tel. | 161 1/2 | 160 1/2 | 161 1/2 | + 1 |
| CBS A | 35 | 35 | 35 | |
| CBS B | 35 | 35 | 35 | |
| Philco | 47 3/8 | 46 3/4 | 46 3/4 | |
| RCA Common | 21 1/2 | 21 1/8 | 21 3/8 | |
| RCA 1st pfd. | 78 | 78 | 78 | |
| Stewart-Warner | 17 1/2 | 17 3/8 | 17 1/2 | + 1/8 |
| Westinghouse | 35 7/8 | 35 3/4 | 35 7/8 | |
| Westinghouse pfd. | 105 | 105 | 105 | — 1/4 |
| Zenith Radio | 58 | 56 3/4 | 56 3/4 | — 3/8 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp. | 21 1/2 | 21 1/2 | 21 1/2 | + 1/8 |
| Nat. Union Radio | 4 1/2 | 4 3/8 | 4 1/2 | |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| DuMont Lab. | 23 3/4 | 24 3/4 |
| Stromberg-Carlson | 16 | 17 1/2 |

Wins "Hello" Contest

A trip to Bermuda and the title "Miss Hello of 1950" have been awarded to Gladys Burman, telephone operator named winner in the annual contest conducted by Art Scanlon over WINS. Some 300,000 votes were cast during the three-week contest.

Urges More Originality In Programming For TV

(Continued from Page 1)

University's First Annual Advertising Institute in Atlanta, Georgia.

"There are thousands of new techniques and effects waiting to be discovered and perfected," said Swezey, "let's not be afraid to explore them . . . and let's not be too easily satisfied with the results."

Swezey then urged all advertisers who belong in television to get into the medium as soon as they can do so on a sound basis. He also made a point in that he did not feel all advertisers belong in television any more than they all belong in radio, newspapers, national magazines, billboards or sky writing.

"My advice to new television advertisers," continued Swezey, "is to proceed with caution! Study the medium carefully and discover the best way you can take advantage of its qualities to promote and sell your product economically. Then adopt a format that will not change from day to day or from week to week."

In closing Swezey urged advertisers to remember that "it is better to do a simple television program well and with professional finesse, than to attempt an ambitious production with insufficient funds."



"But will WITH move goods?"

Boss, you asked the key question! Moving goods is what W-I-T-H is best at. And at such low cost!

You see, W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that W-I-T-H produces real low-cost results. That means that a little money goes a long way on W-I-T-H.

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



BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

Sara Berner's Voice As
ESTHER HOROWITZ
(Of "Life With Luigi" Show)
Is Switching To
"SARA'S PRIVATE CAPER"
(The Sara Berner Show)
NBC, Thurs., 10:30 p.m. EDT

AMA Sets \$300,000 For Spot Campaign

(Continued from Page 1)
begin in the Fall. A total advertising budget of \$1,100,000 has been approved by the trustees, with \$560,000 to newspapers, \$250,000 to magazines and \$300,000 to radio. The latter program calls for use of spot announcements on some 300 stations in every state, also in Hawaii and Alaska.

The campaign will be in behalf of voluntary health insurance and against socialized medicine. "This is not an institutional advertising program," according to the campaign directors, Whitaker & Baxter.

Seeds to Handle Radio

Lockwood - Shackelford Company has been selected to buy space in the newspapers and magazines, with Homer J. Buckley and Associates, Inc., affiliated with them. The Russell M. Seeds Company will handle radio, with Harry F. Frost Company, associated.

Point Losses Noted In Nielsen Ratings

Point losses were recorded by a large number of programs for the week of May 7 to 13, according to the latest Nielsen ratings released yesterday. Lux Radio Theater (CBS-20.2) and Jack Benny (CBS-16.1) held the one-two spots for another week but lost 4.8 and 2.9 respectively.

Charlie McCarthy (CBS-15.5) took third, losing but .1 point while Godfrey's Talent Scouts (CBS-15.1) were fourth with a 3.5 drop. Walter Winchell's decline was 3.2 giving him fifth on ABC with 14.5.

Others in the top ten were: My Friend Irma (CBS-13.9), minus 3.2 points; Amos 'n' Andy (CBS-13.8) minus 1.4 points; Red Skelton (CBS-13.6) minus .1; You Bet Your Life (CBS-13.1) minus .7 and Dr. Christian (CBS-12.7), plus .2.

NETWORK SONG FAVORITES

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

Survey Week of June 2-8, 1950

| TITLE | PUBLISHER |
|--|---------------------|
| A-Razz-A-Ma-Tazz..... | J. J. Robbins & Son |
| Bewitched..... | Chappell |
| Buffalo Billy..... | Laurel |
| Count Every Star..... | Paxton |
| Cry Cry Cry..... | Advanced |
| Darn It Baby That's Love..... | Chappell |
| Down The Lane..... | Broadcast Music |
| Enjoy Yourself..... | E. H. Morris |
| Gone Fishin'..... | Feist |
| Home Cookin'..... | Famous |
| Hoop-Dee-Do..... | E. H. Morris |
| I Don't Care If The Sun Don't Shine..... | Famous |
| I Still Get A Thrill..... | Words & Music |
| I Wanna Be Loved..... | Supreme |
| If I Knew You Were Coming..... | Robert |
| If You Were Only Mine..... | Robbins |
| It Isn't Fair..... | Words & Music |
| La Vie En Rose..... | Harms |
| Music Music Music..... | Cromwell |
| My Foolish Heart..... | Santly-Joy |
| No Other Love..... | Walt Disney |
| Old Piano Roll Blues..... | Leeds |
| Play A Simple Melody..... | Berlin |
| Rain..... | Miller |
| Roses..... | Hill & Range |
| Sentimental Me..... | Knickerbocker |
| Stars Are The Windows Of Heaven..... | Pickwick |
| Stay With The Happy People..... | E. H. Morris |
| They Say It's Wonderful..... | Berlin |
| Third Man Theme..... | Chappell |

Second Group

| TITLE | PUBLISHER |
|---|------------------------|
| Are You Lonesome Tonight..... | Bourne |
| Ask Me No Questions..... | Witmark |
| But Me I Love You..... | Campbell |
| Candy And Cake..... | Oxford |
| C'est Si Bon..... | Leeds |
| Daddy's Little Girl..... | Beacon |
| Don'cha Go 'Way Mad..... | Advanced |
| I Never Had A Worry In The World..... | Broadcast Music |
| I'll Always Love You..... | Famous |
| I'm Gonna Paper All My Wall With Your Love Letters..... | Goday |
| In The Valley Of Golden Dreams..... | Beacon |
| I've Got A Heart Filled With Love..... | Mutual |
| Mambo Jambo..... | Peer |
| My Destiny..... | Walt Disney |
| On An Ordinary Morning..... | Remick |
| On The Outgoing Tide..... | Shapiro-Bernstein |
| Sam's Song..... | Sam Weiss |
| Sometime..... | Witmark |
| Sunshine Cake..... | Burk-Van Heusen Assoc. |
| Tonight..... | Miller |
| Where Are You Gonna Be When The Moon Shines..... | Lombardo |

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John Shepard Dies; Was Radio Pioneer

(Continued from Page 1)

in Providence and WICC in Bridgeport, Conn. Later, he organized the Yankee Network.

WAAB in Boston was also acquired by Shepard and used as the key station of the Colonial network, a second New England web. WAAB was moved to Worcester when the FCC approved only one station to be owned in an area by one person.



Shepard was one of the organizers of SHEPARD Mutual and took an active part in the industry until his retirement from the Yankee chairmanship last year. Shepard is survived by his wife and three daughters.

Funeral Today

The funeral will be held Tuesday afternoon at the first parish church in Brookline.

Members of Yankee Network staff will attend in a body.

Special memorial broadcast has been planned to honor memory of John Shepard, III.

At 2 p.m. on WNAC a special "memorial to John Shepard, III" will open with a minute of silence today, as a tribute to the late John Shepard, III, founder of WNAC and the Yankee Network.

Linus Travers, executive vice-president and general manager of the Yankee Network who was associated for more than twenty years with Mr. Shepard, will read a special message in tribute to the late broadcaster. Earl Widener will play organ selections on the organ of the studio.

WDRRC

CONNECTICUT'S PIONEER BROADCASTER

BEFORE YOU BUY IN HARTFORD . . .

See WDRRC's new Market Study . . . for Hooper ratings, coverage, market figures. WDRRC is your best buy! Write Wm. Malo, Commercial Manager, WDRRC, 750 Main St., Hartford, Conn.



Mr. Time Buyer:
Before you run off on your vacations
check your fall schedule against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!

1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS ONLY \$13.00 (360 TIME RATE) EACH

Available Right Now: Spots between High-Rated National Shows... Spots on or between long-established Local Shows... News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)

23 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE (M) (S) (D)
NATIONAL REPRESENTATIVES
RA - TEL
420 LEXINGTON AVE., N.Y.C.
5000 WATTS DAYTIME - 5000 WATTS NIGHTTIME



You can have live television in

You can't get it by cable *yet*—but you can with a good show.

What's more important than how they see it—"live" or transcribed (TVR)—is *what* they see. What you're really after is live *audiences*.

When you look at single-station markets, where audiences constantly see *both* live and TVR, you find *good* TVRs beat anything in sight. Indeed, TVRs often average higher ratings in single-station cities* than the very same shows seen "live" in multi-station, hotly competitive cities.



0 markets!

Right now, of course, an advertiser buying CBS television can reach as much as 78% of the available U.S. television audience "live." But to take full advantage of today's television opportunities, he can't afford to pass up the rest of the market.

Top shows are top shows anywhere. Most of them, in television as in radio, are of course on CBS. So take your show to its *total* market... but first make sure what you've got is a CBS show.

*A detailed analysis of present-day television opportunities, with facts and figures important to all advertisers, is available through CBS. If you haven't seen it, we'd welcome the opportunity to show it to you.

CBS television

President Addresses Radio Farm Directors

(Continued from Page 1)

to the members and be photographed with them.

The White House call was a highlight of the first day of the two-day meet. It was followed by visits to members of the House and Senate Agricultural Committees. In the morning the group met at the Department of Agriculture for addresses and discussions on TV and its potential in their line, and heard an address by Secretary of Agriculture Charles F. Brannan. Production & Marketing Information Director James B. Hasselman answered questions on price supports.

This morning's meet will include discussion under the leadership of C. W. Jackson of KCMO, Kansas City, chairman of the NARFD committee on relations with the Department of Agriculture. Other department officials will speak on the status of agriculture overseas, food and its importance in the cold war, and what is going on in research. Wednesday morning will see a free-for-all discussion on television.

Tri-State Radio Group Pledge Support To UN

(Continued from Page 1)

V. C. Hollis, chairman of the Tri-State chapter of women for United Nations.

Mrs. Lewis outlined the outstanding job that radio is doing to promote the United Nations and that radio of all media is carrying the major share of responsibility. She complimented the local radio industry for its promotional work and stated that American radio is reaching more people faster and is integrated with the people of America and 58 other countries in a combination that is effective for peace.

At the luncheon, representatives of Evansville radio stations included Clarence Leich, Martin Leich, Guy Crecelius, Pat Roper, Henry Walker, and Del Greenwood of WGBF-WMLL; Don Menke, Bill Fall, Bill Spillman, and Bud Spence of WEOA; Robert McIntosh, of WJPS. "Out of town" representation included Malcolm Greep of WVJS, Owensboro, Ky.; Hugh Potter, WOMI, Owensboro, Ky.; Hecht Lackey, WSON, Henderson, Ky.; Inglis Taylor, WEBQ, Harrisburg, Illinois; Thomas Land and Ken Boultinghouse, WROY, Carmi, Illinois; James Brewer, WTCJ, Tell City, Indiana; F. E. Lackey, WHOP, Hopkinsville, Ky.; Dale Phares, WITZ, Jasper, Indiana.

Sara Berner's Voice As
INGRID MATARATZA
(Of Jimmy Durante Show)
Is Switching To
"SARA'S PRIVATE CAPER"
(The Sara Berner Show)
NBC, Thurs., 10:30 p.m. EDT



By SID WHITE

Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: What hath Godfrey wrought: No less than 6 music shops along West 48th St. now feature window displays on ukes. . . . A net is after Gen'l MacArthur to record a weekly documentary series on politics in the Far East—series to start in Sept. . . . Clara Bow, the famous "It" gal of the latter 20's, seriously considering a comeback a la Gloria Swanson—with a weekly chitchat radio show as the first step. . . . Aside to Rudy Vallee: Don't be too surprised if the bride and myself take you up on that invite this summer. . . . "The Magnificent Menasha," starring Menasha Skulnik, natch, starts as a summer series on NBC-TV July 5th. It'll be a Martin Goodman production. . . . A 4th Ave. bookshop features an entire section devoted to a tomes by comics. (Selling for a dime, with few takers). . . . The biggest variety show TV has yet come up with is being planned for the fall—an ANTA show emceed'd by Don Ameche with Dodge cars prob'ly picking up the tab. . . . A top ad agency exec poses as a West Pointer and a Major-General in soliciting accounts. The Army never heard of him.

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● ● ● Gale Agency, Inc., long established as one of the leaders in the band booking biz, is expanding its activities to include films, the legit theater, radio and TV. Robert Lantz, who in the past has represented Madeleine Carroll, among other stars, heads up the newly formed motion picture and legit departments, while Robert K. Adams, former Nat'l Production manager of NBC, will organize and direct the radio and TV activities.

★ ★ ★ ★

● ● ● THAWTS WHILE THINKING: Bandsmen are reputed to be dull interviews on the ether—but Harry James, Stan Kenton, Skitch Henderson and T. Dorsey defeat this myth. . . . Should Walter Winchell succumb to TV, his news flashes would naturally be kinescoped. . . . Wonder where the censors were when "I Wanna Be Loved" crashed the airwaves. . . . Bob Weitman and Milton Berle rate the industry's vote of thanks for that tremendous 3-hour show Sat. nite for the Cerebral Palsy fund. Tagged "The Show of the Year," it was all of that and more. . . . Acts we can do without are harmonica players and tap dancers (unless it's Ray Bolger). You can also add harpists to that list. . . . We like quiz shows as much as the next fella—but "Celebrity Time" is at the bottom of our list. . . . "Darktown Strutters Ball" has as lively a rhythm as you'd care to hear—but most of those now singing it disguise the melody so completely you can hardly recognize it. . . . Why some sponsor or web doesn't build a variety show and put Buddy Rogers at its helm is something that will always mystify us. Buddy has more pep and personality than should be legal. . . . Safe greeting (when the face is familiar but you don't know where to put it): "How're the ulcers?"

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● ● ● SMALL TALK: Fortune Pope, eldest son of the late publisher, Generoso Pope, will soon be making news in the radio field, which he left last year after launching WHOM to concentrate on the family's potent Colonial Sand and Stone Co. . . . WMGM's telegenic Cynthia Richt would rather be in production than before the camera, where she belongs. . . . B. Eckstine's recent terrificlick at the Paramount is still the talk of both coasts. The Wm. Morris office has plunked down more than 800 G's in offers. . . . What happened to that proposed Jack Gregson-Anchor Hocking deal?

Dramatic Incident During Telecast

(Continued from Page 1)

nett. Twente died some two hours later in a Houston hospital.

One of the persons watching the game was Twente's mother, who recognized her son on the screen. Another was the Houston coroner who returned a verdict of suicide on the basis of what he had seen on the video screen.

Phone facilities were jammed for some time after the incident. Fans who had seen the game on TV.

According to several persons, Twente had made rounds of the stadium during the day and said that he would get on TV during the game that night, even if he had to shoot himself.

Coe To Address TV Club At Installation Session

Philadelphia—Fred Coe, manager of new program development for NBC television, will be guest speaker today at the final meeting for the season of the Television Association of Philadelphia. New officers to be installed at today's session are: James L. Tabor of the Rinehart A. Foley Agency, president; Allan Tripp of the Adrian Bauer Advertising Agency, Inc., vice-president; Dick Strome of Edward A. D'Amico Associates, secretary; Ethyl F. Fife of Television Arts Institute, assistant secretary, and Mrs. Billie Ren of Neal B. Ivey Associates, treasurer. The new board of directors of the association is headed by Al Bernsohn, retiring president of the association.

Writing Staff Changes

Hollywood—Several changes in the Columbia Pacific Network program writing staff were announced by George W. Allen, western program director, all to become effective immediately.

Kathleen Hite has been named to replace Adrian Gendot as editor of "The Whistler," as Gendot resigns to accept other writing assignments. Gil Thomas will replace Wilbur Fife on the "Jeff Regan" show. Fife is resigning to go to a novel.

PRIZES

FOR YOUR

QUIZ SHOWS

Available for Immediate Shipment
F.O.B. New York

Selection Possible From Catalog
From

RICHARD S. ROBBINS CO.
551 FIFTH AVENUE
New York 17, N. Y. MU. 7-03

TELEVISION DAILY

Continuation of RADIO DAILY, Tuesday, June 13, 1950 — TELEVISION DAILY is fully protected by register and copyright

SARNOFF STRESSES GROWTH OF TV

TELE TOPICS

FLAVOR of television is adding spice to the current issue of "Life" Magazine with a seven-page wrap-up of how Sam Boyd cornered the TV market on "Along Cassidy" and four picturesque scenes on James McNaughton's imaginative production on the ABC-TV "Paul Whiteman Show." Tributes to McNaughton are long overdue, since the same scenic ingenuity prevailed since the show's origin seven years ago. But the facts on Boyd's video are worthy of top praise. Of interest to package producers—Boyd grabbed the rights back in 1938 by means of a deal with "Hopalong" book publishers ranging from 25 to 50 per cent. Total investment—\$350,000... results: 54 films available at \$1000 each showing.

CHICAGO EMCEE Claude Kirchner, who recently vacated WGN-TV's "Hi-Fi" show, returns in "Stage Door Revue" (Thurs., 7:30 p.m.), and continues popularity-building stint on ABC-TV's "Circus" which is sticking through the straw hat season. . . . Don Tenenbaum, puppeteer who created WENR-TV's "On Location" last fall, has a new vehicle called "Hold 'Er, Newt"; it was last night. . . . Alan Paul Rhone, director of film programming at WBB, Chicago, has joined WOR-TV in capacity of manager of the film department. . . . With the Roller Derby Series now finished, ABC-TV moves to Roosevelt Stadium in Union City, N. J., to continue its three-times-weekly skating page. . . . Films of Ben Hogan's remarkable comeback in the U. S. Open Championship to be shown on WPIX, Friday ("Telecade of Sports," 11:05 p.m.). . . . Baltimore's Hudson dealers picking up the tab at WBAL-TV for the weekend sports review. . . . Jerry Links Productions filming a series of commercials for Swift & Co. of Chicago. . . . "PTZ's 45-minute Savings Bond Rally" \$10,000 in sales, in spite of 2,000 calls that went unanswered during telecast.

WARD EVERETT HORTON closes the doors of "Holiday Hotel" after Thursday night's ABC telecast (9:30 p.m.) with a week of farewell till Sept. 24 when he will return in a new time slot (9:00 p.m.). . . . WCOB-TV, Cincinnati, this week claimed the title of becoming the first in the nation to televise 100 hours a week regularly. . . . J. R. Popple, WOR, to serve under Mrs. F. D. R. Natl. Radio and TV Committee for Monday, Oct. 24. . . . WKY-TV, Oklahoma City, celebrated first anniversary cameraman's tour of all back-stage facilities to quell the curiosity of its viewers.

SONG HITS WITH LARGEST TV AUDIENCES

Survey Week Of June 2-8, 1950

THE TOP 5 SONGS OF THE WEEK

Chattanooga Shoe Shine Boy.....Acuff & Rose
I Don't Care If The Sun Don't Shine.....Famous
Johnson Rag.....Miller
My Foolish Heart.....Santly-Joy
Stay With The Happy People.....E. H. Morris

THE 5 FAVORITE STANDARDS OF THE WEEK

Fine And Dandy.....Harms
Give My Regards To Broadway.....Vogel
Hi Neighbor.....Broadcast Music
Steppin' Out With My Baby.....Berlin
That Lucky Old Sun.....Robbins

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Ford Dealers Buy Evening On WOR-TV

Ford dealers of the New York district have bought Monday evenings on WOR-TV complete from 7:30 till sign-off (effective June 26) for sponsorship of "Ford Movie Night," constituting one of the largest purchases yet made of local TV time. Simultaneously, WOR-TV expands its five-a-night-a-week program schedule to the new Monday-through-Saturday schedule.

Included in the Ford program will be a comedy short at 7:30 p.m., followed by a western. The highlight of the evening will be a J. Arthur Rank movie, coming at 8:45, for which the following films have been booked to-date: "Tawny Pipit," "This Happy Breed," "On Approval," and "Waterloo Road." "Top

Increase In Clients Reported By WLWT

Cincinnati—A record total of 182 advertisers used WLW-TV during the month of May, according to figures released by the Crosley station. John T. Murphy, director of TV operations for the company, says the figure represents a 23 per cent increase over April and comes when advertisers are usually dropping out for the summer. The 182 sponsors in May is also an increase of 109 per cent over the same month last year. Participation sponsorship made up 76 of the advertisers while sponsors of spots totaled 43. Program sponsorship numbered 63.

Views in Sports," a quarter-hour sports newsreel at 10:00 concludes the show.

New NBC Devices Improve Quality Of Films and 'Kines'

Two new devices for improvement in the transmission quality of television films and kinescopes were revealed to the trade press by NBC television yesterday in simultaneous demonstrations in Hollywood and New York. An increase in the network's production of kinescopes to almost double the amount produced last year has made the improvements imperative, said Carleton D. Smith, director of the web's TV operations, who spoke at the N. Y. demonstration in RCA's Johnny Victor Theater.

A combination of an electronic device called the "Orthogam amplifier" and a mercury vapor lamp developed by Westinghouse and adapted by NBC engineers for the transmission of kinescopes constitute the

new method. Specifically, the web hopes to eliminate distortion surrounding white areas in kinescopes and give added depth to performers' facial features. This can be accomplished by merely adjusting the "contrast" control on the set, said Bob Shelby who was pinch-hitting for the web's engineer O. B. Hanson, since that would change the texture of the entire picture instead of just the light areas causing distortion.

Costing several hundred dollars, the "Orthogam amplifier" has already been installed in Washington, Chicago, N. Y., and Hollywood; while the mercury vapor lamp is now being used by only the latter two. Eventually, the web will have both devices in all its owned and operated stations.

80 Million Viewers Envisioned By Fall Of 1952

(Continued from Page 1)

ment exercises of John Carroll University yesterday.

"The television audience of 1952 will approximate 80,000,000 persons, General Sarnoff said. Indeed, television will be a determining factor in choosing the next President of the United States. The eye as well as the ear, will influence the vote."

The speaker said the successful candidate must be telegenic. "He will have to wear the right haberdashery, flash a friendly smile and be sincere. How sincere he looks to the voter may be more important than how eloquent he sounds; a smile may be worth 10,000 words.

General Sarnoff said that TV will be applied to many uses in addition to its service in the home. He said that industrial television is making important strides and special equipment is being developed for wide usage in motion picture studios, chemical processes, coal mining, department stores and factories, as well as in military operations.

"One of Ten Great Industries"

"The uses of television already apparent offer evidence that it will be one of the ten great industries of this country within the next ten years," he said. He added that the field of practical and commercial application of electronics still is in its early stages of exploration.

"Fifty years from now our descendants will say that we were very slow in 1950," General Sarnoff declared. "Their automobiles, locomotives and ships may be powered by atomic energy. Their systems of transportation will surpass in safety, speed and comfort anything we have today. Those who may wish to stay at home and see the world will be able to look around the globe by color television."

Censorship Appeal

The State of Pennsylvania has appealed its case on TV censorship to a Federal Circuit Court of Appeals, following a decision by U. S. District Court Judge William Kirkpatrick that the state had no right to censor TV movies. The case came as a result of censorship imposed by the Pa. State Board of Censors on three stations in Philadelphia, one in Pittsburgh, and one in Lancaster. Lawyers for the stations are arguing the board's authority.

COAST-TO-COAST

WHAM Features New Contest

Rochester, N. Y.—A free week-end in New York City for two, including two tickets for "South Pacific," is the prize for a four-week contest started June 12th on WHAM in Mort Nusbaum's morning "Clockwise" disc show. Contestants will submit in 25 words or less a letter on "I like Bravo Macaroni because." Second prize winner will receive a pair of tickets good every week for 52 weeks to a local theater.

Educational Broadcast On WBAL

Baltimore, Md. — On Monday, June 19th at 10:30 to 11:00 p.m., WBAL will present a radio forum titled, "Present Day Education—Its Merits and Its Defects." The program is designed as part of WBAL and WBAL-TV efforts to devote a considerable amount of time to educational forums and musical broadcasts that act as a stimulant to education. Included in the June 19th broadcast will be Clarence E. Elderkin, president of the Consolidated Engineering Co.; Dr. Francis H. Horn, Dean of McCoy College, Johns Hopkins University; Robert H. Minnich, chief of management standards of the Social Security Administration; Wendell E. Dunn, principal of Forest Park High School; Attorney Charles O. Mount, and Peter H. May, vice-president of the Casualty Company. Moderator for the program will be Dr. David E. Weglein, public service counselor of WBAL and WBAL-TV.

WJAS Staff Notes

Pittsburgh, Pa.—Gloria Rodgers has replaced Irene Cowan, who resigned her position in the continuity department of WJAS. Milton Anderson is doing the substitution chores for Fred Davy, music librarian and announcer, who is vacationing with his family for two weeks. Jane Ellen Ball, woman commentator, will return to the air June 19th at a new time, 8:15 to 8:30 a.m.

Circus Saints And Sinners Elect Kiernan, Townsend

(Continued from Page 1)

Circus Saints and Sinners, it was announced yesterday.

Kiernan succeeds Harold Hoffman, formerly Governor of New Jersey, as head of the organization. The new president will be the "first fall guy" at the CS&S September luncheon.

Why buy 2 or more...
do 1 big sales job

on "RADIO BALTIMORE"
Contact
EDWARD
PETRY CO. **WBAL**

California Commentary

• • • A. V. B. Geoghegan, veepee and media director of Y&R, and Everard W. Meade, veepee and director of radio-television, are in town from New York. . . . "Richard Diamond, Private Detective," starring Dick Powell, returns June 14 to its Wednesday

Hollywood

night spot on NBC. Dick has signed a 52-week contract with his new sponsor. . . . Arnold Mills and Budd Grossman, producers of the "Helpfully Yours" and "Truth About Dixie" TV shows, are looking for a name man and wife team to take over a new one-hour video program they have scheduled for the summer. . . . John Brown University, Siloam Springs, Arkansas, has conferred a Doctor of Music degree on Peter P. Slack, staff organist of KGER, Long Beach. . . . Jennings Pierce, manager of station relations and director of public service for NBC Western Division, is in Phoenix for sessions with KTAR. . . . Kenneth A. Harwood, U. of SC radio instructor and researcher, has been appointed assistant professor of radio at U. of Alabama, Tuscaloosa, effective September 15. . . . KCMJ, Palm Springs, joins SCBA, giving organization membership of 47 stations and networks. Dick Joy is president of station and Roland Vaile, manager. . . . William Gargan has taken an option on a series for television titled "Windy Donahue," the Friendly Taxi Driver." These were written by Hearst columnist Frank Coniff. Gargan will star as well as produce. . . . CBS' Victor Young has been signed to score the music for "Story of a Divorce," a Jack Skirball film production for RKO release.

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• • • Jo Stafford, who became a great favorite with overseas troops during the war, is quietly continuing her efforts toward their entertainment. The singer is heard regularly on the "Command Performance" shows she transcribes. . . . Joan Bennett joins the Skippy Hollywood Theater roster of stars when she appears in "Short Story" on that program July 27. Written by Budd Lesser and produced and directed by Les Mitchel. . . . Ted Bliss has returned to Y&R to resume production duties on "Sherlock Holmes" after a three-months leave because of illness. . . . Charles Henry, producer of the "Hopalong Cassidy" radio series, enroute to Mexico City for a vacation. . . . Andy Wilson said:—"The reason dogs have more friends than people is—they wag their tails instead of their tongues." . . . International Harvester presents Andy Wilson with "Tune-O" each Wednesday a.m. . . . Have you ever thought that you'd like to win \$10,000? The chance is here and to get full details all you have to do is listen to "Tune-O." . . . Peggy Ryan and Ray McDonald are doing a flock of BBC television shows this month while on their tour of England, Scotland and Ireland, in preparation to starring in their own half-hour variety video program when they return to the U. S. . . . Dick Haymes is meeting with his agents (MCA) in New York this week to discuss plans for his fall debut into TV as a regular medium. . . . Pat Steel arrived here over the weekend to partake in conferences about summer promotion now in effect and proposed promotion for fall.

☆ ☆ ☆ ☆

• • • Wilton Graff has been signed by the Bing Crosby Production Company making TV films for Procter & Gamble, Wilton appeared as guest on Ben Kamsler's "On Stage" program over KFMV, the other evening. . . . Fibber McGee and Molly are off the air for the summer but they aren't going on a vacation. They are staying home playing grandparents to Janice Jordan, born May 23 to Actress Peggy Knudsen and Jim Jordan, Jr. . . . Irene Ryan winds up her second consecutive year on the Bob Hope airshow with the June 13th broadcast. . . . Lois Collier, motion picture and television actress who was named "Miss Emmy" of 1950 by the Academy of Television Arts and Sciences, has signed a contract with Charles Byron Daniel, v-p of National Bakers, Inc., of Chicago to do a series of 1-spot announcements on TV, advertising Hollywood Bread.

AGENCIES

KNIGHT & RUSSELL, Inc., Los Angeles advertising agency, now be known as Vick Kr. Inc., with new offices at 404 N. La Cienega Blvd. Knight has acquired the stock formerly held by Henry Russell. Knight and Russell will continue as partners in several musical enterprises.

GENERAL CIGAR COMPANY, INC., has started a campaign for major markets in behalf of its Dyck Cigar. Television and radio media are being used. Federal Advertising Agency handles the account.

WCAM, Camden, New Jersey has appointed Schepp-Reiner Company as national reps.

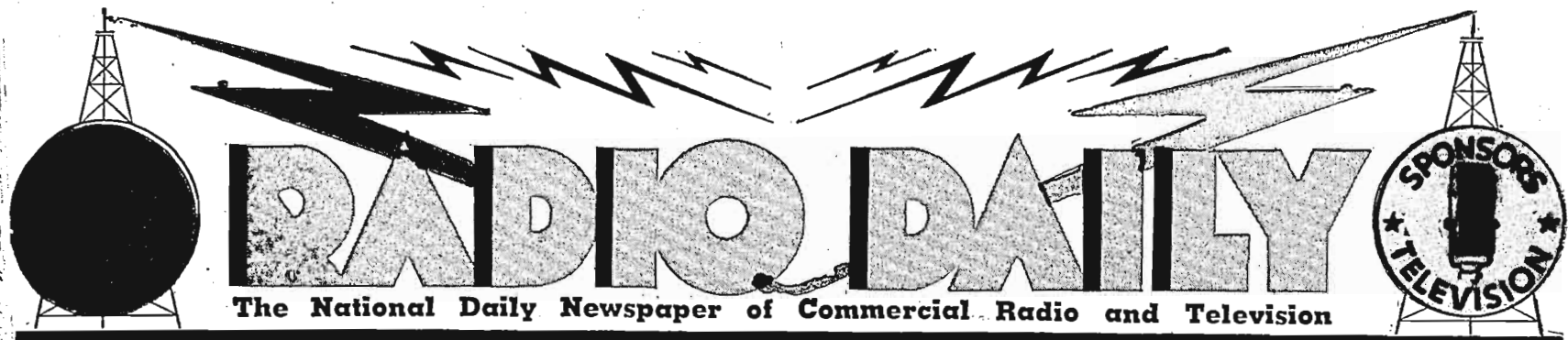
HOWARD M. CHAPIN, advertising director of General Foods Corporation, has been named coordinator of The Advertising Council's campaign on government organization. He will serve as executive liaison between the council's volunteer agency (J. Walter Thompson Company) and the Citizens Committee for the Hoover Report.

JOHN WANAMAKER of Philadelphia to Douglas D. Simon Advertising, Inc. David Bibermark is the account executive.

WILLIAM T. TODD has been appointed copy director of Monr Dreher, Inc. He was formerly director of Geyer, Newell & Galt, Inc. and vice-president in charge of copy at Lennen & Mitchell, Inc.

MARSHALL HURT has joined Lewis Edwin Ryan agency in Wilmington as an account executive. He was formerly with Walter Inc.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES IN
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCY
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on
HENRY GREENFIELD, Mgr. Director N.Y. 1



MUTUAL WEB VOTES TO REMAIN IN NAB

Technicians Strike Not Affecting Operations

Normal Service Reported By CBS Execs.

CBS officials reported uninterrupted radio and TV service last night as the strike of 335 radio and television engineers at the network's headquarters went into its second day. The strike, called by Local 1212 of the International Brotherhood of Electrical Workers, also included

(Continued on Page 7)

Confirmation Urged For Sterling To FCC

Washington Bureau of *RADIO DAILY* Washington — "Prompt confirmation" of George E. Sterling for a full seven-year term as a member of the FCC was urged upon Senate Interstate Commerce chairman yesterday by the Maine Congressional delegation. Former FCC chief engineer, Sterling is a Republican, listing residence at Peak's Island,

(Continued on Page 5)

AFRA-WMGM Strike Off As 8 Announcers Return

A dispute between WMGM and the American Federation of Radio Artists resulting in a brief strike against the station, was settled early yesterday morning following all-night negotiations. Eight announcers who were previously discharged by

(Continued on Page 2)

Family Talents Save The Day

Bert Lee, Sr., and Bert Lee, Jr., AFRA members in good standing, proved that as father and son they were good emergency announcers during the one-day strike of AFRA announcers on WMGM, New York, Monday. Bert Lee, Sr., who in private life is Bertram Lebnar, Jr., general manager of WMGM, is a sportscaster of long standing. His son, who's real name is Bertram Lebnar, 3rd., has a reputation too, as a college sportscaster.

ABC Completes Deal For "Screen Guild"

Consummation of a deal for the presentation of the Screen Guild Players on the ABC network beginning in September was announced jointly by Robert E. Kintner, president of the network and Jean Hersholt, president of the Motion Picture Relief fund, yesterday. "The high rating Hollywood dramatic show's move to the coast-to-coast ABC network is the first step in a major programming campaign which will move the network into

(Continued on Page 4)

Color TV For Theaters Forecast By Raibourn

West Coast Bureau of *RADIO DAILY* Hollywood — Color television in theaters within a year, FCC allocation of frequencies for a network of 10,000 theaters, and new types of tri-dimensional pictures and screens were predicted yesterday by Paul A. Raibourn, Paramount vice-president in charge of planning and

(Continued on Page 6)

Miller Announces NAB Committees

Washington Bureau of *RADIO DAILY* Washington — The make-up of four NAB board committees was announced yesterday by President Justin Miller. Members will serve during the present fiscal year. The by-laws committee includes Frank Fletcher, WARL, Arlington, Va.; Harold Essex, WSJS, Winston-Salem, N. C.; A. D. Willard, Jr., WGAC, Augusta, Ga. The convention committee includes Eugene S. Thomas of WOIC, Washington, D. C.;

(Continued on Page 4)

Oil Company To Sponsor Ed Murrow Newscasts

Edward R. Murrow will be sponsored by the American Oil Company in a Monday through Friday series of news broadcasts over a CBS network of eastern seaboard stations beginning Monday, July 3, it was announced yesterday. Program will be heard from 7:45 to 8:00 p.m., EDT. The Joseph Katz agency negotiated the deal for the sponsor.

Lever Bros. Seeks TV Ideas From Their Six Agencies

In an effort to bring up new ideas for television, Lever Brothers has directed its various agencies to submit program suggestions for the two half-hour shows which will be launched over CBS-TV in the Fall, it was learned yesterday. The agencies under the proposal are entering into competition with one another for the right to handle the show. A large list of programs are al-

ready under consideration, but none has been decided upon as yet. The two spots on CBS are on Mondays from 8 to 8:30 p.m. and on Thursdays from 9:30 to 10 p.m. The six agencies currently handling Lever accounts are: J. Walter Thompson, Ruthrauff & Ryan, Sullivan, Stauffer, Colwell and Bayles, Federal Advertising, N. W. Ayer & Son and BBD&O.

Network Directors Also Laud White Administration

Voting to continue membership in NAB as an associate member and adopting a resolution commending President Frank White and his Mutual executive associates for administration of the network's affairs, the Mutual board of directors held a one-day session at the Ambassa-

(Continued on Page 5)

Buddy Rogers Signed By WOR For AM-TV

Buddy Rogers winds up his radio commitments to ABC on June 16 and on July 3 moves over to WOR under terms of a new three-year contract which gives the New York station exclusive rights to Rogers for both daytime radio and television. "The Buddy Rogers Show," a new half-hour program featuring interviews, chatter and records will de-

(Continued on Page 7)

WDAS In Philadelphia Sold To Candy Mfr.

Philadelphia—Sale of WDAS, 250-watt independent, to Max Leon, candy manufacturer and patron of music in Philadelphia, by William Goldman was announced yesterday;

(Continued on Page 2)

Dramatization

Washington—NBC's Cavalcade of America will dramatize the life of Gloria Chomlak, 17-year-old Wilmington, Delaware, high school student who was one of the four winners of the 1949 Voice of Democracy contest sponsored by NAB, RMA and the Junior Chamber of Commerce. Screen Actress Peggy Ann Garner will play the role.

RADIO DAILY



Established Feb. 9, 1937

Vol. 51, No. 52 Wed., June 14, 1950 10 Cts.

JOHN W. ALICOATE : : Publisher

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

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WEST COAST OFFICES
Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

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

CHICAGO BUREAU
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

SOUTHWEST BUREAU
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491

ROME BUREAU
John Perdicari
Ludovisi 16

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

FINANCIAL

(June 13)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| ABC | 11 1/2 | 11 1/4 | 11 3/8 | - 3/8 |
| Admiral Corp. | 35 3/4 | 35 1/8 | 35 1/8 | + 1/8 |
| Am. Tel. & Tel. | 159 3/8 | 158 1/2 | 159 1/4 | — |
| CBS A | 34 1/4 | 33 3/4 | 34 | - 1 |
| CBS B | 34 1/2 | 34 1/4 | 34 1/4 | - 3/4 |
| Philco | 47 1/4 | 46 5/8 | 46 3/4 | — |
| RCA Common | 21 1/4 | 20 3/4 | 20 3/4 | - 1/4 |
| RCA 1st pfd. | 78 1/4 | 78 | 78 1/4 | + 1/4 |
| Stewart-Warner | 17 1/2 | 17 1/8 | 17 3/8 | - 1/8 |
| Westinghouse | 35 7/8 | 35 1/2 | 35 1/2 | - 3/8 |
| Zenith Radio | 57 1/8 | 56 1/8 | 56 1/2 | - 1/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|-------|-------|-------|-------|
| Nat. Union Radio | 4 1/4 | 4 1/4 | 4 1/4 | |
|------------------|-------|-------|-------|-------|

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| DuMont Lab. | 23 1/2 | 24 1/2 |
| Stromberg-Carlson | 16 1/4 | 17 3/4 |

Associates Fete Bleyer

Archie Bleyer, who conducts for all of Arthur Godfrey's CBS programs, after finishing the "Talent Scouts" show on Monday went to the Stork Club, where he was greeted on his birthday by all the men and women who work directly for Godfrey or for CBS on the star's many programs.

Sara Berner's Voice As
MRS. JACOBY
(Of The Dennis Day Show)
Is Switching To
"SARA'S PRIVATE CAPER"
(The Sara Berner Show)
NBC, Thurs., 10:30 p.m. EDT

★ COMING AND GOING ★

THAD HOLT, general manager of WAFM-TV, and C. P. PERSONS, who is sales manager of both that station and WAPI, have arrived from Birmingham, Ala., for conferences at the headquarters of CBS.

ANTONIO CIAMPI, general manager of Societa Italiana Degli Antori ed Editori, one of the world's leading performing-rights organizations, will arrive in New York today aboard the Saturnia. He'll spend a few weeks in the States conferring with officials of ASCAP.

JACK PAAR, star and emcee of "Take It or Leave It" on NBC, and EDDIE FELDMAN, producer of the quiz, who handled the first performance of their show here on June 11, left last night for the West Coast, originating point of the program.

CHARLES CRUTCHFIELD, general manager of WBT, Charlotte, N. C., and JACK KNELL, news director of the station, have returned from Myrtle Beach, S. C., where they attended the annual meeting of the Carolinas Radio News Directors.

MRS. PEARL BAUM, promotion manager and director of women's programs at WCSC, Charleston, S. C., off for a vacation during which she will visit Mexico City and will attend the CBS promotion clinic to be held in New York.

GLEN MARSHALL, JR., general manager of WMBR-TV, Jacksonville, Fla., an outlet of CBS, is spending a few days here on station and network business.

EDDIE CANTOR has arrived in Israel.

DICK BROWN, singer on ABC's "Stop the Music," off for Miami, where tomorrow he'll open an engagement at the Olympic Theater. KAY ARMEN, vocalist on the show, who has been vacationing, will be back next Sunday.

BILL BOYD, whose "Hopalong Cassidy" is an outstanding film feature on NBC-TV, is in New York for his appearance with the Cole Brothers Circus at the Yankee Stadium, June 21-25; in Jersey City, June 27-28, and at Ebbets Field, June 30-July 4.

ARTHUR GRIMES, account representative of J. Walter Thompson Co., New York, has arrived in Europe by plane on a business trip that will take him to 13 cities on behalf of Pan American Airways and other clients of the agency. He'll be back in mid-July.

H. R. BAUKHAGE, American network commentator, is in Dover, Del., to crown "Miss Del-Mar-Va of 1950," beauty queen of Delaware, Maryland and Virginia, who will preside over the annual "chicken festival" of the Dover Poultry Equipment Show.

JOHN NELL, sales manager of WOR, has returned from a three-week vacation in the Virgin Islands.

EDWARDS, beauty and skin specialist, to Newark to start his "Homemaker's Guide" over WATV.

GAINES KELLEY, general manager of WFMY, Greensboro, N. C., a visitor yesterday at offices of the Columbia network, with which the station is affiliated.

JAMES BAILEY, general manager of WAGA-TV, Atlanta, Ga., is in town. Paid a call yesterday at the headquarters of CBS, of which the station is an outlet.

FRED WOOD, general manager of WWBZ, Vineland, N. J., has returned from a vacation in Florida.

BING CROSBY and IRVING BERLIN are expected in New York today aboard the Queen Elizabeth.

AFRA-WMGM Strike Off As 8 Announcers Return

(Continued from Page 1)

the station were rehired. The three disc-jockeys who were paid at staff rates and whose status was one of the major issues of the controversy, will now be paid at free-lance rates, but will receive no retroactive pay, according to terms of yesterday's settlement.

When the men were discharged last month, the station contended the men were not adaptable to present operations. WMGM now waives discharge rights for the balance of the current contract with AFRA, running until October, 1951.

The strike which was called on Monday afternoon, caused little disruption in regular schedules, but various other AFRA men with the station had refused to report.

Taking part in the negotiations were: Ken Groot, AFRA executive secretary, New York local; Frank Reel, national AFRA executive secretary; Bud Collyer, president of AFRA, and Bertram Lebar, Jr., director of WMGM.

New S. C. Station OK'd

Washington—The FCC announced yesterday that it has okayed the application of Piedmont Broadcasting Company for a new station in Greenville, S. C., turning down for default the application of William M. Drace for the same facilities at Greer, S. C. The station will operate on the 1490 band with 250 watts unlimited.

WDAS In Philadelphia Sold To Candy Mfr.

(Continued from Page 1)

Lambert B. Beeuwkes, general manager and commercial manager, is expected to continue as an executive of WDAS under the new operation.

Turner Leaving ABC

John Coburn Turner has resigned as manager of the script and program promotion divisions of ABC and will become director of programs for Goodson-Todman Productions effective June 19. Turner will act as general administrative officer for all radio and television operations of Mark Goodson and Bill Todman. He will also work in the field of new program development. Turner has been associated with the ABC network for the past six years. Previously he was script editor for CBS.

Clyde P. Scott

Los Angeles—Clyde P. Scott, 48, general manager of KECA and KECA-TV, died of a heart attack yesterday. He is survived by his wife and daughter. Funeral services will be held at Forest Lawn. No day or time has yet been set.

Wedding Bells

Mr. Gary Miller, member of the WBBM continuity department, and Mrs. Miller are the parents of a daughter, Margo, born Monday, June 5.



"It seems that the new sales manager has a brother with another agency"

Well, don't take it so hard, old man. Clients change agencies for all kinds of reasons.

And here's a helpful hint about how to keep your clients happy in Baltimore—you buy W-I-T-H, the BIG independent with the BIG audience.

Then you're sure of getting more listeners-per-dollar than from any other station in town. You're sure of low-cost results.

If you'd like to know all about W-I-T-H, just call in your Headley-Reed man today. He'll give you the whole story.



WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



• The big news for 1950 is the Sales Punch being delivered by ALL New York Independents to a larger nighttime listening audience than ever before! Pulse Ratings show that between 7 P.M. and 12 Midnight — April 1950 the Independents gained 20% more audience than last year!

And for the advertiser and its agency looking for sales and coverage in the New York area — this is important — WOV increased its audience by 39% with NO increase in rates! So before you buy radio in New York look at the Rated Independent Stations — then take out your slide rule and check the cost to reach 1000 people!

For information on increasing your sales write this station or contact our National Representatives.

***COST PER 1000 PEOPLE**

| Station | Minutes | 15 Minutes |
|---------|---------|------------|
| WOV | \$.17 | \$.45 |
| "A" | .20 | .62 |
| "B" | .23 | .60 |
| "C" | .28 | .65 |
| "D" | .28 | 1.10 |
| "E" | .35 | 1.13 |

*WOV delivers the lowest cost-per-thousand people of any New York City Rated Independent. Costs based on current Class "A" Rates (312-time), stations' coverage and April 1950 Pulse from 7 P.M. to Midnight.



5000 WATTS

JOHN E. PEARSON COMPANY, National Representatives

NAB Committees Announced By Miller

(Continued from Page 1)

James D. Shouse of WLW, Cincinnati; and Harold Wheelahan, WSMB, New Orleans.

On the finance committee are John S. Meagher, KYSM, Mankato, Minn.; William A. Fay, WHAM, Rochester, N. Y.; William B. Quarton, WMT, Cedar Rapids, Ia.; Ben Strouse, WWDC, Washington, D. C.; and Robert D. Swezey, WDSU, New Orleans.

The membership committee includes Clyde W. Rembert, KRLD, Dallas; Charles C. Caley, WMBD, Peoria; William C. Grove, KFBC, Cheyenne, Wyo.; Patt McDonald, WHHM, Memphis; Calvin J. Smith, KFAC, Los Angeles; and Allen M. Woodall, WDAK, Columbus, Ga.

The first-named member of each of the above committees will serve as chairmen.

Six Appointments At GE

Bridgeport, Conn.—Six appointments to the advertising division of the General Electric Company's Appliance & Merchandise Department have been announced by G. B. Park, division manager.

R. O. Sommers has been appointed operations supervisor of the division, succeeding E. F. Vickery, who has joined the sales manager's staff. Sommers was formerly responsible for operations of the major appliance advertising section.

R. W. Williams has been named product advertising supervisor for major appliances. Formerly in charge of advertising for home laundry equipment, he is succeeded in that position by O. M. Lyon.

F. H. Keswick has been given responsibility for special advertising and promotion assignments connected with major appliances. He comes to Bridgeport from the G-E Air Conditioning Department's advertising division in Bloomfield, N.J.

Lee Wichelns, who formerly handled advertising for electric sinks and cabinets, has been named editor of the G-E News Graphic. He is succeeded by R. C. Lindblom, who was with the air conditioning advertising division.

Richards Can't Testify

Hollywood—G. A. Richards has been forbidden by his doctors to appear at the reopening of the FCC hearing today. The KMPC manager, Robert Reynolds, also subpoenaed, will appear. FCC counsel Benedict Cottone will grill Reynolds on the basis of station operation.



By SID WHITE

Man About Manhattan. . . !

● ● ● **WHAT'S NEW:** Walt Disney toying with the idea of a radio series in which he would be a teller of children's stories, like Cinderella and Treasure Island. . . . A flock of BBC artists are due here this fall to take a whack at American radio—not television. . . . Freddie Rich, one-time CBS music director, paralyzed physically as well as financially, could use some help from his N. Y. pals. . . . Sophie Tucker's top secret is the radio story of her career, in which she would sing the songs she's made famous. Her salary would be turned over to charity. . . . Looks pretty good for Jack Haley to come up with his own TV show this summer. . . . Lester Lewis' new singer, Don Cherry, has been signed by Decca and his job on "Mona Lisa," the Vic Young recording, has Radio Row predicting beeg things for him. Lester is also doing a one-shot half-hour show tagged "The Betty Furness Show" on ABC-TV June 22nd. . . . Quaker Oats mulling a heavy splurge into TV via a big network series. . . . A nat'l mag story by Dick Testut, of Associated Program Service, will startle the TV industry. It'll give detailed explanation of how TV helps radio. . . . Recommended: Don Dunphy's classy narrating on those Friday nite NBC-TV Sports Newsreels.

☆ ☆ ☆ ☆

● ● ● Just how far housewives will go to win TV prizes on the Auction-aire show, sponsored by Libby, McNeill & Libby, can be gathered from investigator reports to the sponsor after visiting homes of successful contestants. (To win prizes on the show, contestants make bids with Libby labels). One of the winners, in Maryland, had approximately 30 cases of Libby products which she had stored in the kitchen, dining room and even in the living room. Another winner in Columbus, Ohio, displayed 1500 cans with labels removed, according to the report.

☆ ☆ ☆ ☆

● ● ● **THAWTS WHILE THINKING:** That was an amusing fluff on "We the People" the other p.m. The teacher of that blind and deaf honor grad was trying to explain that she had taught him Shelley and Keats—only it came out Sheets and Kelly. . . . Have yet to see anyone look good on a TV closeup. The gals seem to suffer more in this dep't than the males. . . . John Cameron Swayze is our idea of a guy to have in the backfield on any quiz panel. He's only wonderful in "Who Said That." . . . A fight announcer skirted deep into the interior of malapropriety when he described a fighter's surface cut as "superfluous" instead of "superficial." What's he tryin' to do, muscle in on Dizzy Dean? . . . Why doesn't Wm. Tabbert sing more arias and classics, old and modern, on "Main Street Music Hall," instead of those crooning numbers he does—or must do? . . . Validity is nullified on one of the indie stations when one spieler extols the virtue of one cawfee and a few hours later does a verbal tailspin about another brand. . . . Bob Monroe's "High Adventure" swelldrama gives your spine an ice cube massage. . . . Can't help but agree with those who complain that what disc jockey shows need is more disc and less discussion.

☆ ☆ ☆ ☆

● ● ● Having auditioned such big leaguers as Martin & Lewis, Henny Youngman, Dave Garroway, et al, the sponsors of "B'way Open House" seem to be looking with considerable favor on clown Jerry Lester as a permanent emcee of the series. Jerry did the show last week and apparently they feel his zany quality best fits the informal format they're trying to establish. They returned him for three shots this week (Monday, Wednesday and Friday) pretty strong proof that he can have the stanza if he wants it.

ABC Completes Deal For "Screen Guild"

(Continued from Page 1)

a dominant position in the outright ownership of major radio program and personalities" Kintner said. This will be followed by an announcement at a later date of acquisition of several other major radio productions and stars.

In the past the Screen Guild Players was presented as a thirty-minute program and in its new format will be offered as a full-hour program. It will be offered for sponsorship in 30-minute segments.

FCC Denies Renewal To Developmental Station

Washington—The FCC this week denied the application of the developmental broadcast station KS2XAP, Bloomington, Ind., for renewal of its license.

In a letter to operator Sarkes Tarzian, the Commission pointed out that when it granted the station temporary renewal in April, it set June 1 expiration date. Furthermore, said the FCC, the renewal had been granted despite the operation of the station "in contravention of sections 2.103 and 2.104 of the Commission's rules," because the rules had become effective after the hearing on the renewal application. However, the new request was filed after adoption of these regulations and therefore the reasons for granting a waiver of the rules previously no longer apply, the FCC pointer out.

House Unit Urges Levy On Tax-Exempt Groups

Washington — The House Ways and Means Committee voted yesterday that the business income of tax-exempt organizations should be taxable just as are the earnings of ordinary commercial enterprises. Several radio stations owned by universities or other tax-exempt foundations or trusts might thus find themselves facing new tax bills if the new amendment survives and becomes a part of the tax law.

It was anticipated that this change might raise as much as \$100 million annually.

Sara Berner's Voice As

CHIQUITA

(Of The Gene Autry Show)

Is Switching To

"SARA'S PRIVATE CAPER"

(The Sara Berner Show)

NBC, Thurs., 10:30 p.m. EDT

THE VOICES OF ADAM HATS 8 YRS.

JINGLES
that don't
JANGLE!

MARLIN BLADES 8 YRS.

A.M. & T.V.'s MOST COMPLETE EFFECTIVE JINGLE SERVICE

An Original (Sales-Packed) Jingle Tailor-made for Your Product
Written, Sung & Produced by
'Lanny & Ginger' GREY
1300 Madison Ave., New York 28
AT. 9-4020

SATTLER'S DEPT. STORE 7 YRS.

YONKERS RACEWAY

Confirmation Urged For Sterling To FCC

(Continued from Page 1)

aine. He was named in December 1947 to fill out the term of E. K. ... and last month was named by President Truman to a full seven-year term on the FCC. A hearing on Sterling's nomination has been set for tomorrow afternoon, but it is not expected to be much more than a formality. Senator Owen Brewster, chairman of the Maine Congressional delegation and himself a member of the Interstate Commerce committee, wrote Johnson that Sterling "has the complete confidence and support of the Maine delegation in Congress as a career man who through long and faithful service as a communications engineer had been promoted by degrees to the position of chief engineer of the FCC and was then recognized for his competence and character by appointment as a member of the FCC. I am most happy to heartily endorse his nomination and to urge prompt confirmation."

5000 Philco Dealers To Attend Convention

Philadelphia—Some six thousand Philco dealers and distributors are expected to attend the annual Philco convention at Atlantic City, June 16 to 21. Entertainment for the three-day session includes the Summers Parade on the boardwalk, water carnival, a bathing beauty pageant and a show at Convention Hall featuring Paul Whiteman, Martha Raye and other stars. New promotions and advertising plans will be presented to the delegates in addition to announcement of the new 1951 line.

Harris Leaves WNBC

Murray Harris has resigned as advertising and promotion manager of WNBC to accept the post of vice-president and promotion manager of TV Guide, it was announced yesterday. Harris is expected to leave the station next week and will edit the magazine on June 23. His successor at WNBC will be announced later.

AGENCY NEWSCAST

... personnel, sponsors and notes

THE MARLIN FIREARMS CO. has named Duane Jones Company to handle advertising of its firearms division, effective June 15. The agency has handled the Marlin Razor Blade account since June 1949.

THE VICTOR A. BENNETT CO. has moved to new quarters at 511 Fifth Avenue. Phone number is Murray Hill 7-2189.

WNEW has named The Arnold Cohan Corporation to handle all advertising. Arnold Cohan will act as account executive.

H. McLEAN SMITH has joined the copy staff of O'Brien & Dorance, Inc. He was formerly with Lambert & Feasley, Inc.

JOHN P. WILEY has been appointed radio and television commercial representative for WCAU in Philadelphia. He joined the station in September, 1949, after having been associated with the sales and merchandising staff of Kraft Foods.

CHARLES D. PETTENGILL has been named manager of the new Chicago office of Meldrum & Fewsmith, Inc. He was formerly a vice-president of W. Earl Bothwell, Inc. The office will serve the central division of Durkee Famous Foods.

DICK WINTERS has joined the staff of WINS in the publicity department. He was formerly with Frank Law Publicity and the Hotel Commodore as assistant director of publicity.

THE FOOT-ILL CO., NORWALK, CONN., has appointed the William Warren, Jackson & Delaney Advertising Agency to promote its product Porron. Radio and newspapers will be used. The same agency will handle the accounts of The Great Kills Board of Commerce and the Great Kills Boatmen's Association.

WILLIAM B. OGDEN has been appointed manager of the radio and television department of LeVally, Inc., Chicago. Formerly vice-president and general manager of WFYC, Alma, Michigan, he also managed the Detroit office of CBS Radio Sales for four years, and before that was with NBC in record sales.

HOLLYWOOD SHOE POLISH, INC., to G. Lynn Sumner Company for Sani-White and other products.

Renews 'Stop The Music'

Trimount Clothing Co., Inc., has renewed for 52 weeks, ending August 26, 1951, its sponsorship of the 8:15 to 8:30 p.m. Sunday night segment of "Stop The Music" over the American Broadcasting Company network. William H. Weintraub and Company, Inc., is the agency.

ROY F. FRANKEL has joined DuFine-Kaufman, Inc. He was formerly assistant to the advertising manager of Jacques Kreisler Manufacturing Corporation.

ADMIRACION LABORATORIES Division of Pharmaco, Inc. has appointed Grey Advertising Agency, Inc.

LARRY LEVINE has been named production manager of Shappe-Wilkes, Inc. He was formerly assistant production manager of Reiss Advertising.

JOHN I. SHIELDS has been appointed an account executive of Wertheim Advertising Associates. He was formerly in the central research department of McCann-Erickson, Inc.

RICHARD B. WILDER has been named advertising manager of the Jasco Aluminum Products Corporation of Westbury, L. I. He was formerly with Young & Rubicam, Inc.

DELTA PHOTO SUPPLY CO., NEW YORK, has been added to the accounts of Ted Nelson Associates. They are dealers in film and photographic supplies. Radio and TV to be used.

Mutual Board Votes To Remain With NAB

(Continued from Page 1)

dor Hotel in New York on Monday. The meeting was presided over by Theodore Streibert, president of WOR, and chairman of the Mutual network's board.

The board expressed satisfaction over the outlook for summer and fall business and heard reports of \$4,800,000 in program sales. They also expressed approval of the Game of the Day baseball coverage which has proven to be excellent co-op programming for network affiliates.

Resigns NAB Membership And Criticizes Operations

Expressing dissatisfaction over the operations of NAB, Ernest L. Spence, KVOE, Santa Ana, Calif., has written a letter of resignation to Justin Miller, president of the industry association. Spence wrote:

"I feel that recent actions of NAB as headed by you, are inimical to the interests of stations the size of KVOE.

"Namely, passing along the increase in dues to the smaller stations and hiring as your assistant a clear channel, high power advocate.

"Therefore, please accept our resignation effective as of June 1st with regret.

"I feel that radio must have some type of trade association, but in my opinion NAB, as presently operated, is not doing the job."



Lots of New England listeners are having their questions answered by a new and immediately popular WBZ program: *The Answer Man*, aired at 9:45-10:00 AM and 6:30-6:45 PM, Monday through Friday. If you're looking for an inexpensive but sure-fire way to get your message to the biggest part of the rich, rewarding New England market, The Answer Man on WBZ is unquestionably your answer! For details, check our Sales Department or Free & Peters.

BOSTON
50,000 WATTS
NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc

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

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

EXECUTIVE SECRETARY

who represented key men in show business 15 years, available to radio, Hollywood or Broadway personality. Publicity-wise, experienced ghost writer.

Box No. 140, RADIO DAILY
1501 Broadway N. Y. C.

Color TV In Theaters Forecast By Raibourn

(Continued from Page 1)

budget, at the company's "Blueprint for the Future" sales convention.

Raibourn also revealed that Paramount has been negotiating for the past six months with Dr. Ernest O. Lawrence, inventor of the Cyclotron, to develop a workable color TV system for theaters.

Raibourn emphasized, however, that television will not actually compete with motion pictures. He believes that TV programs will become an added feature of theater operating, with films being retained for the greatest part of the entertainment program.

Renews Sponsorship

San Francisco—Artvogue of California, Inc., through the San Francisco advertising agency, Bernard Schnitzer, Inc., has signed to renew its sponsorship of The Damon Runyon Theater over KGO each Sunday evening from 10:15 to 10:45 p.m., PDT. Contract negotiations for the sponsorship were conducted by Bernard Schnitzer of the advertising agency bearing his name and Milton Seropan, who represented KGO.

New Series On WLIB

"Inside Israel," a new series of programs transcribed in the Holy Land, will be started over WLIB, beginning Sunday, June 18, from 5:45 to 6 p.m. Alvin Rosenfeld, New York Post correspondent in Israel, and his wife, Judith Rosenfeld, currently living in Jerusalem, will give accounts of life in the country and will discuss various other topics. Producer of the program is Sam Elfert.

Indie Theme In WOV Ads

Importance of indie stations is being stressed in the latest ad Campaign being run in trade papers by WOV. The copy notes that New York independents "gained 20 per cent more audience than last year" according to Pulse ratings. Also stressed are rates of WOV and other indie outlets.

Thought for Today

MEN OF STRONG MINDS and who think for themselves, should not be discouraged on finding occasionally that some of their best ideas have been anticipated by former writers; they will neither anathematize others nor despair themselves. They will rather go on discovering things before discovered, until they are rewarded with a land hitherto unknown, an empire indisputably their own, both by right of conquest and of discovery.
—COLTON.

WINDY CITY WORDAGE

By HERB KRAUS

● ● ● Probably the most successful show in the history of Chicago Television was Irv Kupcinet's 18-hour "telethon" over WBKB Saturday night and Sunday in the interests of Cerebral Palsy, or spastic paralysis.

Chicago

... Kup and henchmen, professional entertainers, CP victims, models, technicians, and executives brought more than \$200,000 into the till. The all-star lineup of talent which generously lent its time included Bob Hope, Peggy Lee, Fran Allison, Bill Bendix, Jack Carter, the stars of "Oklahoma," "Miss Liberty," Melvin Douglas, Nancy Carroll, Willie Shore, Johnny Desmond, Tommy Bartlett, Buddy Lester, Dave Garroway, Gloria Van, Two Ton Baker, Jack Haskell, Cliff Norton, Connie Russell, Claude Kirschner, Eddie Albert, Don McNeill, Danny O'Neill, Bill Evans, and many others. It was a great job well done and no words can adequately praise the herculean efforts—put forth by the Loving Kup.

☆ ☆ ☆ ☆

● ● ● A war-time colonel turned disc-jockey is Ray Perkins who is rounding out his fourth year on KFEL, Denver. Perkins settled in the Mile-High City after the war to get away from it all. A network entertainer prior to his career in the brass, Perkins plunged into a 90-minute daily stint over KFEL, which has since been increased to three hours daily. . . . He currently keeps happy 86 local and national sponsors. . . . Ray counter-points his presentations with his own piano-playing and singing. . . . Jack Taylor, one-time South Dakota rancher, is now punching the clock at WCFL as the announcing replacement for Mal Bellas. . . . Jack broke into radio with the Armed Forces Radio Service and has been connected with KMBC, CBS affiliate in Kansas City, Mo.

☆ ☆ ☆ ☆

● ● ● Gloria Van replaces equally luscious Connie Russell on Dave Garroway's relaxed hoedown for the remainder of the season until the show hits its festival hiatus June 26. . . . Tommy Bartlett visited Raleigh, N. C., Wednesday, May 31, to emcee the world premiere of Warner Brothers "The Bright Leaf," starring Gary The Coop, Pat Neal and Donald Crisp. Bartlett recorded an interview with Crisp for his show Monday, June 5. . . . WNBQ will originate for the NBC net a new summertime dramatic show called "The Magic Slate," which will present children's and adult classics in half-hour form Fridays at 7:30 p.m. . . . It will alternate with the Video Quiz Kids until Fall. . . . The programs will be under the supervision of Charlotte Chorpennig, head of the Children's Theater of the Goodman Theater.

☆ ☆ ☆ ☆

● ● ● WENR programming department under the guidance of Buzz Blair, new program manager, is working on a two-part series on the Chicago Crime Commission Reports and the Grand Jury, which is investigating them. . . . Another WENR-TV innovation is "Monkey Business." . . . Stars and sole participants are chimpanzees, abetted by bananas, china, toys, gymnastic equipment, etc.

☆ ☆ ☆ ☆

● ● ● Spencer Allen, WGN-TV newsreel chief, organized the "Mosquito Network" in Guadalcanal in 1944 and set up the first Armed Forces Radio Station in the So. Pac. . . . TV receiver scoreboard as of April 30 reveals 493,938 sets in the 50-mile Chicago area. . . . Increase of 37,000 in April and more than 350,000 during the last 12 months. . . . If you like folk music, try catching a mid-afternoon (about 3:00 p.m.) slot on WHFC, Cicero. . . . Don't be misled by the hill-billy trappings, its the real Hatfield and McCoy. . . . That Zenith Phonevision experiment in Chicago is gonna be confined to nine telephone exchanges on the North Side. . . . The rest of the city will have to see its first-run films in the old-fashioned movie house for a while yet.

☆ ☆ ☆ ☆

Subscriber-Type TV Perfectured By Skiatron

Washington Bureau of RADIO DAILY

Washington—Subscriber-vision television system which requires telephone lines, will be ready for demonstration in the Fall, it was announced yesterday by the Skiatron Corp., whose president, Arthur Levey, in a letter to the FCC, claimed that it is "the only practical patented system for providing special TV service to paying subscribers."

Subscriber-vision is, said Levey, "much simpler and more economical than any method which proposes to use telephone wires. An scrambling device, built into the automatically clears up the incoming picture when a special key inserted into the receiver. New patterns would be issued periodically to subscribers as the code changed."

Introduction of subscriber-vision, said Levey, "will dissipate the menace of monopoly by Zenith's Phonevision, which has doubtless been a source of concern to the Commission."

Claims Superiority

Levey wrote that subscriber-vision has important advantages that it works entirely without wires and instead of requiring expensive conversion of present home TV sets, it "will entail merely the replacement of a simple inexpensive receiving tube (for synchronization) in the million of TV sets already homes."

He pointed this out after observing that in a recent letter to the FCC, Commander McDonald Zenith had said he had suggested manufacturers that they include Zenith phonevision decoder outfit in sets because otherwise "it would cost the public millions of additional dollars to have their sets accommodated to phonevision."

And, said Levey, "unlike phonevision, our system does not require that A.T.&T. act as a collecting agency, because telephone lines and cables are unnecessary to unscramble the TV image."

A try-out in New York City will be asked soon, Levey wrote, telling the Commission that "we are proceeding energetically" on a pilot model.

HARD-TO-FIND MAN AVAILABLE!

Administrative Assistant — extensive legal background; experienced in negotiations and drawing of radio and advertising agreements and contracts; expert in handling delinquent accounts; age 34, married, 10 years' experience; offers well rounded executive ability to advertising agency, radio network station or program producer. Phone MO 3-2285 between 6 to 8 P.M. — or write

Box No. 139, RADIO DAILY
1501 Broadway, New York 18, N. Y.

TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, June 14, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV SCHEDULE MAINTAINED AT CBS

TELE TOPICS

WOMAN-INTEREST PROGRAMS on daytime TV have reached an all-time high in salesmanship, with eight programs in New York sold out 50 per cent better. Kathi Norris is bankrolled at WJZ-TV for the 10-10:30 a.m. segment by the station, while her 10:30-11:00 segment has participating sponsors weekly, out of a maximum 30 that could be aired. Also on WJZ-TV, Josephine McCarthy's cooking demonstration (9:45-10) has 11 out of a possible 20 participations; while Ann O'Connell and Carl Caruso are sponsored by the first half of their 12-1 p.m. show "Gimbels." "Market Melodies," starring Russell and Walter Herlihy on WJZ-TV (12:30-2:30), reports 13 out of 30 possible spots. Fred Sales and Brooke Stephens emcee "Homemakers Guide" on WJZ-TV, with 25 out of a possible 50 spots (3-4 p.m.). Big sellers at WADV are Betty Smith's show (11-12 noon) and an Adams' cooking pointers (10:30-11); Smith, who replaced Norris after transfer to WNBC, is approximately 75 per cent sold. Six participations in 45 spots are pushed at WCBS on its "Homemaker's Exchange" (3:45-4 p.m.), "Vanity Fair" (4-4:30). Portions of "Steel's" show on WPIX reserved for an interest, spots total an average of 15 participations weekly. All together, eight programs handle over a hundred commercials weekly and two half-hour sponsorships. . . . All for the convenience of New York women who shop television.

"STUDIO ONE" vacations for eight weeks following its June 26th telecast at CBS (10:00 p.m.)—UNLESS an additional performance is staged on July 3 to compensate for the one missed Monday during the web's strike. . . . 10,000 contributions have resulted from Milton Eisenhower's 2½-hour TV marathon for the Cerebral Palsy Assn. since Saturday night; the figure not yet established. . . . Secretary General Trygve Lie giving a graphic explanation of the U. N.'s Economic Assistance Conference to aid underdeveloped countries, tonight on WJZ-TV (10:00 p.m.). . . . Vim Stores giving their WPIX contract for another week of "News of the Hour" (7-7:15 p.m., four-times-weekly). . . . Bureau of Education of the Amer. Med. Assn. giving a series of tele scripts for local distribution by state and county medical societies. . . . New Yorkers may find Theater's June 21st story hard to believe—it's the rain and flood legend "The Flood" (NBC-TV, 9 p.m.). . . . Lucille Ball, playing "Lady Bracknell" in the Theater's "The Importance of Being Earnest" Friday night, will be repeating the role she played in the Equity production 24 years ago.

Autry TV Series Set For CBS

Gene Autry will make his television debut in a new video series over the CBS-TV network under the sponsorship of The William Wrigley, Jr. Company, Sunday, July 23, 7:00-7:30 p.m., EDT. The Autry TV programs will be a series of western films which are the first expressly made by a screen or radio artist for video. Six of the programs have just been completed in Hollywood with the sanction of AFM.

Sun Oil Buys Football, Buddy Rogers Signed 2 ABC Hours Weekly By WOR For AM-TV

The tab for two hours weekly on ABC television was picked up yesterday by Sun Oil Company for coverage of professional football in the fall. In addition, Sun Oil also bought a half-hour sports feature program to be telecast over WJZ-TV only, titled the "New York Giants' Huddle."

The schedule, which constitutes one of the largest TV coverages of pro-football, calls for live telecasting of 15 National League games, to run approximately an hour and a half each, and a 15-week series of "Pro-Highlights," a film series showing outstanding plays of each week's league games.

The "New York Giants' Huddle" features highlights of Giants' games integrated with interviews with Giants' coaches and players.

IRE Group Hold Election

The Institute of Radio Engineers has recently elected Rodney D. Chipp, director of engineering for the DuMont network, as chairman of the New York section of the 1950-51 season.

NBC-TV Signs Kate Smith, Ransom Sherman For Tele

Television rights on Kate Smith and Ransom Sherman, exclusive for five years, were picked up by NBC yesterday. Details of the agreement reached with Kate Smith, as announced by web veepee Sylvester L. (Pat) Weaver, call for an hour-long "Kate Smith Show" to be telecast Mondays through Fridays (3-4 p.m.), broken into quarter-hour segments for sales purposes. Financial arrangements give Miss Smith a salary running into five figures, while the package as a whole is approximated at \$50,000 weekly. Ted Collins, associated with the singing-personality for 20 years, will produce and appear with Miss Smith

(Continued from Page 1)
but on WOR on Monday, July 3, from 5:00 to 5:30 p.m., and will be heard daily Monday through Friday. Plans are also being formulated for Rogers to star in a daytime video show when WOR-TV begins daytime operations in the fall.

Consummation of the WOR deal makes possible national syndication of the "Buddy Rogers Show," Mal Boyd, Rogers' personal manager and producer of the series, announced. The show will be offered as a package in platter form to stations and cities outside the WOR market area.

The new Rogers show is a PRB, Inc., package, directed by Nat Rudich of Gainsborough Associates Inc., and written by David Karp.

Will Discuss Hofstra Study

Guest speaker at the June meeting of the Detroit Television Round Table, June 20th, will be Dr. Thomas E. Coffin, supervisor of TV program research for NBC, who is expected to talk on the NBC-Hofstra College survey of television's sale effectiveness.

on the series as he has done on radio for the past two decades.

The summer assignment given Ransom Sherman under the new contract specifies a variety format patterned after his radio vehicle of yesteryear, "Club Matinee," featuring a comedy cast, singers, actors, and the Art Van Damme Quintette. Initiated by WNBQ's station manager Jules Herbuveaux, Sherman's show will originate in Chicago Mondays through Fridays (7:00 p.m., EDT), commencing July 3rd. Following the return of Burr Tillstrom's "Kukla" show in the fall, Sherman will occupy another time period for the network.

Some Show Shifts Necessitated By Strike

(Continued from Page 1)

operations at KNX, Hollywood, where technicians were reported to be conducting a sympathy walkout.

Executive personnel who have taken over the technical administrative duties reported that radio operations were normal and minor difficulties were encountered in TV operations. Program schedules on TV shows were shifted to conform with strike conditions on Monday night with "The Goldbergs" and "Studio One" cancelled. Last night "Suspense" was cancelled and a substitute sustaining show produced. The Ed Wynn show, kinescoped on the coast, was not affected.

No Dispute on Wages

Spokesman for the IBEW reiterated last night that there was no dispute over wages. The technicians are reported seeking certain improvements in working conditions. These include adjustment of meal periods for TV engineers and revised vacation schedules. They also seek a seniority clause in their contract.

New Rate Schedule Announced By WPTZ

New rates on participations, spot announcements, and station breaks on WPTZ television, Philadelphia, were announced today by Alexander W. Dannenbaum, Jr., commercial manager. Based on Philadelphia's present number of 500,000 TV sets in operation, the rates constitute a decrease in the cost per thousand homes reached but an increase in actual TV time. In addition, the price changes further effected the elimination of any price differences between film and "live" shows.

Specifically, Dannenbaum's letter to advertisers gave the following new rates: \$150 for a Class A announcement (7:30-10:30 p.m., Mondays through Fridays, and 1:00-10:30 p.m., Saturdays and Sundays); \$112.50 for a Class B announcement (5:00-7:00 p.m., Mondays through Fridays, and 10:30-11:00 p.m., Mondays through Sundays); all other announcements fall into the Class C category at a new price of \$70.00 each.

Florida TV Audience

Miami, Fla.—The estimated number of television sets installed in WTVJ's coverage area as of June 1, 1950 is 27,000. Of this total, 3,800 are located in public places.

PROMOTION

Miss America Contest

WKBW, Buffalo, holds the exclusive franchise to select a girl to represent Miss New York State at the Atlantic City "Miss America Pageant." This year, the Buffalo Junior Chamber of Commerce is co-sponsoring the statewide pageant together with WKBW.

The search has begun to register girls between the ages of 18 and 27 who are unmarried high school graduates with an aim to further their education. Officials are seeking "a typical American girl." She will be a girl with charm, poise, intelligence, character and a sincere ambition to develop her talents through the opportunities offered by participating in the contest. In addition to being the recipient of many valuable prizes as winner of the statewide competition, Miss New York State will have the opportunity to compete for one of the 16 educational scholarships amounting to \$25,000 offered annually through the Miss America Scholarship Fund. The finals for New York State will be held August 10th and 11th at Crystal Beach.

WPLH's Endurance Swim

An endurance swim that was scheduled for last fall but had to be postponed because of adverse water conditions in the Ohio River, was finally attempted last week under the sponsorship of WPLH and WPLH-FM in Huntington, W. Va. It was a promotion deal that drew comment nationally, and in particular throughout the Tri-State area of Kentucky, Ohio, and West Virginia. The endurance swimmer representing the station was forty-three-year-old George Holderby who, for many years, has been gaining recognition as a trick swimmer. His original idea was to swim from Huntington to Cincinnati, a distance of one hundred sixty five miles. Such a swim on the Ohio had never before been successful. After being in the water more than seven and a half hours and covering more than twenty seven miles, Holderby was convinced by Charlie Snowdon, program director of WPLH, that the elements were too severe to make his endeavor a success.

DuMont Offers Prizes

More than \$12,500 in prizes, including a 1950 Cadillac sedan and a 1950 Plymouth convertible, will be awarded by the receiver sales division of DuMont Laboratories in a dealer promotion on the 19-inch Hanover TV set. Walter L. Stickel, national sales mgr. who made the announcement, said the awards will be based on promotion campaigns waged by the dealer outlets and will last until July 31. Backing up the campaign, extensive advertising of the Hanover set will be placed through DuMont's agency, Campbell-Ewald, in seven major consumer magazines and in newspapers in the larger TV markets.

COAST-TO-COAST

KFH Greet Jack Benny

Wichita, Kans.—The KFH Ark Valley Boys were playing "Love In Bloom" as Jack Benny stepped from the plane at the Municipal Airport on the first stop of his 21-day, nation-wide tour. Stepping to the microphone, Jack acknowledged the welcome extended to himself and his troupe by KFH-AM-FM, and the 3,000 people who had waited more than two hours for his arrival. Then threatening that anyone who left couldn't come to his show, he played a few bars of his own version of "Love In Bloom."

Babs Ryan Entertaining On WFIL

Philadelphia, Pa.—Vocalist Babs Ryan, who gained fame while singing with such name bands as Fred Waring, Ray Noble and others, is now starring on her own WFIL radio program Monday through Friday at 11:30 p.m. Her program will originate from the Persian Room of the Penn Sheraton Hotel here, where she will play recordings of popular tunes, chat with table guests and introduce visiting celebrities. Babs also has an informal quarter-hour of songs on the WFIL-TV Wednesday night telecasts.

Joins WSRS Staff

Cleveland, O.—Earl Green, formerly of WCLT, Newark, Ohio, has joined the WSRS news and announcing staff.

KVOO Promotes McClarin

Tulsa, Okla.—W. T. McClarin, account executive for KVOO for the past five years, has been appointed promotion and merchandising manager by William B. Way, vice-president and general manager. Charles McKinney, formerly in charge of the promotion department, has been assigned to the KVOO news department. J. Howard Engle, formerly with KOMA, has joined KVOO as an account executive.

New Business Manager At KVOE

Santa Ana, Calif.—General manager Ernest L. Spencer has announced that Buryl Lottridge will fill the post of KVOE business manager. Lottridge is a radio and TV executive with some twenty-five years experience with midwestern radio stations including WHO, Des Moines; WOC, Davenport; WBEL, Beloit, Wisconsin. For the past three years he has served several midwestern television stations as a program and installation consultant.

KCMO Signs Maxwell

Kansas City, Mo.—Charles W. Maxwell, formerly associated with WREN, Topeka, Kans., is the latest addition to the announcing staff of KCMO. Maxwell has been in radio over five years and was previously connected with KFDX, Wichita Falls, Texas, and KGNC, Amarillo, Texas.

Special Convention Broadcasts

Hartford, Conn.—A direct report from the Republican state nominating convention in New Haven, Wednesday and Thursday, June 14 and 15, is being given over WDRC by Jack Zaiman, political writer for the Hartford Courant. Zaiman's telephone recorded broadcasts will be heard on his "Needle Club" program both nights at 6:15 p.m.

Sague Network Veepee

Cleveland, O.—Samuel R. Sague, president and general manager of WSRS, has been named vice-president of the Foreign Language Quality Network.

WINX Has New Sunday Feature

Washington, D. C.—Heard Sundays at 1:20 to 2:00 p.m., "Music From the Hills" recently inaugurated at WINX, features western, folk and hillbilly artists such as Eddy Arnold, Hank Snow, Sons of the Pioneers, Jimmie Dickens, Elton Britt and others. As an added highlight, the program presents an identification contest. Milton Grant handles the show for WINX.

Re-Joins WMTR Staff

Morristown, N. J.—Bob Vessel, program director of WMTR, announced that Bob Mack has been re-engaged by the station as staff announcer. Mack served WMTR as a staff man during the summer of 1949.

Messer Program Director

Concord, N. H.—Norman Messer has been appointed program director of WKXL, it is announced by Thomas Pingree, manager. Aside from his radio activities, Messer is a professional violinist active in local musical circles.

Detroit Symphony On WJR For Brewery Co.

Detroit—The Detroit Symphony Orchestra will be aired over WJR, Detroit, under the sponsorship of the Pfeiffer Brewing Company, every Friday and Saturday at 8:30 p.m. beginning June 23, 1950, it was announced by Harry Wismer, general manager and assistant to the president of the Goodwill Station. Wismer stated that arrangements have been completed with Alfred Epstein, president of the Pfeiffer Brewing Company, for the presentation of sixteen broadcasts by the Detroit Symphony Orchestra during the Symphony's eight-week series at the Michigan State Fair Grounds. These free concerts will be conducted by Valter Poole.

135,500 TV Sets In St. Louis

St. Louis—Union Electric Company of Missouri reports 135,500 television receivers installed in KSD-TV area as of June 1.

BEHIND THE MIKE

ONE of the most novel quizzes on TV is now coming from Roosevelt Raceway via the NBC-TV

Tommy Dorsey's new vocal lovely Frances Irvin, who will make her N. Y. singing debut shortly, probably be ogled like mad by the talent scouts—she's that gorgeous. Freshest new act in town is a zany MADmoiselles who are recently making their local debut at the Blue Angel.

Beverly Phillips, one of the Eddie Maids on the "Versatile Varieties" TV show, becomes Mrs. Ashton in the fall.

Chanteuse Jeanne Garry, currently concentrating on radio and recently rejected a lucrative contract from MGM. Felt she was ready.

Joe Bushkin and his Trio, now appearing at the Park Sheraton's Maid Room, getting a terrific buy-up by Mutual.

Dick Brown and his mistress, Charlotte Manson, shopping for an airplane so they can do a tour of theaters and still continue with their radio work.

Sheriff Bob Dixon will be immortalized for the nation's youth by a comic book bearing his name and make its debut in the fall.

Billy Williams Quartet slated biggest buildup since the M's Bros. and Ink Spots.

Diosa Costello signing for the described radio series based on her experiences while traveling in the Pacific.

Associated Program Services Deep River Boys are recording a special interview to be shortwaved over WRUL.

Steve Allen has a friend who landed a job in a piano roll company. His job is to paste scotch tape over holes that are clinkers.

Dick Smart initiates the barnyard season in the lead role of "Cat and the Fiddle" in Lambertville, N. J.

Alan Sands, writer on "Big Open House," ran into an art dealer who became a psychoanalyst. Has a couch with white walls.

Billy Williams, whose splendid singing quartet doubles between the Henry Morgan show and the Blue Angel, paid a song for what several critics are firmly convinced is the original Paolo Veronese, one of the 16th century masters. If authenticated, the picture would be worth \$25,000.

Eileen Barton inked for a picture at Ciro's in H'wood in the fall. She also be tested by RKO and MGM while in film land.

Wedding Bells

St. Louis, Mo.—John H. Slay, salesman for KXOK-FM (Traffic Radio) and Miss Rosemary Campbell were married Sunday, June 4, in an informal ceremony on the race of the Mexico Country Club.



BAM PROMOTION PLANS BOGGING DOWN

Oppose TV Clause In Movie Star Contracts

Movie Stars Seek Revision in Contracts

West Coast Bureau of RADIO DAILY
 Hollywood — Personal representatives of name motion picture stars whose studio contracts are up for renewal are taking a stand on contract clauses that prohibit the movie stars from making personal appearances or movies for video, RADIO DAILY learned yesterday. Among the
 (Continued on Page 7)

Gov't N. O. 'Trust' Suit Draws Radio Scrutiny

Washington Bureau of RADIO DAILY
 Washington—Radio lawyers were watching with keen interest the Government anti-trust suit against the New Orleans Times-Picayune filed yesterday by the Justice Department. This is the biggest case the Government has yet filed against combination advertising
 (Continued on Page 3)

Ringson Named Pres. Of Ga. Broadcasters

Augusta, Ga.—Ray Ringson, manager of WRDW, Augusta, has been elected as president of the Georgia Association of Broadcasters. Mr. Ringson will take office with the beginning of the new association
 (Continued on Page 6)

NAB Budget Slash Anticipated

NAB department heads called together in Washington last weekend by Justin Miller, president, and William B. Ryan, general manager, heard news that the new board of directors will probably do some budget slashing when they meet in Washington next Tuesday. Departments which will be affected will include Broadcast Advertising Bureau, FM and the television department. It is reported that BAB which was granted \$200,000 at the Phoenix meeting will be asked to take a cut to around \$150,000.
 The FM department may be dropped and TV operations consolidated with other departmental activities.

Top Industry Salaries Reported By The SEC

David Sarnoff, chairman of the board of RCA, and Gwilym A. Price, president of Westinghouse, were among the highest paid executives in the electronics industry during 1949, according to reports filed by large corporations with the Securities and Exchange Commission.
 Sarnoff took home a total of \$200,000 in salary from RCA during the
 (Continued on Page 3)

Atomic Program On MBS To Have Einstein As Guest

A number of top figures in the nation's atomic energy program will take part in a special United Nations documentary broadcast titled "The Fact Is" over Mutual on Sunday, June 18 from 9 to 10 p.m. Guests include Albert Einstein, J. Robert Oppenheimer, David Lilienthal, Lewis L. Strauss and Robert M. Hutchins. Actor John Garfield will also take part.

Edwards Show Going From NBC To CBS

Ralph Edwards yesterday confirmed reports that the "Truth or Consequences" show would move from NBC to CBS and that the Philip Morris Company would sponsor the show from both radio and TV. The radio version will start on September 5 and the TV premiere will be on Sept. 7.
 Edwards has been on NBC for the past 10 years during which time he was sponsored by Procter & Gamble
 (Continued on Page 6)

McNeill Party Arriving In New York Saturday

Don McNeill, his wife and three sons and the cast of the Breakfast Club will arrive in New York from Chicago on Saturday for a series of five ABC web broadcasts next week before the McNeill's departure for a vacation in Europe on Friday, June 23.
 Two special broadcasts have
 (Continued on Page 3)

BMB's Successor Gets Doubtful Reception

Prospects of Broadcast Audience Measurement as a successor organization to Broadcast Measurement Bureau were reported slim in trade circles yesterday. Incorporators of BAM will talk things over next week during the NAB board meetings in Washington to decide the future
 (Continued on Page 2)

NRDGA Spokesman Comments On Tele

"Television should be made available everywhere," states Lew Hahn, president emeritus of the Natl. Retail Dry Goods Assn., in the current issue of "Stores," the association publication.
 Coming out for the first time with editorials regarding television, Hahn stated, "It would mean a new source of education and entertainment for
 (Continued on Page 6)

Multiplex FM Tests Okayed By Commission

The FCC yesterday okayed a 90-day field test of multiplexing by Multiplex Development Corporation, of New York. Facilities of WGYN, New York FM station recently gone off the air, will be used.
 (Continued on Page 3)

Technicians Return At CBS; Negotiations Resume Monday

Technicians of CBS in New York, who walked out at 6 p.m. Monday in response to a strike call ordered by Local 1212, International Brotherhood of Electrical Workers, last night returned to their jobs. U. S. Conciliator J. R. Marshallbaum, who announced the resumption of work, stated that negotiations which he has been conducting between union officials and network executives will be resumed next Monday.
 The walkout of the 315 radio and television engineers had not radically affected the operations of the web, since executives personnel took over various technical operative duties.

Lost Good Fight

NBC's Sterling Fisher lost a big battle on Tuesday when the village of North Tarrytown rejected a proposal to merge with Tarrytown. Fisher, who will take on a new post with Reader's Digest next month, was mayor of Tarrytown from 1947 to 1949 and had waged a strong campaign for the measure which he had initiated.

Der Bingle Home

Bing Crosby, arm in arm with Irving Berlin, posed for photographers as the Queen Elizabeth docked in New York yesterday and both agreed that what the country needed most was an other tune like "White Christmas." Crosby returns to California next month and moves on with his family to their ranch at Elko, Nev.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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ROME BUREAU

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

FINANCIAL

(June 14)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| ABC | 113 3/8 | 111 1/8 | 111 1/8 | - 1/4 |
| Admiral Corp. | 35 1/4 | 34 1/8 | 34 3/8 | - 1/2 |
| Am. Tel. & Tel. | 159 1/4 | 158 3/8 | 158 3/8 | - 5/8 |
| CBS A | 34 | 33 1/2 | 33 1/2 | - 1/2 |
| Philco | 47 1/4 | 45 3/4 | 45 3/4 | - 1 |
| Philco pfd. | 93 | 93 | 93 | |
| RCA Common | 21 | 20 1/4 | 20 3/8 | - 1/8 |
| RCA 1st pfd. | 78 3/4 | 78 1/4 | 78 3/4 | + 1/2 |
| Stewart-Warner | 17 | 16 5/8 | 16 5/8 | - 1/2 |
| Westinghouse | 35 1/2 | 35 1/4 | 35 3/8 | - 1/8 |
| Zenith Radio | 56 3/8 | 55 3/4 | 56 1/4 | - 1/4 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| DuMont Lab. | 23 1/4 | 24 1/4 |
| Stromberg-Carlson | 16 | 17 1/2 |

Popes Visit President

Callers on President Truman at the White House yesterday were Generoso, Fortune and Anthony Pope, heirs to the late publisher and owner of WHOM, New York. Their visit had no connection with their radio business.

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.

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BAM Getting Cool Reception; Founders Confer Next Week

(Continued from Page 1)

of the research organization, it was learned.

BAM was founded earlier this year to succeed BMB, which had had rough going since its beginning and the plans called for BAM to determine the need for future surveys. BAM, as an interim outfit, was slated to take over BMB's assets on

a minimum and after July 1, one secretary will remain to handle phone calls and requests for BMB data. Baker will still serve in a general advisory capacity and all requests will be sent to the Statistical Tabulating Company, which will prepare reports.

Expect Completion by July 1

Baker says that the area reports, last in the series on the second study, are expected to be complete by July 1 and potential subscribers are about to be canvassed.

Plans call for Broadcast Advertising Bureau, which has shared BMB's offices for the past year, to expand into BMB quarters in the near future. This move might also be delayed or cancelled as BAB's budget may be trimmed by the NAB board.

Foreign Interest

In a letter to Broadcast Measurement Bureau's Dr. Kenneth Baker, a German organization called "Lintas" has requested information on BMB survey methods and reports. The Hamburg outfit said it was interested in making a similar survey on German stations. Baker has sent "Lintas" all readily available data.

July 1, but for various reasons is not prepared to do so. BMB at its board meeting last month decided to continue at least until October 1 and now the possibility looms that BMB will continue indefinitely.

Further complicating the picture is the exit of NAB general counsel Don Petty, who has prepared all of the articles of incorporation for BAM. Petty recently announced his resignation from NAB.

Broadcasters in general are reported to be opposed to buying stock in BAM. Opposition to BAM's proposed board on which broadcasters would dominate also came from the AAAA and the ANA. The agencies and advertisers favored the BMB set-up where they together, held a majority.

Meanwhile, Dr. Kenneth Baker, acting BMB director, revealed yesterday that he would return to his old post at NAB on a full-time basis on July. Personnel at BMB's Park Avenue offices has been reduced to

COMING and GOING

TOM HARKER, vice-president and national sales director of The Fort Industry Co., this week is in Chicago visiting the company national reps. LEE WAILES, vicepres in charge of operations is in New York. Visited for while yesterday at the headquarters of CBI

GEORGE WHITNEY, general sales manager of the Don Lee network, has left Hollywood for the East to confer with clients and station reps. He'll also visit Chicago, St. Louis and Kansas City.

WORTHINGTON C. MINER, producer Westinghouse Studio One, will sail tomorrow for a two-month tour of Europe, visiting England, France and Italy. He will be accompanied by MRS. MINER. They'll be back around the middle of August.

NICHOLAS CARRANO, president of Admin Records, and BOBBY COLT, Admiral singer, have returned from Toronto following personal appearances in that city on radio and at the Casino Theater.

MORRIS S. NOVIK, radio and television consultant, is in Washington to address the members of the Labor Press Association at a conference with President Truman.

Name Supporting Cast

Hollywood—Complete supporting cast for multi-dialect comedienne Sara Berner's initial airing on her NBC comedy-mystery ailer, "Sara's Private Caper," tonight reads like the male auxiliary of top West Coast AFRAns: Bob Sweeney (of Sweeney and March), Frank Nelson, Jack Petrucci, Gerald Mohr, Eric Snowden, Donald Morrison, Tom Holland, Jerry Hausner and Anthony Barrett.

Will Represent TOA

Engineers C. M. Jansky and Stewart Bailey, both former presidents of IRE, have been retained by the Theater Owners of America to help prepare TOA's presentation at the FCC hearings on theater TV. No date for the hearings has been set yet, but the Commission is expected to hear industry spokesmen later this year.



"WHAT I NEED IS A LONG VACATION"

YOU don't need a change of strategy, pal—what you need is a change of media!

The switch that's going to give you results is to W-I-T-H!

In Baltimore, your best bet is WITH—the station that gives you a whole lot of radio for just a little money. That delivers more listeners-per-dollar than any other in town.

Want the complete story? Then call in your Headley-Reed man today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

HARD-TO-FIND MAN AVAILABLE!

Administrative Assistant — extensive legal background; experienced in negotiations and drawing of radio and advertising agreements and contracts; expert in handling delinquent accounts; age 34, married, 10 years' experience; offers well rounded executive ability to advertising agency, radio network, station or program producer. Phone MO 3-2285 between 6 to 8 P.M. — or write

Box No. 139, RADIO DAILY
1501 Broadway, New York 18, N. Y.

Multiplex FM Tests Approved By FCC

(Continued from Page 1)
operating on 97.9 mc. The operation, somewhat like Polycasting as proposed last year by Raymond Wilmotte, calls for simultaneous sending of several signals on the same frequency.

The company is owned by lawyer Alvin Untermeyer and William S. Halsted. Testing is permitted between the hours of one and six a.m. and nine a.m. and 12 noon.

McNeill Party Arriving In New York Saturday

(Continued from Page 1)
been arranged for McNeill in New York. One of the Breakfast Club sessions will originate from the deck of the aircraft carrier, U.S.S. Enterprise on Tuesday, June 20th, and the other from the Queen Mary dock on Friday, the 23rd. The McNeills will sail for Europe on the Queen Mary following the broadcast.

Accompanying McNeill to New York for the week's Breakfast Club appearance will be Sam Cowling, Fran Allison, Patsy Lee, Johnny Desmond and orchestra leader, Eddie Ballantine. The broadcasts of Monday, Wednesday and Thursday will originate at the Ritz Theater.

Top Industry Salaries Revealed In SEC Reports

(Continued from Page 1)
year and was credited with \$11,901 for pension and retirement payments. Before income taxes, Price had \$126,400 from salary and \$73,587 for "incentive compensation." A sum of \$10,620 was credited to Price for pension and retirement with estimated annual benefits on retirement set at \$18,032.

Frank Folsom, president of RCA drew \$140,000 before taxes and had \$8,301 set aside for retirement. Niles Trammell, NBC board chairman picked up checks aggregating \$100,000 with \$5,901 for retirement.

Other executives whose names were listed in the 10-K reports required by the SEC included: Mark Woods, vice-chairman of ABC, a salary of \$75,000; Robert Kintner, president of ABC, \$49,999.92; William Balderston, president of Philco, a salary of \$75,000 plus incentive compensation of \$33,000; James Carmine of Philco, a salary of \$60,000 plus incentive compensation of \$27,000; and A. W. Robertson, board chairman of Westinghouse, a salary of \$91,400.

CBS board chairman William Paley took home a salary of \$100,000.16 as did the network's president Frank Stanton. Paley had \$17,604.79 set aside under the pension and insurance plans while for Stan-

ton, the sum was \$13,270.26. No incentive bonus was paid to Paley, but Stanton picked up an additional \$34,740.00 under this heading.

Other CBS board members in the upper brackets included Edward R. Murrow, whose salary was \$121,944.47 and Edward Wallerstein of Columbia Records, with a salary of \$60,000, a bonus of \$3,208.50 and a retirement amount of \$13,849.30.

The Zenith report listed an amount of \$109,319 paid to its president, E. F. McDonald, Jr. and \$99,319 to the executive vice-president, Hugh Robertson. At Admiral, Ross D. Siragusa, president, was paid fees adding up to \$82,765.00 while John B. Huarisa, executive vice-president had a take of \$55,432.00 from salary and a bonus of \$65,848.10.

The reports contained no data on salaries paid to employees, other than those who were board members. No dividends to individuals were listed. The 10-K form is required by the SEC of all corporations with stock listings.

Stork News

Mr. and Mrs. Larry Alexander are the parents of a daughter born Friday, June 2, in Ravenswood Hospital, Chicago. Alexander is a WBBM announcer and newscaster.

Gov't N. O. 'Trust' Suit Draws Radio Scrutiny

(Continued from Page 1)
rates, and although the rates in this case do not include radio time, rulings which might come out of the case would have important reverberations for newspapers owning radio stations.

WTSP Not Involved

The Government is attacking advertising sales requiring the purchase of space in both the morning and afternoon papers. There was apparently no charge that the combination rates included commitments for time on WTSP and WTSP--FM, New Orleans radio stations also owned by the Times-Picayune.

KTAR Receives Plaque On Its 20th Anniversary

KTAR, Phoenix, celebrated its 20th year of NBC affiliation on June 8th with a special program, featured by presentation of a plaque to gen. mgr. Richard Lewis by Jennings Pierce, station relations head of NBC in Hollywood. At the same time, thru Raymond Morgan Agency, the daily 11:45 to noon news over KTAR and six other Arizona Broadcasting System stations will be sponsored for 52 weeks by White King Soap.

"who dis man?" "dis that ole Alan Kent"*

"what he doin' in dis paper?"

(note: skip screwy dialogue and drop to straight)



Who *could* it be but the famous (he occasionally insists on being called infamous) Alan Kent of the once sound-renowned team of Kent & Johnson.

Alan is now on WOR every Saturday at 3:00 P.M. He's in this paper because WOR feels that his show has all the ingredients that have for more than 28 years made WOR the greatest producer of sales-making shows in America.

Oh, yes—the show's called "The Alan Kent Show". The title's that simple and so's the show. But Alan's selection of popular records which appeal to *all* the family, interspersed with his erudite, but always appealing comments — label this as a standout and a growing rating-ranker.

And ss-sh — it's *not* expensive. Call any of us here at WOR about it — quick. "The Alan Kent Show" won't have time open for long!

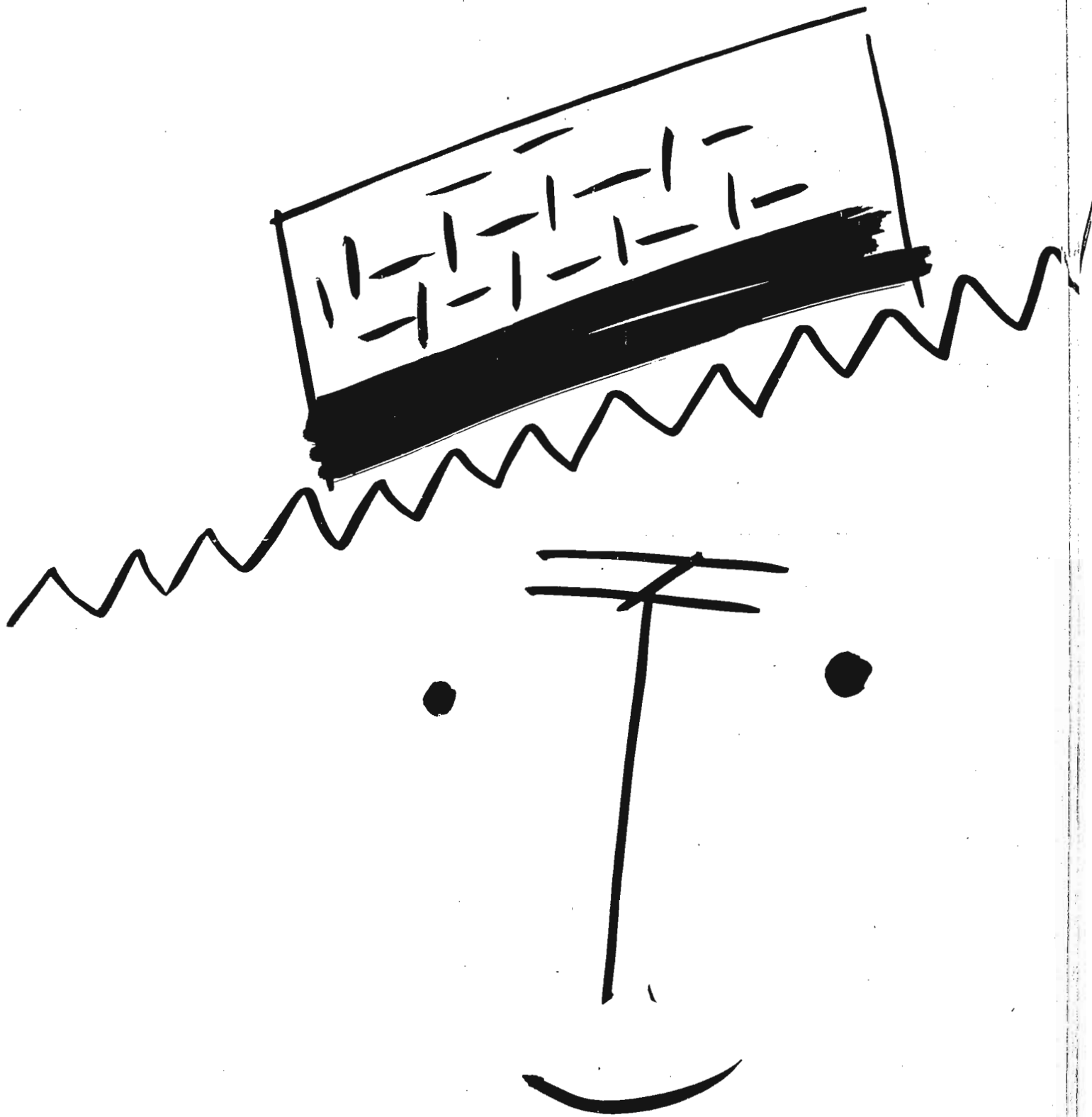
—heard by the most people where the most people are

—from Maine to North Carolina

WOR

* Right, indeed. But not in years, nor in an overwhelming charm that creates air miracles.

the NBC



straw hat plan

... more sales for less money through NBC summertime television.

39% more TV families than last winter

on the NBC interconnected television network alone ... and this is a *net* figure. (Seasonal decline in viewing taken into consideration.)

27% lower cost per thousand

... the lowest in television history.

an 8-week hard hitting campaign

... instead of the usual 13-week cycle. This makes it possible for you to enjoy the prestige of NBC network television on a limited budget.

NBC's choice productions

... priced for summertime budgets.

a warm weather welcome lift in sales

If yours is a seasonal summer product, here's a way to quick sales. If yours is a year-round product, here's a boost for sales through the summer — a head start for fall business. Whatever you sell, the NBC Straw Hat Plan offers you the largest TV audience in history, at the lowest cost per thousand — top-ranking NBC-produced television shows — all on a special, economical 8-week basis. Get your order in before July 1 to take advantage of present low rates. For complete details and program descriptions, send for our booklet, "The NBC Straw Hat Plan".

NBC TELEVISION

Edwards Show Going From NBC To CBS

(Continued from Page 1) and the commercial plugged "Duz." "This is Your Life," another Edwards show heard on CBS will close for Philip Morris on June 30th. The program will be sold to another sponsor, a CBS spokesman said.

Ringson Named Pres. Of Ga. Broadcasters

(Continued from Page 1) year, July 1st. Election of GAB officers was conducted by mail this year, with J. K. Boatwright and Company, certified public accountants of LaGrange handling the details. Ringson will succeed Edwin Mullinax of WLAG, LaGrange, as head of the GAB.

Other newly elected GAB officials are: Ben Williams, WTOG, Savannah, vice-president; Fred Scott, WK TG, Thomasville, secretary-treasurer; L. H. Christian, WRFC, Athens, and Shed Carswell, WSFT, Thomaston, directors. Mr. Williams is the retiring secretary.

Stork News

New Haven, Conn.—Cynthia Anne is the name of the new arrival at the New Haven home of Daniel W. Kops, vice-president and general manager of WAVZ. Mrs. Kops is the former Nancy Nachman of Montgomery, Alabama.

Mrs. America Contest Set

Rome, Ga.—WLAQ has contracted with Mrs. America, Inc., to handle eliminations in the Mrs. America Contest, 12th annual finals of which will be held in Asbury Park, N. J., next September. Judging this year's Mrs. America contest is done 50 per cent on beauty and 50 per cent on homemaking talents of contestants. Leland B. Mowry, Jr., WLAQ manager, is in charge of promotion.



By SID WHITE

Man About Manhattan. . . !

● ● ● IN ONE EAR: Margaret Truman has been approached to write a series (ghostwritten) for radio tagged "Life With Father—the President." This would be the human side of the presidential story. . . . The FCC is sitting on color decision which will make headlines within 90 days. . . . At least two B'way houses are skedded to be reconverted into theaters especially built for the showing of TV motion pictures. . . . If the right musical comedy vehicle comes along, Groucho Marx wouldn't exactly have to have his arm twisted to accept a starring role in it. The Man with the Leering Lope yearns to return to B'way for another fling with the Muse. . . . Rodgers and Hammerstein expect "Anna and the King of Siam" to be good for a five-year run. Gertrude Lawrence, who will star, has been pacted for the first two. . . . Shelley Winters' summer stock asking price is \$2000 a week. Franchot Tone is asking a mere four grand. . . . Mike Todd is nothing if not persistent. He still wants Al Jolson to headline a revival of those famous Winter Garden Sunday p.m. concerts and is said to be willing to go as high as 30 G's a week for four weeks. If Jolie sez yes and the concerts are a success, Mike will next tap Georgie Jessel for a four-week booking at the same price. Then, he's going after Bob Hope. . . . What's up with Chas. V. Denny and the Mirror's Jack Lai? They're skedded for an important luncheon today at Le Chambord.



● ● ● MAIN STREET SEEN-ery: Gertrude (Molly) Berg yoo-hooing to Rob't Q. Lewis in the CBS lobby. . . . M. Berle cutting up a fancy rhumba at the Roosevelt Grill. . . . Two genial Irish gents exchanging top o' the evenin's Freeman Chum's—Morton Downey and Art Mooney.



● ● ● ONCE OVER LGHTLY: Now that NBC-TV has signed up Groucho, watch for a rival web to team up Chico and Harpo in a TV package. . . . That Sarah Vaughn gal continues to skyrocket upwards. After copping practically every important nat'l popularity poll, plus a Columbia recording contract, Sarah is now being eyed by the H'wood moguls. . . . Some grim smiles were caused the other ayem by a disc jock's comment that Vic Damone's Mercury platter of "Where Can I Go" didn't pack the poignancy of Leo Fuld's London platter of the same tune. Not very surprising when you consider that Leo, who penned the tune, had to watch his family being murdered by the Nazis. . . . One of video's unsung pioneers is producer Geo. Scheck, who is currently represented on TV with "Maggi McNellis' Private Wire." Geo., an actor-dancer, has run the gamut from children's variety shows, through documentaries like "City at Midnite" up to sophisticated shows like Maggi's.



● ● ● When Carleton E. Morse's "One Man's Family" returns to NBC-TV under Sweetheart Soap sponsorship July 29th, there will be a major change in the cast. The role of Claudia, handled by Nancy Franklin this past season, will be portrayed by Eve Marie Saint. You may remember blonde and beautiful Eva as the gal who had that six-page layout in Life mag. some months back as a typical TV actress seeking recognition. Well, she'll certainly get it with this assignment.



● ● ● SMALL TALK: The Billy Williams quartet slated for their own radio show in Oct. . . . Joe Ricardel guesting with Buddy Rogers' ABC stanza today. . . . To lovely Mindy Carson fell the honor of recording Associated Program Service's 15,000th selection.

NRDGA Spokesman Comments On Tee

(Continued from Page 1)

the public, a new sales opportunity for retail stores and it would provide additional outlets for a growing and ambitious industry. In addition of other market areas, television receivers would operate to take any surplus of sets off the present limited market and would prove a stabilizing influence, which is badly needed at this time," he added.

Stating he had all due respect for the FCC's reasons in withholding its approval of additional TV stations, Hahn declared, "We are strongly of the opinion that this attitude is fortunate." Concluding the article, Hahn called upon all those of similar opinions to . . . "make your opinions known to the Commission and to Congress."

Stork News

Jim Tyler, manager of advertising and promotion at Mutual, is the father of a 6 pound, 14 ounce baby, born Monday night at the North Westchester Hospital, Mt. Kisco, N. Y.

Kenosha, Wisc.—William L. man, president of WLIP, Kenosha, announces the birth of his child, a girl, born to Mrs. Lipin Wednesday, June 14.

Nancy Craig's New Series

Nancy Craig, back from England with 26 interview programs recorded abroad, will broadcast the first of the new series over WJZ-TV when she will present a special Father's Day broadcast Friday, 1:30 p.m., featuring an interview with Bing Crosby made in England. During the interview Crosby will tell about the problems of raising four boys and the satisfaction of being a father.

Sara Berner's Voice As
GLADYS ZYBISCO
(Of The Jack Benny Show)
Is Switching To
"SARA'S PRIVATE CAPER"
(The Sara Berner Show)
NBC, TONIGHT, 10:30 p.m. EDT

PRIZES
FOR YOUR
QUIZ SHOWS
Available for Immediate Shipment,
F.O.B. New York
Selection Possible From Catalogue
From
RICHARD S. ROBBINS CO.
551 FIFTH AVENUE
New York 17, N. Y. MU. 7-0384

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

TELEVISION DAILY

Section of RADIO DAILY, Thursday, June 15, 1950 — TELEVISION DAILY is fully protected by register and copyright

OPPOSE TV CLAUSE IN CONTRACTS

TELE TOPICS

ALMOST EVERY visual slapstick trick known to comedy was used by Milton Berle and Martin and Lewis during Berle's rising TV performance for the current season over NBC-TV Tuesday night. They traded pies at each other, squirted seltzer bottles, wore breakaway clothes and called assorted stooges to help litter up the stage. It was riotous comedy antics, with Berle allowing himself to be pummeled by Jerry Lewis as he did "straight" in some of Lewis' gagging. Climactic routine was a rough house bit where Berle, Martin, Lewis and Gertrude Niesen joined hands to break the props, wreck the scenery, and destroy sundry dummy TV equipment. It was New Year's Eve, Fourth of July, and a lost week-end combined to make the shop for Berle until he returns for baccaro in the fall.

NBC-TV CAME UP with some new business yesterday which bids fair to strengthen their fall programming schedule. The web closed a deal with Chrysler Corporation for a half hour dramatic show called, "T Men," which will start in the fall and found another sponsor in Detroit, Ironrite Ironer Corp., which will sponsor a half hour on Mondays, 7:30 to 8:00 p.m., starting October 2. The Ironrite program is still untitled but will be designed to attract housewives interested in iron-mangles and other laundry equipment.

HOLLYWOOD HAPPENINGS—"Lights, Camera, Action," starring emcee Walter Woolf King, goes network on NBC starting in July. . . . David Hire Productions has bargained with Hal Roach for radio space and equipment to produce a band movie series of "Wild Bill Hickok" starring Guy Madison and Andy Devine. . . . Dick Fishell, former football player and sportscaster, now has his own show on KLAC-TV. . . . Tab for KTLA's "Understanding Review" picked up for 13 weeks by Chrysler through McCann-Erickson. . . . John Sutherland Productions is working with a potential sponsor for a film series on "The Adventures of Tom Sawyer."

MAJOR BATTLE is being waged by several network shows over exclusive rights on Ben Hogan's first tele appearance since his comeback—to date three network shows want him, but Ed Sullivan's show, Sunday night on "Toast of the Town" (CBS-TV, 8-9 p.m.). . . . WPTZ, Philadelphia, maintaining a specially conducted studio in Convention Hall during the radio distributor-dealer convention. . . . Annual outing of ABC took place yesterday at the Huntington Country Club, Long Beach. . . . "Alan Young Show" on CBS-TV is now being filmed by Jerry Fairbanks.

Tele Commercials Analyzed By Starch

TV commercials are reaching approximately equal numbers above and below 35 years of age, according to the June issue of the Starch report on TV commercials which was based on a recent study by age groups. Some commercials, however, are said to be remembered by as high as 65 per cent of those queried who were over 35. In general, the report said, domestic dramas and quiz shows are attracting older groups and mystery and sports younger groups.

Continuing its recent policy of analyzing brand acceptance "by attitude" of viewers toward commercials, the report listed the following categorical leaders rated according to numbers of queried viewers who "remembered seeing" the commercials. Automotive—Texaco 92 per cent; cigarettes and tobacco—Chesterfield 96 per cent; drugs & toilet goods—Gillette 62 per cent; food—Lipton 89 per cent; household equipment & supplies—Admiral 65 per cent; miscellaneous—Bulova 65 per cent; the average for all commercials "remembered seen" was 50 per cent.

Among the commercials "best liked" were: Lipton 40 per cent; Texaco 38 per cent; Old Gold 37 per cent; Sanka 34 per cent; Chiquita Banana 33 per cent, and Chesterfield 28 per cent.

NBC-TV Buys Comics Show

Hollywood—James Saphier sold NBC-TV a Telecomics, Inc., package which is slated for Fall debut and will be known as The NBC Comics. Telecomics, consisting of Richard Moores, Jack Boyd and

Sponsorship Set For Garden Events

Sponsorship of sixty of the 120 telecasts WPIX will beam from Madison Square Garden in the fall, has been negotiated by the Local Chevrolet Dealers Assn. of N. Y., N. J., and Conn., an agency spokesman for Campbell-Ewald revealed yesterday. In a deal with Madison Square Garden some weeks ago, WPIX optioned the 120 events on a Sundays-through-Thursdays schedule, including: wrestling, basketball, hockey, the dog show, rodeo, and horse show. Cost to WPIX was estimated then at \$200,000; while the contract with Chevrolet dealers is reportedly for \$250,000.

Garden boxing bouts on Friday evenings are expected to be telecast again by NBC. Television rights on Saturday night Garden events were snared by CBS on April 17th for an estimated \$100,000.

Web's Mobile TV Unit Will Cover Golf Match

Final events in the Palm Beach Golf Tourney this Sunday, June 18 will be covered by NBC-TV, using four mobile units and a specially arranged course. The cameras will be set so as to cover the final six holes at the Wykagyl Country Club near New Rochelle, New York.

Bill Stern, Harry Nash and Jug McSpaden will fill in details. The telecast will run from 3:30 to 5:30 p.m. and will be offered to the full net on a co-op sponsorship basis.

Donald Dewar have completed two and are preparing a third original cartoon for the 15-minute, five-a-week series.

Agents Take Stand On New Contracts Of Movie Stars

(Continued from Page 1)

agencies reported to be examining contracts are Music Corporation of America and the William Morris agency. Others include personal reps of name personalities.

The consensus in the agency field seems to be that with the AFM relaxing rules on new musical movies for TV and the increasing requests from advertising agencies, networks and sponsors for motion picture personalities, that the stars must have more latitude in negotiating TV deals.

Present contracts of the artists with the major studios include clauses whereby the star must get the permission from the studio before making any TV appearances. Such approvals have been granted in some cases but in others stars have been restricted on video appearances.

One spokesman for the movie industry said yesterday that the economic status of the movie industry is such today that studios are in the position whereby they would like to be relieved of some of the long term high salaried commitments. This might be brought about by cancellation of contracts which carry the TV clause thus allowing the stars to negotiate elsewhere.

Government Shows New TV Film Shorts

Washington Bureau of RADIO DAILY

Washington—New recognition of the value of TV for government campaigns was seen yesterday as the Department of Agriculture screened its first film short made exclusively for video. The film, without titles and designed to fit into programs for homemakers, runs about four minutes, calling for live introduction. It closes with an offer of a folder on how to make a particular women's coat with which the subject is concerned.

Mail drawn by the subject is directed to the station showing it, with the department furnishing the folders. The government does not provide the actual patterns for the coats, however—these can be purchased in stores at a small cost.

Tom Noone of the TV office of the USDA information division said yesterday that this is the first film of its type to come from a government agency. He showed it yesterday to the National Association of Radio Farm Directors.

Press-Time Paragraphs

McNeill Signed For TV By ABC

Don McNeill has signed a long term television contract with ABC and will make his TV debut in the fall with a full-hour variety show originating in Chicago. It is expected that Philco and Swift & Company will be among his sponsors. Present plans call for selling the show in 15-minute segments. McNeill has also contracted to make a series of records for Decca based on his "Memory Time" poems and other human interest portions of the Breakfast Club broadcasts.

New CBS Series

"Songs for Sale," a full-hour show with Jan Murray as emcee, makes its debut on CBS radio June 20, becoming a simulcast on July 7 (9-10 p.m., EDT). Ray Bloch's orchestra, singer Ray Bennett, a panel of four prominent musicians, and a quartet of unrecognized songwriters have all been woven into the format.

AGENCIES

OHIO'S STATE annual advertising and sales promotion confab on October 6 and 7 will be co-sponsored this year by the university and the fifth district of the Advertising Federation of America. The first day's program will include addresses and other meetings and on the second day, business sessions will be held.

DOHERTY, CLIFFORD & SHENFIELD, INC., has resigned the Nestle Company account.

DALE ROBBINS has joined the copy staff of Benton & Bowles, Inc. He was formerly copy chief at Birmingham, Castleman & Pierce, Inc.

CHARLOP ADVERTISING COMPANY, INC. has now become Charlop-Fradkin Advertising, with new offices at 299 Madison Avenue. All accounts remain unchanged.

STANLEY F. MERRITT has been appointed co-director of the copy department of Albert Frank-Guenter Law, Inc.

WOODARD & PRIS of Albany, N. Y. have moved to new quarters in the Waldorf Building at 24 James Street.

Special WNEW Program Will Salute June Brides

A special salute to June brides and grooms will be aired over WNEW this Friday, June 16, from 10 to 10:30 p.m. Couples recruited at the marriage license bureau at the Municipal Building will be interviewed. Advice will be offered by the president of the Association of American Counsellors, Dr. Abraham Stone and Mrs. Helen Valentine, editor-in-chief of Charm. Show is titled "Here Comes the Bride."

Mr. Time Buyer:
Before you run off on your vacations, check your fall schedule against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!

1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS ONLY \$13.00 (360 TIME EACH RATE)

Available Right Now: Spots between High-Rated National Shows!.. Spots on or between long-established Local Shows!.. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE (MBS)
NATIONAL REPRESENTATIVES
RA-TEL
420 LEXINGTON AVE., N.Y.C.
50,000 WATTS DAYTIME - 5,000 WATTS NIGHTTIME

California Commentary

● ● ● Pass some more sassparilla, podner. . . . Commodore's Walter White and Shirley Thomas are clicking their spurs in glee following two great breaks for their "Hoppy" series. First came a full one-page column in none other than the Wall St.

Hollywood Journal, then a Life cover. And to top it all off, Hoppy opens with the Cole Bros. Circus at Yankee Stadium. . . . L. A. sports scribes, with one notable exception, Sid Ziff, sports editor of the Mirror, still sniping away at TV coverage of baseball in L. A. and Hollywood. General feeling here, however, is that with colorful opposition, good weather, and good parking facilities, the ballclubs will do business as they should, TV or no. . . . Smiling Frank DeVol comes up with what he calls "Visual-musical orchestra" fun in a new TV format now up for consideration by the webs. Let's wait and see what happens when the tuba player attempts a fast tango. . . . Hollywood observer will match decolletage TV'd by Pantomime Quiz regular Adele Jergens against anything Faye Emerson can offer. . . . Everybody's going dramatic on us! Tex Williams moves into an all-dramatic Western show on NBC, the last few minutes of the program devoted to one singing request, and crooner Dick Haymes cuts a dramatic audition in N. Y. this month, minus crooning.

☆ ☆ ☆ ☆

● ● ● **NOW WE'VE HEARD EVERYTHING DEPT:** A reported \$500,000 investment, known as the Teen Agers Club, has opened in Beverly Hills on the site of the ill-fated Cafe Italia for teen-agers to disport themselves harmlessly. That's OK, but the promoters claim that they are "combatting juvenile delinquency!" In Beverly Hills, yet! . . . KMPC attorneys and public relations men lining up a host of character witnesses in behalf of owner G. A. Richards during the FCC hearings, in an all out effort to prove Richards actually racially unbiased. In the meantime, the delays attendant upon reopening of the hearings are costing Uncle Sam a very pretty penny. . . . Apparently the 200 KFI employees requested by owner Earl Anthony have complied with his request for non-communist affidavits. No noise or rumpus from fellow traveler groups on that one.

☆ ☆ ☆ ☆

● ● ● **Walter O'Keefe** finally made it. Walter was elected Honorary Mayor of Bakersfield, Cal., for Flag Day, taking his "Double or Nothing" gang up there to tape his show. The whole town out for the show, too. . . . And here's another boost for TV. Pepsi Cola prexy Alfred N. Steele claims that home sales of soft drinks, along with the harder type of grape, have increased due to TV. Maybe the barrooms will have to put more shuffleboard tables in now. They've been hit conversely, now that TV is no longer the novelty it was a few years ago. . . . If the girls can't make it out to Hollywood, they can now sit by their phones and wait for Jack Bailey to dump thirty or forty million dollars into their laps. "Queen For a Day" will now feature telephone interviews with the millions of household lackeys who can't leave home. . . . Now that pro boxing has completely disappeared from L. A. video, viewers are being mollified by the Vick Knight Agency, which has just signed a ticket with Willie Omer, of the Main St. Gym, for exclusive telecasting rights to workouts and general training activities. We're glad it's only visual, our olefactory senses being what they are.

☆ ☆ ☆ ☆

● ● ● **PEOPLE**—Commodore Al Jarvis welcomes aboard as his personal "production liaison executive" former Navy Lt. Tim Timmins, who recently retired from thirty years service. . . . Robert Young, chosen "Hollywood Father of The Year," receives a plaque, Louella, this Sunday. . . . Polka Dotter Chili Williams opens at Mocambo, this time introducing the Polka to Charleston conscious Hollywood. This should REALLY be televised. . . . George Lindman to Mutual affiliate KPOA in Honolulu, as commercial manager and assistant general manager.

Your recording dubbings spots pressings deserve RCA quality

RECORDING • PROCESSING • PRESSING

You get the kind of service you want and the quality you need at RCA! Records and transcriptions of every description... slide film and promotion recording facilities. Careful handling and prompt delivery. Contact an RCA Victor Custom Record Sales Studio, Dept. 6-D:

- 120 East 23rd Street New York 10, New York MU 9-0500
 - 445 North Lake Shore Drive Chicago 11, Illinois Whitehall 4-3215
 - 1016 North Sycamore Avenue Hollywood 38, California Hillside 5171
- You'll find useful facts in our Custom Record Brochure. Send for it today!

First in the Field!

custom record sales

RCA Radio Corporation of America RCA Victor Division

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 54

NEW YORK, FRIDAY, JUNE 16, 1950

TEN CENTS

SERVICEMEN OPPOSE PROPOSED BILL

Report Latin-American TV Film Web Planned

Spanish Films May Be Produced For TV Stations

Formation of a Latin-American TV film network which will link proposed stations in Mexico, Cuba and Puerto Rico and will eventually extend to countries in South America, being discussed by radio-TV leaders in Spanish speaking countries and will probably be announced within the

(Continued on Page 7)

Research Executives Given AMA Awards

Awards for radio and television research were presented yesterday by the American Marketing Association to WNEW's Claire Himmel, r. Sydney Roslow of Pulse and r. Thomas E. Coffin of NBC. Dr. Hans Zeisel of McCann-Erickson made the presentations at an AMA luncheon in the Hotel Commodore. Dr. Coffin, supervisor of televi-

(Continued on Page 6)

Series Of Spots Set For WOR Next Week

A new batch of spot radio business was reported yesterday by WOR, New York. Shaeffer Beer high sponsors Dodger baseball on WOR-TV will begin a radio spot campaign next week and the Cole

(Continued on Page 2)

Await Decision

Commercial sponsorship of Madison Square Garden boxing as well as the events at St. Nick's are in jeopardy because of the inability of the International Boxing Association and the Managers' Guild to get together on TV terms. Gillette is asking NBC for confirmation and a beer sponsor wants the St. Nick's bouts on CBS.

Complete Election Coverage

Crewe, Va.—Radio Station WSVS-FM had the unique experience of scoring a three-way beat in reporting the local town election results. Not only were they first in announcing the final outcome of the election for Mayor and Town Council, but their exclusive reporter was the star reporter and editor of the town's sole newspaper, as well as head of the present and future town administration, Mayor Raymond S. Davis.

Educational Seminar At Illinois "U" July 2

Urbana-Champaign, Ill.—The second "Allerton House Seminar on Educational Radio," presented by the University of Illinois' division of communications and the Rockefeller Foundation's division of humanities, will be held at Allerton House, the conference center of the university, from July 2 to 18. Some 25 persons directly concerned with planning and producing educational radio programs will meet with authorities

(Continued on Page 3)

Amateur Hour Benefit Sell-Out At Garden

Ted Mack's all star amateur hour at Madison Square Garden last night for the benefit of the New York Foundling Home was a complete sell-out with the event grossing more than \$32,000, it was announced last night. Mack emceed the show and presented a variety of top amateur acts. In addition several name radio and TV stars made guest appearances.

Radio-TV Coverage Denied For P. G. A. Golf Tourney

Columbus, Ohio—Radio and television rights for play-by-play coverage of the 1950 P.G.A. golf tourney have been turned down, at least for the time being. Regular coverage by news departments, motion pictures for later showing and other progress reports will be permitted for the June 21 to 27 tournament as usual, according to officials for the match.

Mayor James A. Rhodes, former

Increase In Set Sales Forecast By Speaker

Atlantic City, N. J.—Radio sales in the next five years will exceed those of the period 1935 to 1939, Joseph B. Elliot, vice-president in charge of RCA Victor consumer products predicted yesterday at the 42nd annual convention of the National Association of Electrical Distributors, meeting in Convention Hall. Elliot said he used the period in the thirties as a base because it was used by economists as the

(Continued on Page 4)

Mutual Gets Radio Rights On Girl Channel Swimmer

Shirley Mae France, Somerset, Mass., girl who will again attempt to swim the English channel in July, yesterday gave Mutual exclusive radio rights for any broadcasts originating here or abroad, it was announced last night. Miss France, with her parents and trainer, sailed yesterday on the Queen Elizabeth to begin training for her channel swim.

Hold N. Y. Meeting To Protest Enactment

Charging that the proposed bill which would require licensing of television servicemen in New York City is discriminatory and would make it impossible for the small dealer to stay in business, 1200 members of the Associated Radio and Television Servicemen at a meeting Wed-

(Continued on Page 7)

Criticism Of Sterling Voiced By Tobey

Washington Bureau of RADIO DAILY
Washington—Promising to produce sensational supporting evidence this morning, Sen. Charles W. Tobey accused the FCC yesterday of having "flim-flammed" the public in order to conceal its own "great engineering blunder" in the allocations of channels for TV. Or perhaps his reference was to the moving of FM upstairs, no one

(Continued on Page 3)

McConnell To Address S. C. Broadcasters

Joseph H. McConnell, president of NBC, will be the principal speaker at the annual meeting of the South Carolina Broadcasters' Association to be held at the Ocean Forest Hotel

(Continued on Page 2)

Talent Quest

Radio station WRFD, Worthington, is out to find Ohio's radio "Stars of Tomorrow." Fred Palmer, manager of WRFD, has announced plans for a statewide, county-by-county talent search by the station for Ohio's most promising entertainer or entertainment group. The talent hunt, to be known as Ohio Auditions, will be launched on June 25.

RADIO DAILY



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

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

CHICAGO BUREAU
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

SOUTHWEST BUREAU
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491

ROME BUREAU
John Perdicali
Ludovisi 16

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

FINANCIAL

(June 15)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-------------------|---------|---------|---------|----------|
| ABC | 11 1/2 | 11 1/8 | 11 1/8 | |
| Admiral Corp. | 35 1/2 | 34 1/2 | 34 3/4 | + 3/8 |
| Am. Tel. & Tel. | 159 | 158 3/8 | 158 3/8 | |
| CBS A | 34 1/8 | 33 1/2 | 33 7/8 | + 3/8 |
| CBS B | 33 3/8 | 33 3/8 | 33 7/8 | - 3/8 |
| Philco | 59 1/8 | 58 3/4 | 59 | |
| Philco pfd. | 109 3/4 | 109 3/8 | 109 3/8 | - 1/8 |
| RCA Common | 21 1/8 | 20 5/8 | 20 5/8 | + 1/4 |
| RCA 1st pfd. | 78 3/4 | 78 3/4 | 78 3/4 | |
| Stewart-Warner | 17 1/4 | 16 3/4 | 16 3/4 | + 1/8 |
| Westinghouse | 35 3/8 | 35 1/4 | 35 1/4 | - 1/8 |
| Westinghouse pfd. | 104 1/8 | 104 1/8 | 104 1/8 | - 1/8 |
| Zenith Radio | 57 3/8 | 56 3/4 | 56 7/8 | + 3/8 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| DuMont Lab. | 23 1/2 | 24 1/2 |
| Stromberg-Carlson | 16 | 17 1/2 |

Two New S-W TV Sets

Two new console TV sets with 16-inch rectangular "black" tube, one providing FM-AM radio reception and the other with three-speed record changer in addition to FM-AM radio, are now being shipped to the trade by Stewart-Warner Electric, Chicago, Ill. Model 9108-A lists at \$349.95, and model 9108-B, which contains the record changer, lists at \$399.95.

THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE NATION'S FASTEST-GROWING MARKET

KGW PORTLAND OREGON

AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

★ COMING AND GOING ★

ROBERT MONTGOMERY, heard on the American network, next week will leave for Berlin, where he'll spend about 10 days attending the Congress of Cultural Freedom, an organization opposed to the principles and practices of Communism.

TED NELSON, general manager of WIKK, Erie, Pa., is leaving in the station's private plane, "Cessna," for Las Vegas, Nev., where he'll spend the week-end conferring with Don Reynolds, owner of the station.

LARRY WALKER, station manager and program director of WBTV, Columbia network's video outlet in Charlotte, N. C., in New York this week on business.

JOHN DERR, associate director of sports at CBS, has returned from Philadelphia, where last Saturday he covered the National Golf Tournament.

PHIL A. WILLIAMS, executive of Fortune Magazine, yesterday left on a business trip to Chicago, Kansas City and Los Angeles. He'll return around July 10.

DONALD A. STEWART, general manager of WDTV, Pittsburgh TV station of DuMont, is in New York to huddle with web officials.

EDMUND CHESTER, director of news for the Columbia network, today will leave for Mt. Dora, Fla., where he will spend two weeks on his orange grove.

STERLING W. FISHER, manager of the public affairs and education department at NBC, and **WADE ARNOLD**, head of special programs for the network, today will leave for Washington, where they will confer with officials of the American Ordnance Association on a proposed broadcast series treating national defense problems.

LLOYD G. VENARD, vice-president of O. L. Taylor Co., national station representatives, is in Washington on business.

HUGH BENSON, Blaine-Thomson advertising executive, has left for the West Coast, where he'll produce the Margaret Whiting, Dick Haymes and Groucho Marx programs for the television series, "Popsicle Parade of Stars."

CLYDE McLEAN, staff announcer and Shell newsman at WBT, Charlotte, N. C., has returned from a trip through the West with the new MRS. McLEAN, nee Barbara Fisher, onetime secretary to Bob Covington, promotion manager of the station.

McConnell to Address S. C. Broadcasters

(Continued from Page 1)

at Myrtle Beach, S. C., on July 6-7-8, Dan Crosland of WCRS, Greenwood, president of the association, announced yesterday.

McConnell is a native of Chester, S. C.

Series Of Spots Set For WOR Next Week

(Continued from Page 1)

Brothers Circus has signed for an intensive week-long campaign on both the AM and TV outlets of WOR. Circus spots will cover the Yankee Stadium engagement opening the 21st.



"I DON'T HAVE THAT KIND OF MONEY FOR RADIO!"

That's nothing to cry about. You can get a whole lot of radio for just a little money if you put it where it will work for you.

And if you put your money on W-I-T-H in Baltimore, you'll start pulling in those results—those low-cost results! That's because W-I-T-H delivers more listeners-per-dollar than any other station in town. And that holds for any budget.

For the complete story call in your Headley-Reed man.



WITH
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

faces • facts • figures • wins •

STARR-WINS

MOVIE PREMIERES...

Of all the Hollywood premieres launched on Broadway, last year, WINS' Starr (Martin) covered all but three. . . . It's one of radio's all time records of major movie companies concentrating their opening night pitch on one station (WINS) and commissioning the best reporter in the field of film coverage to tell it to the movie public.

"MOVIE STARR DUST"

Mon., Wed. and Fri.
7:00 P.M.

WINS
50KW NEW YORK

CROSLBY BROADCASTING CORPORATION

Criticism Of Sterling Voiced By Tobey

(Continued from Page 1)

could be quite certain. The charge was made during a hearing on the renomination of George W. Sterling as a member of the FCC. Tobey started on what he said was a list of 141 questions, but had to leave shortly thereafter for a meeting of the crime committee. He stayed long enough to do the following:

(1) Hint that Sterling had suppressed a June, 1947, report by E. W. Allen of the FCC engineering staff, which, if taken seriously, might have eliminated tropospheric interference difficulties in TV before they became a serious matter.

(2) Charge that FCC's freeze on TV, announced 15 months later, was an admission by the Commission that a great engineering blunder had been made . . . at least, an egregious error."

(3) Accuse the Commission of deception, insofar as the propagation finding of engineer K. A. Norton, with relation to the assignment of channels for FM are concerned.

Admits Value of Report

Sterling admitted that Allen's 1947 report looks extremely good today, but said that at the time it came to him there was insufficient data to back it up. At that time, Sterling said, he had been chief engineer of the Commission for one month and was extremely busy—having to do all sorts of things to aid the then chairman, Charles R. Denny, and Commissioner E. K. Jett, who were participating in international conferences, in addition to a heavy load of Commission work.

It was regrettable that Allen's report was not taken more seriously then, in view of what has since developed, but as an engineer he did not think it had enough factual data. "We have the same dearth of information today on the prospects for the UHF," he said. "We need stations on the air in order to get all the information about what might happen."

So far as the Norton findings are concerned, Sterling said the Commission could not have offered any assurance of an interference-free FM service had it not moved FM to the higher frequencies. He still believes that move was correct. So far as the changing of the report is concerned, he said this sprang from requirements that classified military information be kept from a public report. In making the change, he indicated that a change in meaning had mysteriously occurred in an important aspect.

EUROPEAN LIAISON

Radio Executive leaving early July for France and Italy interested in commissions. Box 142, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Educational Radio Seminar Opening At Illinois, July 2

(Continued from Page 1)

in the field. Members of the National Association of Educational Broadcasters' executive board have also been invited to attend.

At the first conference last year, the delegates drew up the "Allerton Report," which later became the basis for the formation of the NAEB network, now providing programs of high calibre to some 20 stations throughout the country. Last year's topic was "What is the Job of Educational Broadcasters?" and this year, as a follow-up, the seminar will consider "How to Do the Job."

Chairman of the seminar will be Robert B. Hudson, director of university broadcasting. Seymour Siegel, regional director for NAEB, will report on progress of the network. Other consultants and guests who will join the seminars on special days include: Robert Saudek, ABC vice-president; George D. Stoddard, president of the University of Illinois; Wilbur Schramm, division of communications at the university; Frederick S. Siebert, school of journalism and communications at the university; Walter R. Agard, University of Wisconsin; Kenneth D. Benne, University of Illinois; Benjamin Cohen, UN assistant secretary general; Lee Cronbach, University of Illinois and Franklin Dunham, U. S. Office of Education.

Also: Homer Heck, program director, WMAQ, Chicago; Richard Hull, NAEB president; Dr. Andrew

Ivy, University of Illinois; John Marshall, Rockefeller Foundation; Richard McKeon, University of Chicago; O. Hobart Mowrer, University of Illinois and Edward R. Murrow, CBS news analyst.

Others taking part are: Allan Nevins, Columbia University; David Randolph, well-known music commentator; Gordon Ray, University of Illinois; Robert Redfield, University of Chicago; Charles Sandage, University of Illinois; Robert L. Shayon, writer-producer-director and Judith Waller of NBC, Chicago.

Members of the seminar will be: Roy Adkins, program director, Radio House, University of Texas; Graydon Ausmus, manager, WUOA, University of Alabama; Bernard Buck, news editor, WNYC, New York; Northrop Dawson Jr., program-production director, KUOM, University of Minnesota; W. D. Donaldson, program manager; WOI, Iowa State College; Glenn Ellstrom, acting program director, WOSU, Ohio State University; William Harley, program director, WHA, University of Wisconsin; Harold Hill, education program director, WILL, University of Illinois; John Henderson, educational supervisor, WBAA, Purdue University; Walter K. Kingson, head of radio division, Theater Arts Department, University of California at Los Angeles; Hugh M. Mix, program director, WNAD, University of Oklahoma; James M. Morris, program manager, KOAC, Oregon State College; Neil M. Morrison, supervisor of talks and public affairs, CBC, Toronto; Russell Porter, co-ordinator of radio, Uni-

Radio-TV Coverage Denied By Tourney

(Continued from Page 1)

go to the Columbus Boys Club and the Columbus Zoo, two projects adopted by the sponsors who put up the guarantee of \$40,000.

Two networks—CBS and ABC—were originally interested in carrying the event, but finally decided against it. It is understood that reasons for not carrying included the fact that the tourney was not adaptable to TV coverage since the final match could end before the 18th green, making preparations difficult. Unlike the Open, the tourney has only two players competing on the final day. The statement by Rhodes is interpreted as an out for him, since the big negotiations fell through.

University of Denver: George Probst, director of radio, University of Chicago: Inez G. Richardson, Hoover Institute Library, Stanford University; Vera Ruby, program director, WLSU, Louisiana State University; Hugh Rundell, program staff, KWSC, Washington State College; James Schiavone, production director, WUOM, University of Michigan; Frank E. Schoolley, manager, WILL-WIUC, University of Illinois; Richard Setterberg, program director, WSUI, State University of Iowa; Harry J. Skornia, radio director, Indiana University; Thomas Werthenbaker Jr., radio production supervisor, University of Miami; Parker Wheatley, director, Lowell Institute Co-operative Broadcasting Council, Boston, Mass.

Send Birthday Greetings To—

June 16
Stuart Allen Tom Howard
Al Llewelyn John Paul Weber

June 17
Joan Benny Igor Stravinsky
Joe Haigh Grace Gibson
Eloise Kummer

June 18
William R. Goodhart Kay Kyser
Albert H. Jaegglin Russ Hodges
Ray Baudac Clayton Collyer

June 19
Emil Coleman Martin Gabel
Pat Buttram Mildred Murray
Virginia Payne Ed Thorgersen
Charlotte Harriman

June 20
Mathew D. Crowley Bob Howard
Ginger Grey Kenny Stevens
Gail Patrick Wm. Burke Miller

June 21
Ruth Allen Jack Arthur
Gene Austin Gail Laughton

June 22
Thos. B. Roach Herbert Spencer
Marion K. Vickrey
Stephen Wilhelm

for profitable selling **INVESTIGATE**

WDEL

WILMINGTON
DELAWARE

WGAL

LANCASTER
PENNSYLVANIA

WKBO

HARRISBURG
PENNSYLVANIA

WRWA

READING
PENNSYLVANIA

WORK

YORK
PENNSYLVANIA

WEST

EASTON
PENNSYLVANIA

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



LOS ANGELES

By IRV HAMLIN

DAN ECKLEY has been assigned as stage director of KECA-TV's "Hacienda Varieties" by production manager E. Carlton Winkler. Eckley has had extensive experience staging Light Opera series in L.A., Dallas, and St. Louis.

Marvin Briggs, formerly of KECA (AM) sales staff, to KECA-TV sales. ABC channel now numbers four salesman. Aron Baron, KECA AM sales manager, now back at his desk after recovering from broken leg, and Tom Sarnoff, son of RCA's David Sarnoff, joins KECA-TV as assistant production manager.

Eddie Stanley has joined Vick Knight as executive vice-president of the Vick Knight Advertising firm, and will set up Vick's boxing package from the Main St. Gym in L.A.

Effie Cook, formerly with WBBM in Chicago, joins KTAR, Phoenix, as night receptionist.

Robert Gibson, G.E. executive and G. Montague Miller, Young and Rubicam account exec, leave Hollywood for San Francisco, then back to New York.

Joe King, Young and Rubicam production man, off to Oregon for fishing trip.

Increase In Sales Forecast By Speaker

(Continued from Page 1)
standard of normal business periods. "Radio despite its temporary loss of the limelight, has shown its survival strength, found both new and replacement markets and held a very strong daytime position and a substantial evening audience," he continued.

Speaking of television, Elliot said that for 1950 and well into 1951, it "will be confined to its present geographic area." The novelty of video is gone, he declared, and intensive cultivation of markets is needed. He urged closer cooperation between dealers and distributors.

To dealers he suggested: "Finalize TV sale. It is not enough to get a name on a contract. Start that new set owner selling to his friends by making sure that his enjoyment of television is not marked by unsatisfactory service."

On WQXR Youth Forum

High school students from Los Angeles will take part in the WQXR Youth Forum on Saturday, June 24 from 10:15 to 11 a.m. The program was transcribed in California. Topic for the session is "How Important Is UNESCO to Peace?"

NEW JERSEY'S SPORT STATION

W F P G

ATLANTIC CITY

BROADCASTING EXCLUSIVE
Atlantic City Race Track Feature Race



By SID WHITE

Man About Manhattan. . . !

● ● ● FRIDAY-DREAMING: With "Carnegie Hall" bowing off ABC next week, Gene Hamilton is taking a fling at free-lancing. He'll start July 8th with NBC's revival of the great "Basin St." series. . . . Watch for Norge Refrigerator (now with J. Walter Thompson) to come up with a big TV series in the fall. . . . Ford TV stanza sharpening the economy axe trying to get the budget down. . . . Why did the American Tobacco Co., sponsors of the J. Benny show, nix Rochester's proposed radio show which Franco-American products wanted to bankroll? (Phil Harris and Dennis Day have their own stanzas). . . . Youthful-looking Nancy Craig's son getting married next week. . . . Fran Warren won't have to undergo that operation after all. She's at the LeRoy Sanitarium, in case you want to drop her a cheer-up note. . . . Ted Lewis sez that on TV a gal's Hooper climbs in direct ratio to the plunge of her neckline. . . . Town's newest rage is chirper Martha King who opened sensationally at the Versailles Wed. nite. Has the pipes of a higher-registered Jane Froman and looks like Jean Sargent. (If you remember Jean, you're as old as we are, dearie).

★ ★ ★ ★

● ● ● Chain letters have reared their ugly head in Argentina, according to Jack Sterling, CBS' early-morning star. He received one this week from San Rafael, written in Spanish, and threatening dire consequences if he didn't send out 19 copies to his friends muy pronto. "That would be a big chore in English," concedes Jack, "but in Spanish—no, Señor!"

★ ★ ★ ★

● ● ● Bill Slocum, former director of special events at CBS, has always been noted for being a fast guy to pick up a tab, explaining, when necessary, that he had an unlimited expense account. Which all worked out very well until the day he was entertaining a Navy officer who put up quite a struggle himself for the check. "Look," said Slocum, "gimme the check. You know that CBS has more money than you'll ever see." The Navy officer was Armand Deutsch, who's more loaded than Berle.

★ ★ ★ ★

● ● ● APPLAUSE DEP'T: Art Ford's "Milkman's Matinee" sessions via WNEW. . . . Ted Steele's Columbia waxing of "Nobody Wins On A Merry-Go-Round." . . . Patti Page's chantuneful Mercury disc, "I Don't Care If The Sun Don't Shine." . . . Carl King's smooth selling job for Red Cross Shoes via the Night Owl theater on WPIX. . . . Johnny Desmond's MGM platter, "The Picnic Song."

★ ★ ★ ★

● ● ● JACK OF ALL TRADES: Jack Lloyd is one young radio personality whose future will bear watching. Aside from being one of the busiest actors along Radio Row, he also manages to knock out radio and TV scripts plus magazine pieces. One of his directing jobs, a Brotherhood Week drama with Rob't Montgomery, won him a citation from the Nat'l Conference of Christians and Jews. But what we started out to report was that he's just been signed by Video International to direct a musical film short for TV.

★ ★ ★ ★

● ● ● SMALL TALK: Helen Gerald back on local radio scene after two months in H'wood. (Her hubby's been touring with Toscanini). . . . Lux Radio Theater winding up its 16th season and still champ. Which is by way of saying they've occupied 1st place in the rating charts as much, if not more than any other show on the air.

CHICAGO

WGN and Mutual broadcast final auditions in the first competition for the Michaels Memorial Music Award on Sunday, July 16. Mr. and Mrs. Michaels, after whom the prize was named, were music lovers who were killed in an airplane crash over Coventry, England, last year.

BBC picked up WBBM's on-the-spot report of the recent tragic triple plane crash and beamed it to London headquarters for inclusion in foreign news report.

Fran Weigel and Rose Dunn have returned to the TV screen with their popular "Stop the Record" which enjoyed such success last season. It is viewed on WGN-TV each weekday from 12:30 to 12:55 p.m. when there is a baseball game and to 1:00 p.m. when no game is scheduled. In addition, they will have an extra show from 7 to 7:30 p.m. Monday evenings. One of the field jockey-quiz shows on video the program is being sponsored by the Universal Gas Range Dealers of Chicago, thru Christensen Advertising Agency.

Valiant is the word for Carrie at WIND. Also multiple. For with the addition of announcer Jack Karey, the payroll reads: Jack Karey—announcing; John T. Carey—sale manager; and Kathy Carey—accounting.

Hollywood's New COUNTRY CLUB HOTEL

● The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

● Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.

Telephone: HOLLYWOOD 9-2701

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, June 16, 1950

Improved TV Circuits Claimed By Sylvania

TV receiver circuits of improved design which produce better pictures with fewer adjustments and superior set operation were described last night to members of the Radio Club of America in a paper presented by W. B. Whalley of the physics laboratories of Sylvania Electric Products, Inc. at a meeting held in the Engineering Societies Building in New York City.

Whalley described improved circuit designs as a "by-product" of research and simplification. "Our findings," Whalley said, "are based on the study of three simplified TV sets which we have had in operation for about a year and in direct comparison with more complex conventional sets."

Among the improved design features he described were better video amplifier operation, better synchronizing with fewer parts and far more satisfactory overall operation. Benefits of this TV receiver research, according to Whalley, include the economy of less setting-up time in factory production and fewer initial set adjustments.

Firemen Endangered By TV Antennas

TV antennas and their lead-in lines on apartment house roof tops in New York City were termed last week dangerous, fire-fighting hazards by a high official in the Fire Department. The official, who asked that his name be withheld, said that "Firemen moving about on roofs could run into these antennas, knocking off the firemen's hats, leaving them in danger from falling debris if they have to work bareheaded." He suggested that the lowest arm of any roof antenna extend at least eight feet above the highest point of the roof's cornice and that installation crews be required to run lines that cannot trip a fireman or interfere with hose.

Zoomar Distributing New British-Made Photometer

The accurate gauging of light values and brightness ranges by photographers, TV cameramen, lighting experts, etc., can now be made through the use of a precision light-measuring instrument. Called the SEI Exposure Photometer made by Salford Electrical Instruments, Ltd., of England, the photometer is now distributed exclusively in the United States by The Zoomar Corp., makers of the Zoomar lens and other TV and motion-picture optical equipment.

No larger than a flashlight, the portable photometer can be used for accurately measuring either reflected or transmitted light. A distinct advantage to TV cameramen is the fact that the photometer can be used to measure the brightness of pinpoint areas on a subject from camera position, and can measure brightness ranges up to one million to one.

Zenith Buys Property To Expand TV Output

The purchase of additional property in Chicago, which includes a two-story building with 185,000 square feet of floor space, was revealed this week by Zenith Radio Corp.

In announcing the acquisition of the new property, E. F. McDonald, Jr., president of Zenith, said that the building is only two and a half miles from Zenith's main Chicago plant and will be used for the manufacture of radio and TV components, particularly with a view toward stepping up the production of TV receivers.

The property was purchased from the Louis Hanson Furniture Company and includes almost 300,000 square feet of vacant ground which will provide parking facilities for employees, and will allow ample space for future expansion.

Sale price of the property was not announced.

Microwave Equip. Used On Power Line

Pasadena, Calif.—The successful application of microwave and multiplex equipment for communication between a Pennsylvania generating station and system operating headquarters was reported here yesterday at the Summer and Pacific General Meeting of the American Institute of Electrical Engineers in the Huntington Hotel.

Distance Is 12 Miles

The communications method utilized on the Pennsylvania Electric Company power lines from the Seward generating plant to the system operator in Johnstown, Pa., 12 miles away, was described in a technical paper by four engineers. A year's test, according to the engineers showed that "The microwave and multiplex equipment have proven entirely satisfactory for service on power systems where reliability of performance is most important. As a result of the tests, plans are being made to permanently control the entire Seward station switchyard from the load dispatcher's office at Johnstown using the microwave channel."

Previous Use Unsatisfactory

They described the microwave channel as a "beamed high-frequency radio communication medium which involved the use of three two-way voice channels, two different types of protective relaying, two telemetered quantities and supervisory control of eight points.

Previous use of wire lines had been found unsatisfactory "because of outages, and inferior service caused by extreme conditions, such as landslides, icing, automobile accidents and gunshots."

The experiment was carried out by the Pennsylvania Electric Co. and the Westinghouse Electric Corp.

Authors of the paper were D. R. Pattison, of the Pennsylvania Electric Co., and M. E. Regan, S. C. Leyland and F. B. Gunter of Westinghouse.

ENGINEERS CONSULTANTS

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Radio Engineering Consultants
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1833 M STREET, N.W.
WASHINGTON 6, D. C.

PRODUCTION PARADE

New FM Relay Receiver

Radio Engineering Laboratories, Long Island City, N. Y. are in production on a new FM relay receiver model 722 for the 88 to 108 megacycle band. The model 722 is a rack mounted single frequency crystal-controlled double IF superheterodyne of outstanding performance; distortion 50 to 15,000 cycles less than one-half per cent; sensitivity noise factor better than 6 db, sputter point less than 2 microvolts, intelligibility with less than 1 microvolt. This receiver supersedes the REL 670 receiver now used by many FM regional networks. Special modifications may be made for any other frequency from 40 to 216 megacycles.

Hytron Double Triode

Hytron Radio & Electronics Corp. of Salem, Mass., announce the Hytron type 12BH7. The 12BH7 is a double triode, having semi-high permeance units. It is intended for use in TV receivers and other applications where the use of two similar triode sections in a single envelope is desirable from the viewpoint of space saving and lower cost.

Joins Patent Div.

Theodore L. Bowers, Stromberg-Carlson patent attorney, has announced the appointment of Kurt Mullerheim, formerly of Marks & Clerk, New York, to the company's patent division. Mullerheim was formerly associated with the central patent division of the International Telephone and Telegraph Corporation in Germany and since 1939 has been associated with Automatic Electric and Marks and Clerk in the United States.

New Aerolite Capacitors

Extra - severe - service requirements in subminiature volume are met by the type P123ZG Aerolite capacitors announced by Aerovox Corp., New Bedford, Mass. The marked size reduction is attained primarily by the metallized-paper section which is Hyvol K or M impregnated and placed in a non-magnetic hermetically-sealed metal case with vitrified ceramic terminal seals. Type P123ZG Aerolites, the world's smallest possible standard capacitors, are available in 200, 400 and 600 VDC, and capacitance values of .0005 to 2.0 mfd.

RADIO ELECTRONICS SCHOOL OF NEW YORK

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

LICENSED OPERATORS, TECHNICIANS AVAILABLE

ADDRESS INQUIRIES TO:
REGISTRAR

RADIO ELECTRONICS SCHOOL OF NEW YORK
52 B'WAY • BO 9-1120

AGENCIES

A. WILBUR NELSON has been appointed a vee-pee of Parker Allston Associates. Nelson was formerly director of service and promotion in the Institute of Life Insurance.

BETTER PRODUCTS COMPANY, novelty merchandise, to Cooper & Meyers Associates. National media will be used.

QUINLAN PRETZEL COMPANY of Reading, Pa. to Lynn-Fieldhouse of Wilkes-Barre.

DONALD B. SEEM has been named advertising manager of Electric Auto-Lite Company. He joined the company in 1947 as assistant advertising manager.

CRONE-FREDERICKS TRAVEL SERVICE, INC. to Lawrence Boles Hicks, Inc. Spot radio, newspapers and direct mail will be used.

MRS. RITA SHEVLO has resigned as vice-president and director of creative activity at the Chernow Company.

RAY-HIRSCH COMPANY, INC. has opened a new office at 185 North Wabash Avenue, Chicago. Patricia Wright will head the branch. She was formerly with W. B. Doner & Co. as a radio and television writer.

FOSTER PERRY has been elected a vice-president of the Charles Brunelle Company in Hartford.

MISS MARION E. NORRIS has been appointed by National Industries, Inc. to handle the advertising of its subsidiary companies: Hirestra Laboratories and Kathleen Mary Quinlan, Inc. She was formerly advertising manager of Bunny Bear, Inc. of Everett, Mass.

AWNAIR CORPORATION OF AMERICA to R. T. O'Connell Company.

THE NEWLY WEDS BAKING COMPANY, makers of cake for Ice Cream 'n Cake Rolls, have announced the appointment of Russel M. Seeds Company, Chicago, to place their advertising. Magazines, outdoor and television will be used. The account will be handled by Fred W. Swanson, who has just joined the Seeds organization as vice-president and account executive. He formerly was associated with Goodkind, Joice & Morgan, also of Chicago, in the same capacity.

SCRIPT WRITER

Retail Account Background.
Contact—

MRS. McMURRAY
W H L I Hempstead, L. I.
OLympia 8-1100

PROMOTION

New Jersey Floats

Two RCA Victor floats spotlighting the State of New Jersey as the birthplace of both recorded music and television featuring the exhibition of the New Jersey Junior Chamber of Commerce at the 30th Annual Business Conference of the U. S. Junior Chamber of Commerce in Chicago, June 14 through 17, it was announced by Edward Schrotter, of New Brunswick, chairman of the National Convention Committee of the New Jersey Jaycees. More than 5,000 delegates, representing every state, are expected to attend.

The two RCA Victor floats to represent New Jersey in the famous "Parade of the States," annual feature of the convention, which was held on June 15, starting at 7 p.m. Each float represented a civic project sponsored by a State or local organization, a State theme, or an industry for which a State is famous. New Jersey has selected three industries—records, television, and pharmaceuticals—each represented by a float.

Research Executives Given AMA Awards

(Continued from Page 1)
sion program research for NBC, was honored for the Hofstra College-NBC study on the sales effectiveness of TV advertising. The report was released in May and has been presented throughout the country to agencies and advertisers.

Said the citation to Dr. Coffin: "For the meticulous and painstaking effort to apply advance skills of marketing research to the tentative solution of a marketing problem of general and current importance."

Miss Himmel, research director of WNEW, and Roslow were cited for the development of the out-of-home radio listenership study. Techniques and experimental work for the report were developed by Miss Himmel and Roslow.

Said the citation: "For a study which throws light into the most obscure aspect of a major advertising medium and serves as a starting point in developing needed research data in the field of broadcast advertising."

Dr. Virgil Reed, associate director of research of J. Walter Thompson, and Dr. Lyndon O. Brown, director of media research at Dancer-Fitzgerald-Sample, were also given awards. Reed's study of the farm market and Brown's book on marketing research earned the honors.

Two Promoted At WEBR

Buffalo, N. Y.—Charles Marti has been named promotion manager at WEBR, as Bill Schweitzer, former promotion chief, moves into the sales department.

Progress Display

A window display calling attention to radio progress of the past 25 years was set up recently by WCOP, Boston, as its part in the Hub's celebration of fifty years of progress. Pictures of "yesteryear" radio included an early WJZ transmitter, first studios of KDKA, first mass-produced home receiver, and pictures of early control rooms. Coupled with those were pix of WCOP's modern studios and master control room, as well as pix of ABC, ABC performers and WCOP stars.

BAB Radio Brochure

Format and results of National Retail Dry Goods Association prize-winning programs are contained in the latest BAB publication titled "How Radio Gets Results For Retailers." Foreword is written by Howard Abrahams, NRDGA sales promotion manager and features 12 reasons for using radio to sell goods. Also outlined for each program are time of broadcast, objectives, structure, merchandise, publicity and outside advertising.

Richards Re-Hearing Begins In Washington

Washington Bureau of RADIO DAILY

Washington — The KMPC battle flared anew on the House floor yesterday as Rep. Hugh Addonizio, New Jersey Democrat, attacked the FCC for using newscaster Cleve Roberts as a witness. Addonizio said Roberts has insulted the Italian race, and that the FCC has not repudiated his insulting testimony.

At the same time, Rep. Harry Davenport of Pennsylvania denied that he has come to the defense of KMPC's owner, G. A. Richards, or that he opposes the FCC investigation. In a mailing to members of Congress, KMPC claimed Davenport among its Congressional defenders, but the Pittsburgh Democrat said he is not opposed to the investigation and that all he has heard about Richards indicates that the study is probably justified.

Addonizio said the Republicans cannot do battle for Richards' right to express his opinions as a partisan issue. Democrats, too, will fight to prevent the FCC from exercising undue control, he said.

Department Store Signs For AM Drive On WEEK

Peoria — Another large department store has used radio with success and inked a long-term pact with a radio station. The Block & Kuhl Company, following a thirty-day spot test, signed a pact for 90 spots weekly with WEEK. For many years, the store spent the bulk of the advertising budget in newspapers, but as a result of the recent test, changed its policy.

COAST-TO-COAST

Johnson To Head Ad Club

Hartford, Conn.—Walter C. Johnson, assistant general manager WTIC, has been elected president of the Advertising Club of this city for the 1950-51 term. Also chosen for the annual meeting and dinner of the club held at Rosewood Grove, Weatogue, were: Lester G. Bruggemann, Jr., the Charles W. Hill Company, Inc., 1st vice-president; Edyth Radom; women's editor the Courant, 2nd vice-president; Elena Petriani, Aetna Life Insurance Company, treasurer; Florence Farrell, secretary of the local Chamber of Commerce, secretary.

WKJF Manager Resigns

Pittsburgh, Pa.—Charles E. Deey, general manager of WKJF (Transit Radio affiliate), announced his resignation to devote full time to his radio construction consulting practice. Before joining WKJF, Deey designed and built WGEF Kalamazoo, Mich.; WBOC, Battle Creek, Mich.; WDYK, Cumberland Md., and WJER, Dover, Ohio. His plans include a short vacation and inspection of several prominent television operations prior to opening offices to specialize in this field.

Doomed Student Hears Graduation

New Bern, N. C.—WHIT, in cooperation with local telephone company, effected a broadcast having total of one listener, Adair Gravitt, victim of a fatal disease six days prior to graduation. Adair heard commencement exercises over headset via special line from the Recreation Center directly to the hospital bedside. Arrangements were made by Braxton S. Oliver, local T & T manager and WHIT general manager Ray D. Williams.

Receives Army Award

St. Louis, Mo.—A Certificate of Appreciation for continued programming of the U. S. Army and U. S. Air Force recruiting production, "Voice of the Army" has been awarded to KXOK, it is announced by Col. C. W. Christenberry, chief of the Recruiting Publicity Bureau, U. S. Army.

Need sound, selling television copy!

Sharp gal, experience live and film TV commercials. Will accept free lance or staff assignment. See currently successful show, now selling like mad for Red Cross Shoes, Sunday night, 10:30, WPIX.

Box No. 141, RADIO DAILY
1501 Broadway, New York 18, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Friday, June 16, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV SERVICEMEN OPPOSE NEW BILL

TELE TOPICS

LOOKS LIKE OPEN SEASON for some of the oldsters in TV's planning for all. . . Eddie Dowling, "Mr. Theater" to the followers of the Broadway stage, is about to sign with a network sponsor for a series of TV adaptations of royalty pieces. Dowling as an actor-producer-narrator has a rich background in the theater and will give TV production the finished professional touch. . . Others who loom on the TV horizon are such personalities as Don McNeill, Ransom Sherman and Jerry Lester. . . McNeill and Sherman, radio veterans, worked as a team 20 years ago on a Louisville station while Lester has trod the boards for many seasons as a vaudeville and night club comic.

KILLING BERLE'S VACATED SPOT on NBC for the summer will be a series of J. Arthur Rank movies under the heading "NBC Feature Playhouse," commencing June 20 (8-9 p.m.). Berle returns Sept. 12. . . "They Stand Accused," a WGN-TV origination, returns to the DuPont network on June 25 (8-9 p.m., DST). . . Walter Hart, director of "The Goldbergs," will direct the film, "The Rise of the Goldbergs"—marking the first time a movie director has been selected by virtue of his TV credits. . . Allen Funt, CBS-TV's "Candid Camera" star, is having trouble keeping the cameraandid. . . TV sets in the Milwaukee area covered by WTMJ-TV on June 1 numbered 114,664, an increase of 5,117 in May. . . Faye Emerson will add legitimate to her busy TV schedule soon by joining a repertory company called "Theater Festival" to do both Broadway hits and classical plays. . . Mayor O'Dwyer at the new city summer health program in his WPIX program last night (8 p.m.).

BY POPULAR DEMAND, a new 30-minute vehicle for Robert Alda as prince, will make its debut on CBS-TV July 2nd in the 7:30-8 p.m. slot vacated by "This Is Show Business." Present plan is performers competing in a talent tilt. . . Rights to the mystery play "The Bat" have been transferred from the defunct hands of Mary Pickford to P.R.B., Inc., company formed with husband Buddy Rogers and Mal Boyd. . . New cooking contest premieres on WABD's "Kitchen Fare" June 19 (10:30-11 a.m.); Susan Adams, former food editor of "McCall's Mag," has titled the contest "Show Me How." . . Sports-caster Tom Moorehead adds another "FIL-TV" program to his tele schedule this week, a quarter-hour quiz series called "Keep Going." . . Cast of Paul Whitehead's "TV-Teen Club" doing a special stint in Shibe Park on Thursday; "Pop" Whiteman getting an award from Connie Mack for his contribution to the country's small-fry.

Figures Indicate TV Growth

Indicative of the rapidly growing television audience are two reports on receiver installations, one from Baltimore and the other from Boston. Figures compiled June 1st, show that the Baltimore area installations have reached 172,820. A year ago Baltimore reported 63,131 installations. The total number of receivers in the Boston coverage area reached 390,762 on June 1st. Last year less than half that number had been installed.

Report NBC Lining Up Wednesday 8-9 Show

NBC's all-out effort to buck Arthur Godfrey's Wednesday night show on CBS-television (8-9 p.m.) in the fall will materialize in an hour-long variety show estimated at \$70,000 weekly, reliable sources say. Entertainers reported to be recruited for the costly vehicle to date are: Bob Hope, Eddie Cantor, Martin and Lewis, and Fred Allen. Four different sponsors are expected to pick up the tabs for the quarter-hour segments, which are known to be already optioned.

Searching for Slots

Also at NBC, web officials are said to be in a quandary as to where they can get more hours into the night tele schedule. With evening time already booked, except for Wednesday night, network brass find they still have to fit the following shows into the time slots: "Lucky Strike Hit Parade," the Groucho Marx show, "Fibber McGee & Molly," and Bernard Prockter's "T-Man" show.

Theater TV Confab Planned For Today

Atlantic City—Theater television will get the attention of New Jersey motion picture exhibitors at this afternoon's convention session of the Allied Theater Owners of New Jersey, Inc., at the Hotel Traymore when Richard Hodgson will speak on "Planning Ahead for Theater Television." Hodgson, who is director of technical operations, TV division, Paramount Pictures Corporation, will discuss the blueprint essentials for 1950 large-theater-screen exhibiting or televised events.

Study TV, Mundt Urges

Washington — It might be that what the world needs is a dose of the TV technic, according to Sen. Karl E. Mundt, R., S. D., who as a member of the House was one of those responsible for the Smith-Mundt bill to legalize the "Voice of America." Mundt introduced a new resolution yesterday calling for a bi-partisan group to study propaganda technics—including TV.

Latin-American Film Web Planned For TV Stations

(Continued from Page 1)

next few months, RADIO DAILY learned yesterday.

The new film network will feature news, special events, sports and documentaries produced in Spanish and prepared as package programming for TV broadcasters. It is also proposed to make English versions of some of the subjects for presentation on stations throughout the United States.

Among the leaders who are said to be interested in the plan are Emilio Azcarraga of Mexico City; Goar Mestre, Havana, Cuba, and Jose Ramon Quinones of San Juan, Puerto Rico. Both Azcarraga and Mestre have plans for TV stations and expect to be on the air before the end of the year. Quinones is ex-

ploring the idea of bringing a TV station to Puerto Rico when and if costs are not prohibitive.

The plan for a Latin American TV film network was reported born of necessity. It is said that films with Spanish sound tracks available in the United States for use on TV stations are limited in quantity and to successfully program a station in a Latin American country will require much more in the way of films.

American TV networks are reported interested in exchange agreements with the proposed L. A. web. If deals are worked out films will be exchanged on news, special events and some of the major sporting events such as boxing, bull fights, horse shows and other sports.

Protest Plan To Regulate Operations

(Continued from Page 1)

Tuesday night voiced opposition to enactment of the local law. The meeting, held at the Central Commercial High School, was called by Max Leibowitz, president of the association, as a sequel to the RADIO DAILY expose of questionable practices by some TV service organizations in New York City.

The servicemen's stand on the proposed regulatory law was backed up by A. T. Alexander of Motorola, Inc., speaking for the Radio Manufacturers' Assn., and Louis B. Calamaras, speaking for the Nat'l Electronic Distributors Assn. They spoke of the proposed law as an example of the type of legislation that would drive the small man out of business. On that point, Calamaras cited the bill as being discriminatory against small companies by providing for "excessive fees and prohibitive capital requirements fixed by law."

Councilman Charles Keegan's bill, proposed to the Committee on General Welfare in May, would have required service organizations to carry liability insurance from \$5,000 to \$10,000, and would require the individual service companies to be licensed by the city.

Other Speakers Heard

Other speakers during the course of the evening were: Noel Payne, executive secretary, who summed up the sentiments of the membership, and Col. John Rider, publisher. Messages from Paul Reutheiser, Cmdr. of the American Legion's N. Y. County chapter, and Irving Sarnoff were read by Rider in their absence from the meeting. Repeating his statement of some weeks ago, Sarnoff's message pointed out that while most points in the bill were objectionable, the financial responsibility that the bill placed on small service companies is laudable. Reutheiser's objections to the bill were expressed as the feelings of legionnaires who make up a large percentage of small service firms.

"The general impression of the association members," said Leibowitz in a statement made yesterday, "is that the bill offered no protection to the public, since it did not make any requirements concerning the skill of technicians, and there was no provision made for penalizing violators." Stressing these points, letters are being written by the members to the City Council, Leibowitz revealed, and a petition has been drawn up and signed by 441 students of the RCA Institute.

PLUG TUNES

TONIGHT

TONI ARDEN

with Percy Faith Orch. & Chor.
Columbia

RUSS CASE ORCHESTRA

with Ray Charles Vocal
M-G-M

TONY MARTIN

with Henri Rene Orchestra
RCA Victor
and more coming

MILLER MUSIC CORPORATION

Wake Up — Here's A Sleeper

PLAY A

Simple Melody

Words and Music by Irving Berlin

IRVING BERLIN
Music Corporation

1650 Broadway, New York 19, N. Y.

BLUE PRELUDE

New Recordings

Capitol—Paul Weston

Coral—Ames Brothers

Coral—Woody Herman

Decca—Mildred Bailey

M-G-M—Ziggy Elman

Mercury—Jan August

RCA Victor—Three Suns

WORLD MUSIC, INC.

607 Fifth Ave. New York, N. Y.

Heading for No. 1

COUNT EVERY STAR

Paxton Music, Inc.

I WISH I KNEW

ASK MY HEART

RCA-Victor Records by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

Smash Revival Hit!

WHY DO THEY
ALWAYS SAY "NO"STASNY MUSIC CO.
1619 Broadway N. Y. C.

WORDS AND MUSIC

By TED PERSONS

• • • "The moving finger writes!" "My Sweetheart," written by Douglas Parkhurst and Paul Taubmann for NBC-TV's production, "My Faithful Heart," the April 9th chapter in the "Lights Out" series, will be published by Mutual Music Soc. . . . Joe Davis of Beacon Music is sending out to the TV stations 105 three-minute 16-mm. films carrying the Bob Houston Celebrity Record version of "In the Valley of Golden Dreams" on the sound track and showing scenes appropriate to the tune with two lines of the lyrics superimposed on each. The same promotional package, but on 35-mm. film, will go to theaters.

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• • • Lee Erwin and Mel Howard, writers of "There Ought To Be A Society," have organized ASCAP-licensed Erwin-Howard Music Co. Their first plug tune, "Goggle Eye Ghee," has been recorded for Columbia by Arthur Godfrey. . . . If the music business is sick, at least the publishers are supplying their own flowers: "Roomful of Roses," "Roses," "Thanks, Mr. Florist For Sending The Roses," "American Beauty Rose," and now "Ashes of Roses." The time to really begin worrying is when the dominant floral theme becomes lilies. . . . Paul Tripp and George Kleinsinger have expressed their fascination with the Tubby the Tuba saga in a new form, "The Tubby The Tuba Song," which General Music is bringing out. There will be record coverage ranging from Kiddie thru Western, and, to satisfy the Tubby fans abroad, versions in German, Polish and Italian. . . . Mac Koooper strung together the initials of the given-names of every member of his family (to date) to arrive at Marck Music as the style and title of his new pubbery.

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• • • Dr. Jerome Kanner, one-time associate of Victor Herbert, recipient of the Purcell Prize (London), the Paris Prize, the Prix Di Napoli and the Ravel Ribbon of Merit, added two new awards to his collection on the same day, June 8th: the Roma Gold Medal for 1950 in classical composition, for his piano piece "Minute At The Spinet," and the Cheneaux Indian Award for his contributions to American music, particularly his "Indian Moon." This is boxing the compass in a sense—a strange sense—because in the last dozen years Dr. Kanner has not stirred out of his house, being the victim of agorophobia, a morbid fear of open spaces. . . . Prof. Vic Mizzy is embodying the piano method he teaches at N.Y.U. in a book for which four publishers are bidding. As if that weren't enough publishers for one family, a couple of others are haunting Mrs. Mizzy, who writes and sings (I understand) under the name of Mary Small, for the publishing rights to a very revealing novel about show business.

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• • • When the hundred-thousandth pressing of the Bill Darnel record of "M-i-s-s-i-s-i-p-p-i" was flown to Governor of Mississippi, Fielding H. Wright, he promptly returned a key to the State to Bill Darnel. . . . Arthur Smith's "I'm Afraid of Wimmin'" is beginning to show for M-G-M. . . . Woody Herman, Xavier Cugat and Harry James cut courtesy plugs for the transcribed series, "The Golden Quartet Sings" (and Tom Scott narates), being marketed by Transcription Sales. . . . Elliot Lawrence has left Columbia Records and signed with Decca. Eight dance tunes (arranged by Lawrence, in accordance with a stipulation in the contract) have already been waxed for the new label. . . . "Songs Of Our Times," World Broadcasting's library feature starring Bob Grant and his ork, is being brought up to date with Grant recording the important songs of the period 1944-1950. . . . Lee Morse has been signed to an exclusive Decca recording contract. The first of the four sides she has cut, "Lonesome Darlin'," and "If You Only Knew," are scheduled for release late this month. . . . The Ames Brothers go into Chicago's Oriental Theater June 29th for three weeks.

PLUG TUNES

Another BMI Pin-Up Hit!
BIRMINGHAM BOUNCE

Published by Bulleit-Hometown

Recorded by

Red Foley (Dec) Lionel Hampton (Dec)
Pee Wee King (Vic) Jack Shook (Coral)
Tex Williams (Cap) Art Lund (MGNY)
H. Gunter (Bama) Leon McAuliffe (Col)
Chuck Merrill (MGM)Licensed exclusively by
BROADCAST MUSIC, INC.

Now Breaking for a Smash!

SAY WHEN

Richard Hayes (Mercury)

Zee & Jim (Royalty)

Dick Haymes & Evelyn Knight
(Decca)

Owen Bradley (Coral)

Others to follow . . .

Duchess Music (BMI)

They Keep On Recording It!

SENTIMENTAL ME
Morehead-CassinThis time it's RUDY VALLEE
who does the terrific job!!!KNICKERBOCKER SONGS, INC.
1619 Broadway New York

Riding For A Hit!

"BUFFALO BILLY"

Laurel Music Corp.

1619 Broadway
New York 19, N. Y.

In Full Bloom!

American Beauty Rose

JEFFERSON MUSIC CO.

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.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 55

NEW YORK, MONDAY, JUNE 19, 1950

TEN CENTS

SENATOR WANTS TV MOVED TO UHF

Regional FM Web Augments Program Sked

Rural FM Network Will Carry Sked Of WQXR

Programs of WQXR will be carried by New York State's Rural Radio Network by means of an FM relay system beginning Saturday, July 1. Ten stations will be added at the start and an eleventh will join in the fall. WQXR programs are already being car-

(Continued on Page 5)

BBB To Announce TV Code On June 28

More than 1,000 radio and TV dealers and service company officials have been invited by the Better Business Bureau of New York City to a meeting on June 28 to discuss plans for alleviating the problem of increasing consumer complaints about television sales and service. In calling the meeting, Hugh R. Jackson, president of the

(Continued on Page 2)

New Package Company Announced On Coast

West Coast Bureau of RADIO DAILY
Hollywood—Formation of Reynolds Production Company for the packaging of radio and television shows and the announcement of their first sale of Harrison Woods

(Continued on Page 2)

Bowron Happy

Hollywood — Mayor Fletcher Bowron, of Los Angeles, has hailed the CBS "Television City" announcement as proof that Los Angeles and Hollywood will become television production centers. He took New York's Mayor O'Dwyer to task for saying "New York was, and would remain," the video production capital of the nation.

Philco Convention Opens Today

Atlantic City—The advance guard of 5,000 Philco dealers and 1,000 distributors began arriving in Atlantic City over the week-end for the company's convention which opens here today and continues throughout Wednesday. Aside from introducing the company's 1951 line of radios, television sets, and appliances, the Philco Company will be hosts at several entertainment features. These will include boxing and wrestling matches, a water carnival, revue, and the annual Philadelphia Mummers parade.

DuMont Heads RMA Excise Tax Group

Dr. Allen B. DuMont was named Friday to chair the RMA excise tax committee for the next year. President R. C. Sprague announced the appointment, along with two others, in time to permit intensive preparation for the appearance of RMA before the Senate Finance Committee in the battle to prevent imposition of a ten per cent excise tax on TV receivers. The House Ways and Means Committee is still refusing to

(Continued on Page 6)

Procter & Gamble Buying Spots For 'Tide' Product

Procter & Gamble has purchased a new program series over WSM in Nashville, Tenn. and will begin a spot campaign in a number of selected cities in behalf of Tide, it was learned on Friday. The WSM program, "Hits From The Hills," was purchased in unrated time, from

(Continued on Page 6)

Against Telecasts Of Football Games

Birmingham, Ala.—Opposition to televising of football games from the field this fall was registered by the Southeastern Conference executive committee at a meeting here, but full consent was given for the showing of movies of the games on the following Sunday nights or later in the week. No exception was announced in the case of Georgia Tech in Atlanta, which had permitted telecasting of some games from

(Continued on Page 7)

Fortune Pope Elected President Of WHOM

Fortune Pope, executive vice-president and secretary of the Colonial Sand and Stone Co., Inc., has been elected president of the Atlantic Broadcasting Co., Inc., which operates WHOM, the multi-lingual station, it was announced Friday. Assumption of this position by

(Continued on Page 2)

Tobey Urges FCC Change Bands Of Video

Washington Bureau of RADIO DAILY

Washington — Senator Charles W. Tobey called upon the FCC Friday to "show the intestinal fortitude" to move the entire TV service into the ultra-high frequencies "pro bono publico." Although he made no effort to produce proof promised a day earlier of "flim-flamery" by the

(Continued on Page 5)

TV Competition Real, Theater Owners Told

Warning theater owners of television's threatening competition with the movie industry, Richard Hodgson, director of technical operations for the TV division of Paramount Pictures, stated Friday: "The investment in television receivers today by the American public is greater than the total national investment in theater properties,"

(Continued on Page 7)

New Nielsen Office Opening On West Coast

A western branch office in San Francisco will be opened by the A. C. Nielsen Company on July 1. Main purpose of setting up the office is to give better service to clients in

(Continued on Page 6)

NAB Resignations Revealed; Board Meet Opens Tuesday

Washington Bureau of RADIO DAILY
Washington — Resignation of G. Emerson Markham and Arthur Stringer from the NAB was announced Friday by William B. Ryan, general manager. Stringer is a veteran of 13 years with NAB, while Markham came to head the TV department about a year ago. Neither has announced his plans for the immediate future, but Ryan praised both men highly and said he is sure

their NAB experience will prove helpful to them in future industry work.

Stringer's specialty has been broadcast news, and he has been responsible for the NAB activities in radio journalism, both in journalism schools and in clinics for men in the industry. In addition, he has been in charge of convention exhibits, and has had to do with

(Continued on Page 6)

Distinguished Cast

Helen Hayes and Paul Lukas will join the cast of NBC's series on the hydrogen and atom bombs beginning on the network Thursday, July 6. Miss Hayes will take the role of Lise Meitner, noted German scientist, and Lukas will portray Professor Albert Einstein. Bob Hope will be presented as an average taxpayer of these United States.



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

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WEST COAST OFFICES

Ethel Rosen, Office Manager

Irv Hamlin, Representative

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlonga Rd.

Phone: Wisconsin 3271

SOUTHWEST BUREAU

Paul Girard, Manager

Suite 314, Thomas Bldg.

Dallas, Texas

Phone: Riverside 5491

ROME BUREAU

John Percicari

Ludovisi 16

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

FINANCIAL

(June 16)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-------------------|---------|---------|---------|----------|
| ABC | 11 1/4 | 11 1/4 | 11 1/4 | + 1/8 |
| Admiral Corp. | 35 1/4 | 34 3/4 | 34 3/4 | + 1/8 |
| Am. Tel. & Tel. | 158 1/2 | 158 1/8 | 158 1/8 | - 1/2 |
| CBS A | 33 5/8 | 33 1/4 | 33 1/4 | - 3/8 |
| Philco | 47 1/2 | 46 3/4 | 47 | + 1/2 |
| Philco pfd. | 94 | 94 | 94 | + 1 |
| RCA Common | 21 1/8 | 20 3/4 | 20 3/4 | + 1/8 |
| RCA 1st pfd. | 78 5/8 | 78 | 78 | - 3/4 |
| Westinghouse | 35 1/4 | 35 1/8 | 35 1/4 | |
| Westinghouse pfd. | 103 7/8 | 103 7/8 | 103 7/8 | - 1/4 |
| Zenith Radio | 57 3/4 | 56 3/4 | 57 3/8 | + 1/2 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp. | 20 7/8 | 20 3/4 | 20 3/4 | - 1/4 |
| Nat. Union Radio | 4 1/2 | 4 1/4 | 4 3/8 | + 1/8 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| DuMont Lab. | 23 1/2 | 24 1/2 |
| Stromberg-Carlson | 15 3/4 | 17 1/4 |

Kobak Back From Europe

Edgar Kobak, radio consultant, accompanied by Mrs. Kobak returned to New York Thursday by air from a six-week European vacation trip which included visits to London, Paris and Rome. Kobak, a member of the NAB board, will go to Washington today for the board meeting and then will begin a two-week business trip which will take him to midwest cities.

EUROPEAN LIAISON

Radio Executive leaving early July for France and Italy interested in commissions. Box 142, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

★ **COMING AND GOING** ★

BEN GEDALECIA, director of research for the American network, is in Lake Forest, Ill., where today he will address the members of the American Association of Public Opinion.

FAY DAY, assistant research manager for CBS Radio Sales, is spending this week in Chicago on business.

BOB WATSON, promotion manager and program director of KGNC, Amarillo, Texas, arrived in New York Friday for conferences with the station's national reps.

JACK BENNY and the personnel of his CBS program company are in London, where today they open at the Palladium.

SID GUBER, Eastern division sales manager for Charles Michelson, Inc., transcription producers, will spend this week traveling through Pennsylvania.

BEN GRAUER, master of ceremonies and special-events reporter for NBC, yesterday flew to Chicago following the "Say It With Acting" program. He has some business conferences scheduled in the Windy City today and tomorrow, but will be back in New York in time for his "Ben Grauer Show."

IDELLA GRINDLAY, production supervisor in the program department of the Mutual network, is back at her desk following hospitalization at St. Vincent's.

EDWARD A. O'BRIEN, JR., formerly with the film division of NBC-TV, has arrived in Lansing, Mich., to take over his duties as film director of WJIM-TV.

JOSEPH D. FIELD, manager of WIRK, Mutual affiliate in West Palm Beach, Fla., has arrived in New York on station and network business.

VAUGHN MONROE and the members of his band originated Saturday's program at Riverside Park, Phoenix, Ariz.

JACK AISTROP, radio and television officer of the British Information Services, sailed last week aboard the Georgic for England. He'll return in mid-August.

GENE POPE, JR., general manager of WHOM and publisher of *Il Progresso*, spent Wednesday in Washington. He had a conference during the morning with President Truman. He's now back in New York.

BBB Will Announce TV Code On June 28

(Continued from Page 1)

bureau, said local records now show that 233 per cent more complaints in this field have been received during the first five months of 1950 than were received in the comparable period in '49.

Representative leaders of TV manufacturers, dealer groups, advertising departments of newspapers, and public officials will address the gathering, Jackson announced. Plans they will discuss include recommended standards for advertising, selling, and servicing of radio, TV, and home appliances. An information booklet designed to give the public information they should know about the purchase and servicing of TV sets will also be revealed.

Fortune Pope Elected President Of WHOM

(Continued from Page 1)

Pope, eldest son of the late publisher, Generoso Pope, marks his active return to the station, whose operation as a foreign-language station he launched—as general manager—in 1946.

Generoso Pope, Jr., another son—editor of the Italian language newspaper, "Il Progresso Italo-Americano"—will retain his connection with the station as its executive vice-president.

ACA Union Expelled From CIO Membership

Washington—The American Communications Association was one of two unions expelled from the C.I.O. last week by the union's executive board. The ouster was on the grounds that the ACA had followed Communist party lines.

Also expelled at the same time was the Fur and Leather Workers Union, bringing to eight the number

New Package Company Announced On Coast

(Continued from Page 1)

news commentary, "This Changing World" to Mutual, was made Friday by Stewart Reynolds, former Don Lee and BBDO sales executive, who is an officer of the new firm. Associated with Reynolds in the new company are Paul Raymond, formerly of NBC, New York and Elizabeth Stewart.

Large Supply Ready

The Reynolds group has several hundred motion picture feature films and shorts for television, release—16 packages in various stages of completion for TV and 11 for radio—and also produces TV film commercials. Among the sight-sound packages are "Bumps-O'-Daisy" starring Billy Gilbert in a fantasy using trick photography entirely new to television and portraying Billy Gilbert and all of the adults in the cast as Leprechauns only two feet eight inches high; "Mystery Is My Hobby," starring Glen Langan in a series which has been on radio for four years; "Chimplock Hums with Dr. Whats-up," a take-off on Sherlock Holmes played by trained chimpanzees and other animals; "Diary of Fate," a half-hour psychological mystery TV show adapted from the radio program; "The Great J. C. Pennyworth, a comedy-drama starring Wade Crosby; "Forest Rangers," a filmed adventure series dramatizing the exciting lives of the men in the U. S. Forestry Service, and "Peek Into Hollywood," a comedy-variety show with motion picture and nightclub guests emceed by MGM's Hollywood Commentator, Lynn Castile and Lurene Tuttle.

of unions purged by the C.I.O. on leftist charges. Joseph Selly, head of the A.C.A. which represents some 10,000 persons in the broadcasting industry, says he will appeal the expulsion to the C.I.O. convention next November.



"And then there's the little matter of our 15% commission"

Agency people know that the way they earn their 15% commission is to produce results for their clients—at low cost. And smart agency people know that the medium with the biggest audience at the lowest cost is radio.

In Baltimore, W-I-T-H is the station that gets you results—low-cost results! Because W-I-T-H delivers more listeners-per-dollar than any other station in town. Makes even a small budget do a big job.

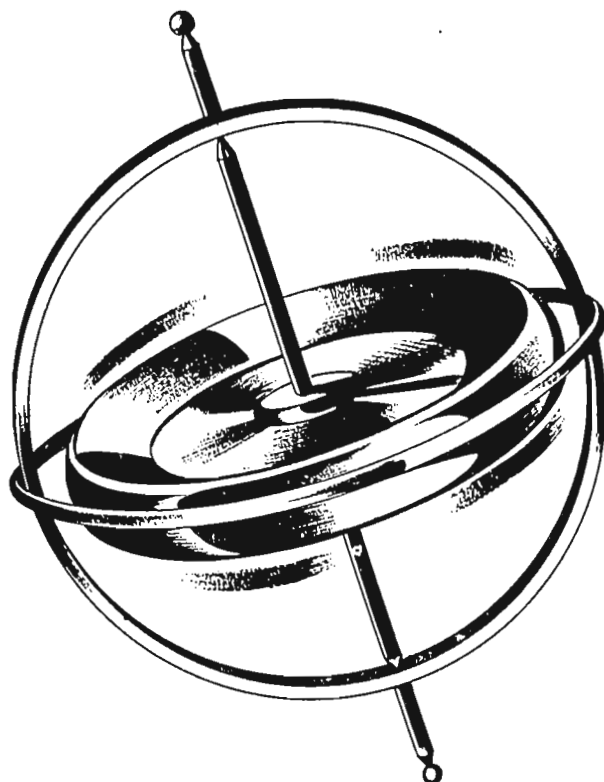
Want the complete story? Then call in your Headley-Reed man today!



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



STABILIZED!

from now on...

WWJ-TV is taking circulation for granted! The number of television sets in the Detroit market has passed the quarter-million mark!

from now on...

Words like "experimental" ... "test" ... "pioneering" ... "infancy" and the rest of the vocabulary of a new medium are out. TV has come of age!

from now on...

We will back our belief in the stability of television with our new rate card (#8) which will be guaranteed to advertisers for one full year!

**RATES
GUARANTEED
FOR 1
YEAR**

FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

CHICAGO

CY HOWARD, one of the fastest rising radiomen, who created "My Friend Irma" and everybody's friend Luigi, has sold a story, "That's My Boy" to Hal Wallis for screening with Dean Martin and Jerry Lewis. Don't forget, Cy started as a spot salesman on WBBM.

"Hold 'Er, Newt," starring puppet Newton Figg of Figg Center, Ill., began a five-a-week series over WENR-TV, yesterday with an all-puppet cast including Nosmo King, Gaylord Nosegay, Otis Sprightly, and Moose Bruce. The show is the creation of Don Tennant, star of "Larry on Location" last fall, who will write, produce, give voice, and manipulate the strings.

Another mythical Illinois locale will background the new NBC-TV show replacing Jack Carter for the summer. Titled "Hawkins Falls, Pop. 6,200," the telecast will mix dramatic situations with small-town type music and entertainment. Woodstock, Ill., population 6,123, is the model for this Illini Middletown. Ben Park produces, Doug Johnson writes, and Dan Petrie directs this hot weather fill-in, which may turn out to be one of autumn's top stand-bys. Viewers can catch it beginning Saturday (17) from 7 to 8 p.m.

Graduation exercises of two of Chicago's outstanding universities, Loyola and De Paul, will be aired over WCFL Wednesday (14). Sen. Paul Douglas will give the principal address at the De Paul Convocation at 3 p.m. in the Civic Opera House, while Brig. Gen. Joseph Carroll will address the Loyola graduates at 11 a.m. from the Granada Theater.

Leo Bigos, relief engineer on WMOR for the past six months, and a veteran of such FM'ers as WOAK, WLEY, and WRGK, moves over to WEND in a similar capacity for the summer. In conjunction with Bob Smith of WEHS, Lee also owns the Royal Recording Studios in Berwyn.

Publicist Barbara Mason of Mara-leita Dutton Associates, is visiting New York on business and to see her father, Federal Trade Commissioner Lowell B. Mason. Another flack thrower, Ell Henry of AIBC, flew to the big city Wednesday (14) to supervise the Breakfast Club's eastern appearances.

Will Sponsor Newscast

Roberts' Technical and Trade Schools, Inc. in New York will sponsor a five-minute newscast at 6:55 p.m. Monday through Saturday over WMGM, beginning today. Agency placing the account is Warren, Jackson & Delaney.

The Land of the Free

Dramas of American Opportunity
This week: O'Henry

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



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: TV, already under attack by more foes than it can handle, is the new target of comic-book publishers who blame their woes on the new medium. Video, for instance, is blamed for such disasters as the dropping of 20 comic-book titles by one publisher not long ago. . . . Cy Howard planning a film version of "Life With Luigi." (Cy, incidentally, has been selected as Milwaukee's Young Man of the Year). . . . The Palace Theater may get together with Frank Fay to permanently emcee the vaude bills. That is, if they can get him to forget about appearing in "Harvey." . . . Ilona Massey, who is doing NBC's new spy series, "Top Secret," may ditto on TV. . . . Lee Bowman and Lynn Bari will star in a video detective series. . . . Aside to Georgie Price: What's this rumor about you and your son, Peter, readying a father-son disc jockey series? . . . Also in the disc jockey sweepstakes is comic Pat Harrington.

★ ★ ★ ★

● ● ● To drum up sorely-needed summer biz, a number of resort owners are contemplating a weekly radio show featuring their respective entertainers called Borscht-Capades. . . . Bob Merrill the songwriter, who's listed in the phone book, and Robert Merrill, the singer, who isn't, have quite a time getting everything straightened out. . . . Al Jolson and the Andrews Sisters planning a series of one-niters. . . . Ed Gardner signed Barry Nelson for the male lead in "Man With My Face," which he's producing independently in Puerto Rico. . . . Les Hafner, prexy of Motion Picture Stages, Inc., and Eddie Nugent have written a play satirizing TV. . . . Virginia Wicks, p.a. for Stan Kenton, plus a flock of others, has been ordered by her medico to take a few months rest. Her assistant, Carol Coleman, will carry on meanwhile.

★ ★ ★ ★

● ● ● Joe Louis' return to the ring depends on a couple of important things—the size of the gate and the TV guarantee for his end, to mention a few. In fact, he's so skeptical of a big box office return, he thinks that TV is the only way he'll be able to get enuf for himself and Uncle Sugar. . . . Dave Siegel working out plans for a new TV series to be called "Blackouts." . . . Ransom Sherman summer-subbing for "Kukla, Fran and Ollie." . . . Jack Gilford, featured recently in "Alive and Kicking," signed by Garson Kanin for a comedy role in "The Live Wire." . . . Alan Young's bankroller doesn't care for kinescopes. Don't much blame him. . . . Bucky Harris, Washington pilot and a gentleman, rejected an out-of-town sportscaster's request that he unburden himself of the 'inside' story behind his dismissal by the Yanks in '48. Said "that's water under the bridge."

★ ★ ★ ★

● ● ● Jean Carroll inked for her 7th appearance at the Paramount Theater. . . . Alan Dale knows a radio star who's having sponsor trouble. Seems he can't land one. (Alan's ballads on his CBS-TV show, incidentally, are solid-Neilsenders). . . . Now that Roy Rogers' pact with his movie outfit is running out, he's being paged for a flock of video deals. . . . A ukelele war is now raging in the music shops around town with some places selling them for as low as 2 bucks. . . . Song pluggers, noted as the most persistent and tough-hided breed in the entertainment field, are being given the roughest deal of their exotic history. Program directors of radio and TV shows have gone to the lengths of barring recognized song pluggers from studio audiences.

SAN FRANCISCO

By NOEL CORBETT

DUDE MARTIN'S "Hoffman He Ride" (KGO-TV) won first place in the popularity poll conducted Dwight Newton in his Examir radio column. Newton appeared "Hayride" this week to give Mar the award.

Vano Starch, product of Chercals, Inc. of Oakland, has purchased a 15-minute TV show, "Sell it Yourself," on KPIX. Lee Giroux is emcee and program features viewers salesmen, giving the "sales pitch" for articles they wish to sell. Gifford and Guild set the deal.

Gayle V. Grubb, general manager of KGO and KGO-TV, has been elected and installed as a director of the Ad Club for a regulation-year term.

The Oroweat Baking Company through Ley & Livingston, Inc. signed to sponsor "Firefighters," children's radio series. Show starts in September on KGO, Monday through Fridays. Vincent Franke for the network set the deal through Ley & Livingston. Ed Hewitt KGO is account exec.

"Hudson Hoedown," is sponsored now on KRON-TV by Walter Anderson for Hudson Cars. Show is a 30-minute cowboy program heard Tuesdays at 7 p.m.

CBS Show From Colonial Ho

Oliver Daniel, CBS' music producer-director, essays a new musical field when he conducts The Yankee Choristers in a concert of the Music of Colonial America Boston tomorrow. E. Power Biggs heard each Sunday over CBS in his own organ program, will be soloist and will also accompany the choir. The concert, part of the 20th annual convention of the American Guild of Organists, will be held in Kin Chapel which (under the name Stone Chapel) was the scene of the first music festival to be given the colonies, in Boston in 1786.

Mr. Time Buyer:
Before you run off on your vacations
check your Fall schedule against this!

**BIGGEST RADIO BARGAIN
IN THE U.S. TODAY!**

**1-MINUTE SPOTS ON
50,000 WATTS
WNOE-NEW ORLEANS
ONLY \$13.00 EACH (360 TIME RATE)**

Available Right Now: Spots between High-Rate National Shows!.. Spots on or between long established Local Shows!.. News Programs!.. Sports! Mutual Co-ops! (1060 ON YOUR DIAL)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE (MBS)
NATIONAL REPRESENTATIVES
RA-TEL
420 LEXINGTON AVE., N.Y.C.
10,000 WATTS DAYTIME - 5,000 WATTS NIGHTTIME

Raise TV To UHF, Senator Urges FCC

(Continued from Page 1)

FCC in connection with findings on propagation matters and "engineering blunders," the New Hampshire Republican renewed his call for a clean sweep by the FCC in moving the video service from its present bands.

His statements came during the second and final session of public hearing on the nomination of Commissioner George Sterling to a full seven-year term on the FCC. Tobey was obviously in much better humor Friday, and not nearly so over-

Gets Com. Approval

Washington—The Senate Interstate Commerce Committee unanimously approved the nomination of George E. Sterling, Maine Republican, to a full seven-year term on the FCC. Sterling, former chief engineer of the Commission, has been serving out the term which expires the end of this month, having been appointed two years ago to succeed E. K. Jett. Early approval by the full Senate is expected.

hearing as he questioned the witness. Both he and Interstate Commerce Committee Chairman Ed Johnson declared as the session closed that Sterling need have no fear about Senate confirmation.

The wry New Englander charged that the FCC had been taking dictation from "his master's voice" and their powerful industry interests when it assigned New York seven UHF channels. "How much influence do the large radio interests have on the Commission," he asked, as Sterling insisted that the FCC is truly an independent agency not under the thumb of giants in the radio field.

"The FCC is not led around by the staff, or by 'selfish interests,'" Sterling declared. So far as moving the TV service bodily upstairs, he said it might take years in view of the certainty that any such order by the FCC would result in litigation. Here Johnson said he thought the Commission had made it plain in issuing its original TV grants that the channel assignments might be only tentative, but Sterling said he had studied the records carefully and nowhere found anything to support the contention that the industry has been amply warned the UHF bands might be dispensed with.

Returning to his theme of Thursday that the FCC committed a blunder in not heeding warnings in 1947 about tropospheric interference, Tobey observed that Paul DeMars, who was present in the hearing room, had warned in 1940 that such interference would result. DeMars as then chief engineer for Yankee Network. Sterling admitted that the DeMars contentions of ten years ago have since proved to be quite

THE WEEK IN REVIEW

... Radio-TV Highlights

By BOB GREBE

BANNER headlines reported a variety of items last week. Among these were: a strike of technicians at CBS which began and ended; a report that the newly organized Broadcast Audience Measurement outfit was in trouble; a vote by Mutual to retain its NAB associate membership; an indication that the long-delayed court fight on giveaway shows was near; a meeting of TV servicemen who took a stand against a proposed licensing bill in New York City, and a campaign by the American Medical Association using radio.

From places outside of New York City came a number of stories. In Cleveland, RCA chairman David Sarnoff said there would be 20-million TV sets by 1952. In Minneapolis, a banker told the American Institute of Banking that TV will supplant radio eventually, but not for a long time. The film capital reported that many stars opposed TV clauses in their contracts. At Urbana-Champaign, Illinois, plans for the second "Allerton House Seminar on Educational Radio" were announced. Columbus, Ohio, found sponsors of the PGA golf tourney against coverage by radio and TV unless the price was right. And in Houston, Texas, a fan committed suicide in a ball park with TV cameras portraying the dramatic event. In Atlantic City, an RCA executive saw a bright outlook for radio. The University of Cincinnati okayed radio broadcasts at its football games but vetoed television. In Philadelphia, WDAS was sold. Another Houston dateline was the reelection of James C. Petrillo as president of the American Federation of Musicians.

The city of Washington, as usual, contributed its share of the news. NAB-wise, Justin Miller announced committee appointments while Don Petty, NAB general counsel, announced his resignation. Miller also

accurate, but clung to his argument that the prediction was based on theory then without sufficient actual data to merit its being taken seriously enough to block the allocation of TV channels.

(Tobey was taken aback for the only time immediately after the hearing, when a reporter asked him what the troposphere was. He could not come up with a lucid answer.)

Johnson questioned Sterling briefly on his attitude toward color, saying he had understood Sterling to agree with Dr. Allen B. DuMont that color as a commercial service was many years away. Sterling said he definitely does not feel this way, and indicated that he is convinced color is at hand and has been brought forward by the FCC hearing.

Johnson, constant foe of the Clear Channel group, observed that clear channel lobbyists had been on hand throughout the hearing and said he

defended the NAB position at the recent NARBA conference in Havana. And confirmation of George Sterling to a new seven-year term on the FCC was considered by the Senate Interstate Commerce Committee. FCC actions included approval of multiple FM tests. Radio lawyers peeked over the shoulders of the government attorneys fighting the anti-trust suit against the New Orleans Times-Picayune, owner of WTPS.

On the business side: ABC completed a deal for "Screen Guild Players"; Buddy Rogers signed a pact with WOR-AM and TV; Lever Brothers pitted its various agencies against each other to come up with new ideas for TV; four CBS shows were renewed by sponsors and the American Oil Company bought the CBS Edward R. Murrow newscasts.

Elsewhere: James D. Secrest was named RMA executive vice-president; WCAU-TV set plans to clean up TV service evils in Philly; WMGM rehired eight announcers following a strike called by AFRA; color TV was predicted for theaters; Ray Ringston was named president of the Georgia Association of Broadcasters; the American Marketing Association handed out three awards for radio and television research and Truth and Consequences switched from NBC to CBS.

In a busy week, NBC planned a new series on atom and hydrogen bombs, reported a new device to improve quality of films and kineoscopes, signed Kate Smith and Ransom Sherman for television and made plans for a Wednesday TV show to buck Arthur Godfrey.

Also, the Ford Dealers bought a full evening on WOR-TV. And the Chevrolet Dealers bought sports events on WPIX.

One sombre note was the death of John Shepard, 3rd, founder of WNAC in Boston and the Yankee Network.

would not disappoint them by ignoring the subject. Sterling, however, refused to be drawn into any clear exposition of his views, observing that the matter was still before the Commission. When Tobey showed some impatience with this answer, which has been stock for Commissioners for many years, Sterling said he thought a decision would have been reached by now but for the concentration on TV.

The Colorado Senator said he doubts now that Clear Channel stations would invest in the equipment needed for superpowered operation if they should be permitted to now. The swift development of TV has made the matter academic, he held.

Johnson said also that he thinks it will not be possible to work out a new international frequency agreement for North America unless this country, Mexico, Cuba and Canada agree on breaking down Clear Channels.

Regional FM Web Augments Schedule

(Continued from Page 1)

ried, through a similar setup, by WFMZ in Allentown, Pa. and WBIB in New Haven, Conn.

Stations will be provided with a WQXR program log in advance. Commercial programs will be carried, though at no additional cost to the advertiser. WQXR spots will be dropped by the local outlet, with spots of their own inserted. Plans to sell the network as a unit to an advertiser remain in the future and depend upon the success of the venture.

Commenting on the agreement, Elliot M. Sanger, executive vice-president of WQXR said: "We hope that the step we are taking will create greater interest in frequency modulation and thereby stimulate the purchase of FM sets, which is so vital if FM broadcasting is to succeed as a public service and a commercial method of broadcasting."

The stations on RRN are: WHVA in the Poughkeepsie area; WFLY in the Troy-Albany-Schenectady region; WVCV in Cherry and Mohawk Valleys; WRUN-FM in the Rome-Utica area; WVCN in the De Ruyter-Syracuse area; WWNY-FM in Watertown; WHCU - FM, Ithaca; WVBT, Bristol Center and Rochester; WWHG, Hornell; WFNE, Wethersfield and WHLD-FM, Niagara Falls. WWHG-FM will start in the Fall.

WQXR programs will be aired from 7:30 to 11:06 p.m. on weekdays and on Sunday, from 3 to 11:06 p.m. The schedules of the stations will be extended to carry the WQXR news and music.

Transmission will be by radio relay, with each station relaying to the next. Quality of the relay has already been proven satisfactory during a recent trial.

Will Originate In Mobile

Mobile, Ala. — America's Town Meeting of the Air will originate here over facilities of WAAB, local outlet of ABC, on July 18. The national program will be aimed from here at the invitation of the Town Meeting Association of Mobile, Inc., and the special Town Meeting committee of the Mobile Chamber of Commerce.

**AVAILABLE
AS OF JULY 1st
PUBLICITY-PROMOTION
DIRECTOR**

with excellent Radio and TV background. Six years Promotion Manager key New York Network station. Top references. Write RADIO DAILY, Box 143, 1501 Broadway, New York, 18, N. Y.

Markham, Stringer Resign From NAB

(Continued from Page 1) statistics, FM, and various other research projects at one time or another.

Markham came here last year from General Electric, where he occupied an executive position in the GE stations in Schenectady.

Board Meets Tomorrow

The NAB board is expected to concentrate its attention on bringing in new members as it meets this week for the first time since the Chicago convention. It will go over with General Manager Ryan, the administrative problem of living within a reduced budget, necessitated by the withdrawal of CBS and ABC as well as other members, but will concentrate largely upon means of increasing the overall budget through offering more attractions to bring in independent broadcasters.

The finance committee met here Sunday, and today is a day of indoctrination for the new members of the board. They will spend the day going over the work of the various parts of NAB, in order that they may talk with more assurance tomorrow.

Ryan will report that he has already trimmed operating costs to bring them within the association income, having foreseen the loss of revenue resulting from the recent withdrawals. He had effectuated economies already not including the resignation of staff members.

Expect BAMI Directorate To Be Named This Week

Washington — Announcement of the makeup of the board of directors of Broadcast Audience Measurement, Inc., is to be looked for this week from Henry Johnson of WSGN, Birmingham, Ala., it appeared here Friday following a lengthy meeting of BAMI incorporators. Financing plans for BAMI will be announced later by the board.

Just about all the acceptances were said to have been received, with the 21-member board to include three advertising agency representatives, three representatives of sponsors, three TV spokesmen, one FM, one representative of each radio net, one representative each for large, medium and small stations, affiliated and unaffiliated, and the president.

Takes NBC Research Post

Alan Ewald has been appointed supervisor of research for NBC's national spot sales department, James V. McConnell, director of the department has announced. Ewald was formerly with the radio sales planning and research department of the network and previously was assistant to the head of media research for Young and Rubicam.

California Commentary

By IRV HAMLIN

● ● ● West Coasters were stunned by the sudden death of Clyde Scott, general manager of KECA and KECA-TV at the age of 48. He'll be sorely missed by all, as a friend, and as a man who did more than his share of contributing to radio and TV

Hollywood

know-how in the West. . . . In contrast, KLAC-TV's Jim Hawthorne and wife threw a scare into everybody by coming down with vicious attacks of ptomaine, but are now coming along nicely. Bill Anson jumped admirably into the gaping breach and carried off Hawthorne's show in a more refined screwball manner. . . . In a week loaded and fraught with danger, the Alan Young show on Tuesday night went out to So. Cal. viewers with pretty close to 100 per cent efficiency despite the CBS strike. CBS overlords must have been quaking for hours before the show, but with the help of Joe Marshall, a KNX salesman, and Leo Tepin, a cost account executive at CBS, the show went on! A little shaky at first, the boys went ahead, despite the fact that Alan looked as if he were bouncing up and down for the first seconds of the program. A good job done by all concerned.

☆ ☆ ☆ ☆

● ● ● Cliff Gill and his Pacific Regional network, emanating from KFMV, all set to blow the situation wide open with a big account. The network, boasting 45 affiliates from the Mexican border to the far north, has been tested and found OK, with FM beams from KFMV being converted to AM by the member stations. . . . Dick Fishell on top of the heap after his first KLAC-TV show. The guy has the know-how, confidence and contacts to do a lot of damage here. . . . Dotty Lamour may be the first femme star of magnitude to take her place before TV cameras, sarong and all, and to our great surprise, the title of the show, now in the works, will be called "Sarong Girl." Martha Wilkerson, commissioned to script by Wynn Rocamora, in Hawaii, gathering local color. . . . Harlow Wilcox's smooth Johnson's Wax commercials on NBC have been voted the best of 1950 by San Bernardino Valley College students. Reasons—"cheerful, informal, and humorous." . . . This might hurt! Jack Carson has promised (in writing of course) to leave his ad lib writer at home when he stars on Suspense Thursday (22) nite. Jack has signed the special "Comedian's Contract," which calls for forfeiture of the dough if he cracks wise even one itty bitty weeny time during the chiller. . . . Frank Veloz, one of the better dancers of all time, plans a mammoth TV dance contest upon his return to video. How that guy can look so sophisticated and flashy after ten minutes of hopping all over the stage with those lights beating down upon him is more than we can understand.

☆ ☆ ☆ ☆

● ● ● Comic Dick Wesson, recent star of his own KECA TV show, has been signed by Brynie Foy at Warner's for a role in "Break-through." Probably as a heavy. . . . Rudy Vallee's appearance on Pinky Lee's KNBH show (and is that Pinky a TV natural!) revived some dismal memories on Pinky's part. Fifteen years ago he guested on Rudy's talent hunt, and flopped, due to worry over his wife's illness. Things are a bit better now. . . . And talking about naturals, Dave Willock and Cliff Arquette actually glisten on their easy going show. A sure bet. . . . Glen Hardy and a crew of Don Lee newsmen off to Shasta Dam to prep two dedication aircasts from the spectacular spillway. . . . Jack Paar, whose big mistake occurred when he allowed Jack Benny to take over as a winter replacement, is back in Hollywood with "Take It or Leave It."

☆ ☆ ☆ ☆

DuMont Heads RMA Excise Tax Group

(Continued from Page 1)

impose such a tax in the face of White House and Treasury recommendations that it be levied.

Dr. DuMont succeeds Joseph Gerl of Sonora. A. M. Freeman RCA-Victor continues as vice-chairman of the committee.

John W. Craig of Crosley succeeds Glenn Thompson of Noblit Sparks, new head of the RMA division, as chairman of the industrial relations group. This committee is currently working with the Labor Department on application of the Walsh-Healey act to the radio manufacturing industry.

Succeeding Sprague as head of the town meetings committee RMA is Harry A. Ehle of International Resistance Company. The group is currently working on preparation of a series of films on TV service for showing in 60 areas and servicemen in their knowledge of their jobs. The films are being prepared with a \$62,000 fund subscribed to by some 16 TV manufacturers.

Procter & Gamble Buying Spots For 'Tide' Products

(Continued from Page 1)

6:15 to 6:30 a.m., Monday, Wednesday and Friday. First broadcast will be on June 12.

The spots were placed in small markets and contracts have been signed for 52 weeks. Benton and Bowles is the agency.

New Nielsen Office Opening On West Coast

(Continued from Page 1)

the area and get new leads. No change in present radio and TV coverage is planned.

Heading the office will be Franklin H. Graf, a vice-president. Graf has been with the company for the past 15 years and recently has worked out of Chicago.

The San Francisco branch will be located at 215 Market Street.

Thought for Today

MEN ARE SO INCLINED to content themselves with what is commonest; the spirit and the senses so easily grow dead to the impressions of the beautiful and perfect, that everyone should study, by all methods, to nourish in his mind the faculty of feeling these things. . . . For this reason, one ought every day at least, to hear a little song, read a good poem, see a fine picture, and, if it were possible, to speak a few reasonable words. —GOETHE.

TELEVISION DAILY

Section of RADIO DAILY, Monday, June 19, 1950 — TELEVISION DAILY is fully protected by register and copyright

COLOR TV DECISION SEEN NEAR

TELE TOPICS

ARLENE FRANCIS whose "Blind Date" program bowed off ABC until next night during the broadcast of last Thursday night gave away Gruen watches with more than usual enthusiasm during her closing performance. Arlene's Gruen routine was ratified at the close of the show . . . her new sponsor (surprise!) will be Gruen Watch Company when the fall TV season gets under way.

JOHN CONTE premieres in the twice-weekly "Little Show," an intimate musical variety program, on NBC-TV June 20; Tues. & Thurs. (7:30-7:45 p.m.) . . . General Mills paying the check for "re-runs" telecasts of "The Lone Ranger" on C-TV for the summer. . . "Suspense" and "The Goldbergs" staying on one week longer at CBS-TV to compensate for absences during the strike. "Suspense" signs off June 27. . . WCAU-TV, Philadelphia, doing the "filly" eliminations in "Nilly" for the Mrs. America contest of 1950. . . Robert Q. Lewis radio version of "The Show Goes On" will be dropped on CBS' schedule after June 30; telecast (Thurs., 8-9 p.m.) will continue, sponsored by Columbia Records and American Safety Razor. . . Vincent Dempsey, ABC news-writing staffer, has signed a laudable contract with Coward-McCann Co. to do three novels, first set for May, '51. . . William Saroyan's delightful "My Heart's in the Highlands" for "Silver Theater" on CBS-TV June 21 8-8:30 p.m. . . Stanton Osgood, director of TV production, grabbed NBC to be mgr. of film production in theater television.

THE video version of CBS radio series "Meet Corliss Archer" debuts July 3 in the 9:30-10:00 p.m. slot; Sally Hester plays the title role. Radio's version signs off June 25; returning Aug. 27. . . "Swains Falls," the town of NBC's Saturday night show of the same monicker (9:30-10:00 p.m.), is actually Woodstock, Ill., where many scenes of the show are now being shot. . . Films of Colonel McCormick's glamorous global jaunts are soon to be on the schedule of programs at WGN-TV—from now on the Colonel is played by A. Fitzpatrick McCormick. . . Jurgens, Monica Lewis, and Red Skelton (whose humor is hilarious) take over tomorrow night on DuMont's "Cavalcade of Bands," 9-10 p.m. . . Clowns of Cole Bros. Circus, which opens Wed. at Yankee Stadium, will carry away the show on Chuck Trantum's "Manhattan Delight" on WABD the same night. . . Bill Tillstrom and his two TV pals, Kukla and Ollie, stinting at Touhy Ave. Beach, Chicago, Friday night. . . Wrestling by Ed Lewis to be tried by DuMont on Monday night TV-matches (9-11 p.m.).

TV Competition Real, Against Telecasts Of Football Games

(Continued from Page 1)
as he addressed the annual meeting of Allied Theater Owners of New Jersey at Atlantic City. Hodgson revealed an estimation of the total investment in television to-date as \$3,500,000,000. . . "With the rate-of-investment curve steadily upward, this compares," he said, "with a capital investment in the film industry of \$2,880,000,000."
Examining the potential audiences of the two mediums, Hodgson declared the two audiences are now "almost the same, comparing 12,000,000 theater seats in 19,000 theaters having a potential turnover of 2½ per day, with a 25,000,000 potential home television audience." Having presented these figures, he called them sufficient evidence that "the time is growing exceedingly short" in which the film industry can decide on "a program for effectively competing with broadcast television. . ."

World 'Comedy Theater' Starts July 2 Over CBS

"Comedy Theater," a new World Video package of half-hour dramatic adaptations of light-hearted fiction, will be inaugurated by CBS-TV on July 2 (9:15-9:45 p.m., EDT). Ring Lardner's "Zone of Quiet" has been adapted by David Shaw as the premiere stanza. Other adaptations will be done by Alvin Sapinsley, Howard Rodman, Bob Anderson, and Reginald Lawrence. Donald Davis and Dorothy Mathews will produce, while David Pressman directs—the same three who produced "The Play's the Thing" for the TV division of CBS.

(Continued from Page 1)
its stadium as a public service. What the college's reaction to the committee's stand would be was not known immediately.
The executive committee, under Southeastern Conference rules, can recommend a course of action for this fall. The recommendation is usually accepted. In this case, no official conference action is expected before the annual meeting in Atlanta Dec. 8.
It was learned from a well-informed source that several overtures had been made for televising SEC football contests. One was said to be a Texas oil concern which wanted to include games by most conference gridiron powers. Pressure for allowing televising has been heavy at Alabama, Tulane, Louisiana State and Kentucky Universities.

WKY-TV Aids Seminar

Station officials of WKY-TV, Oklahoma City, will give special lectures and demonstrations to students enrolled for the television seminar and clinic at the University of Oklahoma June 25-July 1. In announcing the completed program, the University of Oklahoma listed the following WKY-TV personnel as lecturers: Hoyt Andres, Paul Brawner, Jack Hauser, Robert Hayward, Thelma Horton, Kieth Mathers, Robert Olson, and Robert Swysgood. Participating for the University will be: F. Donald Clark, Charles Ned Hockmann and Sherman P. Lawton.
Topics to be covered during the seminar include: station operations, production planning, production problems, dramatic writing, and "live" production study.

Commission Meets On July 11 To Study Issue

Washington Bureau of RADIO DAILY
Washington—The FCC will meet July 11 to canvass the color TV situation and begin efforts to arrive at a decision, Commissioner George Sterling said Friday. He told the Senate Interstate Commerce Commission that he is hopeful a decision can be reached within a month from that time, with the Commission ready to proceed to allocation matters by September. Lifting of the freeze by the end of the year still seems possible, he said.

The July 11 date is one day following the deadline for replies by participants in the color TV hearing to proposed findings submitted by other parties. The findings of the various groups will be given the Commission by June 26.

Sterling's comments, which came during the hearing on his nomination to a new seven-year term, were in response to questioning by Committee Chairman Edwin C. Johnson, who lauded the Commission for its industry in pushing to a windup.

Radio-TV Asked To Aid Nurse Recruiting Drive

Radio and television support to help recruit student nurses will be requested this month, the Advertising Council has announced. The campaign is the tenth conducted for the nurses by the council. During the last drive in 1948, some 43,000 were recruited and this time, a total of 50,000 will be sought.

Plans call for network support through the council's radio allocation set-up. Local stations will also be asked to contribute time. Television and newspaper advertising will also be used. Volunteer agency handling the drive is J. Walter Thompson Co.

Four New TV Models Announced By Admiral

Chicago—Four new 1951 model television sets were announced by Motorola last week. They include two 16-inch rectangular tube table models, one 16-inch console, and one 14-inch rectangular tube console. The 16-inch table models are priced at \$239.95 in mahogany and \$249.95 in limed oak. The 16-inch console is \$30 higher in each wood type. The 14-inch console is priced the same as the 16-inch table model.

Doc Kilowatt Says:

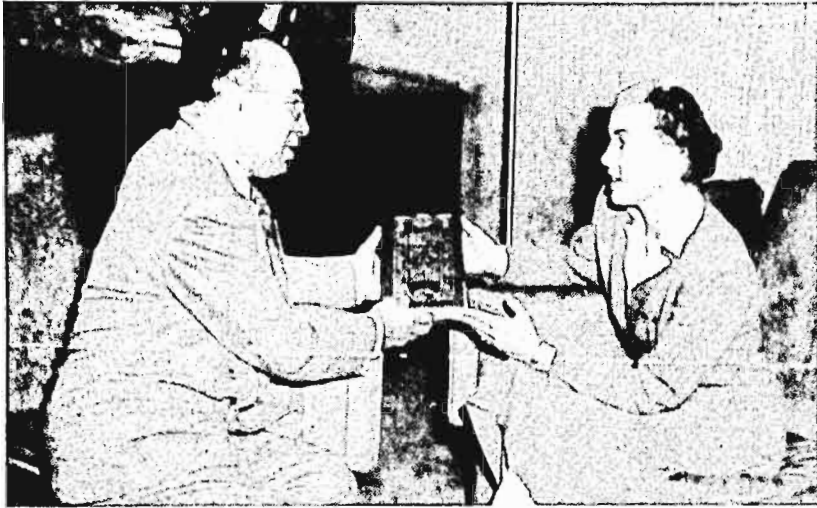
The best public relations for television are the relations of the folks who own a receiver.

If the receiver doesn't work for television, neither does the family who owns it. In the old days when your train hit Chicago, Parmalee took over. You were serviced right from the start; you just never missed a connection.

Television programs in a sense are transported too, but many's the missed connection today. Why not an industry-owned cooperative Parmalee-type service for TV? A national cooperative service corporation could put electronic corpuscles back into an undernourished giant. But what's the use of being logical? You gotta hate your competitor, don't you, even if it kills you!

Doc Kilowatt

Around the World with "Book of the Year"



IN MEXICO CITY Clemente Serna Martinez, president of Radio Programas de Mexico, is presented with a copy of the 1950 RADIO ANNUAL by Miss Modelyn Hatch, stewardess on the American Airlift plane, which flew the book to Mexico City.



AT THE UNITED NATIONS Benjamin Cohen, assistant secretary general for U.N. Department of Public Information, receives his copy of RADIO ANNUAL from Mrs. Dorothy Lewis, division coordinator for U. S. radio stations, at U.N. Headquarters, Lake Success, N. Y.



IN PARIS Jacques Manachem (l.), director, International Exchange Bureau, Radiodiffusion Francaise, receives a copy of the new ANNUAL from Alex Belinko (r.), chief of the Information Service of Air France, the airline that flew the book to Paris. Marc Maffray (c.), manager of the North American Section, looks on.



IN FRANKFURT Lt. Col. Phillip M. Johnson (c.), chief, American Foreign Broadcast Network (Frankfurt-Hoechst, Gy.), is presented with a copy of the 1950 ANNUAL by T. B. Rodenbaugh (r.), manager of operations, American Overseas Airlines. AOA flew the book to Germany in one of their Flagships. Edclmann (l.), chief of operations, AFN, looks on.



IN LONDON Robert McCall, controller of the Overseas Service of the British Broadcasting Corporation, is presented with a copy of the 1950 ANNUAL by Miss Daphne Henry, receptionist for BOAC. The book was flown to London by British Overseas Airways Corporation.



IN ROME John Perdici, Radio Daily's Rome representative, receives a copy of the new ANNUAL from Miss Minnie Di San Marzano, general hostess for TWA, while George Canty (l.), Italian representative of the International Division, M.P.A.A., looks on. TWA flew the book from New York City to Rome.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



(VOL. 51, NO. 56

NEW YORK, TUESDAY, JUNE 20, 1950

TEN CENTS

POWERS OF COMMISSION QUESTIONED

Future Of News Programming Held Secure

Elmer Davis Sees No News Threat From Video

Kent, O. — Television news will not crowd out radio news for a "long, long time" and possibly never, ABC's Elmer Davis told Ohio's radio editors at Akron, Saturday night. The wartime director of the O.W.I. was the featured speaker at Kent (O.) State University's second annual conference for
(Continued on Page 5)

New NAB Directors Shown Operations

Washington Bureau of RADIO DAILY — Washington—New members of the NAB board, who have not served on it before, got a fill-in yesterday on operation of NAB's Washington office, and heard department directors explain just how the wheels turn. During their indoctrination day, too, they were addressed briefly by president Justin Miller and general manager William B. Ryan;
(Continued on Page 5)

Sindlinger Drops Charges Against C. E. Hooper, Inc.

Philadelphia—In the Federal District Court here yesterday, counsel for Sindlinger & Company, Inc., dropped charges against C. Hooper, Inc. and C. E. Hooper personally:
(1) that Hooper was a party to
(Continued on Page 6)

Hot Dawg!

A new television hazard has been discovered by Roger Harrison of WBZ-TV, Boston. While demonstrating the good taste of a freshly-cooked hot-dog on his "Family Food Basket" show he attempted to eat a hot-dog that, unknown to him, had been previously shellacked by the producer to make it look like a freshly-cooked hot-dog.

Canadian Licensing Successful

Montreal—Less than seven per cent of Canadians do not purchase licenses for their receiving sets, according to a statement made by G. C. W. Browne, Controller of Radio in the Transport Department. His statement was made before the Canadian House of Commons Committee on Radio Broadcasting. Browne told the committee that inspectors recently visited 48,117 homes throughout Canada. Some 3,058 or 6.35 per cent homes had not paid the \$2.50 annual radio receiving set license fee.

Bayer Aspirin Buys Radio In 15 Markets

Bayer Aspirin, in a move to replace evening radio listeners lost to television, has purchased or is now buying early morning radio time on practically every station in 15 major markets throughout the country, it was learned yesterday. The contracts, which have been signed or are to be signed, run till the end of the year in some cases and in others, for 52 weeks.

The markets being used are: New York, Boston, Philadelphia, Baltimore
(Continued on Page 6)

BMI Program & Library Clinic Opens In New York

The Thirteenth BMI Program Directors' and Librarians' Clinic opened yesterday in New York. First session was held at the RCA Exhibition Hall. Second day's meeting will be held today at Studio D, WMGM, 711 Fifth Avenue. Among
(Continued on Page 5)

Heavy TV Production Forecast By Philco

Atlantic City — William Balderston, president of Philco Corporation told 1,000 distributor delegates to the Philco convention now under way that the company would be turning out 35,000 television sets per week by the end of September. He said that Philco would produce 1,000,000 sets this year; 650,000 of these would be those of the new line which were unveiled here yesterday.

Balderston estimated that the in-
(Continued on Page 6)

FTC Outlines Limitations For Anti-Histamine Copy

Washington Bureau of RADIO DAILY — Washington — Anti-histamine drug advertising has been given a green light by the Federal Trade Commission provided that no claims are made that the drug is a cold cure. The FTC had previously cracked
(Continued on Page 2)

Brief Makes Issue Of FCC Ruling In Ala. Case

Washington Bureau of RADIO DAILY — Washington — If the FCC has the power to award broadcast licenses on the basis of the potential advertiser support for stations, it would also have to regulate rates, program policy, business management and other policies, the U. S. Court of Appeals was told at the weekend by the
(Continued on Page 2)

CBC Service Cuts Urged By Dunton

Montreal—Reductions in services that would cut CBC expenditures by \$1,000,000 and bring them into line with current revenues were presented yesterday by A. D. Dunton, CBC, chairman, to the Commons Committee on Radio Broadcasting. Earlier, Dunton told the committee that the CBC expects to con-
(Continued on Page 2)

Pulse Plans To Expand Out-Of-Home Surveys

"Out-of-home" radio surveys will be made in 10 markets, beginning this summer, Pulse has announced. The reports in New York will continue on a quarterly basis while
(Continued on Page 3)

Terms Of McNeill Contract Revealed By ABC Executives

ABC's \$3,500,000 worth of new TV billings the past ten days was topped yesterday by the web announcing the signing of Don McNeill, m-c of the Breakfast Club, to a new long-term radio-TV contract which includes a full-hour sponsored network TV show which will originate in Chicago starting in September. The deal with McNeill was announced by Mark Woods, vice chairman of the board and Robert Kint-

ner, president of the web, at a press conference yesterday at the Waldorf-Astoria Towers and confirmed later at a luncheon at Toot Shor's restaurant at which time the Breakfast Club cast was introduced. Under the terms of the new contract ABC will have exclusive radio rights on McNeill for the next 20 years and television rights on a year-to-year contract basis. The Mc-
(Continued on Page 7)

Nay!

Washington — Opposition by lawyers of the FCC Bar Assn. and individual broadcaster clients to the FCC's proposed new rules on sale of CP's was voiced yesterday before the FCC. Tenor of the arguments was that FCC examines each case on its merits before giving an OK and that therefore there is no need for a new blanket ruling.



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ROME BUREAU

John Porditani

Ludovisi 16

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

FINANCIAL

(June 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., Westinghouse, Westinghouse pfd., Zenith Radio.

WDRRC CONNECTICUT'S PIONEER BROADCASTER

BEFORE YOU BUY IN HARTFORD . . .

See WDRRC's new Market Study . . . for Hooper ratings, coverage, market figures. WDRRC is your best buy! Write Wm. Malo, Commercial Manager, WDRRC, 750 Main St., Hartford, Conn.



Authority Of Commission Questioned In Court Case

(Continued from Page 1)

Voice of Cullman, permittee of a new station in Cullman, Alabama. The brief, by attorneys John F. Clagett and Harold Schilz, is in reply to an appeal by WKUL, Cullman, from an FCC decision awarded the permit for a second station in Cullman on the ground that the town has insufficient potential for supporting two stations.

If the Commission is called upon to consider "availability of revenues" as a criterion for ruling on applications, the brief held, "there is no escape from the appraisal" of rates, management, programs and other matters beyond the scope of the Communications Act.

Omitted from the brief, because it was not in the record of the Commission hearing, was the contract providing that the price paid recently for WKUL will be \$10,000 higher if no second AM station is licensed in Cullman.

The Voice of Cullman said it does not believe the advertising potential can be gauged with complete accuracy even if it were material to the question whether it should be granted a license. "For instance, advertising revenues potentially available to one operator might not be available to one less capable. Similarly, advertising revenues that might be obtained or made available as the result of policy of operation acceptable to the public, might not be available, or indeed be completely foreclosed, by a policy of operation distasteful to the public. Certainly, the varying preference of the advertiser from time to time as between radio and other forms of advertising would defy any determination of the question.

"In larger cities and areas embracing as many as 20 or 30 existing stations, attempted inquiry into the question of availability of potential revenues as bearing on an applicant's financial qualifications to enter the field, brings into focus problems of fantastic proportions. Thus, the question of available or potential revenues would involve consideration of the existence and potential revenue producing factor of regional and national advertising, as well as local advertising; the existence and possibility of affiliations by the applicant with national, regional or other networks, and the potential revenues involved; and the effect that the growth of television might have on the grand total of potential radio-television advertising in the city or area, and the

Alampi To Speak

"Radio in Agriculture Education" will be the topic of an address to be delivered today by Phil Alampi, WJZ farm news editor, before the Pennsylvania State Vocational Agriculture Teachers' meeting at Eaglesmere, Pa.

probable apportionment of re-apportionments of such revenues among the existing radio and television stations and the new applicant."

Clagett and Schilz suggested that if the Commission has the power suggested by WKUL, it could not properly rely upon estimates but would instead have to require applicants to produce signed contracts for station time in order to pass upon financial qualifications.

Another effect of Commission action in the direction asked by WKUL might be the establishment and enforcement of a monopoly situation in a number of small towns. The result would be distinctly adverse to the public interest, because "competition . . . is demonstrably the greatest stimulant to superior service and quality of production.

"Secondly, the guarantee of the exclusion of any competition to station WKUL would enable it at its election to fix the highest rates it thought that it could charge—the hall-mark of monopoly." Finally the danger of monopoly in radio from the standpoint of biased news presentation was stressed.

CBC Service Cuts Urged By Dunton

(Continued from Page 1)

clude the 1950-1951 fiscal year with a deficit of \$900,000 unless additional sources of revenue are provided in Parliament.

Three methods looking toward budget cutting were outlined by M. Dunton. First, a number of the larger Canadian produced programs will have to be dropped. Secondly, many whole CBC departments will have to be eliminated. Thirdly, wire line costs would have to be cut through eliminating network coverage wherever possible in some areas.

FTC Outlines Limitations For Anti-Histamine Copy

(Continued from Page 1)

down on various companies and ordered them to discontinue certain claims.

Advertising may now report that anti-histamines are effective treatment for "the symptoms of the common cold" and "perfectly safe when directions are followed." This action is interpreted as giving the companies a signal to launch large-scale advertising programs along the lines suggested.



"WHAT WAS WRONG WITH THAT SINGING COMMERCIAL?"

Nothing! But not enough people heard it.

Now had you put it on W-I-T-H it could have been number ONE on the "Dollar Parade." Because W-I-T-H gives you more listeners-per-dollar than any other radio station in Baltimore.

That means low-cost results. And that means a small budget will do big things for you in this rich market.

Why not get the whole story? Call in your Headley-Reed man today!



TOM TINSLEY, President • Represented by HEADLEY-REED

AGENCY NEWSCAST

... personnel, sponsors and notes

CONRAD JONES has been appointed media head of MacFarland, Aveyard & Co. of Chicago. Also, Betty Stewart has been named space buyer for the agency and Russell W. Keegan, director of research.

J. H. C. GRAY has been appointed supervisor of media for all Campbell Soup Company products. He was formerly assistant advertising manager for Campbell.

L. C. SMITH & CORONA TYPEWRITERS, INC. of Syracuse to Cunningham & Walsh, Inc. for adding machine advertising. The agency already handles the company's typewriter account.

BROOKE, SMITH, FRENCH & MORRANCE, INC. has appointed Robert G. McKown as business manager and Fred P. Zick, director of graphic arts. McKown has been personnel director while Zick has been with the agency for 17 years in the graphic arts field.

ELIZABETH B. POWELL has joined Geyer, Newell & Ganger, Inc. as a radio and television time buyer. She formerly was a radio time buyer with H. B. Humphrey Co., Inc., BBD&O and The Biow Company.

RALPH FROELICH has been named production and control manager at Grey Advertising Agency, Inc. He has been with the agency since 1937.

C. R. BRAMHAM has joined the staff of WSM-TV, Nashville, in charge of local sales. He was formerly with WKDA.

THE NESTLE COMPANY, INC. to Cecil & Presbrey, Inc. for Nescafe and Nestles Evaporated Milk.

EMIL REINHARDT of Oakland, California, has been appointed by Meldrum & Fewsmith, Inc. of Cleveland to handle the Durkee Famous Foods account in eleven Western states.

CYNTHIA LOGAN SAAKVITNE has joined the copy staff of John C. Dowd Advertising Agency in Boston. She was formerly with J. Walter Thompson Company.

ROBERT STROLLER has been appointed art director of Gilbert Advertising Agency. He was formerly with Hirshon Garfield.

CONSOLIDATED PRODUCTS COMPANY of Danville, Illinois, a division of National Dairy Products Company, to Dancer-Fitzgerald-Sample, Inc., effective September 1.

AVERY McBEE has been named a vice-president of Hill & Knowlton, Inc. He was formerly manager of the Honolulu office of N. W. Ayer & Son, Inc.

ROLAND CARLSON has been appointed art director of Tim Morrow Advertising. He was formerly with BBD&O.

Pulse Plans To Expand Out-Of-Home Surveys

(Continued from Page 1)

Semi-annual surveys will be made in nine other markets now covered by Pulse "at home" surveys. These are: Chicago, Los Angeles, Philadelphia, San Francisco, Boston, Washington, St. Louis, Cincinnati and Richmond.

The "out-of-home" surveys were developed in conjunction with PULSE last summer and last week. Sydney Roslow, director of Pulse and Miss Claire Himmel, PULSE research director, were given awards by the American Marketing Association for their work.

Plan West Coast UN Meet

Hollywood—Mrs. Dorothy Lewis, coordinator of U. S.-UN Radio Station Relations, will address all managers and program directors of M, FM, and TV stations in So. California at a meeting scheduled for Wednesday, June 28th, from 2:30 p.m., at the Don-Lee Studios in Hollywood. Purpose of the meeting is to acquaint station managers with UN radio plans and to explain basis for commercial sponsorship of UN radio productions.

Radio-TV Institute At Marquette July 11-13

Milwaukee, Wis.—The second annual radio and television institute at Marquette University on radio to be held July 11 through 13 will feature discussions on radio and TV from the viewpoint of the producer, public and educator.

Directing the three-day session will be Dr. Ella Clark, president of the Milwaukee County radio council; Joseph Staudacher, director of Marquette University radio workshop and Father Alban S. Dachauer, director of a Sunday morning broadcast.

Network officials will discuss national programming while managers of Milwaukee stations will talk over local problems.

ABC Gets Inner Sanctum

Exclusive broadcasting rights for "Inner Sanctum," radio thriller for network presentation have been acquired by ABC, it was announced yesterday by Robert E. Kintner, ABC president. Starting Thursday, July 13, "Inner Sanctum" will be heard weekly on ABC from 8:30 to 9 p.m. Effective Monday, Sept. 4, the program will move to the 8 to 8:30 p.m. spot.

Here's the Sensational
LOW-PRICED WESTERN

That Should Be On Your Station!

PROVED FOR 3 YEARS!...

RENEWED FOR 6 YEARS!



Most Sensational Success Story Ever Offered for Local Sponsorship!

Interstate Bakeries (Annual Gross Sales: Over \$58,000,000) say: "The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for 6 additional years."—Roy L. Nafziger, Pres.

Sensational Promotion Campaign—from buttons to guns—is breaking traffic records!

This low-priced 1/2-Hour Western Adventure Program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship. Write, wire or phone for details.



LOS ANGELES

By IRV HAMLIN

LARRY C. MOORE productions have scheduled a new radio series called "Ding Howe and The Flying Tigers," in addition to their TV series based on the same theme. R. T. Smith, executive director of the Flying Tigers, Inc. and Frank Taussig will write the series, Smith directing. Mitch Hamilburg Agency is now working on deal for the new show.

National Television clients headquartered in the L. A. area will have an opportunity to see and discuss the joint Hoffstra-NBC television study on the sales effectiveness of TV at a luncheon meeting at the Ambassador Hotel on July 20. A similar meeting will be staged today in San Francisco.

Durkee's Famous Foods commenced a spot campaign over KNX for one month, starting tomorrow, the entire campaign being concentrated on the L.A. area. Radio Sales handled. Pacific T&T, at the same time, increased its station break spots over KNX.

The Radio News Club of Southern California has completed arrangements for uniform credentials for authorized radio newsmen, president Al Gordon (KFWB) announced. The press cards, bearing the signatures of sheriffs of ten California counties are being issued to legitimate working radio newsmen in this area. The new credentials will aid in getting radio and TV newsmen to news scenes with the minimum of difficulty. The move for coordinated county credentials stemmed from the rough treatment radio newsmen suffered at the hands of San Marino police during the Kathy Fiscus diaster coverage.

Grace Gibson Radio Productions announces appointment of Cheshire and Associates to handle entire Gibson output of transcribed dramatic programs, seven in all. The Gibson sales offices have been closed and combined with the Cheshire unit. This move enables the Gibson group to go ahead on recording plans for "Tapestries of Life," written by David Hanna.

KECA-TV has scheduled a repeat series on the "Lone Ranger" show, under sponsorship of General Mills.

PRIZES

FOR YOUR QUIZ SHOWS

Available for Immediate Shipment,
F.O.B. New York

Selection Possible From Catalogue
From

RICHARD S. ROBBINS CO.

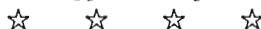
551 FIFTH AVENUE
New York 17, N. Y. MU. 7-0384



By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** Here's a switch for today: Arthur Godfrey tried like the very blazes to bring his pal, Bob Hope, into the CBS fold, but Hope signed with NBC last week—and who did he snag as a sponsor? Nobody but his pal, Godfrey's, Chesterfield cigarettes, who dropped a Godfrey segment (The Digest) to pay part of the heavy freight of sponsoring Hope. . . . And while on the subject of switches, here's another: Horace Heidt, who toils for Philip Morris, has twin boys, Jack & Jerry, who just graduated from Culver Military Academy. Also in the same graduation class were the sons of R. J. Reynolds, who has something to do with Camel cigarets, we are reliably informed. As a graduation gift, Reynolds is taking his kids off for a European cruise and has invited Horace Heidt's youngsters to accompany them. . . . Perle Mesta, who is returning to her post in Luxembourg, will "sell" America via a series of broadcasts in Europe. . . . Lisa Kirk in Flower Hosp., recuperating from an appendectomy.



● ● ● Joe Franklin, who organized nostalgia on a paying basis, is getting some assistance from Columbia records. Because Franklin played Moran & Mack's immortal 1927 routine, "Two Black Crows," so often on his nitely WJZ sessions, Columbia has reissued that classic. And, interesting to note, Franklin's fabulous collection isn't limited to old vocals by Crosby, Cantor, Jolson, etc., but includes hundreds of spoken comedy records by young vaude teams named Burns & Allen, Ken Murray and Oswald, Abbott & Costello, Amos 'n' Andy, etc. Records like those were best sellers before the era of the kilocycle comic—and Joe reveals that the basic ingredient of his soon-due TV series (Joe Franklin's Platter Party) will be actors "mouthing" the dialogue as the rare comedy discs spin.



● ● ● **AROUND TOWN:** Sid Caesar, last seen on B'way in "Make Mine Manhattan," has been offered the starring role in several summer productions, but is awaiting word from H'wood to star in a big technicolor musical which he'll prob'ly make prior to his return to the TV lanes with his "Show of Shows" on Sept. 9th. . . . Columbia Records oughta team up Alan Dale and Doris Day for some disc-duets. They'd be a best-selling combo, betcha. . . . Bobby Colt a tremendous hit in Canada where he's been a hold-over attraction for the past few weeks. . . . Robert Q. Lewis' platter collection valued at 40 G's. . . . Danny Kaye had Washington baseball fans more confused than they usually are the other day when he attended a game, took over the sportscaster's mike and proceeded to describe the play-by-plays in double talk. . . . Add IMPressions: Faye Emerson's gowns: ahEmerson. . . . Jack Lemmon: Young squirt. . . . Break the Bank: Cash dash.



● ● ● The "Man of Distinction" this year, and you can add the word 'fabulous,' too, is a gent we've been shouting about for some time now—Ted Collins. Ted celebrated his and Kate Smith's 20th year on top of radio by signing what may become the most fantastic deal in TV history—a one-hour daily session of songs, philosophy, news and ad lib chatter on NBC at a nice round salary that may amount to 50 G's weekly. And while the news of the NBC-TV deal was breaking on the radio pages, a few pages away, sports side, experts were predicting that Ted's football Yankees looked like both playing and moneymaking champs of the National League this year.



PROMOTION

WFIL's Summer Outing

For the fourth consecutive year WFIL will play host to thousands of men, women, and children at its station's annual "WFIL Day" outing at Woodside Park, Philadelphia on Saturday, June 24. Tickets go for free and half-price rides on the park's various amusement devices are being distributed by the station in cooperation with the Frank Seder department store, Parkway Baking Company, and other business firms. Each of the 100,000 tickets will entitle the bearer to a chance in the drawing for prizes, hundreds of which will be given to the winners. The event is being publicized in advance by means of many radio and TV spot announcements on WFIL and WFIL-TV. As a further promotion, 30,000 circulars will be distributed at the park preceding the day of the outing.

Distribute Albums

More than 5,000 albums of recordings on ABC's Biblical dramatic series, The Greatest Story Ever Told, have been turned over to the Protestant Radio Commission at the National Council of Catholic Men, Robert Saudek, the network vice-president in charge of Public Affairs, announced. Presentation of the albums, which were distributed equally between both organizations will extend the program's public interest use by broadening its listener audience, Saudek said.

WMGM's Cartoon Message

A Chicago Sun-Times cartoon currently being used on releases from WMGM to boost radio. The feature drawn by Angelo shows a youngster rushing in to greet his parents who are watching television. Says the caption: "They got something called a radio at Billy's house—you can hear everything and you don't have to look at nothing."

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

Sees No Tele Threat To Radio Newscasts

(Continued from Page 1)

radio news editors. It is jointly sponsored in conjunction with the Ohio Association of Radio News Editors.

Other Speakers

Other top speakers included Don De Groot, WWC, Detroit; Dick Oberlin, WHAS and WHAS-TV, Louisville, Ky., and Larry Mann, CHUM, Toronto.

"Radio news will be the last thing to fall in the wake of TV," Davis predicted. "When I no longer see TV newsreels ending with shots of trained dogs, bathing beauties and motor boats, then I'll worry about the future of radio news-casts."

He stated flatly, "I don't think TV news will ever be good." Davis declared two obstacles stood in its way. "TV cannot foresee where and when the news will take place, and much of the news will always have to be explained to be understood." Incidentally, a proven way for low-cost local TV newsreels, which sponsors can afford to buy, was described by Oberlin, news director at his station. Oberlin now produces 25 minutes of newsreel shows daily for \$75.

Costs Slashed

This represents a 50 per cent slash in costs of any local newsreel he previously heard of, he said.

Five to six minutes of local newsreel footage is used on a 15-minute show and repeated on a later 10-minute show. Expenses cover station help used for photography, editing and announcing. He says the fees he pays compare favorably with those paid other TV and AM talent in Louisville.

However, others at the conference stated that his operation could not be put into practice in highly unionized cities.

De Groot, public affairs director at WWJ, winner of the Peabody award for these type programs, called for more public service programs and told the editors "how to do it." "Small stations can do our type shows too," he said.

He expressed the belief that these programs are one way in which to keep FCC controls from spreading. Mann, a wheelhorse in the Nor-panic disaster coverage, caught his listeners' attention with a description of his station's teleflash news system—where every citizen is a reporter.

WHIZ Owner Heard

Verne Nolte, owner of Station WHIZ, Zanesville, O. cited proof of how commercially valuable radio news can be. "We offer two hours of news a day and from it we derive one-sixth of our annual station income."

Bill Crooks, news editor, Station WFMJ, Youngstown, O., is the new president of the Ohio newscasters' group, succeeding Charles Day, news director, Station WGAR, Cleveland.

NETWORK SONG FAVORITES

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

Survey Week of June 9-15, 1950

| TITLE | PUBLISHER |
|--|-------------------|
| Ask Me No Questions..... | Witmark |
| Baby Won't You Say You Love Me..... | Feist |
| Bewitched..... | Chappoll |
| C'est Si Bon..... | Leeds |
| Count Every Star..... | Paxton |
| Down The Lane..... | Broadcast Music |
| Gone Fishin'..... | Feist |
| Heart Of Stone..... | Acuff & Rose |
| Hoop-Dee-Do..... | E. H. Morris |
| I Cross My Fingers..... | United |
| I Don't Care If The Sun Don't Shine..... | Famous |
| I Got The Sun In The Morning..... | Berlin |
| I Hadn't Anyone Till You..... | ABC |
| I Still Get A Thrill..... | Words & Music |
| I Wanna Be Loved..... | Supreme |
| If I Knew You Were Coming..... | Robert |
| If You Were Only Mine..... | Robbins |
| It Isn't Fair..... | Words & Music |
| Johnson Rag..... | Miller |
| La Vie En Rose..... | Harms |
| My Foolish Heart..... | Santly-Joy |
| Old Piano Roll Blues..... | Leeds |
| On An Ordinary Morning..... | Remick |
| On The Outgoing Tide..... | Shapiro-Bernstein |
| Play A Simple Melody..... | Berlin |
| Sentimental Me..... | Knickerbocker |
| Sometime..... | Witmark |
| Stay With The Happy People..... | E. H. Morris |
| They Say It's Wonderful..... | Berlin |
| Third Man Theme..... | Chappell |

Second Group

| TITLE | PUBLISHER |
|--|--------------------|
| An American Beauty Rose..... | Jefferson |
| Are You Lonesome Tonight..... | Bourne |
| But Me I Love You..... | Campbell |
| Candy And Cake..... | Oxford |
| Choo'n Gum..... | Bregman-Vocco-Conn |
| Cry Cry Cry..... | Advanced |
| Dearie..... | Laurel |
| Enjoy Yourself..... | E. H. Morris |
| Girl That I Marry..... | Berlin |
| Home Cookin'..... | Famous |
| I'd Do Better Up In The Mountains..... | Broadway |
| I'll Always Love You..... | Famous |
| In The Valley Of Golden Dreams..... | Beacon |
| Little Liza Lou..... | Jewel |
| Mambo Jambo..... | Peer |
| Mona Lisa..... | Paramount |
| Music Music Music..... | Cromwell |
| Rain..... | Miller |
| Sam's Song..... | Sam Weiss |
| Tell Her You Love Her..... | Duchess |
| Thanks Mr. Florist..... | Mills |
| Where Are You Gonna Be When The Moon Shines..... | Lombardo |

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New NAB Directors Shown Operations

(Continued from Page 1)

The new directors will join the rest of the board today for a two-day session in which the board will chart a course for rebuilding its membership and existing on a slimmer budget.

The new members include William Fay of WHAM, Rochester, N. Y.; Harold Essex, of WSJS, Winston-Salem, N. C.; Harold Wheelahan, WSMB, New Orleans; George J. Higgins, WISH, Indianapolis; Jack Todd, KAKE, Wichita, Kan.; William C. Grove, KFBC, Cheyenne, Wyo.; Pat McDonald, WHHM, Memphis; Edgar Kobak, WTWA, Thomson, Ga.; John Esau, KTUL, Tulsa, and Ben Strouse, WWDC, Washington, D. C.

BMI Program & Library Clinic Opens In New York

(Continued from Page 1)

those attending the BMI clinics are:

T. H. Oppenard, mgr. and C. R. Lee, prog. dir., WVSC, Somerset, Penn.; James W. Evans, prog. dir. and Marlene Regenry, lib., WICC, Bridgeport, Conn.; T. S. Gilchrist, Jr., gen. mgr., WTMC, Ocala, Fla.; Jack Burnett, gen. mgr., KULA, Honolulu, Hawaii; Dick Weld, prog. dir., WVSC, Glens Falls, N. Y.; W. Wayland Fullington, prog. dir., WIRE, Indianapolis, Ind.; David Grief, lib., CFCF, Montreal, P.Q., Canada; R. Lee Hollingsworth, pres. and Allan Martin, prog. dir., WKBS, Oyster Bay, L. I., N. Y.; William J. Adams, prog. dir., and Dorothy Sherwood, lib., WHEC, Rochester, N. Y.

Also, Bill Frosch, WISH, Indianapolis, Ind.; Arthur M. Gates, Jr., gen. mgr., WYVE, Wytheville, Va.; Ed. Johnson (Lloyd E.), KFSB, Joplin, Mo.; Cal B. Kolby, prog. dir., WBIS, Bristol, Conn.; Frederick P. Laffey, prog. dir., WLAW, Lawrence, Mass.; Betty Fry, women's program dir. and music lib., WPGA, Bethlehem, Pa.; Mr. and Mrs. Ed Berryman, WBBC, Flint, Mich.; Jack Ellsworth, music dir., WVNJ, Newark, N. J.; Donald J. Curran, station mgr., WMTW, Portland, Me., and Don Jarvis, prod. mgr., WWOD, Lynchburg, Va.

Also, Leo Goldman, prog. dir., KYNO, Fresno, Calif.; Betty Cushing Griffin, prod-mgr., WIBX, Utica, N. Y.; Jim Thomas, WCUE, Akron, Ohio; Alberta Davis, WTOP, Washington, D. C.; Harold E. Graves, prod. dir., WENE, Endicott, N. Y.; Turner Cooke, prog. dir., WMAS, Springfield, Mass.; Wilfred Fisher, gen. mgr., MMTG, Vancleve, Ky.; Tom Lyons, prog. dir., and Hugh Pickel, comm. mgr., WGRV, Greenville, Tenn.; John C. Gilbert, music dir., KMBC, Kansas City, Mo.; Lou Douglas, WPPA, Pottsville, Pa.; Don Martin, prog. dir., WRNL, Richmond, Va.; Laurie Lohmann, former prog. dir., CJOY, Guelph, Ontario; and Mr. and Mrs. Tracy Cole, prod. dir., WWSR, St. Albans, Vt.

Advertising As Medium Discussed By Francisco

Advertising is "as democratic, as flexible, as vulnerable, and as permanent as the American system," Don Francisco, vice-president of J. Walter Thompson Company reported last Friday night at a dinner given by the Association of Advertising Men in honor of visiting delegates of Alpha Delta Sigma at the New York Advertising Club. He described advertising as "a vitalizing force in our American economy" and "an essential ingredient of American life."

Co-op Programs Plan Mulled By TV Group

West Coast Bureau of RADIO DAILY

Hollywood — Some 40 television stations may eventually join in the cooperative program production and distribution plan discussed during a three-day meeting of representatives of 23 TV stations owned by newspapers. Meeting was called by Norman Chandler, publisher of the Los Angeles Times, whose KTTV recently purchased the Nassour Studios.

Chandler revealed that a score or more non-publisher stations will be invited to join the as yet unnamed organization, in order to avoid possible threats of restraint of trade, and in view of the FCC attitude toward exclusively newspaper-owned stations.

A prospectus outlining methods and procedure, pro-rate financing and other details is to be issued shortly.

Sindlinger Drops Charges Against C. E. Hooper, Inc.

(Continued from Page 1)

patent development program designed to prevent Sindlinger and others from entering the Audience Measurement field.

(2) that Hooper was involved in fraudulently filing patent applications for the purpose of interfering with Sindlinger's business, and

(3) that Hooper had unlawfully interfered with the business relations of Sindlinger by dissuading investors from investing in Sindlinger & Company, Inc. and by threatening patent litigation with Sindlinger & Company and others.

The only remaining charges in the suit against C. E. Hooper, Inc., are that it attempted in some way to alienate Sindlinger's customers and monopolize with Nielsen the audience measurement field. It was agreed that C. E. Hooper, Inc., was doing business in Philadelphia but that there was no jurisdiction against C. E. Hooper personally.

Returning To Air

Hollywood — William Powell returns to the air on July 2nd, starring in NBC's "My Mother's Husband," with a St. Louis gay nineties setting. Joe Rines produces and directs, Jeff Alexander is the musical director, and Charles Caswell scripts.

Thought for Today

DO NOT like the phrase, "Never cross a bridge 'till you come to it." The world is owned by men who cross bridges on their imaginations, miles and miles in advance of the procession.

—BRUCE BARTON.

Philco To Up TV Production; Extensive New Line Shown

(Continued from Page 1)

dustry had produced about 2 million sets during the first 4 months of this year.

Philco's president said that the last six months of this year have been the greatest in sales history and that all indications pointed to even a brighter future.

Delegates were told that a decision from the FCC on color television can be expected in the early fall but that it will be at least a year and a half before color television can go on the air commercially. Color sets, Balderston said, will be more expensive but the cost will drop when the volume production is stepped up.

Carmine Heard

James Carmine, executive vice-president of Philco said the company will launch a \$25,000,000 advertising and promotion campaign for new radio and television models this fall. He said this would be the largest sum ever spent by the company on a single advertising campaign.

Carmine said if the FCC would license more stations, which he thinks it will, the industry will produce 10,000,000 television sets by 1951.

A new full-performance, 12½-inch table television receiver with a 97 square-in. picture, priced at \$149.95, a 16-inch table model with 145-inch picture for \$199.95 and a television phonograph console combination with 12½-inch receiver and 3-speed automatic record changer priced at

Norman Brokenshire Will Return To WJZ

Norman Brokenshire, celebrating his 26th year in radio, will return to WJZ—the station where he got his start on July 10th. He will bring his entire Take It Easy Time show to New York's pioneer station. Brokenshire's move is in line with WJZ's recently announced schedule of increased news coverage aimed at the New York Metropolitan Area.

Phillips WTTT Station Mgr.

Coral Gables, Fla.—Lee Phillips, formerly sales manager of WTTT, has been promoted to station manager, according to a recent announcement. Phillips joined WTTT last november after resigning his position as general manager of WKJF in Pittsburgh. He had also been with WCAE in Pittsburgh, and was program director of WTAX, CBS, in Springfield, Illinois.

Chuck Lawson Joins KBON

Omaha, Neb.—Chuck Lawson is the newest addition to KBON's announcing staff. Chuck was formerly associated with WGTC in Greenville, N. C. as staff announcer, and was previously connected with WCAU, Philadelphia, as newscaster and a studio technician.

\$269.95 feature Philco's new line for 1951 as unveiled at the convention here yesterday. Larry Hardy, the head of the TV and radio division, said lower prices are expected to greatly broaden the market.

A definite decline in prices was seen by Balderston, who said that despite color in the near future there would be a long market for black and white TV. Color TV sets, when put on market, will be about 30 per cent higher than present set prices, he estimated. Philco, he said, is not neglecting its radio business, which is 50 per cent ahead of last year. Balderston estimated color sets would run \$350 to \$400 but that even if the FCC gives the green light in the fall, it will take about three years for color to become commercial. He pointed out transmitters would have to be in operation and estimated this would be a year and a half after the FCC okay. He expects this year sales to top \$300,000,000.

Press Review Held

At a press preview of the new line in Convention Hall, attended by about 60 newsmen from all metropolitan centers, Carmine said orders from distributors for new product introduced here already total more than \$100,000,000 at factory level. Orders have been received for more than 340,000 TV sets to be shipped between now and Sept. 30. Philco plans to make and sell over 1,000,000 TV receivers in 1950, he declared.

Carmine also stated that Philco is preparing the greatest advertising campaign with a total expenditure of \$25,000,000.

Prices of 34 new models range from \$145 table to \$700 combination TV radio-phonograph.

All models shown here include TV advances such as balanced beam scanning system for sharper pictures, new high sensitivity and double action synchronizing as well as a tunable built-in aerial.

Bayer Aspirin Buys Radio In 15 Markets

(Continued from Page 1)

more, Washington, Chicago, Pittsburgh, Detroit, Cleveland, Los Angeles, Buffalo, Cincinnati, Minneapolis-St. Paul, St. Louis and San Francisco.

Participations in programs from 6:30 to 8:00 a.m. are being bought in most instances across the board. Single announcements are also being used plus some programs. The four network stations in New York have been signed or are about to be signed and in addition, practically all indies.

Agency handling the Bayer campaign is Dancer-Fitzgerald-Sampson, Inc.

'Community' Series On WAAF

Chicago, Ill.—WAAF is presenting a new and interesting 15-minute program based on letters sent to the Community Referral Service this city. Ruth Moore, community worker, conducts the program, the Thursday feature of the "Here Is the Story" daily series heard 12:30 a.m.

WING Honored By JCC

Dayton, O. — WING has been awarded the "Junior Chamber of Commerce Certificate of Recognition and Appreciation." The award is given once every three years to the local industry who has contributed the most assistance to the endeavors of the JCC over the period of those three years.

'Drama Workshop' On WERE

Cleveland, O.—A new dramatic series to be known as the "Drama Workshop" will be heard on WERE during the summer every Sunday evening from 8:30 to 9:00 p.m. In charge of the programs will be Glen Bammon, professor at Cleveland College and director of the College Radio Workshop. Members of the Workshop will act as producers, directors and actors in the shows.

KINESCOPE

Keep Kinescope recordings free of scratches and "rain" effects right from the start. New film scratches easily unless PEERLESS treated.

If you are located in one of the many cities where PEERLESS FILM TREATMENT is available you can get your daily rushes treated before exposing them to the rigors of editing and projection. PEERLESS FILM TREATMENT is fast and sure.

PEERLESS is the complete, permanent treatment—proven by 16 years of increasing use.

Our plants in New York and Hollywood and most of our licensees can give the fast service you require. Write for "Where They Are."



PEERLESS FILM PROCESSING CORPORATION
165 WEST 46TH STREET, NEW YORK 19, N. Y.
PROCESSING PLANTS IN NEW YORK AND HOLLYWOOD

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, June 20, 1950 — TELEVISION DAILY is fully protected by register and copyright

ABC EXPANSION PLANS REVEALED

TELE TOPICS

DON McNEILL's debut in TV is months off, but his three sons, Tommy, Don and Bobby, turned up at an ABC press conference yesterday with enough color to insure the success of the McNeill family in color TV. . . . Red-haired Tommy wore a bright blue tie with socks to match; Donnie had the same combination of a bright orange hue, while Bobby settled for a pair of eye-compelling red socks. . . . The trio, Mrs. McNeill said, came fascinated with the nylon accessories (which glow in the dark) and insisted on buying them for their dad's TV press conference.

ALPH EDWARDS' "Truth or Consequences" returns to CBS this fall as a separate radio and TV show. Video premiere is Sept. 7 (10-10:30 p.m.); radio version (Sept. 5, 9:30 p.m.) will replace Edwards' "This Is Your Life," which the sponsor is relinquishing. . . . A near 100 percent sellout of aspiring talent is booked by CBS-TV's "The Show Goes On" with Robert Q. Lewis conducting auditions. . . . Summer farewells will be said on Sunday (7:30 p.m.) by Bob Hisey and Jackie Kelk, alias "Homer" and "Henry" on NBC-TV's "The Aldrich Family." . . . A TV film series of "Wild Elliott" stories has been launched by Century Television Productions, shooting scenes in the deserts of Arizona. . . . Without celebration or fanfare, the Yankee network video outlet WNAC-TV, Boston, works off two years of pioneering tomorrow. . . . KSD-T, St. Louis, boasting a TV darkroom lab. for developing telecasts and showing them to the video audience in two hours time.

THE PROPOSED color television experiment with NBC-TV's "Mohawk Show-Em," starring Roberta Quinlan, has been set for June 26 (7:30 p.m.); program will originate from Washington, D. C., going to the network in black and white but to D. C. viewers in color. . . . Red Nelson to emcee the new auction program on WOR-TV titled "What's Offered?"—but tomorrow night (8 p.m.). . . . Oldsmobile booking top Hollywood talent for series of 18 radio and 10 video spot announcements; Virginia Bruce, Eddie Eicken, and Don DeFore have already teamed with Jerry Fairbanks Studios, producers. . . . WPIX becoming style-minded tonight with a half-hour show of feminine chicwear, "Stage A" (7:30 p.m.)—Eleanor Bagley, thrush who did well in Badway's "Make Mine Manhattan" will be an added attraction. . . . Kraft Theater doing a tele fantasy, "The Wind Is Nine" (June 28 (NBC-TV, 9 p.m.). . . . Glamorous vacations at low cost will be the format of WLW-T, Cincinnati's new "TV Travelogue" (Sundays, 2 p.m.).

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week of June 9-15, 1950

THE TOP 5 SONGS OF THE WEEK

| TITLE | PUBLISHER |
|--|-------------|
| Daddy's Little Girl..... | Beacon |
| I Don't Care If The Sun Don't Shine..... | Famous |
| I Wanna Be Loved..... | Supreme |
| My Foolish Heart..... | Samtly-Joy |
| There's No Tomorrow..... | Paxton |
| THE 5 FAVORITE STANDARDS OF THE WEEK | |
| Betty Co-ed..... | Carl Fisher |
| Darktown Strutters Ball..... | Foist |
| In The Good Old Summertime..... | E. B. Marks |
| Strike Up The Band..... | New World |
| Tonight We Love..... | Maestro |

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\$3,500,000 In Sales Disclosed By Web Execs.

(Continued from Page 1)

Neill radio show in the future will be renamed "Don McNeill's Breakfast Club" and the full-hour TV program will be called the "Don McNeill Show."

Network executives heralded the McNeill deal as another step forward in TV progress at ABC. They pointed to the sponsors signed the past week which include Bendix, Chrysler, Giant Peas, Gruen and Arthur Murray and one executive said the total sales figure was "over \$3,500,000."

The McNeill contract negotiated by Mark Woods include McNeill's services and those of his wife, Kay, and their three sons if the family decide on radio or TV ventures.

Three sponsors will be announced later in the week for the full-hour McNeill TV program which will be televised on the ABC web on Wednesday nights from 9 to 10 p.m. The trio of sponsors will be Swift & Co., Philco and General Mills. Time may be divided in three 20-minute segments or set up as two half-hour sponsorships with the sponsors alternating from week to week.

Featured members of the McNeill show include Fran Allison, Sam Cowling, Patsy Lee and Johnny Desmond. The format will differ from that of the Breakfast Club but will not be presented as a variety show. Guest personalities will also be used.

New CBS Hollywood Plant Will Hypo West Coast TV

CBS' projected construction of a new CBS "Television City" in Hollywood is tangible recognition of the importance the network attaches to having facilities in Hollywood sufficient to cope with the growth of West Coast television which is seen as inevitable, Hubbel Robinson, Jr., CBS vee-pee in charge of network programs told RADIO DAILY.

Spokesmen for the other networks refused to comment on CBS' sudden announcement that Columbia would build a giant TV operation on the West Coast. Nor would CBS officials say definitely that the web felt that Hollywood would eventually be the major television production center.

Web spokesmen on Madison Avenue were mum on what the cost of the giant project would be, nor would they comment on its meaning regarding the future of live or filmed programming.

G. E. Demonstrates TV Use In Surgery

A surgical operation which took place yesterday morning at Bellevue Hospital in New York City was televised via a closed circuit to the United Nations building in New York City. U. N. and World Health Organization dignitaries, Latin American officials, leading members of the medical profession and press representatives witnessed the demonstrations over a bank of twelve TV receivers on the seventh floor of the United Nations building.

The occasion was a preview of "Video-Medico," a televised demonstration co-sponsored by E. R. Squibb & Sons International Corp. and the International General Electric Co., Inc. The demonstrations will be presented in five Latin American countries this summer.

Following the special demonstration, Howard S. Tierney, export advertising manager of Squibb, briefly outlined the joint efforts of Squibb and International G. E. to further medical education in Latin America through the demonstrations to be

SAG Brochure Hits TvA Pact Proposals

West Coast Bureau of RADIO DAILY
Hollywood—Seventeen points on which the Screen Actors Guild claims that contract proposals of Television Authority for the making of films-for-television would undercut working conditions for the actors have been listed in a SAG brochure which was mailed last night to the more than 8,000 members of the West Coast union. TvA is claiming jurisdiction over all performers in filmed TV shows.

held this summer. Tierney introduced George S. Eveleth, Jr., executive v. p. of International G. E., who informed the gathering that seven electronic engineers will depart July 5 from LaGuardia airport in New York, in a special four-motored plane with over five tons of TV equipment on a 20,000 mile trip that will cover stops at San Juan, Puerto Rico; Sao Paulo, Brazil; Buenos Aires, Argentina; Caracas, Venezuela; and Mexico City, returning in September.

Press-Time Paragraphs

DuMont Affiliates Now Total 59

A 59th television station has affiliated with the DuMont Network, according to a statement made late yesterday by Mortimer W. Loewi, web director, who announced a network contract signed with WJAR-TV, Providence; Rhode Island, owned by the WJAR Outlet Co.

Three-Way "Tiny Fairbanks" Sponsorship

Negotiations for the "Tiny Fairbanks Show," completed yesterday at WOR-TV, call for a three-way sponsorship of the quarter-hour show (June 28, 8:30 p.m.) by Strongheart Dog Food, Island Tapioca, and Boy-O-Boy Chocolate Syrup.

Dorothy Carr Heads Ad Women

Elected new president of Washington, D. C. Ad Women is Dorothy Carr, director of radio and TV continuity at WMAL and WMAL-TV.

COAST-TO-COAST

KIMA Sponsoring Talent Club
Yakima, Wash.—KIMA announces its co-sponsorship of one of the city's oldest community organizations, the Camerata Club. The club, which awards musical scholarships to talented local youngsters each year, is a 35-year-old organization with a local record of possessing outstanding musical merit.

Two Join KXOK Staff

St. Louis, Mo.—Don Ratchford and Pete Edwards, both new to radio, have joined the news department of KXOK. Ratchford is a recent graduate of the University of Notre Dame and Edwards is a recent graduate of Washington University, St. Louis.

"College World Series" On WCTC

New Brunswick, N. J.—WCTC, AM & FM, will carry all Rutgers University baseball games by Western Union reconstruction from Omaha, Nebraska. The Scarlet Nine is representing District 2 in the "College World Series" to select the NCAA champion. Dave Moss will do the reconstruction, with Tony Marano supplying the warm-up color.

WBIB Symphony Show Sellout

New Haven, Conn.—WBIB-FM's "Symphony at Seven" program from 7 to 8 p.m. Mondays through Saturdays is sold out and has a waiting list. Present sponsors are Zemel Brothers' Record Center, Monday and Thursdays for Columbia LP records and Saturday for RCA-Victor 45 RPM system; Second National Bank, Tuesdays; Local Water Co., Wednesdays, and Hull Brewing Co., Fridays. Oldest sponsor is Hull Brewing Co. with 41 weeks already logged.

Gunnar Back On New Series

Washington, D. C.—Gunnar Back, known here for his news reporting and documentaries, will be heard in a news summary of the night's events from 7 to 7:10 each morning, Monday through Friday, over WMAL. Back will do his newscast during the "Town Clock" program conducted each day by Jim Gibbons, who is on the air from 6 to 9 a.m. Back was first heard over WMAL in his documentary series, "Alcoholism in Washington," nine broadcasts devoted to a study of compulsive drinking as a medical problem.

New Housewife Feature On WSTC

Stamford, Conn.—WSTC and WSTC-FM will institute a new series of "Washday Weather Forecasts" as a special service to housewives, on Sunday nights and Monday mornings. The program will offer complete information on wind conditions, humidity and general weather outlook for women planning to do the family wash on the traditional washday.

WINDY CITY WORDAGE

● ● ● WXRT, Chicago's all-classical FM station, which left the air last Friday, expects to be back on by July 4, Bob Miller reports. They're moving studios, transmitter, and antenna from the Sheraton Hotel to the studios of WSBC, foreign-language outlet which owns WXRT. Miller has been seeking FCC permission to schedule WXRT's regular programming over another FM station for the interim. Results of the consolidation of studios is expected to help the station edge closer to the black. . . . Tony Weitzel, the Daily News gossipier, will blossom out with his own TV show within a month. It will be the variety-type stanza, with an automobile concern as bankroller. . . . Another local FM is being approached to use the studios in the radio lounge of the Carnegie Theater on the near North Side. . . . They have been vacant since the last occupant moved out suddenly several moons ago.

★ ★ ★ ★

● ● ● The Humorous Side of the Commercial—Beltone Hearing Aids are spotting the airwaves with this gem on a local station: "Are you hard of hearing? Well, then listen to this. . . ." . . . WCEN in Mt. Pleasant, Mich., has overhauled its staff. The new line-up reads: Bob Meskill, general manager; Chet Rogoza, traffic manager; Joe Cotter, continuity, and Ralph Garner, salesman. Lynn Leet, former commercial manager, has departed for other kilocycles. . . . The University of Illinois will be the richer this fall when Quincy Howe, CBS news analyst, moves to Urbana as associate professor in the school of Journalism. The school has been making rapid strides in the right direction since Fred Seibert took over as director a few years back.

★ ★ ★ ★

● ● ● Most sparkling copy of the week comes from the WBKB publicity room where the forthcoming wedding on television is being hatched. The story maintains that any girl "who wants to start married life by hitting the jackpot" is eligible to enter, and continues to say that "regular post-nuptial festivities will follow the ceremony"—on television. It should establish an all-time pulse rating for WBKB. . . . Tavern Treasure Time, another telephone quiz show, tentatively scheduled for WGN-TV, beginning July 12. Merchandisers, Inc., will sponsor in behalf of associated taverns in the Chicago area. B. I. Miller and Co., will produce with Jules Pewowar doing the scripting. . . . Vacation time for Chicago radio and TV people usually means skipping up to the North Woods or the Dells or some other quiet retreat, but Gil Johnson, WBBM Eastern sales representative, is a real "hick." . . . He's spending his two weeks in the Windy City.

★ ★ ★ ★

● ● ● Everybody in Chicago is happy to hear that Ransom Sherman is returning to the ether—this time on television. He will replace Kukla, Fran, and Ollie for the summer with a variety show patterned after the immortal "Club Matinee" of a few years back. The stanza will be seen five nights a week at KFO time, and will switch to another niche in the fall. Interestingly enough, Sherman appeared on TV back in 1927 when he was a headliner over W9XAP in a daily comedy. . . . Chicago oldtimers will remember him as one of the Three Doctors—Pratt, Sherman, and Rudolf. . . . We'd like to suggest he round up Pratt and Rudolph and incorporate them on his new show. . . . TV could do a lot worse than resurrecting some of radio's early top-notch talent.

★ ★ ★ ★

● ● ● Among the ten journalists initiated into the Chicago Headline Club recently were Bruce MacFarlane, newswriter and interviewer on the MBS newsreel, and Bill Thompson, of Broadcasting Mag. . . . Teen-agers rate the rasslers as their favorite TV stars, a spot survey conducted in Chicago by Davee, Koehnlein and Keating shows. We can't decide whether that's a sad commentary on teenagers, rasslers, or video.

BEHIND THE MIKE

THE CARLTON E. MORSES
produces and writes "One Man Family") are learning to speak French with their newly-adopted daughter, Noel, who recently arrived from France via Foster Parents plan for War Orphans. So the cute youngster can only say, love you, Daddee."

Judy Canova's radio sponsor is plenty thrilled over the nat'l buildup his star will get because of a new, sensational deal she just signed with Republic Pictures.

Beverly Dennis, the signing star at the Latin Quarter, is writing a tome about radio called: "You Must Have Such Interesting Ulcers."

Ted Nelson, radio producer, celebrating his 10th ann'y as entertainment director of the Copake Country Club located at Craryville, N. Y. Club has been the incubator of many of our present day stars.

Don Cornell into the Versaille July 5th.

Herb Kadison has joined Mannie Greenfield publicity office. Tommy Dorsey's European tour is Sept. already set in eleven cities.

Muzak's new veep, 29-year-old man, Ralph Roberts, appears to be following in the footsteps of Muzak's owner, Bill Benton. At Benton founded Benton & Bowles and was able to retire seven years later.

Art Ford's talent for attracting bankrollers to his TV stanza is hurting his radio work either. His two latest sponsors, Crawford Clothes and White Tower Hamburgers, have now signed up with him on both media.

Thanks to the popularity of Admiral discs, Bobby Colt is Canada's current singing favorite. He has been booked in Toronto, Quebec and Montreal.

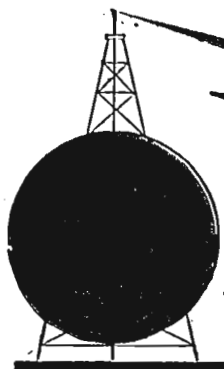
Bernie Prockter, producer of "The Big Story," will have as his summer assistant replacement, his 17-year-old son, Jules, who is learning the fundamentals of radio production.

"Jewels of Adventure" is the title of a new TV series that's been packaged around the antique gem treasures of Paul Ilton, famed archaeologist and currently research expert to the Ripley Believe-it-or-Not! stanza. Series has been put together by a new outfit called Aladdin Productions, with Bob Wald as chief scripter.

Sheriff Bob Dixon just received his one-hundredth award for "having the best influence on children through his Western CBS—"Chuck Wagon" series.

Even if his voice failed, Admiral Records singing star, Bobby Colton could earn a first class living truck driving (which he did a year ago) or boxing (he was 135-lb. champion of Guadalcanal and also taught the sport).

Eileen Barton, the country's new song queen, opens at the Capitol Theater in Sept.



RADIO DAILY

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TEN CENTS

SURVEYS STRESS RADIO'S SUPERIORITY

BMB Reports On Web Audience Measurement

NBC Claims Lead In The Returns; CBS Differs

Final network returns from the BMB Study No. 2, released by the Broadcast Measurement Bureau today, give NBC a weekly margin of more than one and a half million homes, daytime, and more than two and a half million homes, nighttime, over the second network, according to figures

(Continued on Page 3)

WOIC Sold To WTOP In Capital TV Deal

Sale of television station WOIC in Washington, D. C. to WTOP, Inc. was announced jointly yesterday by Theodore C. Streibert, president of General Teleradio, Inc., owner of WOR-AM and FM, WOR-TV and WOIC, and Philip Graham, president of WTOP, Inc. and publisher of the Washington Post. Streibert said that General Teleradio desired

(Continued on Page 7)

Emerson Announces Plans For Annual Convention

Completed plans for the 1951 national convention of Emerson radio and television distributors have been scheduled for June 26th and 27th, at the Waldorf-Astoria Hotel, ac-

(Continued on Page 8)

Movie Exhibitors Forming TV Group?

Washington—Motion picture exhibitors interested in the future of theater TV are reported organizing an exhibitor body which will represent them in the furtherance of relations with the FCC and the development of theater TV. Plans for the new body, according to reports, were formulated at a private meeting recently which was attended by 30 theater operators qualified to speak for several thousand movie theaters.

Ackerman Promoted Heavy Radio Sked As CBS Executive Of Farm News Noted

Harry S. Ackerman, formerly director of CBS network programming in Hollywood, has been appointed executive head of CBS radio and television, William S. Paley, chairman of the board, announced yesterday.

Ackerman's appointment as executive head of production for the network creates a new post in the CBS network organization and, according to Paley, is in line with the important expansion plans of

(Continued on Page 7)

TV Viewing In N. Y. Doubles In Past Year

Total TV viewing in New York during the first week in June is a little more than double the level of June, 1949, according to the latest Pulse report. Most of the viewing is done in the evening hours and the total audience in radio homes was

(Continued on Page 7)

More than half the radio stations in the Northeast broadcast farm market news reports regularly, according to the U. S. Department of Agriculture. A survey of 347 stations in the twelve Northeast states reveals that 201 or 58 per cent carry one or more reports on agricultural commodity markets for the benefit of farm listeners.

Reflecting the diverse agricultural interests of the Northeast, the types of market news broadcast cover a broad field. Dairy and poultry mar-

(Continued on Page 2)

ASCAP Meeting Set For New York, June 26-28

Plans for a three-day meeting of the division managers of ASCAP at the Waldorf-Astoria Hotel June 26, 27, 28, were announced yesterday by Otto A. Harbach, president of the society. The meeting will bring

(Continued on Page 3)

Coast Reports Put Medium On Top In Sales Pull

Radio's superiority over other advertising media is graphically portrayed in two separate surveys made on the West Coast and released to the New York trade yesterday. The first of these was made by the so-called "XL Stations" and compares newspapers with radio selling power;

(Continued on Page 3)

BBB Meets With TBA On Proposed TV Code

Plans to standardize advertising practices on sale and servicing of TV sets were outlined yesterday by Hugh R. Jackson, president of the Better Business Bureau of New York, who spoke to representatives of N. Y. tele stations affiliated with the Television Broadcasters Association, Inc. The meeting, which was held at TBA offices, 500 Fifth Ave.,

(Continued on Page 6)

TV Service Problems Skedded For Telecasts

Television service problems in the Philadelphia area are slated to be aired on public service telecasts tonight (June 21) and next Wednesday on the Charles Shaw news program at 10:00 p.m. With Shaw

(Continued on Page 7)

NAB 1950 Finances Sound, Miller Assures Directorate

Washington Bureau of RADIO DAILY
Washington—The NAB today is in better financial shape than when the year began, its board of directors was told yesterday by president Miller. The dues increases have more than offset membership losses thus far, with operating economies also contributing to the currently healthy financial position, he explained.

Today the board will hear from its finance committee, with a good

deal of attention devoted to the shrunken revenues to be expected for the rest of the year as the result of the dropping of network membership. Miller's accounting did not reflect the resignation of CBS and ABC, whose dues payments helped build the present healthy bank balance but must be done without hereafter.

The board took no action during its closed-door session yesterday, (Continued on Page 3)

Poll Winner

Cleveland—In the Cleveland Press Annual Local Radio Poll, WGAR swamped the opposition with a total of 46 points out of a possible 84. WGAR's nearest rival totalled 13 points. This is the fifth year the Press has conducted the poll. Among the three video stations, WEWS lead with 27 points scored out of a possible 42.

Happy Birthday

Carl Haverlin, president of BMI, had to blow out candles yesterday at three surprise birthday parties. He was given a party at the BMI luncheon at Toots Shor's, another when he returned to his Fifth Avenue office and a third when he reached home last night. Birthday cakes, candies and all the trimmings, were in order at all affairs.

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WEST COAST OFFICES
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Phone: Wisconsin 3271

SOUTHWEST BUREAU
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491

ROME BUREAU
John Percidari
Ludovisi 16

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

FINANCIAL

(June 20)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-------------------|---------|---------|---------|----------|
| ABC | 12 | 11 | 11 3/4 | + 1/2 |
| Admiral Corp. | 35 1/8 | 34 1/8 | 35 1/8 | + 1/4 |
| Am. Tel. & Tel. | 158 1/2 | 157 3/4 | 157 3/4 | - 3/4 |
| CBS A | 33 3/4 | 33 | 33 3/4 | + 1/2 |
| CBS B | 33 1/8 | 33 | 33 | - 1/8 |
| Philco | 48 5/8 | 46 3/4 | 48 1/2 | + 1 1/8 |
| Philco pfd. | 93 1/2 | 93 1/2 | 93 1/2 | - 1/2 |
| RCA Common | 21 3/8 | 20 1/4 | 21 1/4 | + 1/2 |
| Stewart-Warner | 17 1/8 | 16 3/8 | 17 | + 1/2 |
| Westinghouse | 35 1/4 | 35 | 35 1/4 | |
| Westinghouse pfd. | 103 3/4 | 103 3/4 | 103 3/4 | - 3/8 |
| Zenith Radio | 60 3/8 | 57 | 60 3/8 | + 2 3/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------|--------|-------|-------|
| Hazeltine Corp. | 20 1/8 | 19 1/2 | 20 | + 1/4 |
| Nat. Union Radio | 4 1/4 | 4 1/8 | 4 1/4 | + 1/8 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|-------|
| DuMont Lab. | 23 | 24 |
| Stromberg-Carlson | 15 1/2 | 17 |

Heavy Radio Schedule Of Farm News Noted

(Continued from Page 1)

ket reports are the most popular. Next in popularity are produce and livestock reports. Other types of farm news broadcast include grain and feed, tobacco, maple products, and even cut flowers where the markets are of particular value to their farm audience.

Farm market news, as revealed in the survey, is broadcast at all hours. Peak hours are from 6:30 to 7:00 a.m. and from noon to 1:00 p.m.

Sponsor Drops Emerson Show

Sponsorship of "The Faye Emerson Show" will be terminated at the end of the current cycle by Arnold Bakers, Inc.

★ **COMING AND GOING** ★

ERNEST LEE JAHNCKE, vice-president of the American network in charge of stations, today will leave for Washington on business. He'll be back Friday.

DICK DUDLEY, announcer and master of ceremonies at NBC, on Sunday will leave for Cleveland and Nashville, where he will vacation and visit station executives.

DON MILLER, sales manager of WCBS, is spending his three-week vacation in Westport, Conn.

BILL LEONARD, of "This Is New York" on WCBS, is commuting during the Summer weekends between New York and his cottage at Lake Placid.

ED GREIF, of Banner & Greif, publicists, is in Cleveland handling public relations for the general council of the Congregational Christian Church. On Saturday he'll go to Baltimore, where he'll join his partner, JACK BANNER, in winding up the campaign for the Friendship International Airport, which will be dedicated by President Truman.

GRADY E. COLE, farm editor of WBT, Charlotte, N. C., is in New York to appear tonight on "ABC's of Music" over CBS.

NAT V. DONATO, sales manager of C. P. MacGregor Transcriptions, to Washington on business and then on to Louisville to attend the meeting of the Kentucky Broadcasters, which will be held tomorrow and Friday at the Hotel Seelbach.

Coffin Subs For Pearson

Washington — Tris Coffin, Washington journalist, will substitute for Drew Pearson, beginning July 9th, while the latter goes on a six-week vacation.

HARRY ACKERMAN, just named executive head of Columbia network radio and television, has arrived from the West Coast for a short stay here on business.

BEN HARRISON, guest manager of Wentworth Hall, Jackson, N. H., is in Washington, D. C., to serve as co-toastmaster with Arthur Godfrey at a testimonial dinner in the Mayflower Hotel to honor Norman Kal, advertising agency official.

KEITH BYERLY, general sales manager of WBT, Charlotte, N. C., spent Monday and Tuesday of this week in New Orleans, La., to work with H. H. Holtshouser, of CBS Radio Sales.

OWEN SADDLER is in town. He's the general manager of KMTV, Omaha, Neb. Conferred for a while yesterday with officials of the Columbia network.

AHA Honors Jo Stafford

For service in the American Heart Association's 1950 campaign, Jo Stafford, vocalist, has received the organization's Gold Heart award from Rome Betts of New York City, its executive director. The award ordinarily is made only to physicians for accomplishments in research.

Miss Stafford served as "Queen of Hearts" for the 1950 fund-raising drive. She opened the national campaign with a benefit program at Kansas City, conducted the Hollywood campaign and made many stage and radio appeals.



"THIS SURE IS THE ULCER BUSINESS"

It's no fun when the money that's going out isn't coming in, that's for sure. And the reason could easily be that it's going out to the wrong places.

One way to make that dollar "go straight" is to give it to W-I-T-H and let them get you those results—those low-cost results! That's because W-I-T-H delivers more listeners-per-dollar than any other station in Baltimore. Makes a *small* budget do a *big* job.

Want the complete story? Then see your Headley-Reed man today.

FM  AM

WITH


Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

SAVINGS

Want to learn how to save money? Ask a savings bank! Ask Oregon Mutual Savings Bank, for example. They'll tell you that they *save plenty* on the cost of promoting new accounts by sponsoring the daily "Squirrel Cage" program on 50,000-watt KEX. During a year's sponsorship, the volume of new accounts has *tripled*. And this is typical of results obtained regularly by KEX advertisers. For detailed information on this powerful station in the potent Pacific Northwest market, check KEX or Free & Peters!

KEX PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

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

Radio Medium Tops, Coast Reports Show

(Continued from Page 1)

the latter was made by KHQ in Spokane and presents circulation figures for radio, newspapers and magazines.

The XL group (KXL, Portland, KXLY, Spokane, KXLE, Ellensburg, KXLF, Butte, KXLL, Missoula, KXLJ, Helena, KXLK, Great Falls and KXLQ, Bozeman) based their data on reports prepared by Advertising Research Bureau, Inc. Advertisers cooperated with the survey and invested equal amount in newspaper space and radio time, following which, customers were questioned at the point of sale on how they learned about the merchandise.

A summary of the ten stores used showed that 35.2 per cent of the traffic resulted from radio while 23.2 per cent was from newspapers. Both media had a total of 9.7 per cent and other means, 31.9 per cent. In some stores, the results were overwhelmingly in favor of radio while others showed less marked results. Only one of the ten favored newspapers.

Station Praised

The report concluded: "It would seem reasonable to conclude from the consistency of the findings, that the XL stations are more effective advertising media for local retailers than are newspapers."

The KHQ report, covering Washington, Idaho, Montana and Oregon, showed that the station had a daytime audience of 191,850 families and at night, 192,000. The Spokane Daily Chronicle circulation was reported at 76,920 while for the Spokane Review the figure was 80,853 for the four states. Other figures for magazines were: Life, 37,025; Saturday Evening Post, 33,023; Ladies Home Journal, 34,633; Collier's, 23,350; American, 18,692; and Women's Home Companion, 21,871.

New WSTC Interview Series

Stamford, Conn.—Flora Mae Holly, book commentator, literary agent and women's-club lecturer, recently debuted a weekly series of interview programs, titled, "Celebrity Time at Brockton Manor." Miss Holly will feature interviews with celebrities of stage, screen, radio and television and literary fields each Tuesday at 5:45 p.m.

Counter Sale

A shipment of 200 Golger counters has been purchased by NBC in London at the bargain price of \$1.00 each as a promotion stunt for the web's new atomic power package. "The Quick and the Dead," London rep. for the network, Red Mueller, reported the sale to the show's emcee William F. Brooks. Radio premiere is set for the end of the month.

BMB Audience Figures Cited By NBC; CBS Quotes Nielsen

(Continued from Page 1)

released by NBC. The BMB survey was conducted in February and March, 1949.

Simultaneously, CBS, released a report showing that their network leads all radio networks in evening and day circulation. The figures were reported by the A. C. Nielsen Company of Chicago. In the report CBS claims a lead over the second place network of 1,668,000 families, daytime, and a lead of 895,000 families at night.

Called Most Extensive

The BMB survey, according to NBC, was the most extensive ever undertaken in advertising history, collecting listening data from more than 350,000 homes in every county in the country. More than \$1,000,000 was spent on the project.

The new Nielsen figures, reported by CBS, are based on a once-a-week listening during February and March, 1950, and use the same once-a-week BMB concept for measuring total network circulation.

Other Figures Released

At the same time as NBC released the results of the BMB study, the network disclosed that a survey

conducted by Dr. Harold A. Conner, Associate Professor of Marketing at N. Y. U. showed that 90 per cent of the radio time-buyers used BMB as the best source of information for network coverage.

NBC Stresses Lead

NBC figures show a daytime audience of 30,771,450 or 78.3 per cent of total U. S. Radio Families. Network "B" for the same period has an audience of 29,169,880 or 74.3 per cent. Network "C" totals 25,552,520 or 65.1 per cent.

In the evening NBC claims an audience of 32,772,490 or 83.4 per cent Network "B" has 30,245,860 or 77.0 per cent, while Network "C" has 24,893,720 or 63.4 per cent.

CBS Cites Nielsen

The CBS counter claim shows the following: Daytime, CBS-30,443,600 families. 2nd Network-28,774,900 families. 3rd Network-26,007,300 families. 4th Network-26,048,000 families.

At night CBS claims an audience of 30,972,700 families. CBS figures give the 2nd Network 30,077,300; 3rd Network 26,007,300 and 4th Network 23,972,300 families.

ASCAP Meeting Set For New York, June 26-28

(Continued from Page 1)

together home office officials as well as the following divisional managers: Samuel Berkett, Boston, New England Division; Samuel Feldman, Baltimore, Eastern Division; David Nelson, Atlanta, Southern Division; George Kopp, Chicago, Central Division; Martin Meltzer, St. Louis, South Central Division; Harry A. Levinson, San Francisco, Western Division.

It was also announced that the committee on elections has certified the re-election of current members of the board of appeals for another year. They are: Abel Baer, Peter de Rosa and Douglas Moore (writer members) and Max Mayer, Thomas Valando and Charles Foley (publisher members).

Safety Award To WCCO

Minneapolis, Minn.—WCCO, CBS outlet here, received the 1949 Public Interest Award for outstanding public service in accident prevention at the local Safety Council meeting, Thursday, June 15th. At the same meeting, Minneapolis was presented the first-place award in the national traffic safety contest. Presentations were made during the Cedric Adams "Noontime News," which originated from the luncheon meeting in the Gold Room at the Radisson Hotel here. Tom Burke, representative of the National Safety Council, presented the awards to Mayor Eric Hoyer of this city, and to WCCO general manager Gene Wilkey.

WBT Contest Features 'Mid-Century Mothers'

Charlotte, N. C.—Mrs. Joe Albright, of Thomasville, was recently named WBT's Mid-Century Mother in a contest promoted by the "What's Cookin'?" morning show, and "By Jimminy," afternoon disc-jockey series. A letter sent in by her 14-year-old daughter, Norma Del, won for Mrs. Albright, in addition to the Mid-Century Mother title, a new Bendix. The award was made over WBT on "What's Cookin'?" Monday-through-Friday audience-participation show emceed by Kurt Webster and broadcast from 9 to 10 a.m.

Gagsters 'Alumni Day' Thurs.

Smith & Dale, who have entertained audiences for more than five decades, will be "jesters-of-honor" when the Gagwriters Institute holds its "Alumni Reunion" at Trader Tom's Steak House, Thursday, June 22, 1 p.m., as part of its regular Thursday comedy writers' lunches.

Stork News

The CBS research department, ratings services division, is congratulating its only two male members. This week both Richard Hess and Vincent Meade became fathers. Their respective wives gave birth to boys.

Rev. J. W. Hudiburg

Blackwell, Okla. — Rev. J. W. Hudiburg, father of Lucille Hudiburg, TV producer, passed away at his home here on June 17th.

NAB 1950 Finances Sound, Says Miller

(Continued from Page 1)

hearing in detail from Miller and general manager William B. Ryan about current operations and plans. A good deal of discussion on plans for a new membership drive was reported, with various new ideas and presentations worked out by Walter Huffington, new membership solicitor, studied.

The board also heard yesterday the farewell of Harold Fellows of WEEL, Boston. Fellows' resignation was expected since his station is controlled by CBS.

Another question of the same nature may face the board when next it meets as a result of the purchase of WOIC, Washington TV outlet, by WTOP, Inc., yesterday. Subject to FCC approval the Bamberger-owned station will be taken over by WTOP, which is 55 per cent owned by The Washington Post and 45 per cent by CBS. WTOP preceded CBS out of NAB last summer. If Eugene Thomas remains as WOIC manager, he will presumably not be able to remain as a member of the NAB board, representing TV.

In actions following preliminary reports yesterday, the NAB board of directors elected Paul W. Morency, WTIC, Hartford, first district director succeeding Fellows, and accepted the following stations as active members: KBKH, Pullman, Wash.; KNCM, Moberly Mo.; KOEL, Oelwein, Ia.; KTBI, Tacoma, Wash.; WDOD and WDOD-FM, Chattanooga, Tenn.; WERH, Hamilton, Ala.; WFRO and WFRO-FM, Fremont, Ohio, and WRAD, Radford, Va.

Director to succeed NAB general manager William B. Ryan, representing large stations, will be named tomorrow.

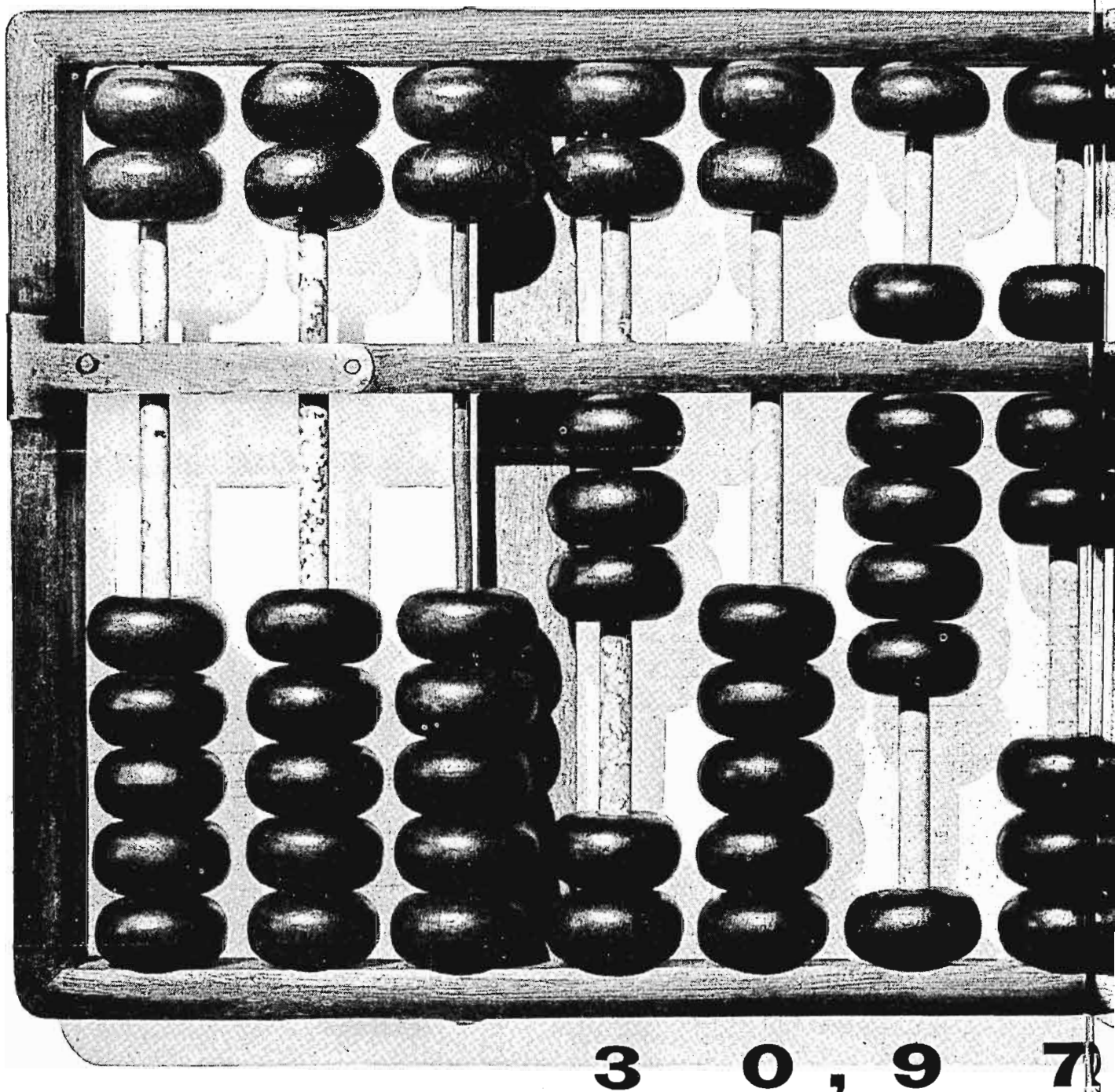
Featuring First Indian D-J

Philadelphia, Pa.—WDAS claimed the first American Indian disc-jockey when Chief Traynor Half-town, full-blooded Seneca, took over as host on the "You Asked For It Club" program, replacing Bosh Pritchard, now in football training for the Eagles. Half-town, whose name means "where a fresh-water stream meets a salt-water stream," has been previously featured as a singer on radio stations in York and Harrisburg, and also in Buffalo, N. Y.

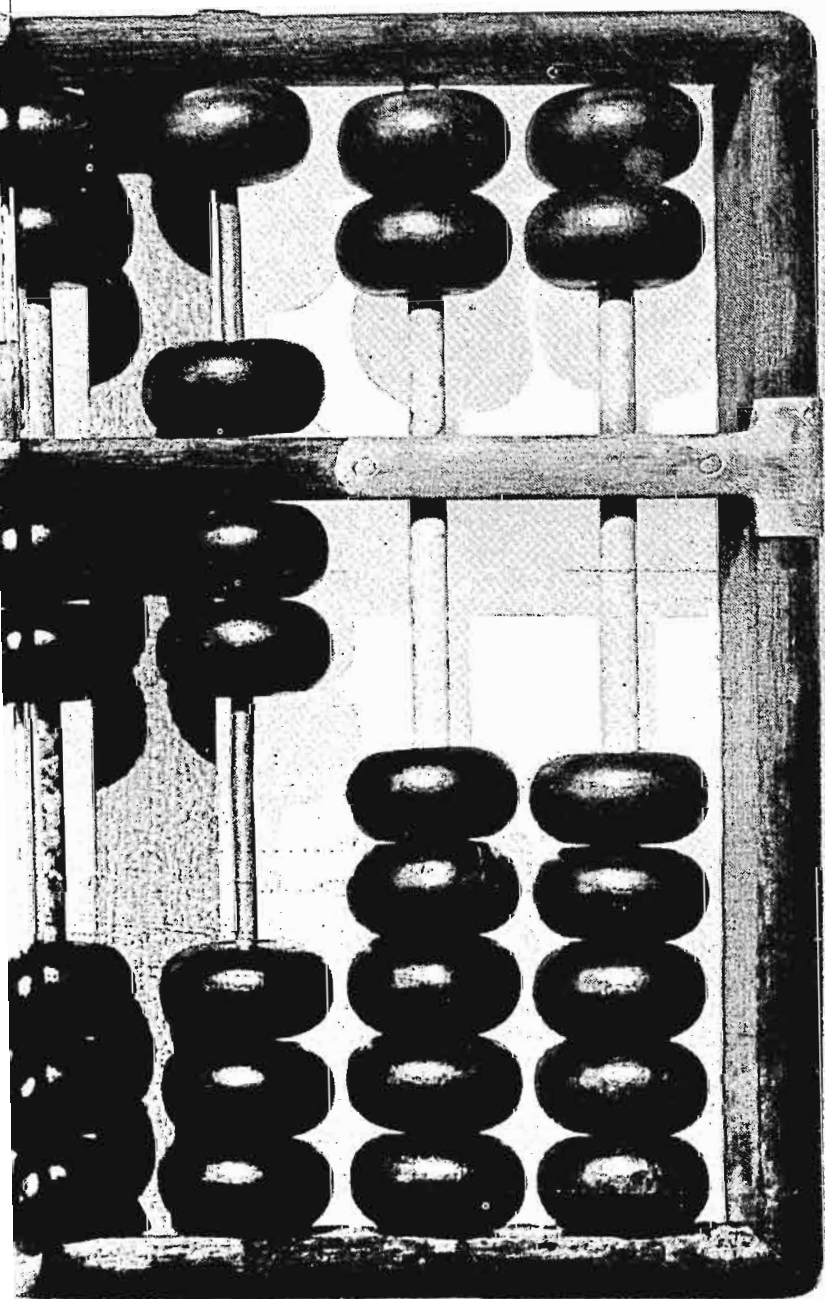
Lone Broadcaster

Charleston, West Va.—When the highlight speech of the governor's conference at White Sulphur Springs was delivered by Paul G. Hoffman, Marshall Plan administrator, Michael Blanchard, newsman of WCAW, Charleston, West Virginia, indie 250-watt staged the only direct broadcast not only on any station in West Virginia but in the United States.

By anybody's



count . . .



2 , 7 0 0

There's been some pretty complicated arithmetic in radio lately. But the 1950 Winter season is over now and all the figures are in. No matter *who* totals them... no matter *what* you count... two things come clear every time. Radio's clear leadership over all media in reaching people. And the continuing leadership of CBS in all radio.

COUNT CIRCULATION... CBS reaches 30,972,700* different families weekly... biggest circulation in radio. (And far bigger than any other advertising medium.)

COUNT PROGRAM POPULARITY... CBS has broadcast 15 of the 20 most popular programs this year**... more than 3 times as many as the second-place network.

COUNT AVERAGE RATING... CBS has an average nighttime rating of 11.9... 32% higher than the second-place network.**

COUNT HOMES PER DOLLAR... CBS reaches the average of 489... 17% more than the second-place network.***

COUNT TOTAL BILLING... CBS advertisers increased their investment to \$23,911,229****... giving CBS the only 1950 network gain... 8% higher billings than the second-place network.

This is CBS in 1950
—the greatest single advertising opportunity of them all... and you can count on that.

*NRI, February-March, 1950

**NRI, January-April, 1950

***Time and talent night—January-March, 1950

****PIB, January-April, 1950

NEW BUSINESS

WWJ, Detroit: Rollie Barrett, Inc., through Wolfe, Jickling & Conkey, has purchased the Tuesday and Thursday airings of Ty Tyson's nightly "Sports Review" (6:30-6:40 p.m.) August 31, 1950. The Anderson Windshield Wiper Company has renewed its Monday, Wednesday, and Friday 5-minute ET session for another 13 weeks from July 3, 1950. Program goes at 7:25 a.m. Meyer, Reinche & Finn is the agency. Koepplinger's Bakery has picked up the tab on the 15-minute "Fanfare" program immediately preceding the nine University of Michigan football games from September 30 to November 25, 1950. They also have an option on post-season games. Agency is Simons-Michelson.

BBB Meets With TBA On Proposed TV Code

(Continued from Page 1)
was called by J. R. Poppele, TBA proxy, to acquaint operators with the BBB project. Present at the session were: William Hedges, NBC; Clarence Worden, CBS; Robert Morris, ABC; Norman Dressler, DuMont; Otis Freeman, WPIX; Cy Samuelson, WOR-TV, and Will Baltin, TBA.

Radio-TV Exec. Joins KVOE

Santa Ana, Calif. — Ernest L. Spencer, KVOE general manager, has announced that Deane S. Long has joined the station as program director, replacing Wallace S. Wiggins, who has resigned after 18 years, to devote his time to other interests. As head of his own San Diego production unit, Deane Long Tel-Rad Productions, Long has been producing radio and television commercial programs since September, 1949. He was previously production manager for WWL, New Orleans, and KXEL, Waterloo, Iowa.

HERBERT LEROY RICE AGENCY

RCA Building — Suite 1017
30 Rockefeller Plaza
Insurers in the Radio and Advertising field for over 20 years.

INSURANCE
Telephone: Ci. 7-1456

THE VOICES OF ADAM HATS 8 YRS.

JINGLES that don't JANGLE!

A.M. & T.V.'s MOST COMPLETE EFFECTIVE JINGLE SERVICE
An Original (Sales-Packed) Jingle Tailor-made for Your Product
Written, Sung & Produced by
'Lanny & Ginger' GREY
1300 Madison Ave., New York 28
AT. 9-4020

YONKERS RACEWAY



By SID WHITE

Man About Manhattan. . . !

● ● ● **PERSONAL POSTCARDS:** WALTER WINCHELL: You can bet all the tea in China that the story of how you prevailed on that alleged killer to give himself up to you will be dramatized on NBC's "Big Story." . . . **NICK KENNY:** Ben Gross has another article coming up in the July 1st issue of Collier's, this one on Don Voorhis and the Bell Telephone Hour. (Ben's recent Collier piece on Ted Granik was reprinted in full in the Congressional Record). . . . **BARRY GRAY:** Your interview the other p.m. with Geo. Carson Putnam (regarding the John O'Donnell incident) was the most vivid and dramatic 15 minutes we've heard in many a semester. And while we're at it, why ain't you on earlier? You're positively ruining our beauty sleep. . . . **DON DUNPHY:** Because of the paucity of fights in New York, there is better than an even chance that that razor blade outfit may cover the training bouts at Stillman's Gym.



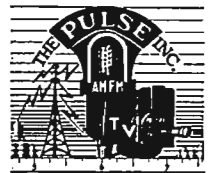
● ● ● **ROBERT MERRILL:** Congrats on being signed for another 36 months by Max Liebman for his "Show of Shows." . . . **JACKIE SUSAN:** Your pal, Radie Harris, leaves for the coast Friday to tape as many interviews as she can from that end for her great Mutual series here. . . . **DON BALL:** Thank for the note, but we distinctly recall having made it clear that Bill Slocum is the fastest guy we know in reaching for a check. . . . **ALAN DINEHEART, JR.:** Catch the Aug. 4th "Big Story" stanza. You don't know it, but as you strolled from your apartment house, you were photographed by the film unit shooting locality scenes for the program. . . . **QUICK magazine:** Most re-quoted remark in radio and H'wood circles is what Mike Curtiz said to Harry Warner: "Take my word for it, I'm right ten times out of nine."



● ● ● **GEO. JESSEL:** Wanna bet Eddie Cantor moves his family to New York for a permanent fling at television? . . . **FRED WARING:** Understand the Lane Sisters are contemplating a return to radio. . . . **DANNY KAYE:** Best-kept B'way secret is that Sir Laurence Olivier will present you in a B'way show early in '52. . . . **DAVID ROSS:** A national search is being undertaken by a manufacturer of boys' clothing to find the ideal American male voice. The man possessing it is wanted as the narrator for a CBS strip across-the-board to read Mark Twain, Horatio Alger and other juvenile favorites. . . . **LUCILLE BALL:** Is it true that you and Desi are expecting a little rhumba dancer? . . . **MARY PICKFORD:** Understand three top radio advertisers are negotiating for your "Theater of Valor" series which bows in over NBC in Sept. . . . **MILTON BERLE:** Did you know there's been a horse named "Uncle Millie"?



● ● ● **GOODY ACE:** When Groucho Marx received the news that his new NBC contract would bring him 3 million bux, he was eating dinner. His only comment was: "Bring me a double portion of dessert." . . . **EDGAR BERGEN:** Auctioneers in the B'way belt are being driven slowly nutz by a ventriloquist character, a chap they'd dearly love to nab, who gets his kicks bidding "all over the place." . . . **BETTY CROCKER:** ABC will give you the TV treatment in the fall. . . . **MARSHALL EDSON:** Nice directing job you did on "The Women" for B'nai B'rith showings. . . . **HAROLD MARLIN:** We had heard that some of the comics were scouting colleges seeking scripting talent but who they are we haven't been able to find out. . . . **AL RYLANDER:** Marge Kerr has resigned as talent buyer with N. W. Ayer to head up a dep't at Wm. Morris to be known as Creative Television Program Development.



YOU DON'T NEED \$1,000.00 TO DO RADIO RESEARCH OUT OF HOME RADIO AUDIENCE

Radio research has too long neglected to measure the vast audience out of the home.

Pulse is proud that it has pioneered in this field with the assistance of WNEW. Pulse is proud of the recognition the N. Y. Chapter of the AMA bestowed its study by giving it one of the four awards for outstanding contribution in the marketing field during 1949.

How large is this out of home audience? Consider the proportions: persons who listened to the radio out of the home during the average day.

- New York May, 1950
- Philadelphia May, 1950
- Boston April, 1950
- Chicago Jan.-Feb., 1950

Pulse will now do out of home radio listening surveys in all its markets twice yearly. Look for summer reports in July or August. This kind of radio research is reasonably priced. Yes, you don't need a million dollars to buy this.

Look for this column on the 11th Wednesday in July—July 19—another example of Pulse research—reasonably priced for its clients.

THE PULSE INCORPORATED
15 West 46th Street
New York 19, N. Y.

TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, June 21, 1950 — TELEVISION DAILY is fully protected by register and copyright

BATSON IN MARKHAM'S NAB POST

TELE TOPICS

ROBERT MONTGOMERY'S production of "The Citadel" on NBC-TV Monday night was good theater but the TV adaptation of the novel fell short of moving man interest story developed in the book. Montgomery in the role of "Anwar" gave a forceful characterization of a Welsh physician and Angela Lansbury gave a fine performance in the heroine lead. The settings were examples of good stage craftsmanship. Richard Harrison wrote the adaptation of the British novel.

VENDY BARRIE goes on a three-a-week schedule over NBC-TV July occupying Mon-Wed-Fri 7:30-7:45 p.m. slot vacated for the summer by "Hawk Showroom." Her Tues. and Thurs. spots will be taken over by John Conte's "Little Show." . . . Ken Murray's role for the season is Sat. nite. . . . Philip H. Lord creating a new film package with the rustic realism of Maine, using actual residents instead of professional actors. . . . Debut of a half-hour television comedy series titled "They Live in Brooklyn" is slated at WPIX for June 27:30 p.m. . . . Allen Funt recording the albums for Columbia, based on early "andid Mike" shows. . . . Fibber McGee and Molly return to NBC-TV in fall in a series based on early radio shows, now being filmed in Hollywood.

THE variety revues and dramatic offerings have been incorporated in an NBC-TV conglomeration titled "ABC Showcase" to fill the Thursday 9 p.m. slot this summer, replacing "Blind Date." . . . Don Russell subbing on WABD's "My Mother" for Dennis James, who is in the hospital. . . . CBS-TV's Abe Burrows and Frank Lyon penning a Broadway musical based on Runyon's stories) for fall production. . . . "San Francisco Theater" retransmitted over KGO-TV by San Francisco KGO-TV. . . . Premiere of "Lookin' on Baseball" takes place on WPIX June 22 (11 p.m.) emceed by Gene Kelly, author of "The Thrilling Story of DiMaggio"—the book's publishers, Merrick Fell, Inc., will sponsor. . . . Arnold, folk-singing, guitar-player of "S-TV turns to operetta for stint in "The King" at the Masters Theater, starting today. . . . Reports say Joyce Kilmer was tutored by ex-hubby Berle Adams in launching her own show.

THE SAPPHIRES, vocal group, and songstress Karen Rich are now featured on Dale's CBS-TV show (Friday eve). . . . Charlton Heston and Olive Deering singing in "Hear My Heart Speak" on NBC-TV Playhouse (NBC-TV, June 25, 10 p.m.). . . . Ilona Massey's guest spots are numerous, next is "Celebrity" (CBS-TV, June 25, 10 p.m.).

WOIC Sold To WTOP In Capital TV Deal

(Continued from Page 1)
to concentrate on video in New York. No price was given.

WOIC, a CBS affiliate, was opened in January, 1949, and operates on Channel Nine. WTOP, Inc. operates the Washington Post AM and FM stations and is also a CBS affiliate. The Washington Post owns 55 per cent of the stock of the company while the rest is owned by CBS.

Approval of the transaction by the FCC is necessary and Streibert and Graham said that further details would be announced when application was filed with the FCC.

Operation of WOIC will continue as in the past until the FCC approves. Gene Thomas, WOR and WOIC official, will remain with WOIC, it was understood.

Price for the station is expected to be revealed when FCC approval is asked, probably next week.

Sale will give each of the TV nets its own outlet in Washington.

TV Service Problems Skedded For Telecasts

(Continued from Page 1)
moderating the discussion, the following persons will participate: Albert M. Haas, pres. of the TV Contractors Assn.; Hugh Smith, director of the Philadelphia Better Business Bureau, and Paul Lau, pres. of the Philadelphia Radio Service Men's Assn.

Questions regarding what a viewer can expect from his set and how he should tune his set are on the agenda tonight. With this as a basis, the discussion next week will tackle the subject initiated in New York by a RADIO DAILY expose, "What the set owner can expect from his serviceman" and "the extent of unscrupulous people in the television service business."

Ackerman Promoted As CBS Executive

(Continued from Page 1)
the network in radio and television programming and production, particularly from the West Coast.

Since joining CBS in 1948, Ackerman has been responsible for the development of many of CBS top radio packages and for the rapidly increasing program production output in Hollywood.

Ackerman resigned his post as vice-president in charge of radio program operations for Young & Rubicam, Inc., to become CBS executive producer in New York on Jan. 1, 1948. He was named CBS director of network programs, Hollywood, on June 15, 1948.

TV Viewing In N. Y. Doubles During Past Yr.

(Continued from Page 1)
34 per cent in the first June week, Pulse added.

Ratings of evening programs is decreasing, the report continued, due to TV, baseball, warm weather and the hiatus. Walter Winchell on ABC and Lux Radio Theater on CBS tied for first with a 12.7 rating while third spot was held by "My Friend Irma" on the CBS web, with 10.7.

Join WCBS-TV Staff

Rod Mitchell and William Patterson have joined the program staff of WCBS-TV, effective immediately, it was announced by Richard Doan, director of programs. Mitchell, an associate-director for CBS-TV for the past two years, was previously program manager for WLAN, Lancaster, Pa. Patterson, also a CBS-TV associate-director, was recently a TV producer at WBEN-TV, Buffalo, and a former producer-director at WNBC.

Assigned To Head Tele Division Of Assn.

Washington—NAB announced yesterday that Charles A. Batson will succeed G. Emerson Markham as head of its TV department. Batson has been an assistant director of BAB in New York for the past year. He will begin his new duties at NAB headquarters in Washington on July 1.

Before going to New York last year, Batson edited the study, "Television: A Report on the Visual Broadcasting Art," a staff effort in which all departments of the NAB and all TV stations then on the air collaborated. He gave member broadcasters a preview of the study when he spoke at all NAB district meetings in the fall of 1948.

Batson had since March, 1946, served as director of information for the NAB, a post he took on his release from active duty in the Army.

In the service, he had been in charge of broadcasting from the North African theater to the United States, United Kingdom and other Allied nations, writing, producing and narrating regular broadcasts, including the announcement of the Italian surrender.

He began his radio work in 1935, in Greenville, S. C., where he was program director of WFBC until his induction into the Army in 1941.

During his past year with the BAB in New York, Batson has been active in the television-advertising field for the bureau, concentrating on standard rate cards and contract forms, techniques of commercial production, and other aspects of the art.

Billion Dollar Market Forecast For TV In 1950

Hot Springs, Va.—More than one billion dollars will be spent for more than five million television sets during 1950, F. M. Sloan, manager of the Westinghouse Television and Radio Division told members of the company's Agent Distributors Association here in convention yesterday.

Sloan termed television "the brightest new industry on the American business horizon." Improved programming, better receiver performance, replacement sales resulting from the trend to larger tube sizes, and the comparatively low saturation in the 60 markets with television service combine to guarantee a bright future, Mr. Sloan added.

TV Program Ratings For 3 Cities

Leading programs for the week June 1st to 8th, 1950, in the three cities, according to American Research Bureau, were:

| NEW YORK | | CHICAGO | | PHILADELPHIA | |
|-------------------|------|--------------------|------|-----------------------------|------|
| Star Theater | 61.2 | Star Theater | 51.7 | Star Theater | 64.8 |
| Toast of the Town | 52.7 | Godfrey & Friends | 47.8 | Talent Scouts | 56.8 |
| Godfrey & Friends | 42.1 | Toast of the Town | 45.9 | Toast of the Town | 54.6 |
| Talent Scouts | 41.3 | Talent Scouts | 38.2 | Godfrey & Friends | 52.2 |
| Philco Playhouse | 32.9 | Man Against Crime | 37.0 | Private Eye | 44.3 |
| Jack Carter Show | 31.3 | Jack Carter Show | 36.0 | Stop the Music | 39.3 |
| Ford Theater | 30.3 | Ford Theater | 33.2 | Children's Hour | 38.7 |
| Man Against Crime | 28.6 | Stop the Music | 32.7 | Film Theater (WFIL-TV Sat.) | 36.3 |
| Suspense | 27.9 | Garroway at Large | 30.5 | Cavalcade of Stars | 36.3 |
| Silver Theater | 27.5 | Orig. Amateur Hour | 29.9 | Lights Out | 35.8 |

AGENCIES

**DANCER - FITZGERALD - SAM-
PLE, INC.** will serve as volunteer advertising agency on the Advertising Council's U. S. Savings Bond campaign. The agency will prepare radio commercials for the Treasury Department's network shows.

MISS JEANNE CARROLL, formerly with Compton Advertising, Inc. and Miss Esther Ojala, formerly with Doherty, Clifford & Sheffield, Inc., have joined Sullivan, Stauffer, Colwell & Bayles, Inc. as radio time buyers.

WALTER I. SEIF has joined the Theodore A. Newhoff agency of Baltimore as merchandising consultant. He was formerly acting chairman of the Baltimore Housing Authority.

MORETON ABBOTT has rejoined Lynn Baker, Inc. as copy director after a year's leave of absence.

Emerson Announces Plans For Annual Convention

(Continued from Page 1)

According to an announcement by Charles Robbins, v-p in charge of sales. Included in the two-day program will be a presentation of the newly completed 1951 line along with illustrations of the company's future advertising and sales promotion plans.

Following the distributor convention, a dealer convention under the auspices of Emerson-New York, distributors for the metropolitan area, will be attended by approximately 1500 dealers and sales personnel of the New York area. "Simultaneously," Robbins said, "Emerson distributors will schedule dealer showings in all markets throughout the country."

WFIL Mystery Series Bought

Philadelphia, Pa.—"Crime Does Not Pay," a transcribed radio program produced by Metro-Goldwyn-Mayer Radio Attractions, will be broadcast by WFIL weekly under the sponsorship of the Girard Home Improvement Company. The 30-minute shows are scheduled for Wednesdays at 8:30 p.m. Based on Academy Award-winning film shorts produced by the M-G-M studios, the mystery dramas feature some of Hollywood's most noted character actors.

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

California Commentary

By IRV HAMLIN

● ● ● Martin Block says that Doris Day WILL be heard on his Thursday night (June 22) despite the Warner Bros. Studio ruling that its stars make no transcriptions for outside (of L. A.) sources. All other majors carry the same policy, so it should be interesting to see Martin buck the studios and do the tapes. And incidentally, Block looked better, much healthier than he did during his brief California hiatus a few years back. . . . KMPC manager Bob Reynolds has been having a tough time of it at the FCC hearings under constant grilling by FCC chief counsel Benedict Coltone. That's the trouble with hearings of this type—the witnesses get fouled up on their previous testimony. So look for Hugh Fulton to bear down on the FCC witnesses in precisely the same manner. And look for practically every station manager in town to be dragged into the hearings by defense for KMPC.

Hollywood

☆ ☆ ☆ ☆

● ● ● Hal Roach, Jr., up and coming studio tycoon in the world of TV productions, is preparing a campaign that should make a profound impact upon the still infant industry. His Culver City facilities are enormous, and the TV units now busily at work there will soon be heard from in no uncertain manner. Men like Frank Wisbar and Sid Smith, only two out of many who were laughed at and bullied by movie bigwigs and agents, deprived of services such as simple stock shots, to name one, have learned the hard way how to turn out good entertainment for TV usage.

☆ ☆ ☆ ☆

● ● ● The Sara Berner show, once it's straightened out scriptwise and commercially, should have smooth sailing from now in. . . . Al Gordon of KFVB rates a salute from local radio newsmen for his efforts in gaining full credentials from California sheriff's offices for working radio press. His itinerary even included a 500-mile haul to the Mexican border and back. . . . And what could be truer to life than TeeVee Company Productions "You Be The Jury" (KFI-TV) on Monday nite? The "blind" witness indentifying the killer on the show is Mike Bernay, who IS blind!

☆ ☆ ☆ ☆

● ● ● My Friend Irma calls it quits for the summer on June 26th for an eight-week rest. . . . Maury Cohen and Bonnie Williams (she's a secretary at CBS) were married over the weekend. . . . Smokey Rogers, of Tex William's oater series has just signed a recording contract with Coral. . . . NBC flack Bee Canterbury has been elected president of the L. A. Alumni Chapter of Theta Sigma Phi, national honorary fraternity for press gals. . . . NBC pulls all the stops out on June 25 when it welcomes back, with open arms, the Richfield Reporter, John Wald, with Bob Hope, Lucille Norman, Penny Singleton, Greg Mitchell and others doing the honors.

☆ ☆ ☆ ☆

● ● ● Hope Emerson, making her mark on the Coast after raves in "Caged," back to N. Y. for a few days to talk TV and musical business. Hope is the gal who dwarfed Alan Young in size last week. She's big, allright, but all quality. . . . Allen Jones new Lever Bros. series will be heard in Luxembourg, Canada, So. Africa and Australia, but definitely not in England. No commercials allowed over BBC. . . . Joe Stafford's Radio Luxembourg show has been renewed for 26 weeks, and if Hooper only were on the spot there, he would sob with relief. Radio Luxembourg potential being estimated at 62 million. Huh? . . . And now Wild Bill Elliot moves into TV ranks, shooting a series in Arizona. . . . Everybody in radio is glad to see Ransom Sherman get back into harness in Chicago. A more underrated and less laughed at comedian of genuine talent never existed.

CHICAGO

TOMMY BARTLETT'S "restaurant business" on his a.m. Weldon Traveler's show is reaching gigantic proportions. An eager statistician has figured that since June 30, 1949 when the free loads were instituted 787,000 cups of coffee, 501,000 glasses of tomato juice, 394,000 bottles of milk, 1,100,000 doughnuts, and 2,750,000 cookies and crackers have gone down the hatch.

Paul Harvey, Chicago's shift to sexy newscasting, replaces Montgomery, no mean word-wielder himself, for the summer over ABC. He can be heard at 8:45 p.m. on Thursday.

Shoshin Aoki, chief of school broadcasting in Japan, and Sg. Yamazaki, education program director of the Japanese Broadcasting System, are being guested by John Waller, NBC Chicago director, on public affairs, all this week.

Songwriter Harry Revel and Linick, WMOR's Doctor Schlafli hauer, put their pates together and concocted a TV show called Ship and Flats. It's available thru Russell and the Mutual Entertainment Agency.

Claude Kirschner, who bowed out of the emcee spot on Hi Ladies back on WGN-TV as head marauder Stage Door Revue, seen Thursday from 7:30 to 8 p.m. Its an amateur show in which home-viewers get a chance to vote.

WAAF and the Community Institute are co-operating this summer program entitled "Here's the Story," which will answer questions from listeners and refer them to proper social agencies. It is heard each Thursday from 10:30 to 11 a.m., under the supervision of Moore.

WGN-TV movie fans are in for a series of 18 films to be shown exclusively here on Channel 9. They include five Joe E. Brown pictures, Bob Mitchum in "Betrayed," "And So They Were Married," John Carradine in Jack London's "Alaska." The films are being made available to WGN's various clubs.

Arvin radio and TV distributors participated in a special Arvin convention held Monday and Tuesday (19 and 20) at the Mohr Hotel in Highland Park, near Chicago, when the 1951 line of TV receivers, radios, and combinations were revealed.

Thought for Today

ORIGINALITY IS NOTHING but judicious imitation.—The most original writers borrowed one from another. The instruction we find in books is like fire. We fetch it from our neighbor's, kindle it at home, communicate it to others, and it becomes the property of all.

—VOLTAIRE.

NAB BOARD REORGANIZES COMMITTEES

Price Cuts On TV Sets Announced By Mfrs.

Three Companies Display Models At New Prices

Indicating manufacturers' competition in the marketing of new lines of television receivers, three companies announced price reductions in the presentation of their fall line of TV receivers this week. The companies are Admiral, Vestinghouse and Philco. Vestinghouse gave dealer pre-

(Continued on Page 6)

Sterling Confirmed For Full FCC Term

Washington Bureau of RADIO DAILY
Washington—The Senate has confirmed George E. Sterling to a full seven-year term on the FCC, expiring in June of 1957. The Maine Republican, who has served for more than two years on the Commission, is a veteran of government service and most of it in engineering posts with the FCC and its predecessors;

(Continued on Page 3)

Public Relations Theme Of New Series On KLZ

Public relations has been given added stimulus by station KLZ, Denver, with the inauguration of a new radio discussion series. Aptly named, "Let's Talk It Over," the

(Continued on Page 2)

FCC Tells GE To Use AT&T Relay Facilities

Washington—FCC told General Electric yesterday to use common carrier relay facilities to bring telecasts of ball games from New York to Schenectady. GE has already had opportunity to amortize its investment in microwave relay between the two cities, FCC said, and now should use AT&T facilities provided. This is the first case where a TV licensee has been directed to use Bell System facilities in place of its own relay equipment.

FCC said GE had over two years use of the relay equipment for TV programming and is now using the equipment for experimental and developmental purposes. The company gave up the use of the equipment last December for programming purposes, but later asked to be permitted to use it to pick up ball games from WPIX, New York, for broadcast in Schenectady.

AMA To Sponsor Pickup On ABC Web

The first commercially sponsored program of the American Medical Association will be heard on the coast-to-coast ABC network on Tuesday, June 27, from 10 to 10:30 p.m., EDT, and will originate at the AMA convention at the Palace Hotel in San Francisco. The program titled, "Presidential Inauguration Ceremony of AMA" will feature a discussion on the topic of socialized medicine. The agency which scheduled the broadcast with ABC is "Campaigns, Inc.," San Francisco.

State Dept. Officials To Appear On TV Series

State Department officials will be guests in a special CBS Television Network "World Briefing" series, with Quincy Howe as moderator, each Sunday for nine weeks, beginning July 2, 5:00-5:30 p.m., EDT.

Among the State Department of-

(Continued on Page 2)

Authorize Broadcast Of Council Sessions

Richmond, Va.—Authorization to broadcast the regular and special meetings of the city council on a delayed broadcast basis has been granted by the Richmond City Council to WMBG.

In allowing the proceedings to be broadcast the council stipulated that the station could record the proceedings at each meeting and broadcast the sessions the same evening. The meetings will be broadcast each Monday at 10:30 p.m., with the first

(Continued on Page 2)

TV Clinics In 60 Cities Have Mfrs. Support

Educational meetings for television dealers in 60 cities are being planned by the Town Meetings Committee of the Radio Manufacturers Association, according to a statement yesterday by Harry H.

(Continued on Page 7)

Drops 9 Advisory Groups—Names Directors

Washington Bureau of RADIO DAILY

Washington — Election of two new board members and a sweeping realignment of its committee structure highlighted yesterday's session of the NAB board meeting. The board named two outstanding industry figures to fill vacancies resulting from the resignations of Harold Fellows and

(Continued on Page 3)

Film Documentaries Planned For ABC-TV

The first American showing of documentary films which have been the principal media through which Europeans have learned the purpose and effect of the Marshall Plan will be presented in a special series over the full ABC network, with the exception of WJZ-TV, starting June 24. Entitled "E. C. A. Film" the thir-

(Continued on Page 7)

Canadian Government Announces Adv. Budget

Montreal—The Canadian Government spent \$629,309 on radio and motion picture advertising in 1949 and plans to spend \$413,544 this year, the House of Commons was told yesterday. Of the sum spent in

(Continued on Page 3)

Appointment

Governor Kerr Scott of North Carolina has announced the appointment of Jack S. Younts, president and general manager of WEEB, Southern Pines, to the important Governor's Advisory Committee on Highway Safety. This is the second such staff appointment for Younts as he is presently on the State Communication Study Commission.

Sports Box-Office Decline Subject Of Coast TV Survey

West Coast Bureau of RADIO DAILY

Los Angeles—Impending threats by managers of professional sports in Los Angeles to halt telecasts of sports events have prompted the television committee of the Los Angeles Chamber of Commerce to survey the declines in box-office

takes and list the following recommendations for keeping sports telecasts on the air.

Bans already placed on sports-TV, according to the survey, are as follows: wrestling—actually off the air for several months, now returned to

(Continued on Page 7)

New Quiz Series

The fourth estate will come in for a quizzing on a new series over WNEW, beginning Sunday, June 25 at 5 p.m. Three newspaper men and a quest celebrity or newspaper reader will take up questions based on events current or historical. Show is titled "The Newspaper Game" and will be emceed by Allyn Edwards.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES Ethel Rosen, Office Manager Irv Hamlin, Representative 6425 Hollywood Blvd. Phone: Gladstone 8436 WASHINGTON BUREAU Andrew H. Older, Chief 6417 Dahlonaga Rd. Phone: Wisconsin 3271 SOUTHWEST BUREAU Paul Girard, Manager Suite 314, Thomas Bldg. Dallas, Texas Phone: Riverside 5491 ROME BUREAU John Perdlearl Ludovisi 16

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FINANCIAL

(June 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., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

Berch Gets Citation

A citation for his "persistent efforts to bring the fine and generous happenings in the world to the fore" will be presented to Jack Berch on his Tuesday, June 27th show by Dr. Daniel Poling, editor of the Christian Herald magazine.



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 ★

ROBERT J. BURTON, vice-president of BMI in charge of publisher relations, and KEN SPARNON, of the station relations department, are in Louisville, Ky., for the Program Directors and Librarians Clinic. Burton is scheduled for an address on "History and Application of Copyright Law as it Applies to Broadcasting."

CHARLES B. JORDAN, vice-president and sales manager of KFJZ, Mutual outlet in Fort Worth, Tex., is in New York on station and network business.

BOB BRADHAM, general manager and station director of WTMA, Charleston, has arrived from South Carolina for conferences with his national reps.

CARL GEORGE, vice-president of WGAR in charge of sales, has arrived from Cleveland on a short business trip. Paid a call yesterday at CBS, with which the station is affiliated.

TOM GILCHRIST, general manager of WTMC, Ocala, Fla., a Mutual network outlet, is in New York on station business.

WENDEL PARMELEE has arrived from WWJ, Detroit, for confabs with the national reps of the station.

MYRON J. KALLET is in town. He's the president of WKAL, Mutual network affiliate in Rome, N. Y.

JOHN W. SUTPHEN, JR., commercial manager of WTRY, Troy, N. Y., is here to huddle with agency men and station reps.

DON JONES is in town from Savannah. The commercial manager of WSAV will spend a few days here on station business and for confabs with the local reps.

MERLE JONES, general manager of KNX, Columbia's O&O station in Los Angeles, is here on business.

V. E. CARMICHAEL, vice-president and commercial manager of KWK, St. Louis, was welcomed yesterday at the New York offices of his national representatives.

AL HINDLE, Chicago manager for the custom-record sales division of RCA Victor, left yesterday on a field trip that will include Indianapolis and Dayton.

BETH LEE, known for her "Women's Page of the Air," heard on WPTR, Albany, N. Y., has resumed her program following a week of leisure in Kentucky.

CARL M. DOZER, commercial manager of WCAE, Pittsburgh, is in town. Visited for a while yesterday with the national representatives of the station.

LARRY BAIRD, commercial manager of WWL, New Orleans, has joined the executive contingent currently in New York on business.

CHARLES B. BRITT, vice-president and general manager of WLOS, up from Asheville, N. C., for conferences with the national representatives of the station.

JOSEPH BRYAN, president of WBT, Charlotte, N. C., conferred here yesterday with officials of the Columbia network.

MARTHA PEREZ, Cuban mezzo-soprano, is now in the States, and will be heard Sunday as guest on "The Pause That Refreshes on the Air" over CBS.

FEDERICO PINEIRO and ALBERTO GARRIDO—the Amos 'n' Andy of Cuban radio—are visiting on the mainland.

DORIS LOCKHOFF, assistant to Leon Levine, director of education broadcasts at CBS, is sojourning at Palm Beach, Fla.

Public Relations Theme Of New Series On KLZ

(Continued from Page 1)

program attempts to share with the listener behind-the-scenes news of AM, FM and TV.

KLZ general manager, Hugh B. Terry and KLZ department heads are heard weekly in a series explaining the whys and wherefores of the station's operation in addition to answering mail from listeners.

Listeners are urged to write any member of the KLZ staff with suggestions, criticisms or questions and are answered on the air by the staff member. The program is heard on Saturdays, 12:15 to 12:30. p.m.

Authorize Broadcast Of Council Sessions

(Continued from Page 1)

of the series being aired on June 26. The council broadcasts will be presented as a weekly public service series on both WMBG and its FM affiliate, WCOD.

Service For Fishermen

The Chamber of Commerce at Great Kills, Staten Island, and local fishing boats and tackle shops have signed for a daily ten-minute participation in the "Fisherman's Guide" heard from 6 to 7 a.m., Tuesday through Saturday over WMCA. The program is heard year-round and features fishing news, weather information and seasonal tips. The contract was placed by William Warren, Jackson & Delaney.

State Dept. Officials To Appear On TV

(Continued from Page 1)

Officials who have accepted invitations to participate are Assistant Secretaries Dean Rusk, George C. McGhee and Edward A. Barrett. Ambassador Capus Waynick, Paul Nitze, head of the Policy Planning Staff of the State Department.

In announcing the series, Mickelson, CBS director of public affairs said the "World Briefing" series was suggested by the periodic briefings the State Department gives to small groups of Washington correspondents and government officials, to acquaint them with current world problems.

Subjects to be covered in the series include Southeast Asia, Soviet Union, Near East, Middle East, North Atlantic nations, Germany and underdeveloped areas.

Philco Using Films

Ruby Film Company, have just completed 15,000 frames of film stock in color for Philco Company. The film will introduce Philco's 11 line of radios, refrigerators and television sets to their distributors and dealers throughout the United States. Philco also purchased from Ruby Company 100 American optical delineascope film strip projectors which are being used by national distributors for Philco.



"Tell me that radio-results story again!"

The story is just this: for low-cost results from advertising, you buy radio. And in Baltimore, you buy W-I-T-H.

No other station in Baltimore provides so many listeners at such low cost. That means that a little bit of money spent on W-I-T-H brings big results.

If you'd like to hear the remarkable success stories about W-I-T-H, call in your Headley-Reed man today.



BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REE

NAB Board Re-aligns Committee Set-Up

(Continued from Page 1)

William B. Ryan. Paul W. Morency, manager of WTIC, Hartford, succeeds the former, who is manager of WEEI, Boston and who resigned Tuesday because of the withdrawal of all CBS-owned stations from NAB. Col. John H. DeWitt, Jr., of WSM, Nashville, replaces Ryan, now NAB general manager.

Morency represents the First District, while DeWitt's post is an at-large directorship. Both terms expire next spring.

One of NAB's Pioneers

Morency was one of the original incorporators of NAB in 1927. He has managed WTIC for 21 years. Since the 1938 reorganization of NAB, he served on its board for a 10-year span ending last year. He has also been a member of the BMI board and the board of the Advertising Council.

DeWitt entered radio in 1919 and built his first broadcast station in 1922. He has been with WSM for 25 years. He is a senior member of NAB, a member of the American Physical Society and president of the Nashville Engineering Association. He has been active in the NAB engineering executive committee.

Ten new members were accepted including KBKM, Pullman, Wash.; WNCM, Moberly, Mo.; KOEL, Oelwein, Ia.; KTBI, Tacoma, Wash.; WDOD, and WDOD-FM, Chattanooga; WERN, Hamilton, Ala.; WFRO and WFRO-FM, Fremont, Neb.; and WRAD, Radford, Va.

Eliminates Nine Committees

The board yesterday voted a sweeping realignment of its committee structure, eliminating its nine advisory committees and replacing them with only three groups representing AM, FM and TV. The move, intended to simplify association operations and administration, as well as to save money, was agreed upon unanimously after it had been outlined by General Manager William B. Ryan.

The change does not affect the present set-up of board of directors committees. These include a convention committee, a by-laws committee, a membership committee, and a finance committee.

Nine on AM Committee

The new AM committee will include nine members, of whom at least three will be members of the board of directors. The TV committee will include seven men and the FM committee five, with at least 10 members of each of these to be board members. It was explained that the FM committee size had been held down because four out of five NAB FM members are affiliated with AM stations and there is an overlapping interest there that can be expected to insure consideration of FM problems by the AM committee. So far as the TV group is concerned, it is felt that a seven-member committee can adequately represent the various sized-TV stations and

WINDY CITY WORDAGE

BOB ELSON'S "On The Century" broadcasts becomes a WIND feature starting Monday, July 3. Elson will be heard interviewing well-known Twentieth Century Limited passengers on Monday, Wednesday and Friday, 7:05-7:20 p.m. The show is sponsored by Consolidated Royal Chemical Corp., for Krank's Shave Cream and Mar-O-Oil Shampoo; 52-week contract was placed through Ruthrauff & Ryan, Inc.

When a Cubs night game runs long into Eddie Hubbard's ABC Club show on WIND, 10:45-11:00 p.m., there's no sponsor trouble... it's all in the family. Chesterfields, which sponsor both the Cubs baseball broadcasts and Eddie's nightly disc show, then pre-empts its own time in order to complete the ball game.

Lon Saxon, well-known Chicago singer who has been a member of the WBBM staff for a little more than a year, will continue in his role as featured baritone star when "Cloud Nine," WBBM's musical fantasy, makes its network bow on Friday, July 7. (WBBM-CBS, 7:00 to 7:30 p.m., CDST). Saxon has been heard on "Cloud Nine" ever since the series began as a local WBBM show several months ago.

Mr. and Mrs. Eli Shapiro are the parents of a daughter, Laura Jean, born Thursday, June 15. Mrs. Shapiro is the former Bea Ferbend who was a member of the WBBM publicity department for several years.

"The Angel of Federal Street," the story of Ruth Blue Turnquest, assistant principal of Hartigan School, a Chicago elementary school, will be the Destination Freedom documentary drama, Sunday, June 25 WMAQ, 10:00 a.m., CT. The award-winning program will report the personal efforts of the veteran teacher to supply her pupils with proper clothing and generally im-

prove their living conditions, in addition to giving them training in the familiar three R's. Destination Freedom is written by Richard Durham and directed by John Keown.

Several Northwestern students and alumni have cooked up a TV puppet show designed as a 15-minute daily adventure strip. Characters include Sir Basil Nosebone, British soldier of fortune; T. P., his mute valet; and Dr. Boris Badenough, an eggonomic scientist. The group appeared on a 10-minute guest shot on "Our Gal Toni" over WENR-TV recently and are now hunting a sponsor.

Tom Moore and the Temptones were swamped with 40,000 entries after 15 broadcasts seeking a new name for the singing group. The quartet consists of Sam Porfiroo, Jack Golly, Ben Carlton, and Fred Kissinging.

Chicago has picked up a Hollywood make-up artist in the person of Jack DuMont, who is now supervising all make-up on Chicago-originated ABC-TV shows.

Arthur Godfrey has come to WIND—with a ten-minute recorded program, Monday thru Friday, from 9:05 to 9:15 a.m.

Eddie and Fannie Cavanaugh, who popularized the celebrity interview show, guested Jim Wimmer, poet extraordinaire of WOAK, recently.

Keith Wheeler, popular and capable Sun-Times foreign correspondent and columnist, is bringing his "Chicago Profiles" to the air. It will be heard periodically in lieu of the "Let's Talk It Over" show Saturday at 9:15 a.m. on WJJD. His first guest was Captain Tom Crocker, Salvation Army Captain who made a comeback from Chicago's "Skid Row."

Canadian Government Announces Adv. Budget

(Continued from Page 1)

1949, radio accounted for \$520,335 and movies \$108,974.

Heaviest spender was the Defense Department which paid out \$315,953 on radio—none on motion pictures. Next highest spender was the Resources Department, followed by advertising for Canada savings bonds. Smallest expected spending for 1950 was the Veterans Department—they asked for \$9.

the various geographical regions.

These committees will meet twice annually in Washington on a regular basis, with their deliberations covering the entire scope of NAB activity. They will replace, and fulfill the activities, of the following nine committees appointed annually: AWB, BAB, Employer-Employee Relations, Engineering, FM, Radio, Standards and Education, TV and Non-Affiliated stations.

Spingarn Appointment Draws Hoffman Fire

Washington Bureau of RADIO DAILY

Washington—As one whose activities while with the FCC showed him unfit for his present post, Rep. Clare Hoffman, Michigan, lit out yesterday after Jerome H. Spingarn, research assistant to chairman Frank Buchanan of the House Lobby Investigating Committee.

The Michigan Republican told the House that Spingarn was assistant chief of the FCC's War Problems Division during the war. He said, "this division cooperated with the OWI to force many American citizens to be taken off the air and out of their jobs at numerous foreign language stations."

Spingarn, in rebuttal, said he saw no sense in going over the wartime record of Government relations with foreign language stations during the war, and that Hoffman had voiced no charge against him worth answering.

Sterling Confirmed For Full FCC Term

(Continued from Page 1)

his confirmation was expected after the Senate Interstate Commerce Commission approved the nomination last week unanimously.

Next term on the Commission to expire is that of Chairman Wayne Coy, who has already indicated that he does not "expect to be available" for reappointment when the assignment is up in June, 1951.

New Joan Davis Series Opens On CBS July 3

Joan Davis will return to the airwaves as the star of "Leave It To Joan," situation comedy series over the CBS radio network, Monday, July 3, 10:00-10:30 p.m., in the time slot being vacated for the summer by "My Friend Irma." "Leave It To Joan," in which comedienne Davis plays the role of a department store salesgirl, had a run on CBS last season under the aegis of American Tobacco Co. CBS also is reported to have video plans in mind for Miss Davis come next fall.

Survey Covers TV Spots In New York-Jersey Area

Lucky Strike leads the list of best liked TV commercials for the month of May in the New York-New Jersey area, according to a survey made by Advertiser Research of New Brunswick, N. J.

The ten most-liked spot commercials in order of rank were Lucky Strike, Philip Morris, Kools, Chevrolet, Chiquita Banana, Tide, Bird's Eye, Keds, Bulova and Hi-V.

The ten spots doing the best job of presenting the product in rank were Lucky Strike, Simmons, Philip Morris, Bulova, Tide, Chevrolet, Chiquita Banana, Keds, Oldsmobile and Serutan.

Mr. Time Buyer: Before you run off on your vacations check your fall schedules against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!

1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS ONLY \$13.00 EACH (360 TIME RATE)

Available Right Now: Spots between High-Rated National Shows... Spots on or between long-established Local Shows... News Programs! Sports! Mutual Co-ops! (1040 ON YOUR DIAL) 25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE (MBS) NATIONAL REPRESENTATIVES RA-TEL 420 LEXINGTON AVE., N.Y.C. 10,000 WATTS DAYTIME - 5,000 WATTS NIGHTTIME

AGENCIES

KENNETH GROESBECK, a vice-pres. of Ruthrauff & Ryan, Inc., has formed his own concern at 113 West 57th Street for producing copy and plans for agencies and advertisers. He is a former chairman of the New York Council of the American Association of Advertising Agencies.

SHELDON F. JOHNSON, sales promotion manager of Westinghouse Electric Corporation's Middle Atlantic District, has been reelected president of the Eastern Industrial Advertisers Association.

THE NESTLE COMPANY, INC. to Hewitt, Ogilvy, Benson & Mather, Inc. for its instant tea, Nestea.

STUART PEABODY of The Borden Company has received a resolution from the Advertising Research Foundation commending his work as a former director and board chairman. Peabody was one of the founders of the foundation back in 1936.

MISS MARGE KERR has joined the William Morris Agency as head of creative television program development. She was formerly a talent buyer for N. W. Ayer & Son, Inc.

DEVEREUX SCHOOLS OF PENNSYLVANIA AND CALIFORNIA to Lee Ramsdell & Co., Inc. of Philadelphia. Professional journals, radio and direct mail will be used.

JULIUS KLEIN has been retained by Columbia Pictures as a consultant on public relations policy.

RALPH E. McKINNIE has rejoined the Paul H. Raymer Company as an account executive. He was formerly national sales manager of WCKY, Cincinnati, and on the sales staff of CBS-TV and DuMont Networks.

JOAN LAW BISHOP has been named manager of the television sales department at Advertest Research, New Brunswick, N. J. She was formerly with Foote, Cone & Belding in Chicago.

PRIZES FOR YOUR QUIZ SHOWS

Available for Immediate Shipment,
F.O.B. New York

Selection Possible From Catalogue
From

RICHARD S. ROBBINS CO.
551 FIFTH AVENUE
New York 17, N. Y. MU. 7-0384



By SID WHITE

Man About Manhattan. . . !

● ● ● **WHAT'S NEW:** Slickest operation of the week is a salesman who calls on radio and TV stations with a sample station listing for a new directory. The salesman asks confirmation of the accuracy of the listing and presents a slip for signature. The slip (in fine print) commits the signer to paying 30 bux for said listing. . . . Bill Gargan departs for H'wood on the 29th to make a film version of his radio and video series, "Martin Kane, Private Eye." . . . Add Great Timing: Last winter Pabst beer signed up Ben Hogan for a series of mag. ads. Hogan sweetened up the whole campaign by copping the National Open just about the time the ads were ready to break. . . . Ed Madden, assistant to the president at NBC, is now slated for a veep rating in charge of TV and reporting to Sylvester Weaver. . . . Don Lang, Gene Autry's personal rep, in town for a huddle with Walter Murphy, of Columbia Records, and Geo. Crandall, CBS director of press. Lang will discuss record exploitation and Autry's fall series of TV shows. . . . Newly-formed Colony Productions have packaged Zazu Pitts in a TV series with Geo. Batson scripting.

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● ● ● **ONCE OVER LIGHTLY:** At publisher Eugene Meyers' party for the golfing celebs in Washington last week, cartoonist Ham Fisher and the Vice-President's charming wife became engrossed in a two-hour conversation. A few moments later, Ham asked Buddy Rogers to introduce him to Mrs. Barkley. "You dope," exploded Buddy, "you just spent the past two hours talking to her." Ham didn't know, (he sez). Incidentally, watch for a terrific television deal to be wrapped up for the rights to the "Joe Palooka" characters. . . . Phil Baker is on the verge of big things in TV, and he's still got a lot of moolah left from the old days, but his energetic wife, Irmgard, has gone in, anyhow for a career as an insurance agent. (With Max Reibesen, the millionaire broker to theatrical stars). . . . Are the three Pope heirs of the late Generoso shopping for a television station?

☆ ☆ ☆ ☆

● ● ● **VIEWS & REVIEWS:** Shirley Jackson's "The Lottery," on NBC last Wed., was terrifying in impact, stark in its implications, dramatic, beautifully produced. When one views this type of show, one's faith in television is restored. . . . Alan Young, week in and week out, is the most refreshing comic in TV. The reason is obvious. He uses the Charlie Chaplin technique of bringing pantomime to its heights. Young acts the average, bewildered man, achieves immediate spectator identification and seldom strikes out. . . . "We the People's" sports acts are tops. . . . From what we've seen so far, the best summer replacement for television is radio. . . . Kirkwood & Goodman, off the air on WOR-TV, possessed the easy informality and intelligent approach of the esteemed Garroway. Put them back on, boys. . . . Television certainly has dented sports when they change the order of the holes, as in the Goodall Tourney, so that, at the proper time, the event may be viewed. Won't be surprised if someday they curtail rounds, lengthen football quarters, change time of innings, shift umpires, etc., in the interests of TV. Lights, camera—sponsor!

☆ ☆ ☆ ☆

● ● ● **IN ONE EAR:** Dorset Foods, Ltd., who started their campaign to aid the Damon Runyon Cancer Fund by feeding all the folks backstage at the Milton Berle telethon, have bought time three-times-weekly on "Dorothy & Dick" and "The McCanns." Firm is donating half of all profits (on labels sent in for redemption) to the Fund.

PROMOTION

Convention Gimmicks

Kenyon & Eckhardt, Inc., agent for Sylvania, has worked out a series of promotion gimmicks to be used at the NAMM convention the Palmer House in Chicago, July 10-13. Visitors to the exhibit Sylvania will have their photographs taken free of charge in large "mock-up" of a television set. The 8 by 10 photo will show the guest's head on a 19-inch Sylvania television screen. Another stunt calls for all Sylvania representatives to wear electric bow ties which flash the words, "Sylvania Television."

Safety Packet

The radio bureau of the State of New York through Miles Heber director, has released a Special July Fourth Safety Packet for distribution to some 250 radio stations throughout the state. The script deal with the dangers of children using explosives and caution when driving on the highways during the holiday weekend.

Cuban Brochure

Goar Mestre, director general Radio Centro, Havana, Cuba, has produced an attractive booklet based on the operations of CMQ. The booklet pictorially shows the modern operations of CMQ and many and varied program services. It also gives readers an insight into CMQ's television planning.

Ilona Massey, NBC Star, Will Aid Cancer Fund

Ilona Massey, star of NBC's "The Secret" spy drama series will share with John Reed King, the radio chairmanship of the 1950 fund drive of the National Cancer Foundation as announced yesterday by D. Seymour, National Chairman.

RADIO DAILY

WILL PRESENT THE

11th Annual

“SHOWS”

Edition 1950-51

Program Buyers Guide of Shows of Tomorrow

FRIDAY, AUGUST 18th

——
Devoted to Outstanding Radio and TV Shows
——

AMA Spokesman Ok's TV For Children

"Don't ban television for your children," parents of school-age children are advised by Dr. Elizabeth B. Hurlock, a child development consultant to "Today's Health," published by the American Medical Association. "Although school surveys have sounded a danger signal about the effects of television on youngsters, it is here to stay and children must learn to live with it.

"In recent months, surveys in several areas have shown that school grades drop when children have television sets in their homes—even when they regularly visit neighborhood homes to view the programs," Dr. Hurlock points out in the magazine's June issue. Noting that children are spending possibly more time watching TV than studying, Dr. Hurlock made the following suggestions:

(1) Don't ban television, but apportion the child's time before the screen. (2) Help your child select worthwhile programs, and explain why they are worthwhile. (3) Watch the programs with your child. Later explain their merits and faults to enable him to judge better for himself. (4) Regard his television as a form of education as well as amusement. Let it be the starting point of discussions and reading related to the programs, stimulating interest in music, art, current events, history, travel, sport, and literature. (5) Encourage him to be interested in other types of play, especially outdoor games demanding teamwork with other children. (6) Watching television may be used as a reward. You may forbid your child to watch his favorite programs when his behavior and school grades fall below expected standards. (7) Remember television is a new toy and its novelty will wear off. At present, owning a television set gives a child prestige in the eyes of his playmates; eventually, as more families acquire sets, prestige value of ownership will wane.

N. J. Congressman Hits Roberts' Comment On Italy

Washington Bureau of RADIO DAILY
Washington—A new voice was added yesterday to the Congressional chorus protesting a slighting remark about southern Italians made by Cleve Roberts, former KMPC newscaster, several years ago and brought forth during cross-examination of Roberts by KMPC counsel, Hugh Fulton, this spring. Rep. Peter W. Rodino, New Jersey Democrat, called for Congressional investigation of the FCC hearing on KMPC and the fitness of G. A. Richards as controlling stockholder of it and WGAR, Cleveland, and WJR, Detroit.

Roberts' remark was contained in a letter he wrote from Italy when he was there shortly after the war.

RECORDS ON PARADE

TED PERSONS

A regular weekly feature of this space will be "Jockey Jury," a service to the recorded program directors cross-country. It will be in charge of a regular panel of experts who will name, out of the brand-new record releases, those to which they concede the best chance of wide public acceptance. Note: the order in which they will list tunes will not indicate the order of their preference.

PAUL BRENNER, WAAT, Newark, N. J.

"A Little Bit Independent," Nat "King" Cole (Capitol)
"Tzena, Tzena, Tzena," The Weavers, Gordon Jenkins (Decca)
"Ten Little Fingers," Cliff Steward (Coral)
"So Tall A Tree," Bing Crosby (Decca)
"Pigalle," Johnny Desmond (M-G-M)
"I Can't Give You Anything But Love," Tony Bennett (Columbia)
"I'll Always Love You," Dinah Shore (Columbia)
"La Vie En Rose," Tony Martin (RCA Victor)
"Francie," Ray Anthony (Capitol)
"Say When," Evelyn Knight-Dick Haymes (Decca)

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

"Tzena, Tzena, Tzena," The Weavers, Gordon Jenkins (Decca)
"American Hoe Down," David Rose (M-G-M)
"Goodnight, Irene," The Weavers (Decca)
"Our Very Own," Don Cherry (Decca)
"Happy Feet," Roy Ross (Decca)
"Four Or Five Times," Sy Oliver (Decca)
"Fancy Free," Ted Straeter (M-G-M)
"Boulevard of Broken Dreams," Tony Bennett (Columbia)
"Bye Bye Black Bird," Dean Martin (Capitol)
"No Greater Love," Bob Eberle (Sunset)

EDDIE GALLAHER, WTOP, Washington, D. C.

"Tzena, Tzena, Tzena," The Weavers, Gordon Jenkins (Decca)
"My Destiny," Hugo Winterhalter (RCA Victor)
"Blind Date," Bob Hope-Margaret Whiting (Capitol)
"I Still Get A Thrill," Dick Haymes (Decca)
"La Vie En Rose," Tony Martin (RCA Victor)
"Gone Fishin'," Arthur Godfrey (Columbia)
"Exactly Like You," Frankie Laine (Mercury)
"If I Had A Magic Carpet," Ralph Flanagan (RCA Victor)
"Say When," Evelyn Knight-Dick Haymes (Decca)
"Sam's Song," Joe Carr (Capitol)

JACK LACEY, WINS, New York, N. Y.

"Tzena, Tzena, Tzena," The Weavers, Gordon Jenkins (Decca)
"Tzena, Tzena, Tzena," Mitch Miller (Columbia)
"Pigalle," Johnny Desmond (M-G-M)
"I Cross My Fingers," Vic Schoen (Decca)
"On The Mall," Buddy Williams (Rainbow)
"I Love You For That," Frankie Laine-Patti Page (Mercury)
"Say When," Evelyn Knight-Dick Haymes (Decca)
"If I Had A Magic Carpet," Ralph Flanagan (RCA Victor)
"The Lonesome Whistle," Jerry Gray (Decca)
"You Can't Take It With You," Ray Bolger (Decca)

PRESSING BUSINESS: Charlie Grean accompanied Henri Rene to the Coast where the latter is to assume charge of artists and repertoire. . . . In a cross-promotion, Bop City, New York, will permit M-G-M to claim George Shearing (who opens there this evening) as its very own in displays on the premises. . . . Capitol is issuing 12 polkas on special release. . . . Joe Carlton, Mercury, states that the seasonal decline in the record business was being cushioned for his company by seven best-selling records and that ". . . we have no reason to be anything but happy." . . . The month of May was an improvement over April for Coral. . . . The trade is buzzing with "Tzena, Tzena, Tzena" which Gordon Jenkins made for Decca with the Weavers (a Tzen-sational instrumental-vocal quartet) and Mitch Miller made for Columbia. The tune is an Israeli marching song which was acquired by Howie Richmond. He, by the way, seems to have luck with triplets as witness "Music, Music, Music." . . . Two RCA Victor artists were on the sick list last week, Lisa Kirk, who lost her appendix, and Fran Warren, who lost an opening date. The day her indisposition hit her (she's up and around now) she was due to open at the Riviera. Eddie Fisher filled in for her and his reception was so tremendous that he ran out of material and was forced to pull a new stunt. He sang his last number, "Where In The World," without any accompaniment at all. . . .

TV-Set Price Slashes Announced By Mfrs

(Continued from Page 1)

view of their line in Chicago yesterday at which 12 new models were introduced with prices ranging from \$159.95 to \$469.95. The 12½-inch model is offered at \$159.95, a reduction of \$70 on the retail price asked for the same model last year. The lowest priced 16-inch tube model \$199.95 is \$80 less than its previous 16-inch tube set.

In presenting their new line the Chicago Furniture Mart, Westinghouse included models with 17-inch, 17-inch and 19-inch screens. Ten of the models utilize rectangular viewing tubes while two models have the round faced tubes. All models have the dark-faced screen.

Admiral Corporation, yesterday introduced their new line of models at their open house in the Ritz-Carlton. Thomas J. Hodgson, vice-president, declared that the corporation planned to produce 1,000,000 television sets during 1950. He said further that although the industry's goal is 5,500,000 sets for 1950, this unprecedented production would not be equal to the demand in the Fall. Admiral's open house will continue today and tomorrow.

Price leader of the Admiral line is a 16-inch rectangular tube table model with approximately 16 square inches of screen area selling at \$199.95. Another price leader is a 16-inch rectangular tube console priced at \$229.95.

Admiral also is introducing a new low priced full-sized combination containing a 14-inch rectangular tube television, triple play phonograph, accommodating all types records and AM radio at \$299.95. This compares with a former model at the same price with a 12½-inch viewing tube. With the exception of this 14-inch model, the new sets feature 16-inch and 19-inch viewing tubes and lower prices. Console and combinations are \$30 to \$200 less than similar earlier models.

A 19-inch tube combination "Home Theater" with triple play phonograph and AM radio is priced at \$499.50; this is \$200 less than the previous similar model. While the trend is toward larger screen models, Admiral will continue to produce a 12½-inch model, lower priced in the company's line.

Price reductions were also indicated in the showing of Philco new line during their Atlantic City sales convention this week. The new 12½-inch table model receiver priced at \$149.95; a 16-inch table model for \$199.95 and a television phonograph console combination with a 12½-inch receiver and three-speed record changer priced at \$269.95.

Stork News

Portland, Ore. — Stan Warwic KOIN, announcer, is the father of boy, Scott, born June 13th. Stan is now celebrating his ninth year with the station.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, June 22, 1950 — TELEVISION DAILY is fully protected by register and copyright

MULL IMPACT OF TV ON SPORTS

TELE TOPICS

THE BIG-FIGURED TAB for an hour-long musical revue starring Jack Haley's regular emcee has been picked up for 13-week Summer run on NBC-TV by the Ford Dealers of America. Slotted for Thursday nights (9-10 p.m.) the show tees off on July 6th, filling the spot popularized during the Winter by Kay Kyser's "College of Musical Knowledge," which returns on Oct. 5th. In addition to Haley, who has been grooming himself for the job by making TV guest shots since starring in B'way's "Inside U.S.A.," there will be a bevy of five guest singers, dancers, and comedians.

THE LATIN QUARTER'S operator and producer, Lou Walters, launching musical comedy package for TV—using the quarter's choreographer, music arranger, back-log of songs, scenes, and material—not to mention costumes from his own theatrical costuming company. . . . NBC-TV purchased the Hudson Theater for a mere reported mildly as \$550,000—another \$450,000 having been nixed. . . . Further rumors say the same web is dropping its Studebaker Theater in Chicago and purchasing another. . . . Garry Moore star and emcee on his own tele series over CBS-TV five times weekly, commencing June 26 (7-7:30 p.m., EDT). . . . FAM-TV, Birmingham, now airing a one-hour "Television Shopper" program five times weekly from Loveman's Dept. store. . . . Bedtime mystery thrillers on over WMAR-TV, Baltimore, banked for 13 weeks by Wiessner Beer. . . . "The Sugar Bowl" comedy series with a campus setting debuts on ABC-TV at 5 (10-10:30 p.m.) with FarmaCraft Corp. and American Safety Razor as alternate sponsors.

SUMMER SUB for Groucho Marx will be "It Pays to Be Ignorant" over CBS-TV Wednesdays (9 p.m.) as of July 5—Howard, George Shelton, Lulu McInnell, and Harry McNaughton will perform. . . . Garroway's director Ted Mills reported to be in line for Fred Allen's ABC-TV show twice-monthly this fall. Video sets in New Orleans total 27, states WDSU. . . . Sets in Louisville of June 1 numbered 34,102, says WVE-TV. . . . Thursday eve wrestling on WCAU-TV (10-11 p.m.) now being picked up by Erlanger Brewing. . . . Lee Kline, ass't to DuMont's web director, planning to conduct TV Fashion Service with publicist Earl S. Peed. . . . Jerry Jerome, arranger and conductor, named as music director of WPIX. . . . DuMont's "Hands of Destiny" show appears to be switching to documentaries—Friday show will be titled "Too Old to

TFC Forum Plans Announced

The fifth quarterly forum and luncheon of the National Television Film Council has been slated for June 28, here, at the Hotel Warwick, at which time the organization marks its second anniversary. Forums will be comprised of three sessions, the first, a forum on distribution, headed by John Mitchell, sales mgr. for United Artists Television, at 10:00 a.m. At noon, there will be an hour break for the luncheon. The production forum, at 1:00 p.m., will be headed by Ralph Cohn, of Screen Gems, a Columbia T. subsidiary. The television station forum will meet at 3 p.m., headed by Robert Paskow, film director for WATV, Newark, and Helen Buck, film director of WCAU, Philadelphia.

Film Documentaries Planned For ABC-TV

(Continued from Page 1)
teen half-hour films will be televised from 9 to 9:30 p.m., EDT.
Each of the films, which vary in length from 11 to 21 minutes, dramatizes the significance of economic rehabilitation in those war devastated areas benefitting under the Plan.
Prepared in Europe by outstanding documentary film companies under the direction of Marshall Plan missions abroad, each film will open with a statement from E. C. A. Administrator Paul G. Hoffman. Mr. Hoffman describes the group of movies as the story of one successful battle in the series of struggles now going on that have become known as the Cold War.
The first telecast in the series subtitled "Marshall Plan in Action" will open with General George C. Marshall's original plea for European aid.

Renews Spot Contract

The Brooklyn Union Gas Company has renewed its contract with WJZ-TV for spot announcements on a 12-week schedule. The contract, with 30 spot announcements to be aired was placed by N. W. Ayer & Sons.

Mfrs. Will Support RMA Clinics On TV

(Continued from Page 1)
Ehle, committee chairman. Financed by 17 TV set manufacturers, the meetings will make use of special slide films to put across points of advertising, sales, business management, and service department operations. Principal objects, Ehle said, are to increase retail sales and insure the satisfaction of set owners.
In addition to the co-sponsorship by set manufacturers and the RMA, the four major television networks have agreed to enlist the support of all their affiliates, Ehle added. Among the participating manufacturers will be: Arvin; Avco Mfg. Corp., Crosley Div.; Belmont Radio Corp., a division of Raytheon; DuMont Laboratories, Inc.; Emerson Radio & Phonograph Corp.; General Electric Co.; Hallicrafters Co.; Hoffman Radio Co.; Industrial Television, Inc.; Packard-Bell Co.; Philco Corp.; RCA Victor Division; Stromberg-Carlson Co.; Wells-Gardner & Co.; Westinghouse Electric Corp.; and Zenith Radio Corp.

Farley On WPIX

James A. Farley will guest on the "City Hall" program over WPIX Saturday, 7:15 p.m.

Increase In TV Set Exports Forecast By Philco Official

Atlantic City — American television manufacturers are preparing for the first mass export of TV sets this Fall. Sets will go first to Cuba, Mexico and Brazil, according to Ovid Riso, Philco International advertising manager.
Transmitting equipment has already been shipped to the three countries and is now being set up, according to Riso.
Philco's convention here also

heard from Leslie Woods, chief engineer of the company that color TV and UHF are coming much sooner than the general public suspects. He said UHF is the only answer to nationwide TV.
New 1951 models with five sizes of picture tubes were exhibited at the Convention Hall. Philco's line for next year will have 12½" and 16" round and 14", 17" and 20" rectangular types.

West Coast Survey Indicates Trend In L. A. Area

(Continued from Page 1)
the TV schedule on a limited scale and at higher costs for TV rights; baseball—at least one club, from another city, has asked that its L.A. games not be televised; football—taking its cue from the Big Ten Conference who voted to prohibit televising any of its games, the Pacific Coast Conference may soon take action to limit televising of its games.

"Representative sports officials in L.A. deny they are anti-TV," say television committeemen Richard Miller and Arthur Kelly who compiled the report. "And they have hope that methods can be found to make televising of their events economically feasible."

In the collegiate picture, official records of Coliseum college games, which were televised in '48 and '49 but not in '47, show that average attendance approximated: 72,200 for 1947 Southern California games, 66,900 for 1948 S. C. games, and 58,300 for 1949 S. C. games. Attendance at UCLA games in the Coliseum dropped from 67,800 in 1947 to 43,500 in 1949.

In professional football, the L.A. Rams (televised in 1948 but not in 1949) averaged a total of 33,796 for six games in '48 then increased to 52,754 for five games in '49 which were not televised.

As to baseball, "the Hollywood Baseball Club reported attendance at home games in Gilmore Field for the first three home weeks in 1950 was 30,000 less than last year at the same time.

Among the suggested solutions recommended to TV stations were: (1) educate the public on the importance of its understanding and support; (2) avoid emphasis on sports in advertising reasons for owning TV sets; (3) strive for inter-station cooperation; (4) consider "pooling" choice sports events; (5) avoid over-saturation of sports programming; etc.

Suggestions to sports interest comprised mainly points on the study and use of TV's unique opportunities. Further, the report encouraged continued promotion of sports events through channels reaching non-owners of TV. "Teaser" telecasts of only preliminary events were suggested as draw-cards for later events. Also, sports promoters were reminded that abandoning TV would be running the risk of having fans' sports interests diverted to other forms of entertainment.

★ ★ COAST-TO-COAST ★ ★

WAVZ Announces 'Tune' Guessers

New Haven, Conn.—Winner of the first jackpot on WAVZ's "Stop the Housework" program was Mrs. Jess W. Whitney of West Haven who collected more than \$600 in prizes for correctly identifying the mystery tune. Over 20 local retailers, theater owners and business men are now sponsoring the quiz program which is heard Monday through Friday from 11 to 11:30 a.m. In order to participate housewives must register at the stores and offices of the participating sponsors. There is no registration fee and registrants are not required to be customers of the shop where they register.

Peden Guest At Lamb Show

Indianapolis, Ind.—WIRE farm director Tom Peden was a special guest at the 21st Annual Hoosier Junior Market Lamb Show and Sale, June 15th. The show featured boys and girls from this state competing for the junior lamb raisers crown. Jimmy Foster, of Greenfield, was the winner. He established an all-time record in the competition by walking off with first-place honors in all classes. Peden reported the lamb show results on his June 16th "Farm Front" broadcast.

Egan Promoted At WCUE

Akron, O.—Thomas P. Egan, account executive of WCUE, has been elevated to executive merchandising director for the station. His new basic duties will include establishment of an extensive merchandising publicity and promotion campaign to be used as an added service for WCUE time buyers. This merchandising function will be offered to all advertisers contracting with WCUE. Egan was formerly associated with WHKK in the capacity of promotion manager.

WBAY Honors Traffic Patrol

Green Bay, Wis.—The local junior traffic patrol composed of school youngsters who direct traffic at school crossings was honored by Haydn R. Evans, WBAY general manager, with a banquet and entertainment. "The station spent upwards of 1,000 dollars on two banquets," Evans said, "and we did it because we believe those kids are entitled to some recognition. But we've found that these two banquets also have been a fine promotion for the station and we've gained a lot of goodwill. Apparently it's a case of bread upon the waters."

Fondren Elected Lions Secretary

Denver, Colo.—Lee Fondren, national sales manager for KLZ, has been elected secretary of the local Lions Club. Fondren has been a member of the Lions Club for three years.

All-Night Sked For KDAL

Duluth, Minn.—Something new has been added in the local market as KDAL features all-night radio, never before tried at the head-of-the-Lakes. For night owls, the station debuted "Daniels in Duluth" Monday, June 11th, featuring Bob Daniels spinning the platters.

Joins WLAW Staff

Lawrence, Mass.—Edward Paul Hasset of Chicopee Falls, Mass., has joined the announcing staff of WLAW, Lawrence. He was formerly associated with WACE, Chicopee, and WSPR, Springfield, and more recently has been on the staff of WERS, FM, Boston, the educational broadcasting station of Emerson College from which he graduated this month.

KBON Offers Service Scholarship

Omaha, Neb.—KBON is presenting for the first time an "In-Service Scholarship" providing practical radio experience for a Nebraska University student this summer. The student, Nancy Porter, a senior next fall, received this scholarship and is now filling in for summer vacation absences in the KBON sales, traffic and continuity departments. Thus, by this reciprocal agreement, Nancy gains on-the-job training, and at the same time helps the station during staff members' vacations. By the terms of the scholarship, KBON gives the University \$225 and the student is paid from this scholarship fund.

WKOP Signs Ray Barlow

Binghamton, N. Y.—A new addition to the WKOP announcing staff has been announced by Art Goodwin, chief announcer. The new mickeman is Ray Barlow, formerly staff announcer at WSAY, Rochester. The addition is in line with the station's recent shift from day-time to full-time operation.

Sam Bradley Joins KCHS Staff

Ladysmith, Wisc.—Sam Bradley has joined the WLDY staff as a combination engineer-announcer. Bradley was formerly associated with KCHS in Hot Springs, N. M., where he handled the "Truth or Consequences" show. In his new capacity, he will handle WLDY's "1340 Club" aired every afternoon.

New WCSS Programs Bow

Amsterdam, N. Y.—WCSS has added "The Adventures of Babe Ruth," presented in co-operation with the U. S. Navy, and "Jelly Elliot" to its program schedule. The latter is a show plugging forest conservation and forest fire prevention, produced by the Forest Service of the Department of Agriculture. The programs run concurrently from 10:30 to 11:00 Saturday mornings.

WBT Men In State Posts

Charlotte, N. C.—Kerr Scott, Governor of this state has appointed the following WBT personnel to state committees for the study of highway safety: Charles Crutchfield, general manager; Grady Cole, farm editor; Ben McKinnon, personal representative of WBT musical group, and Arthur Smith and his Crackerjacks.

WJAS Receives Citation

Pittsburgh, Pa.—WJAS has recently been presented a citation by the Horace Heidt youth program heard on the station every Sunday at 9:30. The award reads: "In appreciation to WJAS whose faith in the future of Greater America has been manifested in progressive planning and effective action and whose example will inspire America's citizens to further advancement together."

WDRC Film Lauds Connecticut

Hartford, Conn.—Harvey Olson, program manager of WDRC, is the narrator of a film entitled, "Connecticut, The Land of Steady Habits," which has been produced for the State Department of Education by a group of local industries. The film depicts the life of the State, and is 45-minutes long.

Joins WCCO News Staff

Minneapolis, Minn.—Wiley Maloney, WCCO news and special events director, announces that Harry Reasoner has joined the station's news staff. Reasoner was formerly assistant publicity director for Northwest Airlines.

Hutt Named KLRA Manager

Little Rock, Ark.—William V. Hutt has been appointed general manager of KLRA, replacing Edward V. Murphy, who resigned from that position, but will remain with the station as a consultant. Before joining KLRA as promotion manager in January, Hutt served on the staff of WKY, Oklahoma City, and of The Farmer Stockman, a publication of the Daily Oklahoman and Times.

Program Changes At WTAG

Worcester, Mass.—After making several studies of audience listening-and-working habits, WTAG (and FM) have changed their morning line-up. "Morning Parade," a dee jay show for breakfasters is now being aired at a new time, 6:30 to 7 a.m., 7:15 to 7:45 and 8:15 to 9 with breaks at 7 and 8 for news and weather shows. Women's Features will be shifted to 9:00 followed by the five-a-week "Julie 'n' Johnny" participator. At 10, WTAG presents a ten-minute newscast preceding Marg Cox's "Yankee Hourglass," a five-minute anecdote feature based on homely New England lore.

BEHIND THE MIKE

MONMOUTH PARK Race Track going all out in tie-ups with radio and TV personalities this season. Names set so far for tie-ins include Maggi McNellis, Morey Amsterdam, Ken Murray, Wendy Barrie and Ilona Massey. Track name special handicap races for visiting celebs who are guests of the track the day of their race.

Decca planning an early release for Arch Oboler's album of African music which he made on the Dark Continent last year during his eight months trip.

Dorset Foods, Ltd., who have aided the Damon Runyon Cancer Fund considerably, are now on the "Dorothy & Dick" and "The McCanns a Home" stanzas to tell about their famous canned meats, poultry and soups and raise money for the Cancer Research Fund. Firm is donating to the fund one-half of all profit for every label sent in for redemption. Send in the labels from their canned products to the Runyon Fund, Box 40, Radio City Station, N. Y.

Larry C. Moore Prod., have signed Richard Denny and Evelyn Ankers to a five-year contract after Moore watched their performance in the first of a TV series to be called "Ding Howe and the Flying Tigers." Joe Bushkin has done so much for the piano biz through his constant airing over Mutual of the old Berlin hit, "I Love a Piano," that a group of dealers chipped in and presented him with an expensive baby grand for his apartment.

Moscow Mule firm dickering with Wendy Barrie to sponsor her TV show.

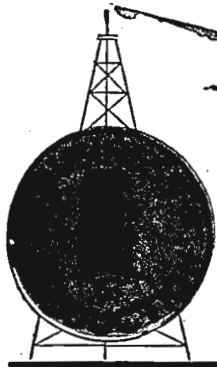
CBS Summer Shows

Several more CBS shows have been lined up for the summer. As the replacement for the "FBI in Peace and War," Thursdays, 8:00-8:30 p.m. starting July 6, CBS radio will present a new adventure series entitled "Operation Danger," and in the Thursday, 9:00-9:30 p.m. time slot replacing "Suspense" on the same date will be a mystery series labeled "Somebody Knows." The replacement in the Red Skelton Sunday night spot, 8:30-9:00 p.m. beginning July 2 will be a new comedy series, "Much About Doolittle" starring Jack Kirkwood.

Thought for Today

IT IS NOT STRANGE that remembered ideas should often take advantage of the crowd of thoughts and smuggle themselves in as original.—Honest thinkers are always stealing unconsciously from each other.—Our minds are full of waifs and strays which we think our own.—Innocent plagiarism turns up everywhere.

—O. W. HOLMES.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



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TEN CENTS

NAB REDUCES BUDGET FOR NEXT YEAR

TV Producers Merge Indie Organizations

Elect New Officers For National Society

Merger of the Television Producers Association of Hollywood and the Independent Television Producers Association of New York into an organization to be known as the National Society of Television Producers was announced in New York yesterday. Irvin Paul Sulds, acting president (Continued on Page 7)

Commission Okays 8 Station Transfers

Washington Bureau of RADIO DAILY Washington—The FCC yesterday okayed the sale of several stations, with prices going as high as \$301,294, in the case of WROL and WROL-FM, Knoxville, Tenn. These stations go from S. E. Adcock to the Mountcastle Broadcasting Company. Price for the transfer of KMED, Medford, Ore., from Mrs. (Continued on Page 4)

ECA Documentaries Distributed By WOV

Documentary programs produced and transcribed in Italy by the Rome radio unit of the Economic Cooperation Administration are now being distributed by WOV, New York, to a number of "pilot" (Continued on Page 2)

Three-Way Pickup

Secretary of Labor Maurice Tobin will be heard on NBC's Voices and Events program tomorrow at 7 p.m., thanks to telephone, short-wave and recording. Tobin, in Geneva, Switzerland for a labor conference, was reached on the phone from Paris. The conversation was recorded in Paris, short-waved here states and recorded a second time.

Safety Council Seeks Assistance

A request that radio and television exert every effort to help prevent accidents over the Fourth of July period has been made by the National Safety Council's President Ned H. Dearborn in a telegram sent yesterday to The Advertising Council. Dearborn noted that the traffic toll in 1950 has risen sharply and that the Memorial Day casualties far exceeded estimates. Said Dearborn: "Hope radio and television, as well as all other public information media, will throw their entire weight behind the nation-wide effort to prevent this Independence Day from becoming another senseless holiday massacre."

NBC-TV 'Safeve' Plan Radio-TV Rights Set Given Final FCC Nod For All-Star Game

Washington Bureau of RADIO DAILY Washington—The FCC said yesterday that it has been satisfied with regard to the sales practices for NBC's Saturday TV programs and that no further action in connection with the DuMont complaint is to be expected. DuMont had complained about NBC plans to sell two-and-one-half-hour periods on Saturday (Continued on Page 2)

Radio and TV rights for all-star baseball game to be played at Comiskey Park in Chicago on July 11 were purchased yesterday by the Gillette Safety Razor Company with MBS scheduled to carry the radio version and NBC the TV coverage. Four Mutual TV stations will also carry the game. The radio coverage will link 539 (Continued on Page 2)

General Foods Renews Gangbusters On CBS

General Foods Corp., has renewed its sponsorship of the CBS dramatic series, "Gangbusters," for another 52 weeks effective with the broadcast of August 26, it was announced yesterday. Series, aired Saturdays, 9:00-9:30 p.m., will take a vacation after the June 24 program returning to the air on August 26. Agency for the sponsor is Young & Rubicam, Inc.

FCC Wants More Data On Zenith Phonevision

Washington Bureau of RADIO DAILY Washington—The FCC said yesterday it still is not satisfied that Zenith has abided by the spirit of the terms under which it was granted the right to make a 90-day experiment with its Phonevision system in Chicago. The company was asked to furnish further information to the FCC before any action (Continued on Page 3)

Influence Of Communists In Radio, TV Emphasized

Publication of "Red Channels" by the anti-Communist weekly, Counterattack, yesterday listing the names of persons in radio and television said to have been under the influence of organizations sympathetic to the Red cause, caused a flurry in New York radio and TV circles. The forward of the book defines the purpose of exposing Red influ-

ences in radio and TV. It reads as follows: "The purpose of this compilation is threefold. One to show how the Communists have been able to carry out their plan of infiltration of the radio and television industry. Two, to indicate the extent to which many prominent actors and artists have been inveigled to lend their (Continued on Page 4)

Plans Economies, New Services; Lauds Miller

Washington Bureau of RADIO DAILY Washington — A cut of nearly \$92,000 in its budget for the next year was adopted yesterday by the NAB board of directors, with the new figure set at \$706,767. The economies, General Manager William B. Ryan said last night, will be accomplished by (Continued on Page 6)

Liberty Eyes Capital For Outlet And News

Washington Bureau of RADIO DAILY Washington—Announcement of a Washington affiliation and the creation of a national news bureau here is expected shortly from James Foster, vice-president and general manager of the Liberty Network. Foster said he has been negotiating with two Washington independents — both full-time — and has been (Continued on Page 3)

'Acrobat Ranch' Is Title Of New ABC-TV Program

As a harbinger of commercial morning network TV shows, Acrobat Ranch, action packed Western-Circus type program sponsored by The General Shoe Corporation will bow in on Saturday, August 10th. (Continued on Page 2)

Anniversary

A decade of broadcasting will be observed by Joe Kelly and the Quiz Kids, this Sunday, June 25 over NBC. First program was on June 28, 1940 when Milos Laboratories took on the show as a summer replacement for Alec Templeton. The kids have continued under the same sponsorship ever since, and today form an outstanding network program.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES Ethel Rosen, Office Manager Irv Hamlin, Representative 6425 Hollywood Blvd. Phone: Gladstone 8430 WASHINGTON BUREAU Andrew H. Older, Chief 6417 Dahlonega Rd. Phone: Wisconsin 3271 SOUTHWEST BUREAU Paul Girard, Manager Suite 314, Thomas Bldg. Dallas, Texas Phone: Riverside 5491 ROME BUREAU John Perdicali Ludovisi 16

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FINANCIAL

(June 22)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Will Honor Keighley

Hollywood—A. E. Joscelyn, director of CBS operations, Hollywood, will present on behalf of the CBS network an inscribed wrist watch to William Keighley, producer of the "Lux Radio Theater" during the broadcast of this Monday, June 26, 9:00-9:30 p.m. The inscription will pay tribute to the outstanding entertainment William Keighley has provided listeners during five years as producer of the series.

KGW PORTLAND OREGON THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE NATION'S FASTEST-GROWING MARKET AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

NBC-TV 'Sateve' Plan Gets Final FCC Okay

(Continued from Page 1)

nights for 13 weeks. As a result of the complaint, NBC has trimmed its sails sufficiently so that it now appears to be within the letter of Commission regulations, DuMont was told yesterday.

NBC has since "been offering the program on conditions under which the individual stations are informed in advance of the nature of the program and sponsors, and may accept or reject separate segments of one half-hour each without any financial detriment accruing from a rejection of one or more such segments," the Commission observed.

At the same time the FCC granted regular license renewals to the following stations, which had been on temporary licenses because of their acceptance of the original NBC terms: WISN, Milwaukee; WMMN, Fairmont, W. Va.; WWJ, Detroit, and WPTZ, Philadelphia.

Radio-TV Rights Set For All-Star Game

(Continued from Page 1)

stations of Mutual's coast-to-coast network as well as stations in Canada. In addition, the game will be carried by the Armed Forces Radio Services to occupational troops overseas.

NBC's deal with Mutual for the TV rights calls for presenting the game on an interconnected network of 32 stations and Mutual outlets in New York, Chicago, Washington and Boston. Under this arrangement the game will be televised by two stations in each of the four cities named.

Wedding Bells

Pittsburgh, Pa.—Anne M. Rule, news reporter, and Jim Snyder, of KDKA's news department, were married Saturday, June 17th. They are spending their honeymoon in New York.

'Acrobat Ranch' Is Title Of New ABC-TV Program

(Continued from Page 1)

over ABC-TV, network officials announced yesterday. The show will be heard 11:30-noon EDT.

Presented as a live TV production from ABC's Chicago Civic Theater, Acrobat Ranch will be telecast on a total of 48 ABC-TV stations. The 39-week contract was through Ruthrauff and Ryan.

Format of the show will center around a retired circus entertainer named "Uncle Jim" who owns a ranch in the cactus country. Since "Uncle Jim" has a soft spot in his heart for show business, each week new entertainers will visit his ranch to perform for children in the area. Guests will include many of the country's top circus folk.

The program will also feature kids' participation stunts, with children from the audience competing in hobby horse races, apple-ducking games and pie-eating contests. The program will be announced by Don Ward.

ECA Documentaries Distributed By WOV

(Continued from Page 1)

stations for their use and comment. Italian citizens are interviewed on the programs, with discussions on American aid featured. Original music based on regional folk themes is also used.

Stations in addition to WOV which are receiving the shows are: WSEC, Chicago; WJMJ, Philadelphia; WNHC, New Haven; WHOD, Homestead and WJLB, Detroit. Other Italian-language stations seeking the show are asked to communicate directly with the radio unit of ECA in Rome.

WOV handled the distribution of the first show through its Rome studios in cooperation with John Secondari of ECA.

Narrator for the series is Guido Notari, while director is Fred Paschetto.



"YOU DON'T HAVE TO SELL ME ON RADIO!"

This gent knows his stuff. He knows that radio is best for advertisers who want their dollars to work—and work hard! For radio is a wonderful buy.

And in Baltimore, the best radio buy is W-I-T-H. For W-I-T-H delivers more listeners-per-dollar than any other station in town. W-I-T-H makes a little money go a long way!

Call in your Headley-Reed man for the whole W-I-T-H story today!

FM WITH AM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

Now Covering 17,000,000 Population Area in 5 States! 50,000 WATTS in the middle of the dial 800 kc. CKLW MUTUAL The DETROIT AREA'S Better Than Ever Buy! Adam J. Young Jr., Inc. National Representative Guardian Building Detroit 26 Michigan J. E. Campeau, President

AGENCIES

LEO BURNETT COMPANY, INC. will serve as volunteer agency in the American Heritage campaign. The Advertising Council has announced. Donald B. Hause, advertising manager of Armour & Co., will continue as volunteer campaign coordinator for a second year. All media will be used. Foote, Cone & Belding handled the campaign last year.

ROBERT EVANS has joined the New York office of Dancer-Fitzgerald-Sample, Inc. as a copy writer.

AUSTIN J. SCANNELL, assistant publicity director of BBD&O, has been elected president of the Publicity Club of New York.

JOHN O. ELLINGTON, JR. has been named vice-president in charge of creative work by Lamb Keen, Inc. of Philadelphia.

AIRCRAFT RADIO INDUSTRIES, INC. to Manhattan Advertising. Account executive is Robert Friedman.

HERWIN SPITZER has been named vice-president in charge of creative production by Hershon-Garfield, Inc. Julian Koenig, formerly associate copy chief, will succeed Spitzer as copy chief.

BRENDAN SULLIVAN has joined the industrial division of Peter Iton, Inc. as an account executive. He was formerly advertising and sales promotion supervisor of the chemical department of the General Electric Company.

D. M. HALVERSON has joined Parks & Greist, Inc. as account executive. He was formerly merchandising manager of Lorentzen Hardware Manufacturing Corporation.

ROBERT G. McKOWN has been promoted to the post of business manager with Brooke, Smith, Litch & Dorrance, Inc. and Fred Zick has been named director of graphic arts with the agency.

Public Service Program
Charlotte, N. C.—In view of the intense interest in the N. C. Senate primary as a public service, WBT is presenting "Smith vs Graham Unrehearsed" today 9:30-10:00 P. Program will present manager Willis Smith vs manager of Frank Graham in an open discussion with Jack Knell, WBT news director as moderator.

NEW JERSEY'S SPORT STATION
W F P G
ATLANTIC CITY
BROADCASTING EXCLUSIVE
Monmouth Race Track
Feature Race

FCC Wants More Data On Zenith Phonevision

(Continued from Page 1)
will be taken on its request for a deferment of the dates for the Chicago test of its pay-as-you-look system.

Last month the Commission told Zenith it was concerned that the company had suggested to manufacturers that they include Zenith decoder outlets in home TV sets and because certain wholesalers had used misleading statements in public advertisements. The Commission said it was concerned that the company was creating an impression that approval of Phonevision as a commercial service was virtually assured.

Commander Eugene F. McDonald replied that the suggestion that decoder outlets be included in TV sets was made because this could be done at very small cost now, and would save the public large sums of money if Phonevision is later okayed. He disclaimed responsibility for the misleading advertisements, and produced correspondence to show that the company has refused to pay its share of the bills for such ads and has directed its dealers to discontinue misleading statements with regard to Phonevision.

But the Commission still thinks Zenith has violated the terms of its grant. The very appearance of the offending advertisements, the FCC said, "demonstrates that your dealers have misunderstood the facts. It is apparent that other dealers may have been misled, and that the purchasing public also may have been led to believe that the Phonevision decoding outlet was essential to protect their receivers against obsolescence."

The Commission said also that it is far from convinced that installation of Zenith decoder outlets now will save the public appreciable sums if Phonevision is approved, and that it does not consider the situation in any way similar to that when Zenith began to make two-band FM receivers.

WANTED Sales Executive

A well established Television Film Producer, has an opening for a national sales executive, recognized for creative selling and merchandising know-how in sales to television broadcasters, sponsors and advertising agencies.

BOX 144,
RADIO DAILY
1501 Broadway New York 18, N. Y.

Liberty Web Eyes Capital For Outlet, News Bureau

(Continued from Page 1)
talking with two leading newsmen with national reputations about the establishment of a bureau here.

The network has 241 affiliations in 34 states, he said, and is negotiating with more than 100 more stations. Plan is to program for the full-day beginning this Fall.

Liberty is among those now seeking to buy the Don Lee Network on the West Coast.

There are only three independent full-time stations in Washington—WWDC, WINX and WOL.

CBS Programs Leading Nielsen Top Ten Ratings

Breakdown of latest national Nielsen ratings released yesterday shows eight CBS shows and two NBC programs filling out the top ten positions. Lux Radio Theater at 21.0, Arthur Godfrey's Talent Scouts at 17.0 and My Friend Irma at 13.9—all on CBS—took the top three spots.

NBC's Fibber McGee & Molly and Mystery Theater on CBS followed in a tie at 13.0. Others in the listing were: Mr. Keen on CBS at 12.5; Hallmark Playhouse on CBS at 12.4; FBI in Peace and War on CBS at 12.4; Day in the Life of Dennis Day on NBC at 12.3, and You Bet Your Life on CBS at 12.1.

COMING and GOING

OLIVER DANIEL, Columbia network producer-director, has returned from Boston, where on Tuesday he conducted the Yankee Choristers in music of Colonial America.

RALPH EDWARDS, originally scheduled to sail for Europe on the "Ile de France," has decided to leave with his staff next Tuesday aboard the "America." They'll tour Austria and Germany.

GEOFFREY BENNETT, sales representative of RCA Victor custom-record service, has left on a selling trip through the Midwest.

CAROL IRWIN, producer of the "Mama" programs on CBS-TV, has arrived in San Francisco on a short business trip.

BERT LOWN, vice-president of Associated Program Service in charge of station relations, is en route to Myrtle Beach, S. C., to attend the meeting of the South Carolina Broadcasters.

BUDD ABBOTT and **LOU COSTELLO** today are sailing for Europe aboard the "Queen Mary." MRS. COSTELLO and family are also making the trip.

VAUGHN MONROE and the members of his band will broadcast tomorrow from the Armar Ballroom in Marion, Iowa.

Stork News

Girl, Donna Jean, was born Wednesday to Mr. and Mrs. Harold Orenstein, at Bronx Hospital. Mother, Lucille, is a writer and father is assistant to Roy Harlow, v-p and director of station relations for Broadcast Music, Inc.

• faces • facts • figures • wins •

The Art Scanlon Show and ALL early morning ratings* on WINS have DOUBLED since 1947

* Pulse, Inc., N. Y.
Average for period from 6 AM to 9 AM
Monday to Friday, Inclusive.

WINS
50KW NEW YORK

GROSVENOR BROADCASTING CORPORATION

Commission Okays 8 Station Transfers

(Continued from Page 1)

W. J. Virgin to Radio Medford, Inc., was \$290,000. WWON and WWON-FM, Woonsocket, R. I., go from Associated Electronic Enterprises to Woonsocket Broadcasting Company for \$70,000, with the Commission approving the sale of WEAT, Lake Worth, Fla., from Robert A. Rounsaville to Warren H. Brewster for \$60,000.

WTWT, Stevens Point, Wisc., passed from Evans Radio Company to Stevens Point Broadcasting Company for \$54,000, while \$35,000 was the price for transfer of control of KCSJ, Pueblo, Colo., from Frank S. Hoag, Jr., to KMYR, Denver.

The Commission okayed the shift of 63 per cent of the stock in WMSL, Decatur, Ala., from Mutual Savings Life Insurance Company to Frank Whisenant for \$25,600, and the assignment of the license of WMMJ, Peoria, Ill., to WPEO, Peoria, for \$15,000.

Reorganization of KSWA, Graham, Texas, was okayed, with George W. Smith selling his controlling interest to the other partners—Clay E. Thompson, Jr., Harland V. Newsom and Guy C. Hutchinson, and Noel E. Thompson—for \$8.850.

Newspaper Strikers Buy Time On N. Y. Station

Turning to the air in an effort to keep their names before the public, the striking members of the New York World-Telegram & Sun, Newspaper Guild of New York, CIO, will present a 15-minute program, starting today over WLIB 6:45-7:00 p.m., EDT. The title, "Seven Star Final."

"Seven Star Final" will be broadcast every evening, except Sundays, for the duration of the strike. Many of the newspaper's big-time writers will appear on the show to report the news they have dug up during the day.

Meanwhile, M. E. Wood, managing editor of the World-Telegram & Sun, said that the paper has no immediate plans to augment their radio commitments. At present the paper is sponsoring "Today's Baseball" and "Sports Extra" over station WMGM.

EXECUTIVE SECRETARY

who represented key men in show business 15 years, available to radio, Hollywood or Broadway personality. Publicity-wise, experienced ghost writer.

Box No. 140, RADIO DAILY
1501 Broadway N. Y. C.



By SID WHITE

Man About Manhattan. . . !

● ● ● Folks around the Main Stem, who have been bemoaning the lack of the old-time razzle dazzle showmanship that used to pack many a hall in the old days, must have had their hearts warmed last Thursday nite when Ted Mack and the "Original Amateur Hour" staged their benefit show for the N. Y. Foundling Hosp. at Madison Sq. Garden. Using every promotion angle in the book and writing in a couple of new chapters to boot, the campaign, in the hands of a veteran group of movie and radio publicity operators, included a complete plastering of the town with 10,000 window cards, 500 subway station posters, two show trains from New England, an up and down the line 15-hour network guest appearance by Ted Mack plus an unparalleled number of spot announcements. Added to the support the metropolitan dailies gave the campaign, the net result added up to an S.R.O. house, the first standee house in the history of the Garden for a non-athletic event.

★ ★ ★ ★

● ● ● Herb Moss had himself a busy time last week. As pres. of his new Gotham Recording Corp., he went to Washington to sign up the U. S. Government as a recording account—as co-owner of the Great Talent Hunt, he negotiated a TV deal with Hank Morgan and NBC—and as a show-builder, he signed a deal with CBS to produce and direct its new hour-long AM and TV show, "Songs for Sale." Show, slotted for Friday nite, starts June 30th.

★ ★ ★ ★

● ● ● MAIN STREET SEEN-ery: Janis Paige strolling up W. 44th St., attracting the loudest whistles heard on Times Sq. since that day Marlene Dietrich stopped in front of the Paramount Theater to adjust her nylons. . . . John Payne looking pained as a B'way traffic light gets stuck. . . . Ray Bolger ducking in and out of after-theater crowds like a Notre Dame backfield ace. . . . Bernard Prockter, producer of "Big Story," standing in front of the out-of-town news-stand on 43rd and B'way, gazing at the Big Story in the various headlines. . . . Frank Sinatra and Jane Wyman getting the red-carpet treatment and Table Ten at the Barberry Room, missing, by seconds, an army of autographiends which had been tracking them down all evening. . . . Hopalong Cassidy looking with undisguised disgust at the weepy skies which greeted his circus opening at the Yankee Stadium. . . . Boris Karloff sulking in and out of the Peter Pan Playhouse like one of those cloak-and-dagger characters in a Sax Rohmar mystery.

★ ★ ★ ★

● ● ● Tod Andrews (last seen here in Tennessee Williams' "Summer and Smoke") has been signed by NBC for the starring role in TV Cameo Theater presentation Wed. nite of an original TV script author'd by Wm. Saroyan, titled "A Daughter To Look At." Andrews, who just returned from H'wood where he starred in the Ida Lupino-Collier Young film, "The Outrage," was personally selected by Saroyan for the video role. Albert J. McCreery will produce and direct the show with Ruth Ford playing opposite Andrews.

★ ★ ★ ★

● ● ● We've frequently given the nod to Tony Provost for the great job he's done in bringing WBAL-TV right up to the fore in Baltimore television circles—but we always seem to neglect mentioning Vic Campbell, whom Tony brought down there with him last Sept. as program manager. Which was pure oversight, as every time a visiting fireman arrives in town from Baltimore, he's a cinch to sing the praises of these two hustling ex-New Yorkers who are setting Baltimore on fire with their big time ideas.

Stress 'Red' Influence In Radio, TV Field

(Continued from Page 1)

names, according to these public records, to organizations espousing Communist causes. This, regardless of whether they actually believe in sympathize with, or even recognize the cause advanced. Three, to discourage actors and artists from naively lending their names to Communist organizations or causes in the future."

Names of radio personalities in the book include announcers, writers, commentators and actors with some of them identified with to network shows. In presenting their names "Red Channels" document their association with organizations allegedly sympathetic to Communism.

Choral Group Honored

Lawrence, Mass.—The Vocalaire one of WLAW's top attractions, added to their laurels by winning the grand prize as the outstanding mixed chorus at the annual North Shore Music Festival staged at Manning Bowl in Lynn, Massachusetts. Directed by J. Edward Comtois, the radio choral group of forty voices competed against fourteen groups from all sections of New England. WLAW's stars were presented with a cash award.

Hollywood's New COUNTRY CLUB HOTEL

- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairway and greens.

- Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.
Telephone: HOLLYWOOD 9-2701

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, June 23, 1950

Visual Indications In TV Servicing Stressed

Emporium, Pa.—Pointing out that although a TV receiver is five or six times more complicated than a radio set, Clarence L. Simpson, field engineer for Sylvania emphasized that it is not necessarily five or six times as difficult to repair.

"The reason why this is so," Simpson explained, "is because the TV serviceman can see many clues to TV set faults, whereas he has to rely on his ears for similar troubleshooting in the case of the radio broadcast receiver. The picture tube reveals many basic disturbances in TV circuit operation. Once the serviceman has acquainted himself with the particular pattern that shows clearly on the face of the picture tube, he can spot trouble almost at a glance. In radio set servicing the serviceman has to rely only on his ears. In TV servicing he can use both ears and eyes."

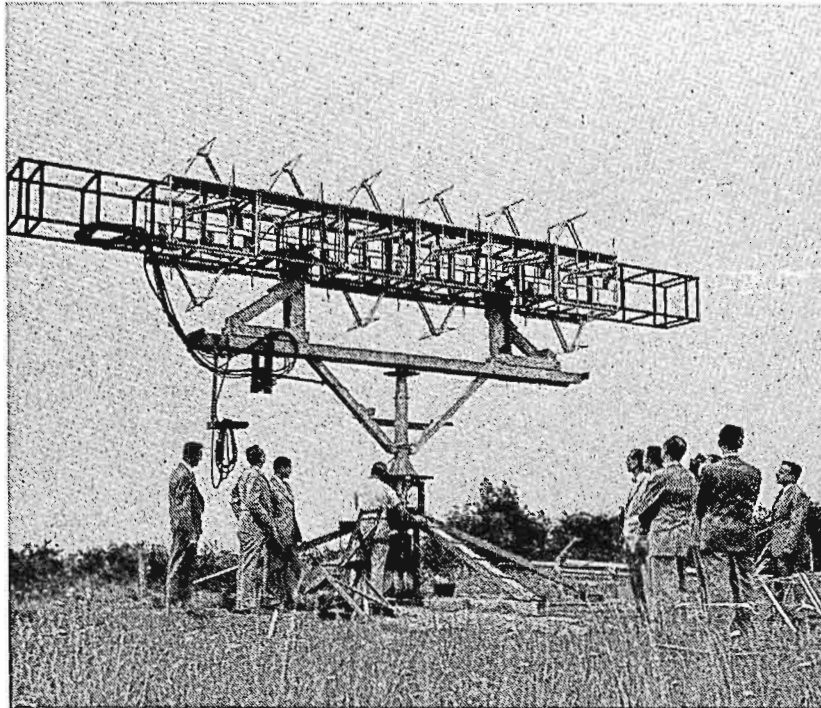
Offer New Testing Equipment
Precision Apparatus Co., Inc., Elmhurst, N. Y. now offers a moderately priced matched panel mounting combination TV, FM, AM testing and service laboratory. This new combination includes signal and mark generator, electronic tube tester and battery tester and sweep signal generator, all three mounted on standard matching panels. Also included are the new zero center vacuum tube voltmeter, multi-range test set and wide range, high sensitivity oscilloscope.

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Phone 2-7824



New television antenna, one of five designed for multiple video and FM antenna system on the Empire State Building, is shown on revolving turret during recent tests by RCA engineers at a site near Camden, N. J. L. J. Wolf, of RCA, extreme left; Dr. Frank J. Kear, consulting engineer of Kear and Kennedy, and C. W. Lyon, Jr., executive vice-president of Empire State, Inc., look on while R. S. Grimm, RCA engineer, monitors the test equipment. Group of interested on-lookers at right includes: H. E. Gihring and David Bain, both of RCA, and Thomas Howard, chief engineer of WPIX, New York.

Unique Test Among 225 Given Emerson TV Sets

Television receivers coming off the production lines of Emerson Radio & Phonograph Corporation receive 225 major basic tests, according to Charles Aho, chief line inspector of Emerson.

Vibration Gauged

A unique and vital test which their TV receivers undergo, is the vibration shaker, which Aho explained "is installed on the TV production line at the stage to receive the completely assembled chassis. At this point in the manufacturing process, the chassis has already received numerous checks and tests. As each chassis passes on to the vibration shaker, rough transit conditions are simulated. This test operation serves to shake loose cold solder connections and also reveal

Six Appointed By G. E. In Radio-TV Sales

Syracuse, N. Y. — Six new appointments to sales positions in the General Electric receiver division here have been announced by Arthur A. Brandt, general sales manager.

R. W. Ferrell has been made assistant general sales manager; David Davis, sales manager of TV receivers; D. S. Beldon, Jr., sales manager of radio receivers; E. J. Hendrickson and D. E. Weston, Jr., assistant sales managers of TV receivers; and G. O. Crossland, assistant sales manager of radio receivers.

The new appointments, according to Brandt, are part of expanding G. E. commercial operations in the radio and TV fields.

any potential weakness in tubes and other components."

PRODUCTION PARADE

Amplifier Available In Three Models
Sun Radio & Electronics Co., New York, N. Y., announce the addition of two new models of their Sun Radio All-Triode Audio Amplifier. The two new adaptations of the circuit designed by Consumers' Research of Washington, N. J., incorporate Peerless transformers. The new models are the CR-10-P and CR-10-Q.

TV Replacement Ballasts
Further expansion of its TV replacement ballast line is announced by Clarostat Mfg. Co., Inc., Dover, N. H. The two latest additions are Teletone Types TBR 103 D and TBR 104 D. Other numbers of the line are Teletone, Motorola, Belmont, Emerson and Stewart-Warner replacement ballasts.

Canadian Set Sales Show Sharp Rise

Montreal—According to the Radio Manufacturers' Association of Canada, radio set sales here have jumped sharply. A total of 57,294 units were sold during the month of April, comparing with 47,884 sets for the same period in 1949. This boosts the total radio set sales for the first four months of this year to 199,944 units against 186,662 in the corresponding period last year, the association pointed out.

Higher Priced Units Popular

The feature of April sales was an increase in the consumer demand for higher priced units. For example, 13,440 radios in the \$100 to \$125 range were sold, compared with 9,518 in April a year ago. Sales of units valued at \$175 to \$200 were tripled when 2,262 changed hands; volume in the \$200 to \$300 range was up slightly, but turnover was more than doubled at 1,460 units in the \$300 to \$500 range.

Keen demand was also shown for less expensive sets, with 12,605 items below \$30 clearing during the month, against 9,488 in the like period in 1949. In the \$30 to \$40 bracket, sales rose to 11,915 from 7,691, while \$65 to \$80 units rose in volume to 3,400 from 2,274.

Auto Radios In Demand

Automobile radios continued in popularity with April sales numbering 16,932 sets valued at \$1,581,054. The bulk of these—or 15,521 units were sold in Ontario at a value of \$1,484,916.

Similar improvements were recorded in Canadian sales of record players in April, the total rising to 1,540 units from 1,176 in April last year. For the first four months, sales in this category were 8,406 units against 5,033 in the same period a year ago.

Inventories of both radios and record players was substantially increased over the like period last year.

RADIO ELECTRONICS SCHOOL OF NEW YORK

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

LICENSED OPERATORS, TECHNICIANS AVAILABLE

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PLUG TUNES



WORDS and



MUSIC

PLUG TUNES

By TED PERSONS

GONE FISHIN'

recorded by

JIMMY ATKINS Rainbow
 BILL DARNEL Coral
 ARTHUR GODFREY Columbia
 JOHNNY GUARNIERI Admiral
 THREE SUNS RCA Victor

others to follow

LEO FEIST, INC.

Now Breaking for a Smash!

SAY WHEN

Dick Haymes & Evelyn Knight
(Decca)

Owen Bradley (Coral)

Zee & Jim (Royalty)

Richard Hayes (Mercury)

Others to follow . . .

Duchess Music (BMI)

Heading for No. 1

COUNT EVERY STAR

Paxton Music, Inc.

In Full Bloom!

American Beauty Rose

JEFFERSON MUSIC CO.
1619 Broadway New York City

I WISH I KNEW ASK MY HEART

RCA-Victor Records by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

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.

● ● ● GAZETTE: While abroad, Frank Sinatra will take an excursion to Berlin with his troupe to entertain the occupation forces on July 4th. . . . Johnny Desmond scores again with "Pigalle." C'est si Bon! . . . Alfredo Antonini will conduct four concerts by the Dominican Republic National Symphony Orchestra the week of July 29th in Ciudad Trujillo. . . . Eileen Barton goes into Ciro's, Hollywood, in September, then takes two giant steps back to New York to open at the Capitol Theater. . . . Bandleader Elliot Lawrence broke all attendance records at Cincinnati's Coney Island. . . . Robert Merrill headlines the show opening at the Roxy, New York, today. . . . Bobby Byrne moves to Palisades Park, N. J., from the Arcadia Ballroom. . . . Sara Vaughan will join forces with Woody Herman for a concert-theater tour following her Paramount date in September. . . . Songstress Jean Tighe goes on WATV Tuesdays, Wednesdays and Thursdays, 9:00 p.m. for A.B.C. Plastics. . . . At the BMI picnic, the girls' soft-ball team shellacked the men's team. . . . Vic Damone, Guy Lombardo, Lorenzo Fuller and the Denton (Tex.) Civic Boy Choir (ages eight to fifteen) will guest on the Art Fort WPIX show on behalf of the National Amputation Foundation. . . . Diane Green, publicist, is marrying Jay Chernis, song-writer, on Sunday afternoon at the Penthouse Club.

☆ ☆ ☆ ☆

● ● ● Is Paul Weston leaving Capitol? . . . The first side to be cut by Kate Smith for Ted Collins' new recording company (as yet unnamed) will be Leo Fuld's "Where Can I Go?" . . . Perry Como waxed "If You Were My Girl," a bright rhythm tune by Johnny Bradford and Tony Romano, a couple of days ago. The record is due for a quick release because it figures to go big. . . . Pioneers in the development of library music especially designed for television, Associated Program Service is today servicing 65 per cent of the country's TV stations. . . . Doris Day's "I Didn't Slip, I Wasn't Pushed, I Fell" will keep Doris in the Columbia fold. Set to leave the waxery, Doris is excited over the way they're pushing what she considers to be her greatest disc.

☆ ☆ ☆ ☆

● ● ● Chappell has acquired the Kay Swift score for the forthcoming Howard Hughes film tentatively titled, "Come Share My Love." The ballad, "Once You Find Your Guy," has all the earmarks of being "it"; but performance has been restricted until the title of the film is definitely set. . . . The "Petite Waltz" is both a dance step and a tune which originated in Belgium and became a Continental craze. At the Roosevelt Grill last night, the dance-step was introduced to the American public by the Fred Astaire Dance Studios and the tune by the 3 Suns (who have already recorded it with Larry Green for RCA Victor). The American publisher is Duchess Music. . . . Notice has been received that Winnie Garrett, stripper at the Ha Ha Club, has formed Garrett Music and is publishing "Knock On Wood." Winnie grinds at 33 1/3 RPM. . . . Add another sprig to the bouquet: "Hot Dogs and Roses" (honest!) by Joe Schuster and Leo Pearl, in which The Chicago Fair of 1950 has expressed interest as a possible theme song. . . . Bernie Wayne has been signed to write the score for the forthcoming picture about Ray Robinson.

☆ ☆ ☆ ☆

● ● ● Sammy Kaye brings his ork to the Starlight Room of the Waldorf-Astoria for four weeks beginning June 29th. "So You Want To Lead A Band" (the TV version of which is proving a click on WNBT Sunday nights) will be a nightly feature. . . . Dr. Roy Harris will supervise eight Saturday afternoon concerts from the Cumberland Forest Festival in Tennessee for NBC (network without WNBC, 1:30 p.m.; rebroadcast on WNBC Sundays, 11:30 p.m.). The concert series will be devoted to modern chamber music by leading 20th Century composers.

☆ ☆ ☆ ☆

Rene Coast RCA Head Of Artists-Repertoire

Henri Rene, well-known music figure and for the past five years a associate musical director of RCA Victor popular records, has been appointed West Coast manager of the company's Artist and Repertoire Section, it was announced yesterday by Paul A. Barkmeier, vice-president and general manager of the RCA Victor record department. Rene assumes the post previously held by Walter Heebner, who resigned.

Rene, who for the past 25 years has been prominent in the music world as a pianist, radio artist, a ranger and conductor, has been with RCA Victor since 1945. As a associate musical director, he has arranged and conducted recording sessions for the company's popular recording artists.

Served Army In War

Prior to joining RCA Victor, served in the Special Service branch of the U. S. Army, and from 1942 to 1945 produced soldier shows for overseas presentation and conducted two radio shows weekly for the Fourth Service Command.

Born in New York, he received his musical training both here and abroad. In the late 1920's he toured with a two-piano act.

Another BMI Pin-Up Hit!
M-I-S-S-I-S-S-I-P-P-I
 Published by Acuff-Rose
 Recorded by
 Kay Starr (Cap) Red Foley (Decca)
 Bill Darnel (Coral) Ella Fitzgerald (Decca)
 Bradford & Romano (Vic)
 Jack Pleis (Lon) Art Mooney (MGM)
 Curley William (Col)
 Licensed exclusively by
BROADCAST MUSIC, INC.

JUST RELEASED:

Robert Merrill's

WANDERIN'

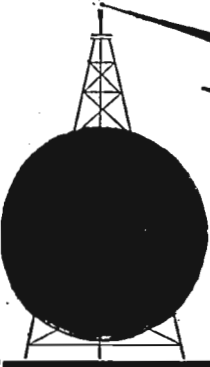
on RCA Victor (red seal)

Making a Classical Pop

A Popular Classic

REPUBLIC MUSIC CORP.

607 Fifth Ave. New York, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 60

NEW YORK, MONDAY, JUNE 26, 1950

TEN CENTS

REORGANIZATION OF RMA UNDERWAY

NAB Takes Strong Stand On ASCAP TV-Pact

Seek Per Program License Pact For Video

Indicating that NAB will make a determined fight to get "a fair and equitable television per program license agreement with ASCAP," the board of directors at their closing meeting in Washington last week adopted strong resolutions on the issue and took steps to raise a fund to

(Continued on Page 7)

Five CP's Approved; Other FCC Activities

Washington Bureau of RADIO DAILY Washington—The FCC last week okayed a new 250-watt station, to operate on the 1010 band, daytime, in Lexington, Neb. Licensee will be the Nebraska Rural Radio Association.

Several other daytime stations were also authorized, including one for New Rochelle, N. Y., to operate on the 1460 band with 250 watts.

(Continued on Page 5)

Old Gold Adds Stations On ABC For Amateur Hr.

P. Lorillard Company, makers of Old Gold Cigarettes have announced that 24 additional stations of ABC will carry the weekly broadcasts of Ted Mack and the Original

(Continued on Page 2)

Trio Of TV Sponsors For McNeill TV Show

General Mills, Philco and Swift and Company, present sponsors of ABC's Breakfast Club on radio, will be the co-sponsors of the full-hour Don McNeill TV show which will premiere on the network from Chicago in September. Sponsor contracts were signed Friday as McNeill and family sailed on the Queen Mary for a six-week vacation in Europe. Arrangement calls for two sponsors to carry half-hour periods each week with the third sponsor taking one of the time segments every other week.

FM Radio Improving, Zenith Exec. Reports Sponsor Increase Reported By Transit

Chicago—FM is definitely reviving despite pessimistic stories that followed the closing of a few FM stations early this year, according to Henry Bonfig, vice-president in charge of sales, Zenith Radio Corporation, at a press conference held at the Furniture Mart here.

Mr. Bonfig stated that the number of FM stations operating profitably is increasing month by month, all

(Continued on Page 5)

Ten new national and regional advertisers, bringing the total to 88, have now been signed by Transit Radio, according to an announcement made yesterday by Frank E. Pellegrin, vice-president in charge of sales.

Among the new users of transit radio advertising are: Best Foods, Co., Griffin Shoe Polish, Hallmark Greeting Cards, Ladies Home Jour-

(Continued on Page 2)

Gov't Buying Heavily Of Equipment Mfrs.

Washington Bureau of RADIO DAILY Washington—U. S. Government orders of radio transmitting and communications equipment, including radar, from members of RMA in the first quarter of 1950 rose substantially as sales dropped slightly

(Continued on Page 6)

Clothing Union Sponsors Town Meeting In 2 Cities

As part of its union-label campaign, the Amalgamated Clothing Workers of America, sponsors of "America's Town Meeting" in New York and Washington, will extend its sponsorship to Los Angeles and Detroit, it was announced by George

(Continued on Page 2)

Committee Named To Further Planning

Washington Bureau of RADIO DAILY

Washington—RMA president Robert C. Sprague Friday named a reorganization committee to carry out the mandate of the membership of the Radio-Television Manufacturers Association to formulate a reorganization plan for the association, including its recommendations as to the

(Continued on Page 4)

BAB Divorcement From NAB Planned

Early separation of BAB from NAB was assured last week as the NAB board agreed upon appointment of a five-man committee to prepare a plan for separation of the sales arm of the association.

Committee members, all selected from the board, are Robert D. Swezey, WDSU-TV, New Orleans;

(Continued on Page 4)

Pepsi Cola Buys ET's For Test Series On WDIA

Pepsi Cola has bought a transcription series featuring the Golden Gate Quartet for a test run at WDIA, Memphis, Tenn. Transcription Sales, Inc., packager of the shows announced yesterday. Plans

(Continued on Page 2)

Radio Receiver Production Shows Increase; TV Declines

Washington Bureau of RADIO DAILY Washington—Production of home radio receivers, including portables, increased in May as the TV total dropped slightly below the record level of the past two months, RMA said Friday.

May production of home radios by RMA members totalled 693,592, compared with 648,352 the preceding month. In addition, RMA member-companies manufactured 206,464 automobile radios during the month of May.

TV set production in May

amounted to 376,227, compared to 420,000 sets in April. Average weekly rate in May at 94,057 sets was 10 per cent under the high April rate. The RMA report covers four work-weeks in May through Friday, May 26.

RMA reported 86,405 sound sets with FM dials in May, and 30,582 TV receivers contained FM facilities.

Total of TV sets turned out so far this year by RMA companies is 2,024,183, with 3,066,604 sound radio sets.

TV Audience Grows

Television sets in the New York market area have more than doubled in the past year, according to the latest figures prepared by the NBC research department. On June 1, 1950, the figure stood at 1,365,000. Last year on the same date, the number of sets totaled 650,000. The figures are contained in the data chart to be released this week.

Bedside Service

After 15 years of getting out of bed at the crack of dawn for his 6:30 a.m. record show on WFIL, Philadelphia, LeRoy Miller has finally gotten the mountain to come to Mohammed—or rather, the microphone to come to his bedside. Lines have now been installed from WFIL to Miller's house, making it possible for him to get an extra hour's sleep.



Established Feb. 9, 1937

Vol. 51, No. 60 Mon., June 26, 1950 10 Cts.

JOHN W. ALICOATE : : Publisher

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

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WEST COAST OFFICES
Ethel Rosen, Office Manager
Irv Hamlin, Representative
6425 Hollywood Blvd. Phone: Gladstone 8436

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

SOUTHWEST BUREAU
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491

ROME BUREAU
John Perdicari
Ludovisi 16

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

FINANCIAL

(June 23)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Nct | Chg. |
|-----------------|---------|---------|---------|-----|-------|
| ABC | 13 1/4 | 12 7/8 | 12 7/8 | — | 3/8 |
| Admiral Corp. | 35 3/8 | 35 3/8 | 35 1/2 | — | 3/8 |
| Am. Tel. & Tel. | 158 7/8 | 158 3/8 | 158 7/8 | + | 1/4 |
| CBS A | 34 1/8 | 33 3/8 | 33 7/8 | — | 1/4 |
| CBS B | 33 3/8 | 33 3/8 | 33 3/8 | — | — |
| Philco | 59 1/4 | 59 | 59 1/4 | — | — |
| Philco pfd. | 109 5/8 | 109 5/8 | 109 5/8 | — | — |
| RCA Common | 22 | 21 3/4 | 21 7/8 | — | 1/8 |
| RCA 1st pfd. | 77 | 76 | 76 | — | — |
| Stewart-Warner | 17 3/8 | 17 | 17 | — | 3/8 |
| Westinghouse | 36 | 35 3/8 | 36 | + | 3/8 |
| Zenith Radio | 63 | 61 1/2 | 61 5/8 | — | 1 3/8 |

NEW YORK CURB EXCHANGE

| | | | | | |
|------------------|--------|--------|--------|---|-----|
| Hazeltine Corp. | 21 1/2 | 21 1/4 | 21 1/4 | + | 1/4 |
| Nat. Union Radio | 4 5/8 | 4 1/4 | 4 1/4 | — | 1/4 |

OVER THE COUNTER

| | | |
|-------------------|------------|--------------|
| DuMont Lab. | Bid 24 1/8 | Asked 25 1/8 |
| Stromberg-Carlson | Bid 15 3/4 | Asked 17 1/4 |

Joins WNYC Staff

Alan Carter has joined the staff of WNYC as assistant program director, Seymour N. Siegel, director, announced on Friday.

LIBEL

Invasion of Privacy
Plagiarism • Piracy •
Copyright

INSURANCE

For the Wise Publisher
OUR UNIQUE EXCESS POLICY
provides adequate protection
Surprisingly inexpensive.
CARRIED NATIONWIDE

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★ COMING AND GOING ★

HARRY S. AKERMAN, executive head of CBS radio and television, who spent last week in New York, left yesterday for Hollywood, where he makes his headquarters.

LOUIS NEVIN, manager for Associated Press in Madrid, Spain, is expected in New York today aboard the Ile de France.

GEORGE DUNHAM, television sales manager of CBS Radio Sales in New York, and **SAM DIGGES**, sales manager for TV for Radio Sales in Chicago, have left on a business trip to Salt Lake City and Los Angeles.

BEN B. BAYLOR, JR., assistant general manager and director of sales for WMAL and WMAL-TV, in New York for conferences with American network executives.

TERRY GALANCY, producer with Video International, package agency, is back in New York following a two-week trip to the West Coast.

MORT NUSBAUM, early-morning emcee on WHAM, Rochester, N. Y., spent the week-end in New York, during which he attended the annual show-biz outing.

HAL DAVIS, vice-president and director of publicity at Kenyon & Eckhardt; **HERB LONDON**, assistant director, and **RUTH FAIRCHILD**, director of women's publicity, have returned from Battle Creek, Mich., where they participated in the civic celebration with their client, Kellogg Company.

CHRISTOPHER LYNCH, tenor, sailed Saturday aboard the Mauretania for a trip to England and Ireland. He is accompanied by MRS. LYNCH and their three children.

E. H. SHOMO, general manager of KMOX, Columbia's O & O station in St. Louis, is in New York on business.

KAY ROBERTS, radio and TV agent, and **SIDNEY ASCHER**, publicist, have returned from Washington, D. C.

JAMES M. CECIL, president of Cecil and Presbrey, advertising agency, tomorrow will arrive from Europe aboard the Caronia. MRS. CECIL is with him.

BOBBY COLT, Admiral Records singing star, returning from an engagement at Brant Inn, Burlington, Ontario.

Sponsor Increase Reported By Transit

(Continued from Page 1)

nal, The Murine Co., People Today magazine, Pequot Mills, Inc., Spring Cotton Mills, Bankers Life & Casualty Co., Helene Curtis Shampoo and Three Daughters, cosmetics.

In the period March 1st-June 1st, local advertisers increased from 311 to 388. Largest gains were made in the categories of appliance and furniture dealers, amusements and automotive dealers.

Total number of advertisers using transit radio increased from 389 to 476 during the three-month period.

Old Gold Adds Stations On ABC For Amateur Hr.

(Continued from Page 1)

Amateur Hour, effective with the broadcast of June 29. The program presently is heard over 204 stations of ABC. New stations to carry the broadcast are:

KPQ, Wenatchee, Wash.; KEIO, Pocatello, Idaho; KNOD, Modesto, Cal. (Effective July 6); KMA, Shenandoah, Ia.; WALB, Albany, N. Y.; WCOG, Greensboro, N. C.; WHKY, Hickory, N. C.; WNFJ, Wilmington, N. C.; WFIB, Fayetteville, N. C.; WLVA, Lynchburg, Va.; WBTM, Danville, Va.; WHLF, So. Boston, Mass.; WKTY, La Crosse, Wis.; WGEM, Quincy, Ill.; KALB, Alexandria, La.; WJPS, Evansville, Ind.; WGAD, Gadsden, Ala.; WLAN, Lancaster, Penn.; WEEU, Reading, Penn.; WBSA, York, Penn.; WAEB, Allentown, Penn.; WEAV, Plattsburg, N. Y.; WNBZ, Saranac Lake, N. Y.; WJOY, Burlington, Vt.

To Inaugurate New Series

WHOM, multi-lingual ind. will inaugurate a daily Italian language broadcast dedicated to the Italian language speaking population of Staten Island, today. The program will feature items of special interest to Staten Islanders and will be broadcast daily at 3:30 p.m., EDT.

In terms of Italian language speaking population, Staten Island, (Richmond County) has the highest ratio of Italian speaking population of any of the city's five counties.

Pepsi Cola Buys ET's For Test Series On WDIA

(Continued from Page 1)

call for a 13-week test, following which the show may be extended to other stations in the Southern market.

This is the first time that Pepsi has purchased a package show with open-end commercials and special spots for Pepsi Cola are now being prepared by the quartet and Tom Scott.

Handling the transaction is The Biow Company. Account executive is Bob Brawn.

Clothing Union Sponsors Town Meeting In 2 Cities

(Continued from Page 1)

V. Denny Jr., moderator of the program.

The two added stations will be KECA, Los Angeles, and WXYZ, Detroit. Thirteen-week contracts have been signed with each station, effective July 4. Amalgamated began its union-label campaign of the program on March 7, in New York and added Washington two weeks later.

Joins CBS Legal Staff

Hollywood — Charles Woodard, Jr., has joined the staff of Ned Marr, director of Legal-Personal Relations at CBS, as assistant resident attorney. Woodard, a graduate of UCLA, received his law degree at Stanford.

AM Station For New Rochelle

Application for a new AM station has been granted to the New Rochelle Broadcasting Service, New Rochelle, N. Y. The station will operate on 1460 kc., 500 W., daytime only.

Charles Singer Hospitalized

Charles Singer, assistant chief engineer of WOR, is in Mount Sinai Hospital, New York, recovering from an abdominal operation.



"ME AND RADIO ARE REAL GOOD PALS"

Here's a man who knows how to choose his friends. Knows that the faith he's put in radio is going to pay off—in advertising results. Because radio is the advertiser's best friend. We've got the proof—definite proof in a great record for results.

In Baltimore, W-I-T-H is the station that gives you big results—low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other station in town. And that means a small budget can do a big job.

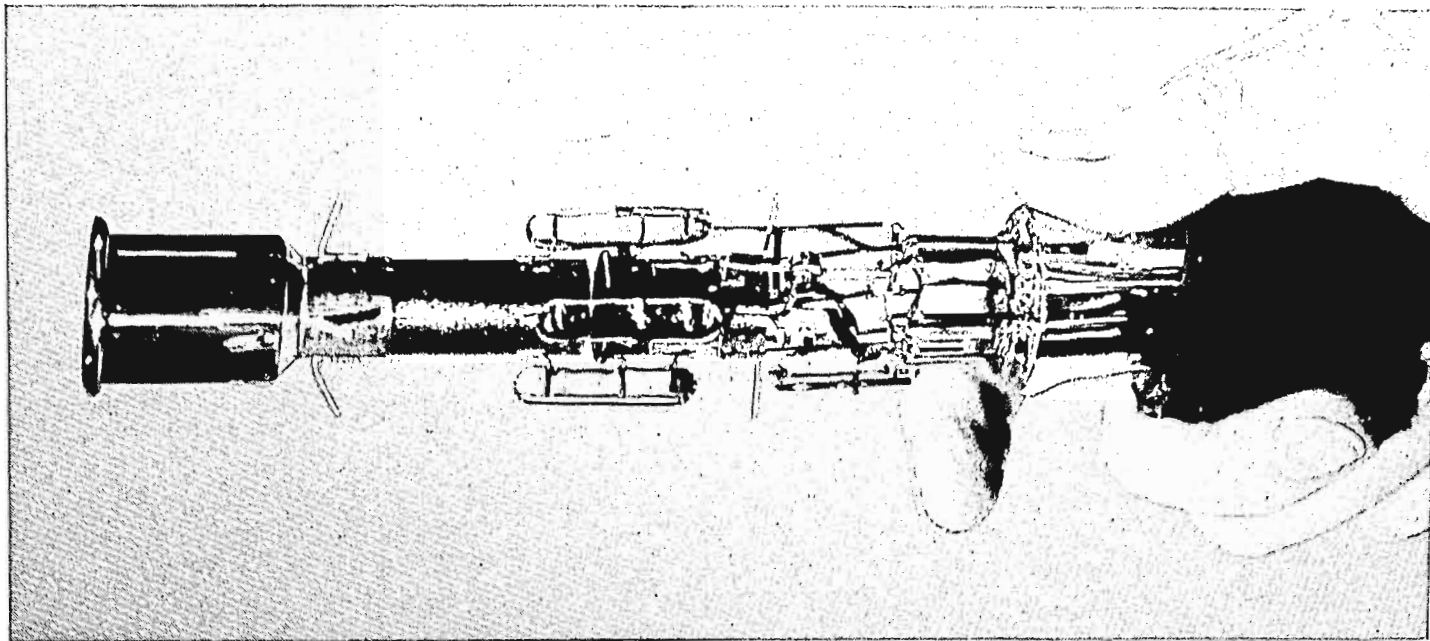
Your Headley-Reed man will be happy to give you the complete story. Why not see him today?



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



Electron gun which generates the pencil-like beam or "brush," of electrons that paints the television picture on the kinescope's luminescent face.

Wonderful peacetime "gun" shoots electrons

How a pencil-thin electron stream
"paints" television pictures on TV screens

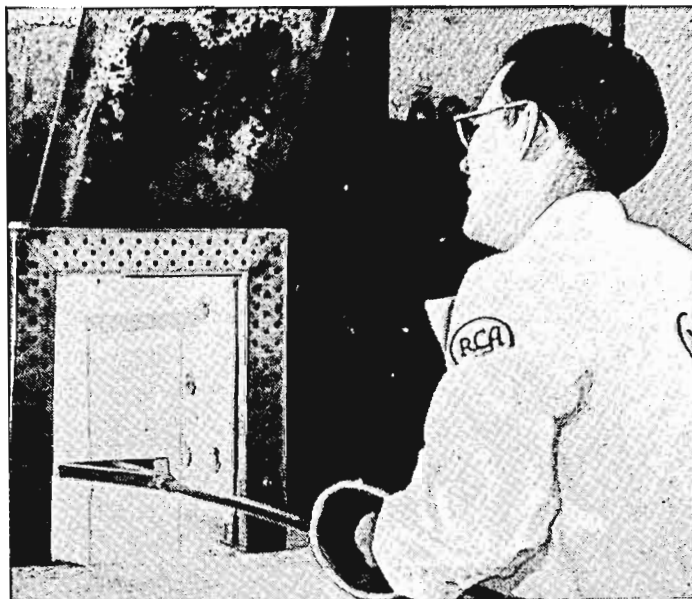
No. 7 in a series outlining high
points in television history

Photos from the historical collection of RCA

● Though television now is familiar to millions, few know what makes pictures on the screens of home receivers. And little wonder! This, to most laymen, is a highly complex operation.

Many factors are involved, but in home receivers the kinescope tube—developed by Dr. V. K. Zworykin of RCA Laboratories—is undoubtedly most important. The face of this tube is the receiver's "screen." On it, an amazing electron gun paints pictures in motion.

Inserted inside the kinescope—in a vacuum 10 times more perfect than you'll find in any standard radio tube—this electron gun is machined and assembled with watchmaker precision . . . to 1/1000th of an inch. Such care is necessary to assure that the electron stream, emitted by an electrically heated surface, is under perfect control—compressed into a tiny beam, in perfect



After this white-hot block of luminescent material is taken from the furnace, it will be spread on the face of a kinescope to form the screen for television pictures.

synchronization with the electron beam in a distant television camera.

In obedience to a signal originating in the camera controls—then telecast and received in your home—this electron beam moves back and forth across the luminescent screen of the kinescope . . . to paint areas of light and shade. In turn, your eye automatically "combines" these areas, and sees a picture!

One of the miracles of all this is that, although the electron beam moves across the face of the kinescope 525 times in a *thirtieth of a second*—not a single mechanical moving part is involved! Thus there is no chance, in a kinescope, of any mechanical failure.



Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION

RMA Reorganization Getting Underway

(Continued from Page 1)
employment of a salaried president. Authorization for the reorganization, including a change in the name of RMA, was voted unanimously by the Association's convention June 5-8 in Chicago.

Dr. W. R. G. Baker was named to chair the RMA television committee. The RTMA reorganization committee will carry on the work inaugurated during the past year by the reorganization and services committee under chairman J. J. Kahn.

Past president Max F. Balcom will chair the new reorganization committee, with Kahn, vice-chairman.

Membership of the committee, together with company affiliations, follows:

Max F. Balcom, chairman, Sylvania; J. J. Kahn, vice-chairman, Standard Transformer; Benjamin Abrams, Emerson; W. R. G. Baker, General Electric; William Balderston, Philco. Alternate, L. F. Hardy; W. J. Barkley, Collins Radio Company; Frank M. Folsom, RCA. Alternate, J. B. Elliott; Paul V. Galvin, Motorola; Arie Liberman, Talk-A-Phone Company; W. A. MacDonal, Hazeltine; E. F. McDonald, Jr., Zenith; Alternate, H. C. Bonfig; Leslie F. Muter, The Muter Company; A. D. Plamondon, Jr., Indiana Steel Products Company; Robert C. Tait, Stromberg-Carlson.

Membership of the new television committee includes the following: Dr. W. R. G. Baker, Chairman; Benjamin Abrams; Max F. Balcom; W. J. Barkley; H. C. Bonfig; R. C. Cosgrove, past president of RMA; John W. Craig of Crosley; Allen B. DuMont; J. B. Elliott, RCA Victor; Paul V. Galvin; G. M. Gardner of Wells-Gardner; W. J. Halligan of Hallcrafters, and L. F. Hardy of Philco.

Philco, Sylvania Execs In New Posts With RMA

Washington — Philco vice-president David B. Smith was named vice-director of the RMA engineering department Friday by Dr. W. R. G. Baker, who is director.

Virgil M. Graham of Sylvania was named associate director.

Wedding Bells

St. Louis, Mo.—Tilly Causey, secretary to Hal Fredericks, KXOK, has announced her engagement to Otto Henry Grosse, Jr. They plan to be married August 4th, and will fly to Dijon, France, where Grosse will enter the University of Dijon.

The Land of the Free

Dramas of American Opportunity
This week: Amos Elbridge Stewart

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



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Although the film has not yet entered production and may not be ready for three years, Cecil B. DeMille's proposed "The Greatest Show On Earth" will, in another two months, begin flooding the air waves in a thousand devious ways, with circus atmosphere. It will be the greatest all-out publicity campaign ever put on by any film studio. . . . Sid Skolsky and ABC are near the marriage stage. The "home" would be Schwab's Drugstore, natch. . . . Neil Hamilton takes a one-week vacation from his "H'wood Screen Test" chores following the July 1st stanza. The vacation? He'll play in a Lake Hopatcong stock production of "Harvey." . . . After waiting for months, Robert Q. Lewis finally snagged a pair for "So. Pacific" for Wed.—only to discover that that's when he starts his new CBS series. . . . Dinah Shore practically set for revival of "Chocolate Soldier" at Carnegie Hall late this year.

☆ ☆ ☆ ☆

● ● ● Jack Lait, Mirror editor and veteran crime reporter, starts his new NBC series, "Confidentially Yours," on July 7th. (Jack just got back from a swing around Chicago, St. Louis and Kansas City where he clicked big with his 'inside' stuff on crime). . . . Lee Tracy taking a whirl at TV via kinescope series. . . . CBS-TV paging Larry Parks and Betty Garrett to take over one of their top shows which is fading fast. . . . Sid Paul narrating "Superman" and doing his usual classy job. . . . Burt Brazier back in town after a lengthy illness and looking great. Playing a lead now on "Modern Romance." . . . Isn't Marc Daniels really going to the coast to direct Burt Lancaster in a filmed TV series? . . . By the time TV gets that new picture, "Winchester '73," sez Jean Carroll, "It'll prob'ly be called "Slingshot 5½."

☆ ☆ ☆ ☆

● ● ● Loyalty Test: The Exchange Tavern on 42nd St. features two TV sets—one for Giant fans and the other for the Dodger rooters. . . . Dennis James the victim of a virus infection and bedded at a New Rochelle hospital. . . . The aviation age has finally caught up with TV. Lou Dahlman will inaugurate air freight delivery for his terrific collection of Shubert props, furniture, sets, costumes, drapes, etc., to Chicago, Cleveland and Baltimore on a daily basis starting July 15th. . . . Sudden thaw: The more you see Ted Lewis on video with his old hat, the more you realize that his material is never old hat. . . . Benny Goodman back from a European jazz concert tour. . . . Send a cheer-up note to Maxine Keith at Polyclinic Hosp. . . . Radio nets, hungry for new advertising outlets, will closely observe taxicab riders' reactions to new method of poster advertising in the cabs. . . . Jack O'Brian's series on Arthur Godfrey in the Journal-American is first-rate reading.

☆ ☆ ☆ ☆

● ● ● Herald-Trib radio columnist John Crosby gets the profile treatment in July issue of Coronet mag. Article tags him as "The Gadfly of Radio." . . . Norman Blackburn huddling with Romo Vincent and Andy Russell and Della for a TV series with a musical comedy thread. . . . Note from Wally Gould (now half of McAdam-Gould Ltd.) informs that they've got the "Mickey Finn Show," adapted from the McNaught comic strip. Leonard L. Levinson will do the scripting. . . . CBS has bought a new summer comedy series from World Video tagged "Comedy Theater," which bows on July 2nd. . . . Postcard from Jim Boles and his missus (Athena Lorde) who are down in Puerto Rico filming "The Man With My Face" for Ed Gardner. . . . Bert Lahr starts his CBS-TV series in the Fall.

BAB Divorcement From NAB Planned

(Continued from Page 1)
Edgar Kobak, WTWA, Thomson, Ga.; Charles Caley, WMBD, Peoria, Ill.; Allen M. Woodall, WDAK, Columbus, Ga.; and William B. Quanton, WMT, Cedar Rapids, Ia.

Target date for the separation is April 1, 1951, conclusion of the present fiscal year of the association. The instructions to the committee proposed that the final plan presented should anticipate independent financial status for BAB.

Action was taken after a report by William B. Ryan, general manager of the association on organizational matters, and a special report by Maurice B. Mitchell, BAB director.

Joins WIP Sales

Philadelphia—Clyde R. Spitzner has joined the sales department of WIP as the station's local commercial manager. Spitzner's appointment was disclosed by Gordon Gray vice-president and director of sale at WIP, simultaneously with Spitzner's announcement that he would leave the post of Executive Director of the Philadelphia Junior Chamber of Commerce.

The station's new local sales manager served with the Junior Chamber since early 1948, coming there from the position as assistant to the president of Foster, Miller & Bierly Inc., Philadelphia.

Japanese Visit NBC Radio

Hollywood — Shosin Aoki, radio head of the Japanese Ministry of Education, and Seigo Yamazaki education head of Radio Tokyo, are now in Hollywood under auspices of the State Department, studying educational radio and public service broadcasting as guests of Jennings Pierce, NBC director of Public Service. The visitors leave for Japan after completing their two-month study of radio in the U. S.

Mr. Time Buyer:
Before you run off on your vacation,
check your Fall schedule against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!

1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS ONLY \$13.00 EACH (360 TIME RATE)

Available Right Now: Spots between High-Rated National Shows! Spots on or between long-established Local Shows! News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE (MBS)
NATIONAL REPRESENTATIVES
RA-TEL
420 LEXINGTON AVE., N.Y.C.
50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Five CP's Approved; Other FCC Activities

(Continued from Page 1)

and another to operate in Barnesboro, Pa., on the 950 band with 500 watts. Permittee in New Rochelle is the New Rochelle Broadcasting Service, headed by Julian H. Gins, licensee of FM station WGMR, New Rochelle. The North Cambria Broadcasters, Inc., is permittee in Barnesboro.

Daytime operation with one kilowatt on the 970 band was okayed for Radio Jonesboro, Jonesboro, Ark., while the Oskaloosa Broadcasting Co. was granted a permit for operation on the 740 band with 500 watts daytime in Oskaloosa, Ia. Several new assignments were also announced. WDMJ, Marquette, Mich., goes from the 1340 band with 500 watts, unlimited, to the 1320 and with one kilowatt, unlimited. CWBG, Boone, goes from daytime unlimited on the 1590 band, retaining daytime power of one kilowatt and using 500 watts night.

Oregon Station Ups Power

KNPT, Newport, Ore., moves from the 1230 to 1310 band, increasing its power from 250 watts, unlimited, to one kilowatt, unlimited. KWIE, Kennewick, Wash., moves from the 1230 band to the 610 band, increasing its power from 250 watts, unlimited, to one kilowatt, unlimited, while WEED, Rocky Mount, N. C., makes the same increase in power as it goes from 1450 kc to 1390 kc.

WKNK, Muskegon, Mich., was permitted to increase its power on the 1600 band from one to five kilowatts unlimited, and WPAB, Ponce, Puerto Rico, was permitted to move from the 1370 to the 550 band, changing its power from five kilowatts unlimited to one kilowatt, night, and five kilowatts day.

The FCC okayed the request of two stations for 90-day periods off the air while they refinance and reorganize. The stations are KWBM, Williston, N. D., and KSTV, Stephenville, Texas.

Emerson Declares Div.

The board of directors of Emerson Radio & Phonograph Corporation yesterday declared a quarterly dividend of 25 cents per share on 1,759,410 shares of capital stock outstanding, payable on July 15, 1950 to stockholders of record on July 5, 1950. The number of outstanding shares of capital stock was increased on June 2, 1950 from 879,805 to 1,759,610 as a result of the change each share in capital stock into two shares as authorized by the stockholders at a special meeting.

WANTED

Account Executive on part-time basis for recording studio in N.Y.C. Send reference c/o RADIO DAILY, Box 145, 1501 Broadway, New York 18, N. Y.

THE WEEK IN REVIEW

... Radio-TV Highlights

THE National Association of Broadcasters board of directors took a large share of the headlines last week as they held their board meeting in Washington. Finance and personnel were the big questions facing the industry leaders. While the budget was cut for the coming year, finances in general were reported to be sound. Several resignations were announced and committees were reorganized.

Radio activities in the nation's capital also centered about the FCC as transfer of eight stations was approved. George E. Sterling was confirmed for a new term on the Commission, and a brief was filed in the U. S. Court of Appeals questioning an FCC decision in an Alabama case. In a hearing on Sterling's nomination to the FCC, Senator Tobey injected another issue, suggesting that TV be moved to UHF. Another government agency, the FCC, gave a green light to anti-histamine advertising, provided it limited claims.

Elsewhere in Washington: the FCC asked for further data from Zenith on phonevision; the Liberty network was negotiating for a full-time outlet; WOIC was sold by the owners of WOR in New York to WTOP, Inc., the Washington Post station. And the FCC approved the NBC Saturday TV shows.

Evidence of radio's strength was contained in a number of items during the week. Two West Coast surveys showed its power over other advertising media and Elmer Davis noted at Kent, Ohio that radio news programs were secure for a long time to come. Bayer Aspirin, while noting TV's influence on nighttime radio, bought morning radio time in 15 markets. Other sponsors buying radio time were Tide, the American Medical Association and General Foods.

Expansion plans included the opening of a new Nielsen office on the coast and extension of out-of-home surveys to other markets by Pulse. Also, WQXR programs were set to be carried by the 11-station FM Rural Radio Network.

The Better Business Bureau of New York readying a mass meeting on June 28 to announce its code for advertising and selling of TV sets, met with the Television Broadcasters Association and others to get complete backing.

TV held the spotlight in a number of places including the Philco con-

vention in Atlantic City. Price cuts on sets were announced by several manufacturers. Television producers in Hollywood and New York banded together in one organization. And the old question of TV's influence on sports events loomed again.

Names in the type were: Allen B. DuMont, named chairman of the R-TMA excise tax committee; Fortune Pope elected president of WHOM; Harry S. Ackerman, appointed executive head of CBS radio and television and Don McNeil, who signed a long-term pact with ABC covering radio and television.

Theaters got a warning about TV's effect on their business from Richard Hodgson of Paramount. And the CBC chairman, A. D. Dunton, spoke of cuts to bring expenditures in line with revenues. . . . Radio and TV rights were given to Mutual and NBC for the all-star baseball game. . . . ASCAP set June 28 as date for opening a three-day meeting of division managers.

A decision on color TV was seen near. . . . ACA was expelled from the CIO. . . . Sindlinger & Company, Inc. dropped its charges against Hooper. . . . ECA documentaries from Italy were distributed to a number of trial stations.

FM Radio Improving, Zenith Exec. Reports

(Continued from Page 1)

though the industry is still in a somewhat difficult position. The number of licensed FM stations on the air today is nearly two-thirds greater than last year.

Monthly Figures Impressive

Monthly production figures tell the story, Bonfig declared, disclosing that April output of FM sets in 1950, was nearly double the April, 1949 figures. In addition for the first two weeks of May, the output of FM receivers was one-third greater than in the corresponding period of May, 1949. Mr. Bonfig closed by saying that FM is now finally coming into its own and will provide a steady market for manufacturers in the future.

KTLA Reports New Biz

Hollywood—KTLA announces the following new business: 102 station breaks for Carnation; spot announcements for See's candies; Ten minute participation for Cinch Cake Mix on "Latin Cruise"; one-minute spot on "Handy Hints" to Tea Garden Products; 13-week renewal of Alpha Beta Markets on "Handy Hints"; renewal of 48 ten-second spots for Hemet Packing Company, and 11 spots for Coast Federal Savings.

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SHORTS—KINESCOPIES

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PSYCHOLOGY CONSIDERED

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Feature Casals' Concert

A scoop in the music world was chalked up by the Paris office of NBC on Saturday when a recording of Pablo Casals' concert at Prades (much publicized in this week's "Life") was aired on "Voices and Events," 7-7:30 p.m. Casals reportedly gave special permission to the network's Paris office to record the concert, his first in many years.

AGENCIES

DAN E. SHEA has joined Cecil & Presbrey, Inc. as director of merchandising. He was formerly with Lever Brothers Company and Armour & Co.

GARY SHEFFIELD has joined McLaren, Parkin, Kahn, Inc. as an account executive. He formerly headed his own agency.

FREDERICK B. HAMILTON has been named assistant advertising manager of McKesson & Robbins, Inc.

DIAMOND MATCH COMPANY to Benton & Bowles, Inc.

ANTHONY R. CANGEMI has been named assistant production manager of John Mather Lupton Company, Inc.

JOHN FOX has joined William Douglas McAdams, Inc. as director of production. He was formerly with CBS.

LUNT SILVERSMITHS of Greenfield, Mass., makers of Lunt Sterling silverware, have selected the James Thomas Chirurg Company, New York and Boston, as their advertising agency, effective July 1. The Chirurg Boston office will be in charge. . . . The Dewey & Almy Chemical Company, Cambridge, Mass., manufacturers of packaging materials, sealing compounds and other chemical products, have appointed the Chirurg organization as advertising agency for its Cry-O-Rap Consumer-Goods Division.

WHLB, Sheboygan, Wisc., has engaged the O. L. Taylor Company to represent both their AM and FM stations in the national spot sales field.

EDWARD PETRY COMPANY announces that Hanque Ringgold has been elected a member of the board of directors. In addition, Ringgold has been elected vice-president in charge of eastern sales.

LEN FIRESTONE of WPGH, Pittsburgh, has joined The Schepp-Reiner Company of New York, radio station representatives, as account executive.

Wedding Bells

Six staffers of WBKB, Chicago are trekking to the altar during the summer. First was Reinhardt Shefling, engineering staff, and Dorothea Isbrandt on May 27. Director William Taylor and Dr. Gloria Hilker took the step on June 17, as did Shirley Peters, accounting department, and Eugene Diblik. George Bosen, engineering staff, and Betty Cremi follow suit on July 1. Milt Friedland, office manager, and finance Ruth Styne have announced October wedding plans, as have Howie Rosenthal, engineering staff, and Evelyn Jost.

COAST-TO-COAST

Vera Grove On Tour In England
Bloomsburg, Pa.—Vera Grove is on her way to England where she will record a series of programs for WCNR, to be heard during her regular program time, 10:30 a.m., Monday through Friday on her "Vera And Her Mike" show. Vera plans to do most of her interviews with the British housewife directly on the scene, however, arrangements are being made with the BBC to originate a program from a London studio. Programs will be recorded on special portable recording equipment which will be flown back to WCNR for broadcast. During her stay in England, Miss Grove will attend the University of London, before returning to WCNR in August on the Queen Mary.

Rejoins KCMO Staff
Kansas City, Mo.—Bill Cunningham, who first started with KCMO three years ago as a mail room boy, is coming back to the station to work on audience mail and research work. Bill recently received his Journalism degree from the University of Missouri as well as the Kappa Tau Alpha award, which is given to the highest ranking graduating senior.

WDRG Testing New Show
Hartford, Conn.—The experimental program division of WDRG is working on a new show between 6:30 and 7 a.m. The show is being piped direct from the home of Jack Smith, WDRG's sportscaster, who does the broadcast in bed, speaking on any subject he wishes, with an occasional recording from the station. Smith also is continuing his sportscast over WDRG nightly at 6:10 p.m.

WCOG Competing With Rooster
Greensboro, N. C.—Dick McAdoo is beating the rooster to the first cock-a-doodle-doo these mornings. Daily at 5 a.m. he signs on WCOG with his new program "Rural Roundup." In addition to farm news, weather forecasts and 4-H Club news, there are bulletins from the County Agent, the Home Demonstration Agent, the Extension Division of the State College, recorded interviews with farmers, descriptions of horse shows, cattle shows, farm meetings and music.

WSVS Airc Auction
Crewe, Va.—WSVS and WSVS-FM were on hand to broadcast a quarter-hour portion of the first 4-H Club poultry auction ever held in this state. The auction, arranged by Paul Cassell, County Agent of Nottoway County and Douglas Moore, assistant County Agent, was held in a lot adjacent to the WSVS studios. The program featured on-the-spot interviews of the various 4-H Club members participating in the auction, as well as the actual auctioneering background.

Republican Confab On WTIC
Hartford, Conn.—Jerry Hallas, representing WTIC, did a broadcast of the Republican State Convention in New Haven directly from the scene of the convention, the Shubert Theater, at 7:30-8:00 p.m. on June 14th. The program included interviews with the prominent political figures in the state. The keynote speech by Sen. William F. Knowland of California was recorded as it was presented during the session for broadcast at 11:15 p.m.

French-Music Series On WERE
Cleveland, O.—"Le Disque Francais," a program of French popular music, is now being aired over WERE, every Sunday night at 11:00 to 11:30. The program is produced and narrated by George K. Thompson, librarian and teacher at Western Reserve University. Thompson also handles the French "Alouette" program over WRSR and the Spanish "Caribbean Echoes" over WCUO and WICA.

WAUD Interview Feature
Auburn, Ala.—An interview with Dr. Knox Millsaps, Polytechnic Institute faculty member, on the controversial book "Worlds in Collision," by Velikovsky, was broadcast by WAUD under sponsorship of the local public library. The program was aired at 9 p.m., with Hilary Allan, Polytechnic Institute student, conducting the interview.

Gov't Buying Heavily Of Equipment Mfrs.

(Continued from Page 1)
below the corresponding period of last year. Government orders amounted to \$41,305,390 as against \$37,342,885 in the first quarter of 1949. Reported Government sales of transmitting apparatus totalled \$30,640,943 compared with sales of \$32,353,433 in the first quarter of last year.

Radar apparatus, including search, navigational and fire control, constitutes \$24,860,004 of the Government's transmitter apparatus purchases in the first quarter of this year.

Sales to the Government of communications transmitting and receiving apparatus in the first quarter totalled \$3,238,974 and radio navigational aids aggregated \$2,026,754.

Other transmitting apparatus sales to the Government were as follows: sonar, \$225,077; laboratory and test equipment, \$277,870; piezoelectric quartz crystals, \$12,264.

Debuts On KNX Show
Hollywood—Wes Battersea made his debut this week with a new KNX show, "Let's Go Places." Battersea moves around L. A. on a roving mike basis, with David Vaille producing, Gene Webster editing.

PROMOTION

Sports Tieup
Ray Nelson, veteran New York radio and TV producer, has come with an unusual promotion stunt in connection with his program "Sports For All" which is heard Thursday nights on the full Mutual network at 8:30 p.m. Nelson worked out a tieup with the Colonial Airlines whereby a sky cruiser christened "The Fishing and Hunting Club of the Air" and takes a party of sportsmen on a week-end fishing jaunt. They have flown to Bermuda Andros Island in the Bahamas at remote fishing camps in the wilds of Canada. Aside from recording first rate program material on the fishing jaunts, Nelson has brought many name guest stars to the microphone. These include Tomm Henrich, Barney Ross, Wilbur Sha and Jimmy Braddock.

Case Histories
The first of a series of case histories on the successful use of radio by retailers is presented in the latest release by Broadcast Advertising Bureau to its subscriber stations. The study is devoted to program used by ZCMI in Salt Lake City and Pomeroy's Inc. of Reading, Pa. Both were prize winners in this year's BAB-NRDGA radio contest.

Camels Drop Wynn Show Other CBS-TV Change

Program and sponsor changes CBS, announced over the weaker state Camels Cigarettes definite canceling out on the televised "J. Wynn Show" for next season. Among other potential sponsors for the show, the No. 1 candidate Norge Refrigerator.

Esso Gasoline is expected to pick up the tab on CBS-TV college football games in the fall—with R. Barber slated to do the commentary.

Sub Set For Godfrey
Summer substitute for Lipton Tea's "Arthur Godfrey and His Tent Scouts" will be "Prize Performance," a variety-dramatic series showcasing the talents of professional youngsters in all entertainment fields. Debut of the show tonight, with Cedric Adams as host, Arlene Francis and Peter Donald panel members. Another straw-b substitute will be "Billy Boon and Cousin Kib," which premiered yesterday in place of "Mr. I. Maginon" in the 6:30-7:00 p.m. slot on the web.

Thought for Today

THERE ARE three difficulties in authorship:—to write anything worth publishing—to find honest men to publish it—and to get sensible men to read it. —COLTON.

TELEVISION DAILY

Section of RADIO DAILY, Monday, June 26, 1950 — TELEVISION DAILY is fully protected by register and copyright

NAB TAKES STAND ON ASCAP ISSUE

TELE TOPICS

HOTTEST RUMOR going TV rounds is that Dr. Allen B. DuMont, of the DuMont Labs., has entered the bidding for the Don Lee enterprises on the West Coast and is ready to match offers of Ed Pauley, Music Corporation of America, and other bidders. . . . DuMont's interest in the Don Lee TV setup is predicated on the fact that KTSN is an affiliate of the DuMont web and the organization needs an outlet in the Los Angeles-Hollywood sector.

CURT GOWDY, aide to Mel Allen on the Yankees ballcasts, being romanced by CBS to do video and radio assignments next year—probably Garden events. . . . Call letters of KLEE-TV, Houston, changing to KPRC-TV as of July 3. . . . Sid Caesar saying "no" to summer legit and operetta offers—reasons "prior commitments"—what are they? . . . Sherm Feller and Judy Valentine are first husband-wife team on WBZ-TV, Boston (Saturdays, 7:30 p.m.). . . . Warner Bros. flatly denying rumors that it will jump into TV "with both feet" as an A. paper states—meantime, Stanley Kramer stated he will produce experimental TV films under U. A. Corp. financing. . . . WBAL-TV, Baltimore, premiering four-long amateur show tomorrow night (8-9 p.m.); show will originate weekly from a local theater, produced by Tabco Tele Prods. of Hollywood. . . . Ernie Simon's option picked up at WBKB by Cole-Finder, Inc.

FORD THEATER closes its '49-'50 season Friday night with a request reat performance of the production "On Borrowed Time" (CBS-TV, 9-10 p.m.). . . . Barry Bernard, director for NBC-TV's Chevrolet Tele Theater, has resigned to sign a long-term contract with MCA. . . . Bob McQueeney, legit actor who was Susan Peters' leading man in her road company last year, is doing TV guest shots for the summer before a fall B'way play—appeared over the week-end on WOR-TV's "Mr. and Mrs. Mystery." . . . Maggi McLellis returning to WCBS-TV's "Maggi's Private Wire" after a three-week stay in Europe—during which Faye Emerson and Patsy Rose Lee were wonderful substitutes. . . . Feature writer John Lardner, composer David Brockman, and ex-Congressman George Combs now appearing on weekly half-hour debate program over WCAU-TV (Fridays, 8 p.m.). . . . Parents who like to boast of their infants' accomplishments can now do it on television by appearing on WMAL-TV's "That's My Baby" Fridays, 7:30 p.m.; debut is July 7. . . . INS-Telenews sports review, "This Week in Sports," being sponsored on WGAL-TV, Lancaster, by Morning Beer.

New Coax Channel Ready In October

The schedule for completion of the second TV channel between Omaha and Des Moines has been advanced, AT&T long lines official, Frank A. Cowan told the FCC Friday, so that it will probably be ready in October, when the first channel is to be brought through. Original schedule had called for completion next year.

Cowan renewed his battle against competitive relay facilities proposed by Western Union, holding that what the Bell System offers will be far more useful and no more expensive than the reversible circuit Western Union is ready to provide. He argued that reversible circuits do not conserve frequencies as well as oppositely directed one-way channels.

Long Lines Official Comments
F. R. MacFarland of the long lines department said that since August, 1949, there has been no need for allocation of service from New York to Philadelphia and from Philadelphia to Washington. There are five channels south-bound from New York, which provided one channel for each of the four nets, to use on a monthly basis as well as an additional channel for occasional usage.

North-bound, MacFarland testified, there are two channels, on both of which service is at present allocated. Service must be allocated on the first between Phila. and New York because of allocated service coming in from the west. This situation will be relieved when the Bell System radio relay facilities now being built between New York and Chicago are put into service late this summer, he said.

The second channel between New York and Philadelphia is allocated because of combined requirements involving service coming from the

Top Ten TV Ratings

(In New York, June 1-7, as reported by Videodex)

| | |
|----------------------------|------|
| Texaco Star Theater..... | 61.3 |
| Godfrey's Talent Scouts... | 49.8 |
| Toast of the Town..... | 48.6 |
| Godfrey & Friends..... | 39.9 |
| Philco TV Playhouse..... | 38.4 |
| Jack Carter Show..... | 37.3 |
| Ford Theater..... | 35.4 |
| The Goldbergs..... | 34.4 |
| Man Against Crime..... | 32.2 |
| Suspense..... | 31.6 |
| Fireside Theater..... | 31.6 |

Increase In TV Sales Noted By Siragusa

Chicago—Sale of TV receivers is running two and a half times better than a year ago, according to Ross D. Siragusa, president of Admiral Corporation. His statement was made at the opening of the American Furniture Mart's summer market here.

Even so, sales are off 35 per cent from their peak of six weeks ago. This is regarded only as a seasonal slump, and TV business will be "just simply terrific" for the next three years, Siragusa said.

Concerning color TV, Siragusa said, "Color TV is something we all want, but I don't believe that we can have it before two and one-half to three years." He was more optimistic concerning the lifting of the current "freeze" on TV stations.

Anne Jeffreys At Sardi's

Anne Jeffreys, film star, will appear on "Dinner At Sardi's" over WOR-TV on Wednesday. Program is on from 7:30-8 p.m.

west, from the south, and from program originations in Philadelphia itself.

Industry TV Group Seeks Funds To Further Fight

(Continued from Page 1)
further the fight. The resolution setting forth NAB's attitude on the ASCAP matter follows:

"That the National Association of Broadcasters does hereby commend the Television Per-Program Committee for its progress to date and does hereby urge the Television Per-Program Committee to take all steps and to make all reasonable expenditures which in its opinion are appropriate and necessary to effectuate the acquisition of a fair and equitable per-program license from ASCAP; and

"That the General Manager of the National Association of Broadcasters make a written request upon all members of the National Association of Broadcasters who are the holders of construction permits or licenses for the operation of television stations to commit themselves to pay from time to time upon call by the Television Per-Program Committee to that Committee amounts which in the aggregate shall not exceed two times their highest published one hour, one-time-only film card rate or two times their highest published one hour one-time-only card rate in the event no separate film time rate is published for use by it to defray any and all expenses incurred by the Committee in accomplishing the purposes set forth in the first section of this resolution.

"That in the event Television Broadcasters Association, acting through its Board of Directors, adopts a resolution similar to this resolution and issues a request for payment by its members, those members of the National Association of Broadcasters who are also members of the Television Broadcasters Association shall be given credit by the Committee for any and all amounts paid to Television Broadcasters Association for this purpose, against the amounts requested by National Association of Broadcasters; upon condition, however, that the per-program Committee make a full accounting of its use of such funds to NAB and to the contributing members, and shall refund any unused portion of such funds to the contributing members in proportion to their contributions."

In September, 1949, the TV industry appointed a committee known as "The Television Per-Program Committee" which has been negotiating with ASCAP since that time on the per-program issue. This committee, according to reports, now seeks to raise funds "to defray the expense of acquiring a fair and equitable per program license by negotiation, or, if necessary by litigation."

New CBS-TV Series

"The Stork Club," a music and variety show, starring Peter Lind Hayes, his actress wife Mary Healy, and originating in the Stork Club, will be inaugurated on the CBS-TV network, Wednesday, July 5th, 7:45-8:00 p.m., EDT. Sherman Billingsley will preside.

The series will be televised Wednesdays and Fridays during the first three-weeks in July. Thereafter it will be featured on Mondays, Wednesdays, and Fridays.

Doc Kilowatt Says:

Biology is pretty bare television. A friend of mine stepped over to his TV receiver the other evening and flicked the dial to the "off" position, right in front of his four youngsters. Seems despite all the bare bones arguments for more southern exposure, my friend still dislikes so many females making a clean breast of their shortcomings as to what makes good programming.

My friend said, "Bosom for bosom, they're pretty pretty much on a par; but while our family is in line for a whale of a lot of products, bosom-wise, we don't happen to be needing any, thank you."

Well, he said it, anyhow.

Doc Kilowatt

BEHIND THE MIKE

OSCAR HUFF, JR., former news-caster for WSAM, Saginaw, recently with WLAP, Lexington, Kentucky, has returned to WSAM, as production director. Appointment was made by Jack D. Parker, director of station operations for the Saginaw Broadcasting Company, and stations WSAM, Saginaw, and WLEW, Bad Axe.

Easily one of the most televised personalities in television today is Milton DeLugg, the bandleader on NBC's "B'way Open House." While the show uses different emcees and acts, Milton capers and plays nately on his five-a-week variety stanza. As a result, he's becoming one of the best known musicians in the country. Adding to his laurels is the success of the song, "Hoop Dee Doo," which he wrote with Frank Loesser.

Ron Dawson played a horse thief on the TV version of B Bar B plus the heavy on Buck Rogers this week.

Fortune Pope's active return to WHOM as station's prexy got a terrific press coverage. (Take a bow, Jack Perlis).

The Modernaires have been renewed for the 4th consecutive year on CBS' "Club 15." During their summer hiatus, they'll do personal appearances starting with 4 weeks at the Waldorf's Starlight Roof.

The new story line on Carlton E. Morse's "I Love a Mystery" on Mutual will have the interesting title, "The Snake With the Diamond Eyes." Such top names as Louis Van Rooten, Athena Lorde and Bob Dryden have been added to the cast.

WNBC dedicated last Wed. to Mindy Carson in a gigantic all-day salute.

Vaughn Monroe moves into The Meadows (owned by Vaughn) at Framingham, Mass., for a one-week engagement starting July 5th.

Hazel Scott has signed for a new DuMont series starting Monday, to be aired three times weekly.

Robert E. Gibson, former major league baseball player with the New York Yankees and the Cincinnati Reds, and baseball broadcaster for WSAM, Saginaw, Michigan, last year, has returned to that station as a sales and account representative. Appointment was made by Jack D. Parker, director of station operations for the Saginaw Broadcasting Company, operators of WSAM, Saginaw, and WLEW, Bad Axe, Michigan.

Becoming Stock Broker

Portsmouth, Ohio—Leaving radio work to become a stock broker is Robert Whitaker, formerly of the announcing and news staff at WPAY (and FM) in Portsmouth. Whitaker's resignation, effective June 31, is to enable him to join a prospective group whose headquarters probably will be in the Houston, Texas, area. He expects to be in and out of Portsmouth during the summer months, and plans to maintain his home here until fall.

California Commentary

By IRV HAMLIN

● ● ● Disc jockey Bostick Wester of San Diego's KSDO pulled a boner and immediately plunged the station into the Oklahoma political campaign for Secretary of State. Wester spun a pitch on the S. D. station for his favorite uncle, running for the office, and the station execs were forced to offer the nine other candidates free plugs in deference to FCC regulations. . . . At least that's what the station said.

Hollywood



● ● ● The L. A. Chamber of Commerce survey is by far one of best in regard to TV cutdown of sports gate receipts. Its warning to the TV public that sports events CANNOT exist with home viewers relaxing in an easy chair sans ticket, should and must be heeded. . . . The Hollywood Stars will continue to be screened by KLAC-TV, but it's STILL not a safe bet anytime after thirty days. . . . Now that Bill Anson has launched his evening KLAC-TV show, incidentally, he will again be one of the busiest jocks in the L. A. area.



● ● ● KMPC's Bob Reynolds has undergone the toughest few days in his life at the FCC hearings, being forced to sit there and try to reason things out while Hugh Fulton and Benedict Cottone continued their bitter wrangling. . . . KTLA's Klaus Landsberg and his Paramount fellows were hopping around to beat all during the recent Paramount sales confab. Landsberg spent most of his time closeted with Paul Raibourn, president of Paramount Television. . . . And the handsomest man in town, Jerry Lawrence, has been signed for Ralph Edward's Truth or Consequences TV stanza, first of which was filmed last week by Trio. Jerry's first job in radio, incidentally, was procured for him by none other than Ralph, then a top commercial spieler. . . . Capitol has signed Fannie Brice for a series of albums for distribution in the kid market.



● ● ● It is not one but TWO major studios who may soon out the life ropes and drop plum smack into TV production with a holler and roar. . . . Walter O'Keefe, who is reaping a personal appearance harvest, takes time out to receive a citation from the Mt. Sinai's Men's Club for his time and efforts in behalf of the Mt. Sinai Clinic. . . . Bill Welsh has been made an honorary member of the girls softball league hereabouts. And a goodly portion of LA viewers certainly don't tune in on his telecasts just to see the girls play softball. . . . Dick Haymes appears on his first Hollywood originated telecast on June 30th. . . . In case we all forgot, TV in England still exists, and a note from Allan Jones and Irene Hervey says that they'll sub for Bebe and Ben over BBC-TV for July holiday (vacation to you). . . . Doy O'Dell, KTLA's live cowboy, became the father of a gal. . . . And you'll have to pardon us for this one—Bob Hawks, talking to a Shriner, "I don't believe I know your name, but your fez is familiar. . ." Homer H. Boelter, who is the owner and prexy of Homer H. Boelter Lithography, has been elected president of Hollywood Ad Club for 1950-51. Other new officers are: J. Neil Reagan, of McCann Erickson, first v-p; Robert McAndrews, managing director of SCBA, second v-p; Georgia Walsh Holbeck, assistant advertising mgr. of Van de Kamps Bakeries, secretary; and Wade E. Bennet, v-p of Hollywood State Bank, treasurer. New group will be installed July 10th. . . . Jennings Pierce of NBC to Stanford University to proudly see Jennings, Jr., graduate. . . . KFAC's Cal Smith to Washington for NAB meeting. . . . Lee Little, president and general manager of Don-Lee affiliate KTUC, Tuscon, visiting Pat Campbell, Don Lee vice-president in charge of station relations.



SAN FRANCISCO

By NOEL CORBETT

AMERICAN MEDICAL ASS will sponsor a special half-hour over ABC from its convention here June 27, 10 to 10:30 p.m., EDT.

Standard Brands (Tender Tea) has signed for a 52-week participation schedule on Bob Callahan's "Young Man With A Song" on KCBS. Compton Ad agency set deal.

Travelers Television of Northern California has purchased a week-hour and a half time strip on KPBC picking up the sponsorship of 12 Ruby Hunter Show. Deal was by Lou Simon, KPIX commercial manager.



DAYLIGHT and OVERNIGHT DC-6 MAINLINER 300s 11 hrs. onestop to LOS ANGELES

"the Hollywood"

Leave 11 am, arrive 6:55 pm

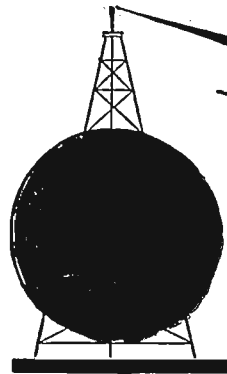
United's overnight flight to Los Angeles leaves at 11:55 pm; arrives at 7:50 am.

Flights operate on Standard Time

Call

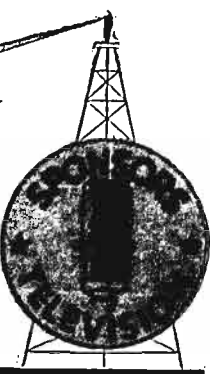
UNITED AIR LINES

OR, AN AUTHORIZED TRAVEL AGENT



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 61

NEW YORK, TUESDAY, JUNE 27, 1950

TEN CENTS

RADIO-TV ALERTED BY KOREAN ATTACK

Color TV Briefs Filed By Three Companies

RCA, CBS And CTI File Summaries With FCC

Washington Bureau of RADIO DAILY
Washington — Three voluminous reports on Color TV were filed by three companies with the FCC yesterday as "Proposed Findings and Conclusions" in connection with the color TV hearing which has been before the Commission for the past nine months. The companies who offered
(Continued on Page 7)

Sees Ad Funds High, But Not High Enough

West Coast Bureau of RADIO DAILY
Los Angeles—Although U. S. advertising expenditures are on the increase, they are not yet keeping pace with our expanding ability to produce, Frederick R. Gamble, president of the 4A's declared yesterday at the 47th annual convention of the Advertising Association of the West.

Gamble said that advertising expenditures are on the increase, they are not yet keeping pace with our expanding ability to produce, Frederick R. Gamble, president of the 4A's declared yesterday at the 47th annual convention of the Advertising Association of the West.
(Continued on Page 3)

Halpern Re-elected President Of ATS

David Hale Halpern, vice-president of Owen & Chappell, New York, has been re-elected president of the American Television Society. Other officers elected are: vice-president
(Continued on Page 3)

Stresses Quality TV Service

Chicago—Quality television service must match stride with the growth of the television industry or that growth will be retarded, C. M. Odorizzi, vice-president in charge of RCA Victor Service, told the National Appliance and Radio Dealers Association at the Stevens Hotel here yesterday. Citing the servicing difficulties which have plagued the radio industry, he stressed the importance of teamwork by manufacturers, distributors, dealers, and service technicians "to assure the consumer of dependable product performance and economical enjoyment of television."

Adv. Agency Survey Reflects TV Growth

Television set purchases, which have skyrocketed during the past two and a half years in "Video-town," a typical American city, have definitely reached the leveling-off stage, it was stated yesterday by John P. Cunningham, executive vice-president of Cunningham & Walsh, Inc., advertising agency. He stated further that any future increases in TV sales will have to depend more heavily on
(Continued on Page 6)

Inter American Group Plan Fall Conference

Dr. Justino Jimenez de Arechaga, director of Permanent Office of the Inter-American Association of Broadcasters, has sent out invitations to the Second General Assembly of the Association which is to be held in Sao Paulo, Brazil, September 18-28.

Topics to be acted on include
(Continued on Page 2)

Emerson Announces Sharp TV Reductions

Price reductions of approximately 50 per cent on four models of 1951 TV sets were announced by Emerson Radio & Phonograph Corp. at the annual convention of dealers and distributors held yesterday at the Waldorf-Astoria. Addressing the gathering, Benjamin Abrams, president of the company, estimated a consumer sales volume for the next 12 months at \$150,000,000 and possibly more. In support of the new line of radio and TV sets, Abrams announced the company plans to spend ap-
(Continued on Page 7)

Penn. Broadcasters Protest Sports Fees

Harrisburg, Pa.—Adopting a resolution opposing the excessive fees charged for radio coverage of school sports, the Pennsylvania Association of Broadcasters meeting here last week named a committee to meet with executives of the
(Continued on Page 2)

Webs' News Staffs Increase Skeds And Cover

The tense situation in the Far East, with the Communists advancing into the Republic of Korea has not caught networks, independent stations, nor TV stations napping. Starting on Sunday when the news broke, full coverage of events as they transpired were made available
(Continued on Page 8)

TV Programming Increase Noted

There were 293 regularly scheduled programs on the six New York television stations during the month of May. Of this number, 141 were sponsored and 152 were network programs, a survey released yesterday by Ross Reports reveals.

The new peak of 293 is 40 programs and 515 quarter-hours more than that of a year ago and approximately
(Continued on Page 6)

Johnson Wax Company Announce Exec. Changes

Racine, Wis.—Reshuffling of top personnel has been announced by the board of directors of S. C. Johnson & Son, Inc., wax manufacturers. Three new officers were elected by the board.

H. F. Croft has been named acting president
(Continued on Page 3)

Radio Foundation Plans Programs For Teen Agers

Alarmed over the growing number of crime and violence programs on the air today, and aware of the harmful influence such programs can have on the younger generation, the recently-created National Academy of Broadcasting Foundation announces that it will produce the first in a series of teen-age radio and television programs devoid of all blood and thunder elements.

A non-profit organization with headquarters in Washington, D. C., the Foundation aims to produce, record and distribute to radio stations, entertaining broadcasts for children of various ages. The plans are an outgrowth of a questionnaire sent by the Foundation to all radio stations in the United States and Canada. Replies showed a majority of
(Continued on Page 3)

Offer Withdrawn

Washington — In a statement to the FCC yesterday, Zenith Radio revealed that it has withdrawn its special offer to other radio manufacturers permitting them to install Phonevision decoder outlets at reduced royalty rates for the present. The Commission had previously criticized the company for the over-promotion of its pay-as-you-go TV.

Stocks Tumble

The impact of the sudden warfare in Korea was plainly reflected on the stock exchange yesterday as all the principal radio issues showed marked declines, with Zenith and AT&T each registering a decline of almost 6 points. The surge of trading was believed unequalled in the past 10 years. Full tabulation will be found, as usual on Page 2.



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

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WEST COAST OFFICES
Ethel Rosen, Office Manager
Irv Hamlin, Representative
6425 Hollywood Blvd. Phone: Gladstone 8436

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

SOUTHWEST BUREAU
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491

ROME BUREAU
John Perdicari
Ludovisi 16

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

Stork News

Paul Rittenhouse, of NBC radio station relations, announces the birth of his third child, a girl, born to Mrs. Rittenhouse Saturday, June 24, at New York Hospital. Mother is the former Jerry Bicking, of NBC traffic. Baby, to be named Nancy, weighed in at eight pounds, 10 ounces.

Detroit—Bob Burke, audio man at WWJ-TV, is the father of a six-pound son born to Mrs. Burke on Sunday, June 11. Newcomer will be named Don.

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

**Penn. Broadcasters
Protest Sports Fees**

(Continued from Page 1)

Pennsylvania Interscholastic Athletic Association.

Vic Diehm of KAZL, Hazleton, president of the association, presided at the meeting. Others in attendance were: J. S. Booth, of WCHA, Chambersburg; secretary David J. Bennett, WKBO, Harrisburg; immediate past president Frank Smith, WBVP, Beaver Falls, and directors Roger Clipp, WFIL, Philadelphia; Thomas Metzger, WMRF, Lewistown; Charles Denny, WERC, Erie; James Murray, KQV, Pittsburgh; and C. G. Moss, of WLTR, in Bloomsburg. Absent at the meeting were George Joy, of WRAK, Williamsport, treasurer of the association, due to illness; and George Coleman, of WGBI, Scranton, who was attending the NAB board meeting.

Ratings Unchanged

National Nielsen ratings for top radio shows, regular week, May 21-27, 1950 show no change for the top two spots from last week. Lux Radio Theater continues in the No. One spot, followed by Godfrey's Scouts.

Biggest jump in the ratings was accomplished by My Friend Irma, which made the No. 3 position—last week the program was rated No. 8. Dropping down from favored No. 3 position was Jack Benny, who fell to No. 8. Others advancing into the "first ten" from their previous ratings include: Mr. and Mrs. North from 17 to 7; Horace Heidt Show from 24 to 8, and The Big Story from 22 to 10.

New Dramatic Series

Hollywood—"Somebody Knows," a new type dramatic show with a different twist, debuts over CBS July 6th, offering a reward of \$5000 to listeners aiding in arrest and conviction of criminals in case history crimes dramatized on the show. The show is a James Saphier production, and is directed by Jake Johnstone.

FINANCIAL

(June 26)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-------------------|--------|---------|---------|----------|
| ABC | 12 | 11 1/2 | 11 1/2 | - 1 3/8 |
| Admiral Corp. | 33 3/8 | 31 1/2 | 31 7/8 | - 3 5/8 |
| Am. Tel. & Tel. | 157 | 152 3/4 | 153 | - 5 7/8 |
| CBS A | 32 3/8 | 31 1/2 | 31 3/4 | - 2 1/8 |
| CBS B | 32 | 31 1/4 | 31 1/4 | - 2 3/8 |
| Philco | 46 3/4 | 44 1/4 | 44 1/4 | - 4 3/4 |
| Philco Pfd. | 93 1/2 | 93 1/2 | 93 1/2 | |
| RCA Common | 20 1/2 | 19 1/2 | 19 5/8 | - 2 1/2 |
| RCA First Pfd. | 77 | 75 | 75 1/4 | - 1 3/4 |
| Stewart-Warner | 16 3/8 | 15 1/2 | 15 1/2 | - 1 1/2 |
| Westinghouse | 34 1/8 | 32 1/2 | 32 7/8 | - 3 1/8 |
| Westinghouse Pfd. | 104 | 103 3/4 | 103 3/4 | |
| Zenith Radio | 59 1/8 | 55 1/4 | 55 3/4 | - 5 7/8 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------|--------|--------|-------|
| Hozeltine Corp. | 21 1/8 | 19 1/4 | 19 1/4 | - 2 |
| Nat. Union Radio | 4 1/8 | 4 | 4 | - 1/4 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|-------|
| Du Mont Lab. | 22 | 23 |
| Stromberg-Carlson | 14 1/2 | 16 |

**Inter American Group
Plan Fall Conference**

(Continued from Page 1)

organizations of national associations in each country of the hemisphere; Commercial Broadcasting by Government radio stations; the Inter-American Association's Relation with UN, UNESCO, ILO and other Inter-national organizations; a radio law; activities in the Western Hemisphere of extra-continental organizations; regulations governing participation of the IAAB in matters affecting the broadcasting industry of an American republic; examination of the private radio situation in Canada; election of Board of Directors; Seat of the Permanent Office of the IAABB, and the site of the Third General Assembly.

Complete Religious Series

The first television film version of radio's "Lutheran Hour" was completed here last week-end by Special Purpose Films, Inc. According to the Rev. Dr. Eugene R. Bertermann, director of the weekly radio program, screening of the first of a series met with unanimous success at the annual convention of the Lutheran Laymen's League which is now being held in Milwaukee.

Arthur A. Kron supervised the film production, shooting of which was done at St. Luke's Evangelical Lutheran Church.

COMING and GOING

MERLE JONES, general manager of KNX, Columbia's O & O station in Los Angeles; and WAYNE STEFFNER, sales manager, are back in Hollywood following a short business trip to New York.

JANE TIFFANY WAGNER, supervisor of education at NBC, is in Philadelphia, where today she will speak at the convention of the American Association of Instructors of the Blind. Her subject will be "NBC's College by Radio."

DON WRIGHT, staff announcer at KVSF, Santa Fe, N. M., a visitor yesterday at the New York offices of CBS.

ALAN AXTELL and JOHN NILSON, of CBS Radio Sales in Chicago, are away on business trips, the former to St. Louis, the latter to Indianapolis and Muncie.

SAM LEVENSON, humorist, and JACK PERLIS, publicist, today will go up to Chappaqua, N. Y., where Sam will regale the editors of Readers Digest at luncheon.

DON BALL, program director of WCBS, has left for a month of motoring through Canada and the Midwest.

JOHN ESAU, vice-president and general manager of KTUL, Columbia network outlet in Tulsa, Okla., is in town n.

HARRY BITNER, general manager of WFBM-TV, Indianapolis, was welcomed yesterday at the headquarters of CBS, with which the station is affiliated.

VICTOR SHOLIS, general manager of WHAS-TV, Louisville, and NEAL CLINE, commercial manager of the station—which is a CBS affiliate—have arrived from Kentucky on a business trip.

**"One program
on WITH pulled
68,255 letters!"**



This is really something to crow about. The program is called "Melody Market." In just one year, the total mail count was 68,255—an average of nearly 200 letters every day!

Talk about listeners! W-I-T-H delivers more of them at lower cost than any other station in town.

No wonder W-I-T-H is famous for low-cost results! No wonder small appropriations on W-I-T-H do such big things!

Call in your Headley-Reed man for the whole story today.



WITH

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

Sees Ad Funds High, But Not High Enough

(Continued from Page 1)
penditures are only 20 per cent above the sellers' market of 1947 when goods were in short supply and selling was easy. Last year, he said, total advertising topped 5 billion dollars for the first time. However, this was only 2.34 per cent of our national income as compared with an average of 3 per cent for many years before the war.

Since the war, business expenditures for new plant and equipment have averaged nearly 18 billion dollars, per year, well over three times the pre-war average. Business is delivering goods today in greater quantities than ever before and at the same time is tooling up to deliver goods at an accelerated pace, Gamble said.

Praising advertising clubs as offering the means to marshal the forces of advertising in each community, Gamble said there were now more than 160 advertising clubs in the United States, located in over 125 cities.

"Advertising men and women proved more alert and more ready to spring to the defense of our nation than almost any group in America," said Edward W. Barrett, Assistant Secretary of State for Public Affairs, in an address before the convention. He added that this

Halpern Re-elected President Of ATS

(Continued from Page 1)
president, Warren Caro, executive director of the Theater Guild's television division; secretary, Barbara Jones, television supervisor, Grey Advertising Agency; treasurer, Archibald U. Braunfeld, CPA.

Directors elected are: Paul Alley, production director, William J. Ganz Co.; Halsley Barrett, DuMont Television Network; Albert Deane, company publications editor, Paramount International Films; John Fox, president, Special Purpose Films; Don McLure, TV production director, N. W. Ayer & Son; Richard B. Rawls, regional manager, A&B stations department, and Henry White, CBS associate director of TV programs.

awareness of national emergencies comes because ad men and women spend so much time "thinking and talking and writing about this great and decent and dynamic economic system of ours."

Herbert H. Kirschner, president of the AAW, stated in his report that the AAW is currently embarking on a survey to endeavor to lay the foundation to correlate all activities pertaining to the selling of the industrial west, pointing out that "advertising can help sell the west by working with and for the travel bureaus, tourist organizations, business and trade bureaus, etc."

Johnson Wax Company Announce Exec. Changes

(Continued from Page 1)
general manager, assuming the duties and responsibilities of J. J. Babb, leaving the company on July 1st, to become president of Lever Bros. R. W. Carlson was elected sales vice-president and Dr. J. V. Steinle, research and development vice-president.

Carlson joined Johnson's Chicago selling organization in 1931. Dr. Steinle came from Marquette University where he was professor of chemistry until 1925 when he joined forces with the Johnson Company.

H. F. Croft has been managing director of the company's Canadian affiliate, S. C. Johnson & Son, Ltd., Brantford, Ont. A veteran of the Canadian company for the past 30 years, he will retain that post in addition to assuming the duties of acting general manager.

Wedding Bells

New Orleans, La.—Three engagements were revealed at WDSU recently. Julia Webb, secretary to Louis Read, commercial manager, announced her engagement to Ray Barnes of this city. Naomi Briant, WDSU-TV songstress, and Mel Leavitt, sports and special events director for the station, revealed their engagement, only to be followed by the announcement of same by Daphne Purnick, model, to Ken Muller, WDSU-TV producer.

Foundation Plans Teen Age Programs

(Continued from Page 1)
program directors asking for suitable entertainment for teen-agers.

The initial series, according to Alice Keith, chairman of the board of trustees of the Foundation, will present two high school students discussing a problem such as greed, vanity or honesty. Stories relating to the subject being discussed will be taken from the works of well-known authors, such as Dickens, Moliere, Kipling and Robert Louis Stevenson. A later series for teen-agers will concern interesting people, and a third group will offer dramatized highlights. For the smaller children, the organization plans Mother Goose stories, musical party programs, etc. Television films will be produced later, Miss Keith said.

The Foundation has launched a drive for 500,000 members. To date, about 200 stations assured the non-profit body that they are behind the project, according to Miss Keith. Stations will be asked to defray costs of mailing and handling the tape recordings, in addition to paying a yearly membership fee of 25 dollars. The balance of the money needed to produce the 208 broadcasts scheduled in the first year of operations will be obtained by public subscription.

2 out of 3 winners on KYW!

"MUSICAL CLOCK" IN TOP TWO

In cost-per-reply for a booklet offered by a national sponsor, KYW's "Musical Clock" (6:30 to 9 AM, Mon.-Sat.) ranked second in a field of 53 stations, according to figures just released. Here's another fine example of Westinghouse **PRARLOC (Proved Returns At Rates Listed On Card)**. For low-cost results in the vast Philadelphia market-area, 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

"MIDDAY REVUE" IN TOP THREE

In cost-per-reply for a booklet offered by a national sponsor, KYW's "Midday Revue" (12 noon to 1 PM, Mon.-Fri.) ranked third in the same field of 53 stations, according to figures just released. Here's still another example of Westinghouse **PRARLOC (Proved Returns At Rates Listed On Card)**. For low-cost results in the vast Philadelphia market-area, check KYW or Free & Peters.

PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

KYW



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

SOUTHWEST

THE NEUHOFF MEAT PACKING COMPANY of Dallas, announced a summer campaign alternating on two noontime WFAA-570 programs. The campaign began June 19 and is to continue through September 15. Programs are Julie Benell, Monday, Wednesday and Friday, 1:00 to 1:30 p.m., and Laugh With the Ladies, Tuesday and Thursday, 12:30 to 1:00 p.m. Various kinds of Neuhoff meats will be part of the prizes awarded on the latter audience participation show.

Weingarten's chain of 25 retail food stores in Houston, Texas, has signed with KXYZ (ABC in Houston) to sponsor the Bing 'n Bob show, a half-hour afternoon record program featuring the music and songs of Bing and Bob Crosby. Ken Bagwell serves as disc jockey of the program. Gulf State Advertising Agency handles the account of Weingarten.

A new quarter-hour show on KXYZ is sponsored by Houston Home Builders Association. Called "Homes and Harmony," the program each week will spotlight a member of the Association. Purpose of the show is to better acquaint people in the Houston area with the men who build, finance and furnish materials for their homes. Max H. Jacobs is the agency.

The Coca Cola Bottling Co. used KXYZ to air the official dedication of their beautiful new million dollar Houston plant. On the program were Lupton Thomason, general manager of the Houston company, and Houston's Mayor Oscar Holcombe.

A new five-day-a-week variety show, "The Best Things In Life," written and produced at KXYZ, is being heard over the entire Lone Star Chain. Written by top-flight author, Robert H. Nolan (Famous Jury Trials, Radio Reader's Digest, among many others), the half-hour program features Nolan; actress Virginia King, who appeared in network shows in Chicago and New York; Emitte Ward, tenor; Fred Gibbons, organist, and announcer-director Ken Bagwell. Music, poetry, recipes, household hints, conversation, interesting guests, and other "best things in life" are incorporated in the script.

PRIZES

FOR YOUR

QUIZ SHOWS

Available for Immediate Shipment,
F.O.B. New York

Selection Possible From Catalogue
From

RICHARD S. ROBBINS CO.

551 FIFTH AVENUE

New York 17, N. Y. MU. 7-0384



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** A group of Congressmen are working out details on a bill which would give TV cameras and radio microphones privilege to cover all sessions of Congress and any committee meetings that are open to the public, as well as Federal trials. . . . Frank Sinatra practically at the signing stage with CBS for a Saturday TV series. . . . Harry Hershfield reports seeing this sign over a coin box on the wall of one of the smaller radio stations: "Help Stamp Out TV." . . . A deal is cooking over at NBC for Eve Arden to do a femme Will Rogers type of show. Eve would comment on the day's news from the female point of view. . . . One of the country's top comics is worried silly because his hairline is receding as fast as his Hooper. . . . Nat (King) Cole's suit against the Pittsburgh Hotel that denied him a suite has been settled out of court in the King's favor. (Got 2000 bux for 'damages').

☆ ☆ ☆ ☆

● ● ● Rudy Vallee's great Victor disc of "Sentimental Me" surged into the best-seller lists less than a month after being released. . . . What's with Johnny Andrews and Francey Lane of WNBT's "Easy Does It?" Are they married—or is they ain't? . . . MGM Record outfit is ecstatic. Geo. Shearing's "I Remember April" sold out three printings in as many days. . . . Teddy Powell, whose violins and sweet music has met with great response in Chicago, Miami and similar villages, opens at the Roosevelt Grill July 5th. His new crew has also been signed by London Records. . . . Freeman Chum saw one vaudeville act on TV so many times, he returned the set and bought the act. . . . The Paul Friesens (he's singer on Godfrey's air show) dating Sir Stork in Nov. . . . Patti Page is a big click at the Click in Philly and will get the build-up of the year via Mercury Records.

☆ ☆ ☆ ☆

● ● ● E. Johnny Graff, former program director of WBKB, Chicago, here in town for his daughter's graduation, plus a look-see at some TV packages for his clients at Kaufman and Associates agency. . . . Also in town is our boy, Bill Gernannt, on "County Fair" biz. . . . Mr. and Mrs. Tommy Dorsey (she's the former Janie New) are whipping up a Mr. & Mrs. TV show for the fall. . . . Mutual would like to make a video whizbang of "The School for Scandal" with Marie Wilson, but can't figure a way to make Marie look like Elsie Dinsmore in those eye-popping costumes. . . . Sir Laurence Olivier can write his own ticket if he'll produce and direct a Shakespeare TV series for CBS. . . . Lucky Strike having a headache trying to find a replacement for Jeff Clark who left the show due to ill health. At least 25 singers have been seriously considered during the past week.

☆ ☆ ☆ ☆

● ● ● Sidney Smith, who runs the DuMont "Television Shopper" series, is wanted for a Mr. and Mrs. TV show this Sept. with her hubby, Lee Cooley, who is head of radio and TV for McCann-Erickson. . . . Johnny Bradford has been signed for the Ransom Sherman TV show stemming from Chicago July 3rd. . . . Julie Ann, daughter of John Reed King, in White Plains Hosp. for an emergency appendectomy. . . . Paul Weston is in town on his new deal with RCA-Victor. (He just left Capitol to go with RCA and the snapper is that he's a big stock-holder in Capitol). . . . Pearl Bailey, Lena Horne, Rochester and Ethel Waters would be included in the "dream cast" of a projected All-Colored TV revue, based on the famous Cotton Club shows of the Torrid 20's. A ciggie sponsor, unhappy over product sales, is practically at the dotted-line stage, with NBC the tele outlet.

AGENCIES

EUGENE WADDELL, most recently associated with The Dolcin Corporation and J. D. Tarcher & Co., has been appointed vice-president and member of the board of directors of O'Brien & Dorrance, Inc., it was announced by Dick Dorrance, president of the agency.

Waddell (who also becomes part-owner of O'Brien & Dorrance, Inc.) has been a specialist in package product advertising for the past 20 years. He formerly served as copy chief and plans writer for a number of advertising agencies including Dancer-Fitzgerald-Sample, The Joseph Katz Company and Geyer, Cornell & Newell.

LAWRENCE D. MILLIGAN, formerly of Blackett-Sample-Hummert, has been named v-p of Duane Jones Co. in charge of its new Chicago office servicing the Norge division of Borge-Warner. Hollis C. Doss, formerly with Hotpoint, Inc., has also joined Duane Jones as the Norge account exec. The new Chicago office will be at 221 North LaSalle Street.

KELLOGG CO., Battle Creek, Mich., to Leo Burnett Co., Inc., Chicago, to handle Rice Krispies account.

WPIK, Washington, D. C., and Alexandria, Va., has engaged Schepp-Reiner Co. as station representatives.

AL ANDERSEN, formerly director of public relations for Amfra Industries, Inc., appointed head of radio and TV of McLaren, Parkin, Kahn, Inc.

JOEL L. MARTIN, former v-p and director of research for Marion Harper Associates, Inc., has been named director of research and media for Emil Mogul Co., Inc.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

CONNECT IN CONNECTICUT

Morning, afternoon, evening . . . WDRC is your best buy in Hartford! See facts, figures and Hooper's in new Market Study. Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.



11th Annual
“SHOWS”
Edition 1950-51

OFF THE PRESSES
FRIDAY, AUGUST 18th

Program Buyers Guide
of over

1000 Radio and TV Shows alphabetically classified under

| | | |
|--------------------------------|-----------------------------|---|
| Agricultural, Gardening | Feature Film | Musical |
| Audience Participation | Film (short) | News (not bulletins) |
| Children's Program | Foreign Language | Quiz |
| Comedy | Forums, Discussions | Sports |
| Disc Jockey | Hill Billy | Variety |
| Drama | Hollywood Atmosphere | Women's Program |
| Drama (serial) | Interview, Panel | (Beauty, Fashion, Cooking, etc.) |

— • —
and featured articles

by
some of the top executives in the
RADIO and TELEVISION INDUSTRY

— • —
Devoted to Outstanding Radio and TV Shows

ADVERTISING FORMS CLOSE AUGUST 1st

Adv. Agency Survey Reflects TV Growth

(Continued from Page 1)

buying by the lower income groups. Reviewing the facts obtained in the agency's third annual census of the city, Cunningham warned agencies, telecasters and the entire TV industry that the decreasing buying rate among upper income groups, noticeable since 1948, emphasized the need for the production of constantly better programs.

The findings come from new data compiled as part of the most comprehensive television study yet made — a continuing census of "Videotown," secret test city. Facts were secured by interviewing all of the 3,007 families owning TV sets, plus a broad sampling of non-TV families.

Highlights from the study include an estimate that more than 50 per cent of all families in the city, located within 40 miles of New York will own TV sets by the end of this year. Also that there is no longer any material difference in TV ownership between the upper and middle classes. Further that both the 7-inch and 10-inch sets are definitely on their way out of the sales picture.

Growth of TV is graphically shown from the following. In April, 1948, there were 208 sets in "Videotown." Ownership, by April, 1949, had grown to 1,242 and to 3,007 in April of this year. Present set ownership accounts for 27.4 per cent of all families.

The survey reports that on weekdays the family set is turned on in most homes and family life revolves around it, although there is some leveling off in viewing by individual members of the family. The viewing audience during an average evening changes but young children and teen agers are consistent viewers. Of this group, 75 per cent are in front of the TV set on an average evening.

Least interested viewers are the grown sons and daughters, 52 per cent of this group watch on an average evening. About 30 per cent of the parents do not watch TV during the average evening. The average set is found to be in use about four hours per evening.

Will Record Spots

Hollywood — Jerry Fairbanks Productions announces signing of the Modernaires and The Sportsmen for appearances in a group of 28 TV and radio spots now in production for Oldsmobile. Gail Storm, Diana Lynn, Martha Tilton and Connie Haines are also spotted in series, Harlow Wilcox announces.

Wedding Bells

Detroit—Don Ryan, assistant film director at WWJ-TV, was married June 23 to Violet Martin. Ceremony took place in the Mayflower Congregational Church, here.

NETWORK SONG FAVORITES

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

Survey Week of June 16-22, 1950

| TITLE | PUBLISHER |
|---|---------------|
| Are You Lonesome Tonight..... | Bourne |
| Bewitched | Chappell |
| But Me I Love You..... | Campbell |
| C'est Si Bon..... | Leeds |
| Count Every Star..... | Paxton |
| Daddy's Little Girl..... | Beacon |
| Darn It Baby That's Love..... | Chappell |
| Enjoy Yourself..... | E. H. Morris |
| Gone Fishin'..... | Feist |
| Home Cookin'..... | Famous |
| Hoop-Dee-Do..... | E. H. Morris |
| I Didn't Slip, I Wasn't Pushed, I Fell..... | Remick |
| I Don't Care If The Sun Don't Shine..... | Famous |
| I Still Get A Thrill..... | Words & Music |
| I Wanna Be Loved..... | Supreme |
| If You Were Only Mine..... | Robbins |
| It Isn't Fair..... | Words & Music |
| Mambo Jambo..... | Peer |
| Music Music Music..... | Cromwell |
| My Foolish Heart..... | Santly-Joy |
| Old Piano Roll Blues..... | Leeds |
| Picnic Song..... | Chappell |
| Play A Simple Melody..... | Berlin |
| Rain | Miller |
| Sam's Song..... | Sam Weiss |
| Sentimental Me..... | Knickerbocker |
| Sometime | Witmark |
| Stay With The Happy People..... | E. H. Morris |
| Tell Her You Love Her..... | Duchess |
| Third Man Theme..... | Chappell |
| You Are My Love..... | Harms |

Second Group

| TITLE | PUBLISHER |
|--------------------------------------|-------------------------|
| Ask Me No Questions..... | Witmark |
| Baby Won't You Say You Love Me..... | Feist |
| Buffalo Billy..... | Laurel |
| Candy And Cake..... | Oxford |
| Choo'n Gum..... | Bregman-Vocco-Conn |
| Don'cha Go 'Way Mad..... | Advanced |
| Down The Lane..... | Broadcast Music |
| I Didn't Know What Time It Was..... | Chappell |
| If I Had A Magic Carpet..... | Shapiro-Bernstein |
| If I Knew You Were Coming..... | Robert |
| I'll Always Love You..... | Famous |
| I'm Bashful..... | Santly-Joy |
| Johnson Rag..... | Miller |
| La Vie En Rose..... | Harms |
| Mona Lisa..... | Paramount |
| No Other Love..... | Walter Disney |
| On An Ordinary Morning..... | Remick |
| On The Outgoing Tide..... | Shapiro-Bernstein |
| Spaghetti Rag..... | Shapiro-Bernstein |
| Stars Are The Windows Of Heaven..... | Pickwick |
| Sunshine Cake..... | Burke-Van Heusen Assoc. |
| Tenderly..... | E. H. Morris |
| Tonight | Miller |

Copyright 1950, Office of Research, Inc.

TV Programming Increase Noted

(Continued from Page 1)

mately 3½ times the number of programs of two years ago when approximately 90 programs, 500 quarter-hours were scheduled each week, the report states.

An increase in the number of dramatic programs, comedy-variety shows, children's programs, feature films and a sharp rise in daytime programming is also noted. Children's programs reach the highest total with 30; daytime-dramas next with 29; musical, 28; women's, 27 and sports events, 26.

In forecasting for summer, Feist reveals that at least 40 major network shows will take an eight to 13 week hiatus. Network programming continuing throughout the summer include Armstrong Theater, Cavalcade of Stars, Famous Jury Trial, Stop the Music, Believe It or Not, Cavalcade of Bands, Kraft Theater, We the People, Big Story, Clock, Morey Amsterdam and Plainclothes Man.

University Acquires Own FM Radio Station

Bloomington, Ind.—Students will receive practical experience in radio program production and training for careers in the field of television.

As a substitute for program production through recordings and expensive line charges, the department of radio, headed by Prof. Henry J. Skirnia, will have an FM radio laboratory. Used transmitting equipment has been obtained from former FM station WKMO, Kokomo, and a transmitting tower from a discontinued station at Tuscola, Ill.

The radio laboratory station to be known as WFIU will have as its objective the training of students in positions in the radio industry. To be added courses, made possible by the laboratory, will be practical station operation and announcers' procedures.

The new television courses to be introduced at student demand include a beginning course in television and dramatic production television. The new courses together with those previously given and other basic courses will be included in the University's previously announced curriculum for a Bachelor's degree in radio.

Seyler In Farm Post At WIBW

Wes Seyler, former Nebraska Vocational Agriculture instructor, has been appointed farm service director for WIBW, Kansas City, effective July 1, according to an announcement by Ben Ludy, gen. mgr. Recently, Seyler completed a 170-mile tour with the Elkhorn Future Farmers through western Nebraska, Wyoming, and South Dakota.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, June 27, 1950 — TELEVISION DAILY is fully protected by register and copyright

FCC RECEIVES COLOR SUMMARIES

TELE TOPICS

SAMPLES of summer TV viewing presented by NBC over the weekend proved light and entertaining programming. One half-hour period "Zoo Parade" originating at the Zoo in Chicago, was particularly good, for it combined both education and entertainment with an engaging running commentary on animal and bird life. Humorous aspect was the comparing of cartooned humans with some of birds and animals televised in the zoo. Another program on the lighter side was Sammy Kaye's "So You Want to Lead a Band" contest Sunday night. Maestro Kaye employed his best stage routine to present amateurs with a yen to wave a baton. The effect was amusing with dubious downbeaters trying to get music out of the Kaye aggregation. The winner, a young New Jersey electrician, took his honors like a real champ.

DORIS DAY considering CBS' offer to sign a three-year tele contract. . . . Oldsmobile's new tele film commercials to star Mercedes McCambridge, Joan Leslie, Ruth Hussey, Billie Burke, Mel Torme and Kenny Baker. . . . Quin Ryan to emcee "Wedding Date" on WENR-TV; format follows the romance stories of newlyweds; premiere is set for Thursday 3-3:30 p.m., CDT). . . . "Top Views in Sports," newsreel devoted exclusively to sports, bows over KGO-TV tomorrow at 7 p.m. under the aegis of Bay Area Pontiac Dealers; Jimmy Evans, former All-American, will be narrator and Howard Miller act as emcee. . . . Lt. Governor Joe R. Hanley appears Saturday on Mayor O'Dwyer's "City Hall" program over WPIX (7:15 p.m.). . . . Lynn Bari and Donald Curtis to star in a new CBS-TV comedy-mystery, as yet untitled, commencing July 1 as the replacement for "Man Against Crime" (8:30-9:00 p.m., EDT). . . . "Mrs. America" contest eliminations for N. Y. City being staged by WJZ-TV—winners chosen weekly at Palisades Park will be on TV each Saturday at 1:00 p. m.

HUME CRONYN set by NBC-TV to star in "The Reluctant Landlord" on the Philco TV Playhouse July 2 (9-10 p.m., EDT); Haila Stoddard will co-star. . . . Hank Sylvan, musical director for CBS-TV's "This is Show Business" and "Suspense," will render the same function for the web's kinescope this week of "Corliss Archer." . . . WDTV, Pittsburgh, replacing its amateur boxing matches on Friday nights with a two-week trial of professional boxing from Sunnyside, N. Y., with Dennis James narrating by teletranscription; Pittsburgh Brewing is the sponsor. . . . Stanley Parlin, production film director for WNBT, and Al Hollander, production facility mgr. of WABD, to speak Wednesday at the Natl. Telefilm Council's quarterly forum.

RCA Says Its Polychrome TV Is "Fully Compatible"; CBS Calls Its System "Plainly Convertible"; CTI Sees Standardization Needed

(Continued from Page 1)

written arguments supporting their services were RCA, CBS and CTI.

The three reports varied in content with much emphasis being on 'compatibility.' RCA contended that their electronic color system was the only compatible system while CBS claimed that their mechanical scanning system is "superior in every significant respect to either the RCA or CTI systems." CTI claimed refinements in color presentation that are better than either the RCA or CBS systems.

RCA defines its system as "a 6 megacycle, all electronic, fully compatible, high definition color television system, employing 525 lines, 60 fields per second, and 2-to-1 interlacing."

"The CBS system, in contrast, is a non-compatible system which has been squeezed into a 6 megacycle channel by reducing the performance of the 16 megacycle color system proposed by CBS in 1946," the RCA report stated.

In referring to the CTI system, RCA contends "The CTI system is a system which is compatible only in the sense that it is a 525 line 60 field system."

On the subject of compatibility, CBS has different views. In its brief, the network says: "The CBS system is plainly convertible; equally plainly neither RCA nor CTI has been shown to be convertible. The findings readily establish that CBS equipment is wholly satisfactory as to both black-and-white reception from color transmissions and black-and-white reception from standard black and white transmissions. This is not true for RCA and CTI for many of the same facts

which raise such serious questions concerning the color reception of those systems apply equally to the reception of monochrome for their color transmissions'."

CBS claims that true compatibility is the "ability of a color system and the existing monochrome system to exist in harmony."

CTI said its system should be standardized now, but that further field testing is required. It has not been able to produce all the field test evidence it would like to present the Commission, it admitted. Both CTI and CBS were against the setting of multiple standards, with the former making it plain that it feels the RCA patent dominance would insure the eventual winning out of that system.

In offering proposals or recommendations, RCA contends that "commercial color television should be authorized in both the VHF and the UHF bands and the standards should be the same for both bands." Further they ask that "no color system should be adopted by the Commission unless it meets three basic requirements: (a) it can be broadcast in a 6 megacycle channel; (b) the color pictures produced are not inferior in quality and definition to present black-and-white pictures; and (c) the color system be compatible with existing black-and-white standards.

CBS urged the Commission to weigh the factor of convertibility heavily in evaluating the several color systems, and among the three aspects of compatibility, to give it high priority, for "the ultimate objective of color television is to make color available."

Emerson Announces Sharp TV Reductions

(Continued from Page 1)

approximately \$8,000,000 in advertising.

These price reductions have been made possible, he said, by the acquisition of the Jersey City plant, already in operation, and the 15 new models will range in price from \$149.95 for a 12½-inch model to \$339.95 for a 19-inch deluxe console. The line will consist of a 12½-inch, 14-inch, 16-inch, and 19-inch receivers utilizing both rectangular and round tubes and including table models, consoles, and combinations. "A jump in prices will probably take place in about 90 days," warned Abrams in urging the dealers to push the new line regardless of present inventories. "And the company does not expect to reduce prices again until at least the first of the year, and probably not then," he added.

Hitting at the problem of television contract services, Abrams stated that the trend is away from manufacturer's service, as more and more dealers qualify to handle their own service accounts. In some instances, dealers are not living up to their contracts, he stated in urging dealers to improve their TV contract services and not lose any of Emerson's "good will." At present, the Emerson service plant in the Metropolitan area is handling 8 to 9 thousand service contracts and averaging approximately 50 calls a day, but it is expected that the service plant will gradually reduce its volume. Also in this regard Abrams said, company efforts are being increased to produce the "trouble free" TV set on the basis of the findings of Emerson's service plant.

Press-Time Paragraphs

WOAI-TV Ups Rates

San Antonio—WOAI-TV, San Antonio, on the air for six months, has issued Rate Card No. 3, representing a 25 per cent increase in all time classes. Effective July 15, the new hourly rate in Class A time becomes \$250. Corresponding Class B rate advances to \$187.50 and Class C to \$125. Current advertisers are given six months protection at the old rates.

Dropping Web Affiliation

Omaha—Television station KMTV, Omaha, will resign its affiliation with the DuMont Network effective with the date of inter-connection by radio relay and coaxial cable in September, Owen Saddler, KMTV general manager, announced. "We will be getting so many national programs from the ABC and CBS networks," Saddler says, "that doing business with a third network would be untenable unless we cancelled almost all our local programs."

Moratorium?

Washington — In a brief filed here yesterday for Paramount Television Productions and Chromatic Television Laboratories, Paul A. Porter, former FCC chairman, suggested that a one-year moratorium on color TV be instituted, because of the fact that important developments in the field may be introduced. His clients, he said, plan to push ahead with an intensified "production and development program" with regard to the tri-color tube on which it is working, and which is adaptable to any of the three systems now proposed—CBS, CTI or RCA.

COAST-TO-COAST

KTRE Awards Chevy

Lufkin, Tex.—KTRE awarded a new 1950 Chevrolet Sedan to Charles M. Holland as a prize for winning the trade-at-home contest conducted during the months of March, April and May by the station. The winner successfully completed the statement "I Like To Trade In Lufkin Because . . ." in 25 words. Nearly 10,000 entries were received by the station.

WCSS Interviews Dizzy Dean

Amsterdam, N. Y.—WCSS broadcast two interviews with baseball's great Dizzy Dean recently, while Dean was in this city to view the Canadian-American League, Amsterdam Rugmakers. The local club is owned and operated by the New York Yankees who sent Dean to pay a good will visit to this city. WCSS presented Dizzy in a 15-minute spot on its "Sports Page" and also interviewed him from the ball park press box between broadcasts of the first and second games of a double header. Dean has been with the Yankees for about three months as a television commentator and scout.

WDRC Salutes G. I. Bill

Hartford, Conn.—The sixth anniversary of the adoption of the GI Bill of Rights was observed over WDRC on Thursday, June 22, with a talk by Harry Wood, regional director of the local office of the Veteran's Administration. Wood outlined achievements and benefits under the act.

WBAY Covers State Convention

Green Bay, Wis.—WBAY provided its listeners with complete coverage of the 1950 Republican State Convention in Milwaukee. The station carried a special interview with Sen. Joseph McCarthy which was handled by Michael Griffin, news editor. Other special interviews were carried with Republican bigwigs. All of the key newscasts on WBAY carried reports of the convention by special wire from WBAY's suite in the Schroeder Hotel in Milwaukee.

Announcer To Run For Sheriff

Lawrence, Mass.—Arthur Flynn, radio announcer, commentator and sportscaster on WLAW for the past 10 years, has made known that he will run for the Republican candidate for the office of sheriff in Essex County next fall. The district he aspires to represent includes 34 communities. Flynn attended St. John's Preparatory College at Danvers, Boston College and Tufts College Medical School.

Thought for Today

THE MAN who cannot laugh is not only fit for treason, stratagems, and spoils, but his whole life is already a treason and a stratagem. —CARLYLE.

Immediate Radio, TV Cover Of Commie Attack On Korea

(Continued from Page 1)

able to listeners and viewers in the United States. Network affiliates as well as local stations took to the air immediately and gave the fullest news coverage available. Commentators and special events broadcasters filled in and gave a running description of events as they transpired.

NBC's coverage, highlighted by a direct broadcast from Seoul, capital

See And Hear UN

Today's meeting of the United Nations Security Council, which will consider the Communist sneak attack on the Korean Republic, will be telecast over the NBC-TV network. The meeting at Lake Success—and the program—will start at 3 p.m.

of the Korean Republic, began at 11 p.m. Saturday night, moments after the first bulletin broke. Arrangements were made to bring in George Thomas Folster, NBC Far Eastern correspondent. New York and San Francisco news and special events staffs were put on a 24-hour alert.

Early Sunday, Folster reported that all circuits out of Seoul had been pre-empted by General MacArthur's Headquarters. Hence initial reports were covered from Tokyo.

Throughout Sunday, NBC went on a "flash" basis, alerting all points originating programs to be set or cut if necessary for leeways. News was broadcast on the tense situation as received. Yesterday the network made arrangements for another direct report from Seoul as well as for a direct report from MacArthur's headquarters in Tokyo. With the UN Security Council's second meeting scheduled for Wednesday, NBC is arranging for leeways on developments.

Full Schedule on CBS

CBS has carried a full news schedule since the crisis broke. Robert Martin, veteran Far East correspondent for the network reported on developments on Sunday evening at 11:00 p.m. He was followed by Larry Lesueur, CBS correspondent at the UN. Yesterday CBS featured the Korean news on numerous programs and is planning to give full coverage of the important UN meeting over CBS and CBS-TV.

MBS has followed the story closely. After covering the emergency session of the UN on Sunday, the network put George Fielding Eliot, ace commentator, on the air and at 11:00 p.m. had the Korean Ambassador in Washington interviewed. Yesterday's plans called for special broadcasts from Seoul, if possible, and commentary from East to West Coast as well as special broadcast by John Joseph Muccio, American Ambassador to Korea. Later, a round-up of editorial reac-

tion of prominent newspapers from coast-to-coast was broadcast. Today MBS will have a special round-up of news.

Reflecting the seriousness of the Korean situation, Mutual, cancelled its coverage of the Fifth Anniversary of the signing of the United Nations Charter, scheduled to be heard over the network from 10:30 to 11:30 p.m. last night, scheduled from San Francisco. Instead the network devoted the half hour to a round-up of editorial opinion on Korea from leading papers throughout the country.

ABC had two 15-minute programs devoted to the crisis on Sunday, following with a report from John Rich, Tokyo correspondent. Yesterday both Martin Agronsky and Elmer Davis were heard detailing the news. Meanwhile, Ray Falk, regular ABC correspondent in Tokyo is leaving immediately and will report first-hand information from Korea within a day or two.

Local TV stations, fully cognizant of the situation, have featured Korean news for the past two days, on their news telecasts.

Voice of America, America's overseas salesman, is reporting all developments in all languages on the Korean situation. Starting immediately when word of the invasion of the Korean Republic was made known "The Voice" broadcast the American version of the story in 24 languages to all areas of the world.

WOR has followed the Korean events closely. Special half-hours were devoted to the Korean story, including interviews with New Yorkers in various parts of the city. Special broadcasts were heard featuring David Snell, WOR commentator, Ted Kirkpatrick and J. Dickson Edwards, Far Eastern expert. WOR-TV had a special last evening on "War in Korea—What does it mean;" John Wingate as moderator and featuring Dr. John Chang, Korean Ambassador to the U. S.

Garred Signed By ABC

Hollywood — ABC yesterday signed seven-year contract with Bob Garred recently voted by newspaper men the West's top newscaster announcer by Frank Samuels, ABC vice-president, western division. First 52 weeks non-cancelable. Contract includes both radio and TV rights and covers Garred broadcasts throughout Pacific coast and MTN states on 50 stations.

Man On Street Series

Salt Lake City—Salt Lake City's first man on the street TV stanza has started over KDYL-TV, featuring mc Emerson Smith. Format calls for street interviews on vital subjects, followed by discussion of topic by panel of experts at studio.

BEHIND THE MIKE

LOOKS like Capitol has a sleeper in the Benny Strong platter, the oldie, "Tessie" (Stop That Me) which was penned back in 1925 by Ray Perkins, that ever-popular disc jockey KFELLOW (Diver) and Brooks Johns, former Ziegfeld singing star.

The big apple buzzing with terrific warbling of Bill Harrington, sopping for ailing Jeff Clark on a Lucky Strike Hit Parade.

Rytvoc's Beguine-Bolero, "Sonrisa," by Johnny Comacho, Joe Curbelo and Henry Stano, is headed for hitdom. American version titled "Masquerade of Love," with lyrics by Pinky Herman.

One TV program that could cancel on in emergency, should scheduled telecast be cancelled due to illness of featured player or players, NBC's "Big Story." At all show producer Bernie Prockter has available as substitute, original all-film program made for sponsor.

Thirty-five Aquabelles of ELLIOT Murphy's Aquashow have named humorist Robert Q. Lewis "The Aquabeau of 1950."

Benny Goodman arrived home from Europe Thursday and made his first public appearance the following night at the weekly Friday night Dixieland Jazz Concert at the Central Plaza on lower 2nd Ave., pay tribute to his old boss. Fletcher Henderson, who was celebrating 19th year in the profession.

Gene Williams and his ork no carry three remotes via CBS from the Glen Island Casino.

Census Service

Hollywood—More than 200 names of L. A. residents have already been received at KNX, which, as a community service, has been asking listeners not counted in the recent census, to write in and report names received are being turned over to Census Bureau for re-check.

INFORMATION WANTED

. . . whereabouts of a well-established television film producer looking for the services of a national sales executive with excellent reputation for merchandising know-how and creative selling to television broadcasters, sponsors and advertising agencies.

BOX 146, RADIO DAILY
1501 BROADWAY
NEW YORK 18, N. Y.



TV SERVICE CODE READY FOR TRADE

Granting Of 7 CP's Paces Busy Day At FCC

In Another Action Kobak Buys All WTWA Stock

Washington Bureau of RADIO DAILY
 Washington—The FCC announced a number of broadcast actions yesterday, including the okay on acquisition of control of WTWA, Thomson, Ga., by Edgar Kobak, former MBS president. Kobak, who already had 48.6 per cent of the stock in the station, bought the 51 per cent.
 (Continued on Page 6)

Two TV Stations Planned For Cuba

TV will debut in Cuba about January 1st, 1951, according to Kenneth Campbell, veteran Cuban advertising executive and associate of National Export Advertising Service. He reported yesterday that two stations are rushing construction plans in a race to achieve the distinction of inaugurating TV service to the island.
 Campbell predicted that TV will
 (Continued on Page 6)

Three New V.-P's Named By McCann Erickson

The appointment of three new vice-presidents by McCann-Erickson, Inc., was announced yesterday by Marion Harper, Jr., president of the agency. They are Alfred J.
 (Continued on Page 3)

NBC Aids CBS TV Pickup

A nice gesture of co-operation in the network television field was recorded yesterday when NBC made its video feed lines available to CBS when the Columbia lines failed at the opening of the United Nations session at Lake Success yesterday afternoon. Both webs were scheduled to pick up Security Council proceedings at 3 p.m. At telecast time CBS lines went out. Learning of their predicament, Ad Schneider, NBC's manager of operations for TV news, made the feed from NBC's mobile unit available to CBS. Ten minutes later CBS restored their own lines.

Esso Buys Football On CBS-TV Web

The big-figured tab for eight college football telecasts over CBS-TV in the fall has been picked up by Esso Standard Oil Co., the series commencing on Sept. 30 and ending Nov. 18. Red Barber has been selected narrator.
 The roster of top-Eastern games named in the contract includes the following: Army-Colgate on Sept. 30; Army-Penn State on Oct. 7;
 (Continued on Page 7)

AMA Okays Campaign For Use Of Radio Spots

West Coast Bureau of RADIO DAILY
 San Francisco — The American Medical Association in convention here yesterday authorized the expenditure of \$1,100,000 for radio and press advertising to present their case in the fight against national compulsory health insurance.
 The AMA plan to use approxi-
 (Continued on Page 2)

Pet Milk To Sponsor Fibber McGee, Molly

Fibber McGee and Molly will be sponsored during the coming season by The Pet Milk Sales Corp., it was announced yesterday by Harry C. Kopf, vice-president in charge for NBC Sound Network.
 The sale was quickly consummated, following the decision of the S. C. Johnson & Son, Inc. to revise their advertising plans for the fall season. The show will be heard over
 (Continued on Page 3)

'Use Radio To Sell Radio' Repeated In NAB Spots

Washington Bureau of RADIO DAILY
 Washington—A second series of spots designed to "Use Radio to Sell Radio," went to NAB members yesterday. They are prepared by the NAB public affairs department under Robert K. Richards. Similar to the first set of spots, which inaugurated the new NAB campaign sev-
 (Continued on Page 2)

Better Business Bureau To Offer Standards

First steps toward eliminating questionable practices in the servicing of TV receivers in the New York area will be taken at a mass meeting called for tonight by Hugh R. Jackson, president of the Better Business Bureau, at which time Standards for Advertising and Selling of Ra-
 (Continued on Page 7)

DuM. Again Tells FCC Color-TV Is Not Ready

Washington Bureau of RADIO DAILY
 Washington — Allen B. DuMont Laboratories told the FCC this week that while it agrees that color is a desirable "refinement" to add to commercial TV, it has "not reached that stage of development system-wise or apparatus-wise which would permit the Commission, with full confidence, to adopt standards
 (Continued on Page 7)

Financial Situation Of CBC Documented

Montreal—The financial plight of the Canadian Broadcasting Company in its never-ending struggle to secure enough funds to improve its broadcasting operation has received public recognition from the
 (Continued on Page 2)

Pearson's Flash Highlights Korean Battle Coverage

Highlighting the second day coverage of fighting in the Far East, was Drew Pearson's dramatic announcement at 11 a.m., EDT, yesterday that President Truman had promised air cover and naval support to the embattled forces of the Korean Republic. His statement touched off intense coverage over all networks with frequent bulletins and special programs dealing with the crisis in the Far East.

With their War II experience behind them, networks and independent stations have quickly "alerted," and, for the time being, will continue the present full coverage of news in the Far East as it arrives. A quick survey around town reveals that news flashes and bulletins will be presented as received.
 Indicative of the news value of the present crisis, is the fact that
 (Continued on Page 3)

Regional Web

KMON, Great Falls, Mont., and KOPR, Butte, Mont., have just announced a new intrastate network. Other outlets are expected to be added in the near future. The two premier stations are affiliated with the Rocky Mountain Broadcasting System. And KOPR, an American network affiliate, covers the northern and western sections of Montana.

On Lighter Side

Overworked newsmen at Mutual headquarters were annoyed at 4:30 p.m., yesterday by a girl from the personnel department who advised them that they could go home early because of the heat. One was remarked: "what do you mean—Korean heat?" It goes without saying Abe Schechter's faithful stayed on the job.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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ROME BUREAU
John Percicari
Ludovisi 16

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

FINANCIAL

(June 27)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|------------------------|---------|--------|--------------|----------|
| ABC | 12 7/8 | 11 | 11 1/2 | |
| Admiral Corp. | 32 3/8 | 33 3/4 | 31 3/8 | - 1/4 |
| Am. Tel. & Tel. | 155 1/4 | 148 | 151 1/2 | - 1 1/2 |
| CBS A | 32 | 29 | 29 3/4 | - 2 |
| CBS B | 31 | 29 1/4 | 29 1/4 | - 2 |
| Philco | 45 3/4 | 41 1/2 | 43 | - 1 1/4 |
| Philco Pfd. | 92 | 92 | 92 | - 1 1/2 |
| RCA Common | 20 | 18 1/4 | 19 1/4 | - 3/8 |
| RCA First Pfd. | 75 | 75 | 75 | - 1/4 |
| Stewart-Warner | 16 1/8 | 14 5/8 | 15 1/8 | - 3/8 |
| Westinghouse | 33 3/8 | 30 3/4 | 32 1/2 | - 3/8 |
| Westinghouse Pfd. | 103 | 103 | 103 | - 3/4 |
| Zenith Radio | 58 | 53 5/8 | 55 5/8 | - 1/8 |
| NEW YORK CURB EXCHANGE | | | | |
| Hazeltine Corp. | 19 | 17 1/4 | 18 | - 1 1/4 |
| Nat. Union Radio | 4 | 3 1/4 | 3 3/4 | - 1/4 |
| OVER THE COUNTER | | | | |
| Du Mont Lab. | | Bid 20 | Asked 21 1/4 | |
| Stromberg-Carlson | | 14 | 15 1/2 | |

Kennedy Returns To ABC

Veteran newscaster John B. Kennedy returns to the ABC network in a new series of 15-minute news commentaries, Monday - through - Friday, beginning July 3, at 10:45 a.m.

In addition to his regularly scheduled broadcasts, Kennedy will assist the network's news and special events department in covering major news breaks.

Dorothy Thompson Scheduled

Dorothy Thompson, lecturer and journalist joins Norman Cousins, editor of The Saturday Review of Literature in discussing Aristotle's "Politics" on CBS' "Invitation to Learning," Sunday, July 2, Noon-12:30 p.m., EDT.

★ COMING AND GOING ★

BROOKS HENDERSON, production manager of KSTP, Minneapolis-St. Paul affiliate of NBC, is expected in New York today for a visit with his family.

E. K. JETT, general manager of WMAR-TV, Columbia network affiliate in Baltimore, is in New York on business.

BILL FARRELL, who just completed engagements at the Capitol and Apollo theaters, today will leave for Chicago, where he'll make arrangements for his DuMont TV show, which starts August 2.

DON MANN, of WKNK, Muskegon, Mich., will spend this week-end in New York.

EDWARD HALL, eastern division manager of CBS station relations, has returned from a three-week vacation which he spent motor-ing through the South.

KEITH M. BYERLY, general sales manager of WBT, Charlotte, N. C., is in town for confabs with officials of CBS and several advertising agencies.

G. W. "JOHNNY" JOHNSTONE, director of radio and television for the National Assn. of Manufacturers, has returned from his annual coast-to-coast tour. He's spending today and tomorrow in Washington, D. C.

THE MODERNAIRES, featured on "Club 15" over CBS, have arrived in town for an engagement at the Starlight Roof of the Waldorf-Astoria Hotel.

GEORGE B. STORER, president of the Fort Industry Co., a visitor yesterday at the headquarters of CBS.

BARRY BERNARD on Friday will leave by plane for the West Coast to confer with Hollywood officials of Music Corporation of America.

RALPH BRENT, sales manager of WBBM, Chicago, arrived in New York yesterday for conferences at CBS.

NEWTON J. YATES, commercial manager of KALI, Pasadena, Cal., off for New York on business.

Financial Situation Of CBC Documented

(Continued from Page 1)

Commons Committee on radio broadcasting.

In a 3,000-word report presented before the Commons, the special committee backed up CBC's need for additional financial aid but did not decide on the means for obtaining the money. The Commission, headed by the Rt. Hon. Vincent Massey, is expected to make a report to the government this Fall.

Fund Set Aside

In supplementary estimates recorded in the Commons last week by Hon. D. C. Abbott, Finance Minister, an amount of \$650,000 was set aside for the national broadcasting system. The money would provide working capital and partially finance CBC's deficits, pending a decision on the corporations' future requirements.

It was suggested during the Royal Commission and Committee hearings that additional funds should be voted by Parliament, not simply by the party in power, thereby assuring CBC of its independence. Another proposal was to double the license fee of \$2.50 on radio receiving sets.

The CBC accrued a deficit of \$240,000 for 1949-50 and an estimated loss of \$900,000 for the 1950-51 season.

CBS Acquires Theater

The first New York motion picture theater to be acquired for TV telecasting purposes, the Town, 1,568-seater in New York now operated by the Brandt circuit, will pass under lease to CBS on July 17, it was learned yesterday. The network expects to have the town-re-equipped as a video studio on Sept. 15.

Neither Brandt or CBS sources yesterday would disclose the period of the net's lease or the terms. CBS, it was said, proposes to use the new studios for variety shows and for certain dramatic programs.

'Use Radio To Sell Radio' Repeated In NAB Spots

(Continued from Page 1)

eral weeks ago, the new announcements are timed in one-minute and in 30-second lengths. The first set was made up of 20-second "station-break" announcements.

The spots are devoted to illustrations of radio's impact as a mass medium of communication and advertising, and offer comparative figures on the reduction of unit costs of consumer goods brought about by mass advertising's stimulation of mass distribution and mass production.

AMA Okays Campaign For Use Of Radio Spots

(Continued from Page 1)

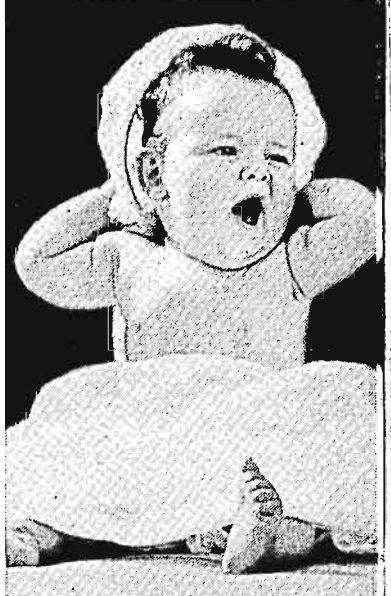
mately 300 radio stations and will make use of thirty-second and one-minute announcements. It is expected that the campaign will reach its peak during the week of October 8 and will be timed to make socialized medicine a top issue in the Congressional elections.

To Discuss Water Supply

The present and future condition of the water supply on Long Island, N. Y., will be discussed by two experts in the field during a special broadcast over WHLI and WHLI-FM, on Thursday, June 29, from 2:45 to 3 p.m. Offering their opinions will be M. L. Baysheers, District Geologist of the United States Geological Survey in Mineola, L. I., and W. Fred Welsch, senior engineer of the Water Division, Nassau County Department of Public Works.

Resigns Starrett Post

Seymour D. "Si" Newman had on June 16th resigned as New York sales manager for Starrett Television Corporation. He has been associated with the radio, television, and white goods industries for a number of years and has been connected with Starrett Television for the past 2 years in this capacity.



"Some station reps bore me to tears"

"They're always talking about the power of radio stations. Always showing me coverage maps. What I'm interested in is the results you get per-dollar-spent!"

Well, sonny, you're our man! W-I-T-H in Baltimore is famous for delivering more listeners-per-dollar than any other station in town. And that means low-cost results!

If you want to do BIG things in this rich market with a LITTLE bit of money, buy W-I-T-H. Call in your Headley-Reed man and get the whole story.

W-I-T-H
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Pet Milk To Sponsor Fibber McGee, Molly

(Continued from Page 1)

NBC, Tuesday evenings at 9:30 p.m., the spot it has held for the past several years.

Placed by the Gardner Advertising Agency of St. Louis, the show will continue to be written by John Quinn, assisted by Phil Leslie.

Another sale announced yesterday was the renewal of Smiling Ed McConnell and his radio show which will be heard over NBC from St. Louis on Saturdays at 11 a.m. Program, sponsored by Buster Brown Shoes, is off the air for the summer.

Three New V-P's Named By McCann Erickson

(Continued from Page 1)

Scalpone, director of radio and television programs; William C. Dekker, director of radio and television service and Frederick Anderson, who was also named a member of the advisory committee.

Scalpone joined the agency July 1, 1948 as head of radio and television production. Dekker has been with the agency since 1943 when he joined as a time buyer. Anderson has been with McCann-Erickson since last October.

Pearson's Flash Highlights Korean Battle Coverage

(Continued from Page 1)

ABC substituted a new program, "What Does the Korean Situation Mean to the U. S. and to the U. N." on their Town Meeting show last night.

MBS, in view of the situation, has quickly set up operations to cover the crisis news, under the direction of vice-president in charge of news, A. A. Schechter. In New York, Schechter has Art Feldman handling UN contacts. Webley Edwards is on "alert" in Hawaii, 24 hours a day. Edith Simmons will report from Tokyo. Phillipines are covered by staff reporters.

Foster, Hillman On Duty

Cedric Foster and Bill Hillman are covering Washington and other members of MBS are at key points.

NBC reported yesterday that direct lines to Korea were not possible. The network tried to bring Seoul in several times, without avail. The network carried full coverage of events as they transpired yesterday and has not yet cancelled its "alert," in force since Sunday. NBC carried a telecast, yesterday of Washington press reaction to President Truman's policy making statement from 12:50-1:25 p.m.

CBS presented special radio pro-

grams, in the afternoon, concerned with the Far East situation. Later, a Round the World round-up of opinion was aired. During last night CBS broke in with special bulletins. WCBS-TV cancelled all

Telefax Treatment

WOR-TV on telefax news programs is featuring maps to show the American public just where the fighting in the Far East is taking place. Reaction to this new treatment of news has been most encouraging. In addition, WOR-TV presented a special news program 7:30-8 p.m., EDT, featuring Paul Schubert, noted news commentator.

shows yesterday from 3:15-6:15 p.m. to bring UN proceedings to televiewers. Meanwhile the network, like all others is "alerted" and will present news from any point on the globe where it originates.

Indies Also Busy

Independent stations in the Metropolitan Area have disrupted their schedules and are presenting the news as it arrives.

Scranton Station Joins WQXR FM Web Hookup

WQAN-FM, Scranton, Pa., has joined the network of 10 FM stations scheduled to begin rebroadcasting the program schedule of WQXR on July 1. Along with New York State's Rural Network and two stations currently carrying the broadcasts, a total of 13 FM outlets will be rebroadcasting the programs of the New York Times' station on the first of the month. A 14th station will be added in the Fall.

Owned by the Scranton Times, WQAN-FM will be the first to carry WQXR's full schedule daily, Mondays through Saturdays from 6:30 a.m. to 1 a.m., and Sundays, from 8 a.m. to 1 a.m. The only exceptions will be two half-hour periods daily when WQAN-FM will present local programs.

At present, WQXR's programs are being picked up by WBIB, New Haven, Conn., and WFMZ in Allentown, Pa. The New York station's tie-up with the 14 outlets will form the country's largest FM network, extending from Poughkeepsie to Niagara Falls in upstate New York and covering Eastern and Northeastern Pennsylvania and Southern Connecticut.

Change Title Of Program

The U. S. Army and Air Force Recruiting Service's guest-star musical show has changed its title from "Voice of the Army" to "Stars on Parade." The program is currently being broadcast by 1,650 stations.

AW FELLAS, STOP IT! IS "LIVE LIKE A MILLIONAIRE" REALLY THAT GOOD?

Read what they said* about this new show Starring Jack McCoy sponsored by General Mills on NBC

SAN FRANCISCO EXAMINER — "It's one of the brightest of the new shows . . . sparkling . . . entirely different."

LOS ANGELES TIMES—"Radio shows come and go like the tide. But here's one with a new gimmick."

NEWARK STAR-LEDGER — "One of the most enterprising radio programs we've ever heard."

BILLBOARD—"It's an ingenious idea with interesting video possibilities."

SAN FERNANDO VALLEY TIMES—"Again demonstrates that repeated successes have not softened up the thinking processes of 'The Three Johns'."

DAILY VARIETY—"Jack McCoy emcees with just the buoyancy and quick wit to keep the show moving."

LOS ANGELES MIRROR — "Radio's robust 'Three Johns' (Masterson, Reddy and Nelson) are set with a new show. 'Live Like a Millionaire' has gotten a 'just what we wanted' reception from listeners."

HOLLYWOOD REPORTER — "After all these years, Masterson, Reddy and Nelson know how to put one of these prize, audience participation shows together smoothly."

LOS ANGELES EXAMINER— "An entirely different format."

PASADENA INDEPENDENT— "Another new idea program by that amazing trio of Hollywood radio and television producers, Johns Masterson, Reddy and Nelson."

*—Carefully selected by us.

MASTERSON, REDDY AND NELSON

Radio and Television Productions
Hollywood — New York

for profitable selling **INVESTIGATE**

WDEL

WILMINGTON
DELAWARE

WGAL

LANCASTER
PENNSYLVANIA

WKBO

HARRISBURG
PENNSYLVANIA

WRAW

READING
PENNSYLVANIA

WORK

YORK
PENNSYLVANIA

WEST

EASTON
PENNSYLVANIA

WDEL-TV

WILMINGTON
DELAWARE

WGAL-TV

LANCASTER
PENNSYLVANIA

STEINMAN STATIONS

Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles



AGENCIES

RADIO & TV RESEARCH COUNCIL new officers for the coming year have been announced as follows: president, Dr. E. L. Deckinger, research director for the Biow Co.; vice-president, George E. Blechta, v-p of A. C. Nielsen Co.; secretary-treasurer, Edward G. Reeves, research projects manager of CBS.

KEMCAL, INC., San Francisco, to Roy S. Durstine, Inc.

ADMINISTRATION changes in the advertising department of Canada Dry have placed F. E. Benson, Jr., in charge of U. S. license dept. advertising, including the administration of campaigns by franchise bottlers. J. X. Kennelly has been named to take charge of local advertising by company-owned plants, and will assist also in the company's national advertising.

VICTOR BLOEDE, formerly a v-p and copy-chief of French & Preston, has joined the copy dept. of Benton & Bowles, Inc.

E. J. HUBER, general manager of KTRI, Sioux City, Iowa, has been elected president of the Sioux City Ad Club for the coming year. Other officers are: v-p, Dorothea Sheahan, advertising manager of T. S. Martin Co.; secretary, Myrtle Bailey, advertising manager of Connie-Williges Fur Co.; treasurer, John C. Granning, cashier of the First Natl. Bank.

BREWING CORP. OF AMERICA to Benton & Bowles for Red Cap Ale.

ROBERT E. BUTTON, account exec for the national spot sales dept. of NBC, will speak at the luncheon meeting of the New York Financial Advertisers, Thursday, at the Lawyers Club.

TAYLOR S. CASTELL, formerly in charge of marketing, merchandising, and research at Kenyon and Eckhardt, has joined Cecil & Presbrey, Inc., as account exec.

THE HOME APPLIANCE DIVISION of Murray Corp. of America planning a national campaign of consumer advertising in the fall through Cunningham & Walsh.



By SID WHITE

Man About Manhattan...!

● ● ● **PERSONAL POSTCARDS: HARRY S. T.**: Sen. Taft's advisors want him to appear regularly on radio and TV, no matter the show so long as it's network, to "grow" on the American public. Object: 1952 Presidential election. . . . **ARTHUR GODFREY**: Three teen-agers are cleaning up entertaining the long lines waiting to get into your show. Each does an imitation of your uke playing. . . . **HENNY YOUNGMAN**: If that nag, "Uncle Millie," now winning consistently at Monmouth Park, is (as his owner plans) entered in next year's Kentucky Derby and if he should happen to **TAKE THE RUN FOR THE ROSES**, can you just picture Milton Berle? Nothing, but nothing, will hold him down then. . . . **FRED ALLEN**: What was that big real estate deal you were discussing in front of 20 E. 50th St.? . . . **KEN MURRAY** and **BERT LY-TELL**: There are two prize-fighters in New England with your tags—and are ringsiders confused! . . . **MAGGI McNELLIS**: Faye Emerson just bought a gown which she plans to wear on a TV show next week. If she does, Clancy, lower the boom. The eyeballs will be popping up and down the coaxial cables. . . . **ELAINE CARRINGTON**: The soap operas are being hastily rewritten to capitalize on the current Korean sitcheay-shun. (Betcha Portia's hubby is sent to Japan by Friday). . . . **DOROTHY KILGALLEN**: Your summer sub (for two weeks starting this Sunday) will be Bill Slater and his lovely missus, Marion.

★ ★ ★ ★

● ● ● Edith Fellowes and Tommy Dix were rehearsing a TV stanza with Jerry Lester the other p.m., and it seems that the comic was having trouble with the show's producer. "Take this line, for instance," he complained. "Do you think it'll get any laffs?" "How in blazes do I know," exploded Jerry. "If any show could predict laffs, then there'd be no need for Boston or Philadelphia!"

★ ★ ★ ★

● ● ● **A M DREAMING OF** radio's past, reminded by some of these current radio events: "One Man's Family" as an across-the-board 7 p.m. feature, reminds us of when "Myrt & Marge" brought soap opera to a bigger bubble on CBS at that hour. . . . And the planned Mindy Carson build-up by ABC around that hour brings to mind those days when radio built its own stars by giving them same program formats at same time daily plus bigtime promotion (and vocalists usually pulled the 7 to 8 slot). Did it pay off? Ask Crosby-Smith-Downey-Boswell, etc. . . . The recent twist of customer plugging dealer, when Jane Barton bought time on WPTZ, Albany's "Woman's Page" program to plug her Buick dealer, recalls those early days when a Chicago listener sponsored regular organ programs by Irma Glenn! . . . And recent signing of Ransom Sherman and Garry Moore for their own network TV shows reflects those days of terrific afternoon variety shows from Chicago like "Club Matinee" which helped build Sherman-Moore-and-a-guy-named-McNeill. . . . Yep, for years we've been saying that the "old" ways that made radio the industry it is today aren't worn out. In fact, they were dropped too soon—and today's events are merely bearing us out.

★ ★ ★ ★

● ● ● Mary Pickford returned to H'wood last week for the summer to reopen Pickfair. Her "Theater of Valor" show has been delivered to NBC, and her personal manager, Mal Boyd, is remaining in N. Y. during the next 2 months to represent negotiations for PRB, Inc. Word out of NBC is that "Theater of Valor" is one of the year's best bets for institutional sponsorship. They say the Howard Teichman script is award-winning caliber.

★ ★ ★ ★

PROMOTION

Sales Brochure

Endeavoring to present an authoritative picture of the size of audience snared by each of the 13 stations represented by Radio Sales, the CBS radio and television stations representative is circulating an attractive brochure composed of graphic maps summarizing each station's daytime and nighttime audience.

The maps were prepared from BMB Study No. 2 and are based on the weekly (1-7) station audience. Below each map is a summary containing additional data on 3-7 and 6-7 times-a-week listening.

Helping Uncle Sam

Tom Meehan, promotion director for the Westinghouse Radio Stations, Inc., sent out a three-cent postage stamp with his latest mailing piece on KYW, Philadelphia. Accompanying the postage stamp is a tag line: "Buying KYW is a wise move any day . . . here's a stamp to make it an easy move right now!"

ANA Plans Convention For Chicago, Sept. 25 to 27

Chicago—The Association of National Advertisers will hold its 41st annual meeting this year at the Drake Hotel, Chicago, from Sept. 25 through the 27th, it was announced by W. B. Potter, chairman of the Association's board of directors and director of advertising operations for Eastman Kodak Company.

Wesley I. Nunn, advertising manager of Standard Oil Company of Indiana has been elected chairman of the program committee, Potte added.

Two days of ANA's three-day session will be restricted to association members and invited advertise guests but representatives of advertising media and agencies will also be guests of the Association for one day.

Wine Sponsor Renews

Italian Swiss Colony Wines has renewed their twice-weekly sponsorship of the WNBC news broadcasts of Kenneth Banghart. The 13-week contract was placed through Platt-Forbes, Inc.

HERBERT LEROY RICE AGENCY

RCA Building — Suite 1017
30 Rockefeller Plaza

Leading Insurers in the Radio and Advertising field for over 20 years

ALL INSURANCE KINDS

Telephone: Ci. 7-1456

We Don't "Settle" Claims—
We Pay Them

THE VOICES OF ADAM HATS 8 YRS.

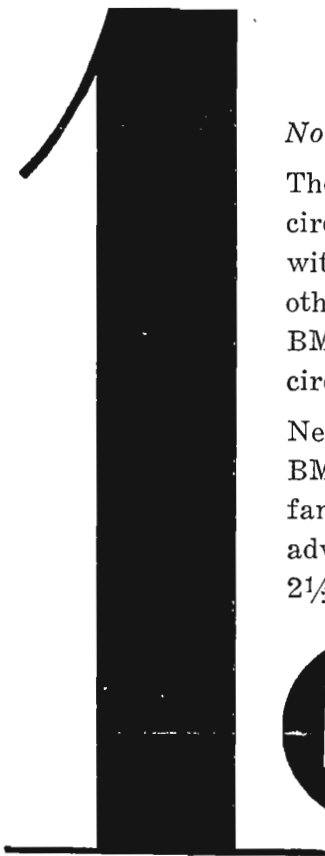
JINGLES
that don't
JANGLE!

A.M. & T.V.'s MOST COMPLETE EFFECTIVE JINGLE SERVICE
An Original (Sales-Packed) Jingle
Tailor-made for Your Product
Written, Sung & Produced by
'Lanny & Ginger' GREY
1300 Madison Ave., New York 28
AT. 9-4020

SATTLE'S DEPT. STORE 7 YRS.

MARLIN BLADES 8 YRS.

YONKERS RACEWAY



No need to shout. The figures speak for themselves.

The BROADCAST MEASUREMENT BUREAU has just released the *final* circulation figures of Study No. 2 and NBC continues in first place with the *largest* audience in all radio—reaching more people than any other single advertising medium. (90% of agency timebuyers use BMB as their basic source of information in comparing network circulation according to a recent independent research spot check.)

Network radio is bigger than ever—as big as America—and the BMB results show that each week, *day or night*, more than 7 out of 10 families listen to NBC. These findings give NBC a *weekly* audience advantage of over 1½ million homes during the day and more than 2½ million at night over the second network. And the greater the

intensity of listening, the greater is NBC's relative superiority over the next network.



America's No. 1 Advertising Medium
A service of Radio Corporation of America

Seven CP's Approved In Busy Day At FCC

(Continued from Page 1)
cent held by Walter Brown for \$10,000. Kobak is a small-station representative on the NAB board of directors.

Other transfers okayed included the assignment of the license of WEKR, Fayetteville, Tenn., to John R. Crowder and James Porter Smith by Elk River Broadcasters, Inc., for \$37,500, and assignment of KMLB and KMFM, Monroe, La., by Melba Liner Gaston to J. C. Liner, Ill., for \$10,000.

CP's Listed

The following applicants were granted permits for new daytime stations: Syndicate Theaters, Inc., Columbus, Ind., (controlled by Truman T. Rembusch, president of national Allied Theater Owners and a leader in Theater TV circles) for the 1010 band with 250 watts; Radio St. Clair, Marine City, Mich., for the 1590 band with one kilowatt; Cary Lee Graham, Gadsden, Ala., for the 930 band with one kilowatt; Pocahontas Radio, Inc., Pocahontas, Ark., for the 1420 band with one kilowatt; Herman H. and David A. Womack, Atlanta, Texas, for the 900 kc band with one kilowatt; Community Broadcasting Service, Inc., Winston Salem, N. C., for the 980 band with one kilowatt, and Payne County Broadcasters, Cushing, Okla., for the 1600 band with 500 watts.

Unlimited time operation was okayed for the Belleville News-Democrat, Belleville, Ill., on the 1260 band with one kilowatt, and the Manistee Radio Corp., Manistee, Mich., on the 1340 band with 250 watts. Turned down because it conflicted with these two were, respectively, the application of WTMV, East St. Louis, Ill., to move from the 1490 band to the 1260 spot, and the application of Door County Broadcasting Co. for the 1340 band in Sturgeon Bay, Wisc.

Frequencies Changed

Changes in assignment were granted three stations, KWED, Seguin, Tex., increasing its power on the 1580 band from 250 watts to one kilowatt, daytime, while two other stations changed frequencies. They are WFNC, Fayetteville, N. C., which goes from the 1450 to the 1390 band, increasing its power from 250 watts unlimited to one kilowatt night and five kilowatts day, and WGTC, Greenville, N. C., which moves from the 1490 to the 1590 band, also increasing its power from 250 watts unlimited to one kilowatt night and five kilowatts day.

New Time For UN Program

"Memo from Lake Success," weekly review of United Nations developments, now heard Sundays at 8:45-9:00 a.m., EDT, on WCBS, will be heard during the summer hiatus on "CBS Views the Press" on Saturdays at 6:15-6:30 p.m., EDT. "Memo" is produced by the radio division of UN, in cooperation with CBS.

RECORDS ON PARADE

TED PERSONS

"Jockey Jury" is a weekly feature of this space in charge of a regular panel of experts who name (not necessarily in the order of their preference) the records which they believe to have the greatest public acceptance potential out of the brand new releases.

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

"All My Love," Patti Page (Mercury)
"Just Say I Love Her," Don Cherry (Decca)
"Goodnight My Love," California Commanders (Capitol)
"They Can't Take That Away From Me," Percy Faith (Columbia)
"Didn't We," Ted Heath (London)
"I Ain't Gonna Take It Sittin' Down," Blue Barron (M-G-M)
"Mona Lisa," Nat "King" Cole (Capitol)

EDDIE GALLAHER, WTOP, Washington, D. C.

"I'm In Love With The Mother Of The Girl I Love," Robert Q. Lewis (Columbia)
"Pigalle," Johnny Desmond (M-G-M)
"Tzena, Tzena, Tzena," Mitch Miller (Columbia)
"Happy Feet," Roy Ross (Coral)
"Sometime," Jo Stafford (Capitol)
"Tonight," Tony Martin (RCA Victor)
"Rippy Tippy Tune," Russ Morgan (Decca)
"I Didn't Know What Time It Was," Dinah Shore (Columbia)
"On The Mall," Buddy Williams (Rainbow)

JACK LACEY, WINS, New York, N. Y.

"Tzena, Tzena, Tzena," Vic Damone (Mercury)
"Happy Feet," Roy Ross (Coral)
"Let's Have A Party," Benny Strong (Capitol)
"I Ain't Gonna Take It Sittin' Down," Blue Barron (M-G-M)
"Just Say I Love Her," Eddie Fisher (RCA Victor)
"I Was Dancing With Someone," Toni Arden, Percy Faith (Columbia)
"They Can't Take That Away From Me," Percy Faith (Columbia)
"I Thought She Was A Local," Sammy Kaye (RCA Victor)
"Me And My Imagination," Guy Mitchell (Columbia)
"Lackawanna Local," Ray Anthony (Capitol)

SNOOKY LANSON, WSM, Nashville, Tenn.

"If I Had A Magic Carpet," Percy Faith (Columbia)
"Happy Feet," Dean Martin (Capitol)
"Mona Lisa," Nat "King" Cole (Capitol)
"Smoking My Last Cigarette," Vaughn Monroe (RCA Victor)
"The Picnic Song," Theresa Brewer (London)
"I Didn't Slip," Bing Crosby (Decca)
"Peachtree Street," Frank Sinatra-Rosemary Clooney (Columbia)
"Vagabond Shoes," Vic Damone (Mercury)
"I Hadn't Anyone Till You," Hadda Brooks (London)

ERNE SIMON, WJJD, Chicago, Ill.

"I Still Get A Thrill," Dinah Shore (Columbia)
"Home Cookin'," Bing Crosby (Decca)
"I Didn't Slip," Doris Day (Columbia)
"Bye Bye Blackbird," Dean Martin (Capitol)
"Maple Leaf Rag," Art Lund (M-G-M)
"The Picnic Song," Johnny Desmond (M-G-M)
"May I Take Two Giant Steps," Eileen Barton (National)
"M-I-S-S-I-S-S-I-P-P-I," Kay Star (Capitol)
"A Razz-A-Ma-Tazz," Jimmy Durante (M-G-M)
"A Little Bit Independent," Dick Haymes (Decca)

PRESSING BUSINESS: Pete Rugolo has returned to New York from Tennessee where he recorded Woody Herman. . . . Capitol reports its "45" merchandising promotion to be a tremendous success. . . . Rudi Tolnay, at one time with Columbia, has been named the new National Sales Manager of London Records. . . . Leroy Anderson has signed with Decca to record his original compositions using his own orchestra. . . . Dave Kapp flies back from the Coast today. . . . Dorothy Kirsten's first album for Columbia, "Dorothy Kirsten Sings George Gershwin," will hit the dealers next week.

Recording Programs

WCSS, Amsterdam, New York, is tape recording complete programs by each of several musical groups in the city. Line up includes school orchestras, bands, ensembles and vocal groups. Programs will be run as a summer music series sponsored by Mohawk Carpet Mills.

Renews CBS Series

Emerson Drug Co., Baltimore, Md., for Bromo-Seltzer, has renewed its sponsorship of the CBS dramatic series, "Hollywood Star Playhouse" for another 52 weeks, it was announced Friday. The radio series is aired Mondays, 8:00-8:30 p.m., EDT. Agency is BBD&O.

Two TV Stations Planned For Cuba

(Continued from Page 1)

become a highly influential advertising medium in Cuba. All programming will be in Spanish as just as in the beginning of U. S. TV, it is expected that sporting events will capture the largest share of initial program planning. Because of the language barrier there is little likelihood of pickups from the U. S.

Production All-Cuban

Production planning and talent will rest squarely on Cuban TV personnel. Planning for TV, numerous technicians and production personnel have been studying the operation of TV units in various sections of the U. S. Planning has been progressing over the past three years.

Campbell believes Cuban television will have fewer falterings in its initial stages than did the U. S. because it can capitalize on the experience of domestic operation. The new Cuban stations will carry the call letters of C.M.Q. and Unio-

Canadian TV Plans Subject Of Report

Montreal—The Canadian House of Commons Committee on Radio and Television Broadcasting yesterday reported that the establishment by CBC of TV production centers in Montreal and Toronto should be "going" beginning for Canadian National Television System. The center due to begin operations in September, 1951, will be able to supply recorded television programs to stations in other parts of the country. "Your committee is not making recommendations regarding the principles under which television should be extended and developed in general in other parts of the country. Including the extent to which facilities might be operated by public or private enterprise, since the Royal Commission has such principles under consideration," said the report. "It does see the need for the establishment of some proper and adequate system of financing Canadian television development in the general national interest."

Staff Changes Announced

Baltimore — Herbert B. Cahar program manager of WAAM (TV) in Baltimore, has announced two personnel changes within his department. Effective immediately, Joel Chaseman, currently public relations director of the station, will assume the duties of assistant program manager in addition to his present role.

Also effective immediately, Miss Charlotte Darsch becomes traffic manager. She joined the station in December, 1949.

Mr. Cahar also announced the addition of Miss Jean Foreman to the program department staff.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, June 28, 1950 — TELEVISION DAILY is fully protected by register and copyright

BBB TO PRESENT NEW SERVICE CODE

TELE TOPICS

TELEVISION brought the drama of the world's stage to viewers on NBC and CBS yesterday when the two webs picked up the proceedings of the United Nations Security Council at Lake Success. Through the magic of TV home viewers got a closeup of the tense deliberations which centered around the Korean hostilities. They saw the ambassadors from the member countries as they delivered their comments; caught the hustle and bustle of the secretarial staff and best of all through word and picture learned forcibly the determination of U.N. to maintain world peace.

JACKIE GLEASON, who starred in the past season's NBC-TV show "The Life of Riley," will replace Jerry Lester as emcee on DuMont's "Cavalcade of Stars" as of July 8. . . . Rumor: boxing promoters soon to give in on demands for a bigger cut of TV rights. . . . Last year's practice of allowing several webs to televise the world series will be discontinued—only one network to carry it this time; NBC's telecast of the "All Star" game may stand them in good stead. . . . Robert Montgomery giving a spiel for liberty to the Congress of Cultural Freedom in Berlin, Germany. . . . ABC's Sheila Finnegan, who's the web's TV editor of continuity, playing and singing original composition's on "Market Melodies" show. . . . Esquire Boot Polish, who sponsored "Blind Date" on DuMont this past season, in the market for a half-hour tele show. . . . WCAU-TV, Philadelphia, to feed an hour-long circus program to CBS-TV commencing Saturday (7-8 p.m.); show will originate from Camden, N. J., Convention Hall. . . . Minute Maid Corp. picking up the tab for the Friday 5:45-6:00 p.m. segment of NBC-television's "Howdy Doody Show" for an eight-week run as of July 7.

LATEST unofficial report on NBC's plans to compete with CBS-TV's Wednesday night Arthur Godfrey show in the Fall has Martin and Lewis slated for the task. Previous dope listed half a dozen such top names to be thrown into the one show; however, Cantor and Allen proved to be worth an hour show of their own—thus the talent split. . . . Pembroke Davenport, choral-director of ABC-TV's "Paul Whiteman Revue" to do a musical direction chore in a Cole Porter Broadway show this fall, titled: "Out of This World." . . . "Kitchen Carnival" renewed for 13 weeks over WWJ-TV by Detroit Edison Co.; "Sports Scholar," WWJ-TV's sports quiz film, being backed for a 13-week run by Brylcreem. . . . Probable cost for a quarter-hour portion of NBC-TV's Fall Kate Smith Show has been estimated at \$45,000.

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week Of June 16-22, 1950

THE TOP 5 SONGS OF THE WEEK

| TITLE | PUBLISHER |
|-------------------|--------------|
| Bewitched | Chappell |
| Girl That I Marry | Berlin |
| I Wanna Be Loved | Supreme |
| Mississippi | Acuff & Rose |
| Picnic Song | Chappell |

THE 5 FAVORITE STANDARDS OF THE WEEK

| TITLE | PUBLISHER |
|------------------------------|-------------------|
| Cocktails For Two | Famous |
| Happy Talk | Chappell |
| It's The Same Old Shillelagh | Shapiro-Bernstein |
| Limehouse Blues | Harms |
| Sabre Dance | Leeds |

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Trade Meeting Set For Tonight In New York

(Continued from Page 1)

dios, television receivers, television service and home appliances, will be presented. The meeting which will be held at the Engineering Societies Building is expected to bring together around 1,000 dealers, distributors, manufacturers and servicemen.

The move to clean up the service situation has the support of most of the leading manufacturers and distributors who are reported to have subscribed \$50,000 to implement the Code enforcement. Among those lending support are Allen B. DuMont Laboratories, Inc.; Motorola-New York, Inc.; Crosley Distributing Corp.; Times Appliance Company, Inc., (Westinghouse); Warren-Connelly Company, Inc., (Hallcrafters); Bruno-New York, Inc., (RCA); Philco Distributors, Inc.; Admiral Corporation, (New York distributing division); Zenith Radio Corp., of New York; Gross Distributors, Inc., (Stromberg-Carlson); Emerson, New York, Inc.; Rogovin & Jacobs (Capehart) and Magnavox.

Acceptance Expected

Acceptance of the Code is expected at tonight's meeting with BBB ready to establish a bureau within their organization to maintain standards. Present plans call for a staff of three to handle consumer complaints and consumer inquiries. It is hoped through industry co-operation to effect voluntary modification of bad practices in sale and service.

Speakers will include the Hon. James E. Sauter, Deputy Commissioner, Department of Commerce, New York City; Robert C. Sprague, president and chairman of the board, Radio-Television Manufacturers Association; Bernard Altman, chairman, Retail Television and Appliance Dealers Industry Relations Committee; Thomas J. Cochrane, advertising manager, Daily News, and chairman, Advertising Managers Association, New York Newspapers; John F. Rider, president, John F. Rider Publisher, Inc.; and Hugh R. Jackson, president, Better Business Bureau.

Presiding over tonight's meeting will be John C. Wood, chairman, board of directors, BBB.

Joan Edwards To DuM.

Joan Edwards has been snared by the DuMont network for a quarter-hour guest-interview show on Tuesdays and Thursdays (7:45 p.m.), effective this week.

Esso Buys Football On CBS-TV Web

(Continued from Page 1)

Army-Michigan on Oct. 14; Navy-Southern California on Oct. 21; Columbia-Army on Oct. 28; Columbia-Cornell on Nov. 4; Navy-Tulane on Nov. 11; and Columbia-Navy on Nov. 18. Sponsorship of the series will mark Esso's first try at football over television. McCann-Erickson, Inc., was the agency for Standard Oil.

DuM. Again Tells FCC Color-TV Is Not Ready

(Continued from Page 1)

in the public interest for commercial color television at this time."

The company did not submit detailed findings of fact or proposed conclusions, but merely submitted a brief reference detailing the presentations by DuMont witnesses during the color-TV hearings during the past nine months. Attorneys Roberts and McInnis, for DuMont, told the Commission that the hearing served to convince DuMont that its original position that color is not yet ready had been substantiated during the hearing.

Allen & Cantor Sign For Fall On NBC-TV

Long term television contracts with Fred Allen and Eddie Cantor, who have refused to enter television on a large scale until now, have been secured by NBC to star the two comedians in an hour-long Sunday night attraction in the fall to be bankrolled by Colgate-Palmolive-Peet Co. Also included in the agreement between the web and the sponsor is a provision for two other headline acts, as yet unannounced.

Slotted for the 8:00 p.m., EDT, spot, the costly extravaganza will be bucking CBS-TV's "Toast of the Town" starring Ed Sullivan, which is now being seen and continuing in this time period.

Murray Buys ABC-TV Time

The Arthur Murray Dance Studios has signed to sponsor the Thursday evening, 9 to 9:30 time period over 20 ABC-TV stations for an eight-week series of audience participation programs beginning July 20.

The show, titled, "Party Time at Arthur Murrays," will be emceed by the wife of the noted dance instructor. The business was placed through Huber Hoge and Sons, Inc.

TV Gets Optometric Okay

Minneapolis—Television is not hard on the eyes and it can be a powerful instrument of public education, if properly used, Dr. Carl F. Shepard, Chicago optometrist, declared here yesterday.

Dr. Shepard was a speaker at the 52nd annual congress of the American Optometric Association and his talk was televised by station WTCN-TV.

"Television does not harm the eyes," Dr. Shepard said. "But quite often it brings out the fact that a visual problems exists in the individual which might otherwise have not been discovered until later."

Survey Questionnaire On TV Mailed By TBA

Technical and programming specifications for all TV stations are now being listed in reply to a detailed questionnaire just sent out by the Public Service Programming Committee of the Television Broadcasters Association, Inc.

This survey, conducted by TBA, is the first major industry step looking toward easing the problems of public service telecasts faced by both TV broadcasters and the country's public service organizations. TBA will make the results of the survey available to all public service and educational groups. The TBA Committee which drafted the questionnaire is headed by Barry Mahool of the American Heritage Foundation and includes representatives of NBC, Girl Scouts, New York City Board of Education, Protestant Radio Commission, YMCA, YWCA, and the Institute for Democratic Education.

Several Questions Included

Included in the survey are such questions as length of time TV stations will accept film packages, what size slides are preferred, whether still pictures can be used and whether clearance of material by letter from national organizations will be acceptable.

Mystery Show Replaces 'Suspense' On CBS Web

"Somebody Knows," a dramatic documentation of actual, unsolved murder cases, will debut over CBS on Thursday, July 6, 9:00-9:30 p.m. EDT, from Hollywood. The series will be presented by the network in an effort to aid authorities in solving some of the most famous crimes of the past decade. The show, will be heard as a summer replacement for "Suspense."

CBS will offer a \$5,000 reward each week to any person or persons who submit clues or evidence which aid or lead to the arrest and conviction of the murderer or murderers in each of the crimes dramatized on the program.

First of the series will be the unsolved murder of Mrs. Gladys Kern—a case two years old and still held "open" in the files of the Los Angeles Police Department. In presentation, the format of the show will follow the factual, documentary style, gaining in popularity for murder mystery addicts.

Hoover On CBS

Herbert Hoover will dedicate a statue of the late William Allen White, famous editor of the Emporia Gazette on Tuesday, July 11. The ceremonies will be broadcast over CBS 11:30 p.m.-12 mid. over the network, via WIBW, Topeka, Kans. The dedication will take place in the Open Air Stadium, Emporia, Kansas. Jo Davidson, famous sculptor, executed the bronze.

COAST-TO-COAST

Love-Bug Poll On WERE

Cleveland, O.—Local fair fans will get a chance to promote their baseball favorites on Marianne Wulff's current "Love Bug Poll" being plugged on WERE's pre-game show, "Fan Fair." Marianne is inviting each hero-worshiper to send in the name of her favorite Indian player with a letter of 25 words or less stating her reasons for the choice. Every two weeks, the sponsor, Jacobson Furniture Co., will award a prize to the writer of the best letter. At the end of the season a ceremony will be held and a loving cup will be presented to the player who receives the most votes.

Festival Coverage On WEEU

Reading, Pa.—Plans are readied to send the remote facilities of WEEU to Kutztown, a neighboring borough, to cover the Pennsylvania Dutch Folk Festival. Among the features slated for broadcast include a program of Pennsylvania Dutch spirituals, and a running commentary on an old-fashioned harvesting along with Pa. Dutch stories related by a forum comprised of prominent Berks County ministers. Nan Heckman and George Carroll, both of the WEEU special events department, will cover the pageantry running July 1 through the 4th.

WKJG Program Honored

Fort Wayne, Ind.—Edward G. Thomas, vice-president and general manager of WKJG, 500-watt MBS affiliate, was congratulated by his fellow broadcasters at the Midwest Mutual Affiliate meeting in Louisville, June 21st, for the honor recently accorded the station's program, "Music and Miracles." The program won third place in the annual awards given by the Public Utilities Advertising Association.

Florida Governor On WORZ

Orlando, Fla.—Governor of this state, Hon. Fuller Warren, will head a long list of celebrities when he assists Mr. and Mrs. Florida (Sammy and Marcia Roen) to dedicate their Dream House on July 1st. The formal ceremonies will be broadcast at 11:15 a.m. over WORZ, NBC outlet, and a special network of regional stations throughout the state. WORZ has broadcast "The Roens At Home" program every morning from 9:30 to 10:00 a.m. for the past 13 months.

Joins Radio Production Co.

Buffalo, N. Y.—Robert F. Klimment, former general manager of WJLL, Niagara Falls, has joined the sales staff of Richard H. Ullman, Inc., radio production organization. Klimment will represent the Ullman Company in the midwest. His addition to the Ullman sales staff is in line with a general expansion of that company's sales organization from coast to coast.

New WSTC Signature

Stamford, Conn.—WSTC and WSTC-FM introduced a new note in station identification recently when staff recorded "Drama-ettes" replaced the conventional station breaks. The "Drama-ettes" which range from 10 to 25 seconds in length, utilize up to six voices, choral, speaking and musical background. The breaks, designed for brief, brisk, station promotion, were written and produced by WSTC program director, Ernest Hartman.

WMRY At New Location

New Orleans, La.—A four-hour show marked the opening of new studios and offices for WMRY, and the changing over of programs and announcing personnel to 100 per cent Negro. Beginning with a special half-hour salute from WDIA in Memphis, the dedication show continued from a bandstand on the street outside the Life Insurance Building where the WMRY studios are now located.

Joins KTRE Staff

Lufkin, Tex.—Leonard Peterson has been added to the staff of KTRE. Peterson was formerly an announcer at KLTI, Longview.

WSGN Awards Calves

Birmingham, Ala.—WSGN and the Birmingham News awarded sixteen calves to 4-H and FFA boys and girls who had raised and shown champion steers at county fairs throughout the state. Henry P. Johnston, general manager of WSGN, presented the awards on June 17th at ceremonies at the State Fair Grounds here. The winners, their parents and vocational advisors, as guests of WSGN and The News, were treated to free rides and a barbecue lunch. State agricultural leaders addressed the winners on the growing importance of livestock in agriculture.

WEEI Summer Schedule

Boston, Mass.—Ray Girardin, program director for WEEI, announces the following summer substitutions to fill out the vacation schedule: announcer Norman Tulin, formerly of WDEV, Waterbury, Vt., has been assigned to the morning schedules; announcer Gene Vaillancourt, formerly of WLLH, Lowell, will fit in wherever necessary. Regular announcer Phil MacDonald will substitute on the Nancy Dixon program for Tom Russell, and Larry Homer is broadcasting Priscilla Fortescue's program while Priscilla is in Hollywood.

Joins KMON Staff

Great Falls, Mont.—Announcement has been made that Mel Hallock has joined the staff of KMON as program manager. Hallock, formerly special events director at WMT, Cedar Rapids, Iowa, succeeds Jon Duffy on the KMON staff.

NAB Rep At NARBA To Stay, Says Board

NAB will continue to be represented at the NARBA conference it was announced by the association's board following its meeting in Washington late last week. The directorate resolved that the NAB president should appoint a staff member to such representation and that the staff member should attend as an observer and reporter.

Directors also proposed that FCC amend its rules of practices, to require applicants for new facilities or for change in present facilities which "will affect existing licensee adversely" to file a copy of all engineering data with old station which might be adversely effected.

The resolution carried the provision that such circulation of data should conform with the Commission's standards of good engineering practice, and that such adverse effect be within limitations of those standards.

Standard Rate Card Okayed

A standard rate card for TV broadcasters, prepared by BAB, was approved by the board. Engineering recording and reproducing standards and optical standards for television, presented by the association's engineering committee, also won board approval.

In an additional re-districting action, the board approved a membership petition to remove Montgomery and Prince Georges county from the 3rd district and place them in the 4th district. Both contain suburbs of Washington, D. C.

Electronic Exhibit Planned For September

Philadelphia—The second annual Radio, Television and Electronic Exhibit sponsored by the Philadelphia Radio Service Men's Association will be held at Philadelphia's Broadwood Hotel from September 25 to 27, it was announced by David Krantz, chairman of the show committee.

The purpose of the show is to acquaint servicemen, dealers and others in the servicing industry with the newest developments in electronics. The three-day session will include educational seminars and lectures, and will feature many trade displays by prominent manufacturers.

More than 8,000 persons are expected to attend the exhibit, Krantz stated. Special sessions for dealers, service technicians, hams and students will be conducted during the PRSMA show. The three-day program will cover a variety of subjects such as "Future of the Television Industry," "Problems of Ultra-High Wave Frequency," "Radio vs TV," and will include many demonstrations including Color Television. Prominent speakers from the industry will highlight each program.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 63

NEW YORK, THURSDAY, JUNE 29, 1950

TEN CENTS

TV INDUSTRY ADOPTS REGULATORY CODE

Webs Continue Cover Of Korean Conflict

Following two days of interruptions of regular schedules and the broadcasting of hastily put-together special shows covering the minute-by-minute events as they transpired in the Far East, major networks as well as independent stations were slowly getting back to normal yesterday.

CBS, while following the trend of events in the Far East closely, had no special broadcasts on yesterday. Bulletins were broadcast as received

(Continued on Page 6)

NBC Series Will Report Pentagon News Briefing

Starting today, NBC will inaugurate a news broadcast, 11:15-11:30 a.m., EDT, in which correspondents in Washington will be briefed at the Pentagon. The program is scheduled to run daily, Monday through Friday. Designed to cover events in the trouble spots throughout the world, it is expected that the program will feature comment not only from reporters on the Wash-

(Continued on Page 2)

Ask MBS 'Game Of Day' To Call Wanted Soldiers

The Army has found a new way for locating personnel while on leave or traveling. It has asked MBS to air emergency messages during a "Game of the Day" broadcast of a major league game.

Recently M/sgt. Randall, on leave visiting relatives in Bismarck, N. Dak., and normally stationed at

(Continued on Page 2)

Music Lovers?

Two armed robbers yesterday escaped with \$100 in cash and a folio of mountain music after holding up the Hillbilly Music Center in New York City which is operated by Rosalie Allen, singing emcee of WOV's "Prairie Stars." Daniel Tannen, manager, and his assistant, Joseph Turjak, were the victims of the two hold-up men.

Heavy Radio Order

Salt Lake City — The largest purchase of radio time ever made on a single station in the intermountain west has been completed by Schubach Television Center, which will sponsor a total of 43 quarter-hours a week on KDYL during the summer, S. S. Fox, president and general manager of The Intermountain Broadcasting and Television Corp., revealed. Schubach will advertise its four brands of TV sets—RCA, Admiral, Motorola and Capehart—on its shows devoting one entire day's programming to one line and alternating so that each line has equal representation.

DuMont Re-elected Pres. Of TV Labs

Dr. Allen B. DuMont, president, and all other officers of the Allen B. DuMont Laboratories were re-elected at the annual stockholders meeting held yesterday at the company offices in Clifton, N. J.

Re-elected with Dr. DuMont were Leonard F. Cramer, vice-president; Paul Raibourn, treasurer; Bernard Goodwin, secretary; Arthur Israel,

(Continued on Page 6)

Coaxial Cable Extended In Pennsylvania Area

The coaxial cable has been extended by AT&T to include WJAC-TV in Johnstown, Pa., effective Friday (June 30). This addition, according to an announcement by the Bell Company's Long Lines

(Continued on Page 2)

WGN-TV Gets Exclusive Rights For Chicago Fair Coverage

Chicago—Deal whereby WGN and WGN-TV get the exclusive rights for televising all events of the lakefront Chicago Fair during the next five years will result in the Chicago station erecting a TV theater at the fair and originating many shows there, Frank J. Schreiber, treasurer and general manager of the station, announced yesterday.

Better Business Bureau Gets Support In Crusade To Clean Up Service Abuses In Retail Trade

The television industry last night took steps to clean up unfair service practices and to safeguard the buying public with the adoption of standards prepared by the Federal Business Bureau of New York at a mass meeting of manufacturers, distributors and dealers held at the Engineering Societies Auditorium in New York City.

In adopting a code to establish and maintain standards for advertising and selling within the industry the major distributors and dealers in New York virtually outlawed the service organizations exposed by RADIO DAILY in a series of articles last month. They also voted to implement the code by setting up a special TV bureau within the BBB operation for the purpose of effective operation of the provisions of the code.

Nearly 1,000 dealers, distributors and manufacturers rep-

WMAL Will Feature Europe's Symphonies

The 15 foremost symphony orchestras of Europe will be featured in a weekly, one-hour, concert series, titled, "Orchestras of the World," over WMAL, Washington, D. C., beginning with a concert by the Vienna Philharmonic Orchestra to be broadcast Saturday, July 1, at 9:30 p.m.

Produced by the Economic Cooperation Administration, the international symphony concert series will introduce for the first time to American audiences many outstanding European orchestras. Each program will be represented by an

(Continued on Page 2)

representatives gathered at last night's meeting to voice their support of the BBB plan to clean up radio-TV advertising and servicing. Present also was Robert C. Sprague, president and chairman of the board of the Radio-Television Manufacturers, who pledged the support of RTMA

(Continued on Page 6)

Production Increase Reported By Whse.

Declaring that Westinghouse had shipped more television receivers in the first six months of this year than they did in all of 1949, R. H. McMann, eastern district manager, addressed a distributors meeting at the Barbizon-Plaza on Tuesday.

McMann said that the increase

(Continued on Page 7)

Will Address Scouts

President Harry S. Truman will speak at the annual Boy Scouts of America Jamboree on Friday, June 30th. His talk will be aired over ABC from 10:30 to 11:00 p.m., EDT. The Jamboree, highlighting activities of the year for the Boy Scouts, will be held at Valley Forge, Penna. this year. Boy Scouts from many nations will attend the conclave.



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ROME BUREAU

John Percicarl
Ludovisi 16

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

FINANCIAL

(June 28)

NEW YORK STOCK MARKET

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|--------|----------|
| ABC | 12 1/4 | 11 7/8 | 12 | + 1/2 |
| Admiral Corp. | 32 1/2 | 31 1/8 | 31 3/8 | - 1/4 |
| Am. Tel. & Tel. | 153 5/8 | 151 1/4 | 153 | + 1 1/2 |
| CBS A | 30 3/8 | 29 7/8 | 30 1/8 | + 3/8 |
| CBS B | 30 1/4 | 29 3/4 | 30 1/4 | + 1 |
| Philco | 45 1/4 | 43 3/8 | 44 3/4 | + 1 3/4 |
| RCA Common | 19 3/4 | 19 1/8 | 19 1/2 | + 1/4 |
| RCA First Pfd. | 75 | 75 | 75 | |
| Stewart-Warner | 15 7/8 | 15 1/2 | 15 3/4 | + 5/8 |
| Westinghouse | 33 3/8 | 32 3/4 | 33 1/8 | + 5/8 |
| Zenith Radio | 57 3/4 | 55 1/2 | 56 1/8 | + 1/2 |

NEW YORK CURB EXCHANGE

| | | | | |
|-------------------|--------|--------|--------|---------|
| Hazeltine Corp. | 19 1/2 | 18 3/4 | 19 1/2 | + 1 1/2 |
| Nat. Union Radio | 4 | 3 7/8 | 4 | + 1/4 |
| | | Bid | Asked | |
| Du Mont Lab. | | 21 | 22 1/4 | |
| Stromberg-Carlson | | 14 | 15 1/2 | |

Huston Series In Demand

"Forward America," the World Broadcasting System, Inc.'s heritage series featuring the voice of the late Walter Huston, combined with music depicting the American scene, is already sponsored on 200 stations in the U. S. and Canada.

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.

850 W. 4th St., New York 14, N. Y.

COMING AND GOING

EDWARD R. MURROW, Columbia network commentator, will originate his Friday newscast at WCAU, Philadelphia.

DOROTHY LAMOUR, accompanied by her husband, WILLIAM ROSS HOWARD, are due in New York today aboard the Queen Elizabeth. Miss Lamour appeared at the London Palladium and at the Glasgow Empire, also entertained U. S. troops in Germany.

FAY DAY, of CBS Radio Sales, is back in town following a business trip to WBBM, Chicago.

JACK M. DRAUGHON, general manager of WSIX, Nashville, Tenn., now in New York, conferred yesterday with the national representatives of the station.

JACK GREGSON, radio and TV luminary, off by plane with his wife and son, Packey, for Bermuda, where he'll spend the Summer before returning to Manhattan for new radio and video commitments. He has just completed the "Auction-aire" series over ABC-TV.

HENRY C. SEAY is here from WOL, Washington, D. C., on a short business trip. Was welcomed yesterday at the offices of the station's national reps.

A. N. "BUD" ARMSTRONG, national sales manager of WCOP, American network station in Boston, is in New York for conferences with his national representatives.

PAT HAYES, commentator and sports director at KIRO, Seattle, is aboard the Ile de France, which left New York yesterday for Plymouth and Le Havre.

OLGA HANSCOMB, video star at KSTP, Minneapolis-St. Paul affiliate of NBC, is in Gotham to gather ideas for her own TV show, "Homemakers Funfest."

JAMES W. COAN, president of WTOB, Winston-Salem, N. C., and JOHN G. JOHNSON, general manager, are in New York for conferences with the national representatives of the station.

C. P. PERSONS, sales manager of WAPI, outlet of CBS in Birmingham, has returned to Alabama following a week or ten days in New York.

FRED FRIENDLY, editor of "Who Said That?" over NBC, also writer and producer of "The Quick and the Dead," left last night for Hollywood, where he will record the voice of Bob Hope, who will be "an average citizen" on the show.

NBC Series Will Report Pentagon News Briefing

(Continued from Page 1)

ington scene, but also a round-up of opinion across the country.

In addition, comment from news headquarters with General MacArthur in Tokyo and from the battle front in Korea will be presented.

Coaxial Cable Extended In Pennsylvania Area

(Continued from Page 1)

Dep't, will make Johnstown the 28th city served by the Bell system. Under a temporary arrangement, the Johnstown station has been picking up network programs which are telecast by WDTV, Pittsburgh, and rebroadcasting them locally.

Radio-TV Stations Aid Buffalo Auto Club

Buffalo—The Automobile Club of Buffalo celebrated its 50th anniversary with a gigantic parade of 127 old cars, a multitude of floats and scores of marching units. Because of the importance of this parade, Buffalo radio stations cooperated in covering the event.

WKBW's Bill Mazer gave a complete description of the parade from the reviewing stand with sidelights and color being picked up by a remote car which moved alongside the parade. This WKBW remote car carried a replica of an eight-foot giant microphone.

Gambling's Guest Role

John B. Gambling, veteran WOR broadcaster, will play an important role in the promotional ceremonies attending the opening of a shopping center in Levittown, L. I., today. From aboard a helicopter flying over Levittown and the surrounding area, Gambling will drop 1,000 parachutes containing gift certificates.

Ask MBS 'Game Of Day' To Call Wanted Soldiers

(Continued from Page 1)

Fort Lawton, was sought by his Army command due to a change in orders. Army officials called KCGU, Mandan-Bismarck, and asked that they page the Sgt. The message went on the air and Sgt. Randall called into Bismarck Army Headquarters to report.

WMAL Will Feature Europe's Symphonies

(Continued from Page 1)

orchestra of a different Marshall Plan country.

Orchestras Listed

Those taking part in the series include the Turin Symphony, Italy; the Swedish Radio Symphony Orchestra; the Orchestra Nationale de France; the Radio Eireann Orchestra of the Irish Republic; the B.B.C. Symphony Orchestra, England; the Oslo Philharmonic, Norway; the Belgian National Orchestra; the Danish State Radio Symphony; the Portuguese Symphony; the R.I.A.S. Symphony Orchestra of Berlin; the Vienna Philharmonic, Austria; the Greek State Orchestra and the concertgebouw, Holland.

Join Transit Group

Puritan Broadcasting Services, Inc., of Lynn, Massachusetts, operating station WLYN-FM, and the Haverhill Gazette Company, of Haverhill, Massachusetts, operating station WHAV-FM, have completed national representation contracts with Transit Radio, Inc., according to R. C. Crisler, president of Transit Radio, Inc. These stations are affiliated with Transcast Corporation of Boston, which has a contract with the Eastern Massachusetts Street Railway Company.



"But will WITH move goods?"

Boss, you asked the key question! Moving goods is what W-I-T-H is best at. And at such low cost!

You see, W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that W-I-T-H produces real low-cost results. That means that a little money goes a long way on W-I-T-H.

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



BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

Advertising Agency News And Notes From Here And There

AFTER purchasing the Blaker Agency here, the John C. Dowd Agency of Boston will merge with Redfield-Johnstone on July 1st. The new organization will be known as Dowd, Redfield and Johnstone, Inc. The agency will occupy new quarters at 501 Madison Avenue.

Officers of the new agency will be: chairman of the board, LeGrand L. Redfield. President, John C. Dowd. Executive vice-president, Edmund F. Johnstone. Treasurer, Edward D. Parent. Secretary, Harold Tuers. Complete advertising and marketing service will be offered to clients in both New York and Boston.

JOHN W. SURBURG, INC., tobacco manufacturers, to Kenneth Radar Co.

SYKES SCHERMAN appointed secretary at the A.A.A.A. headquarters here.

PAUL SCHEINER, formerly sales representative for KLX, Oakland, and also formerly of WNEW, New York, has been appointed radio sales rep. for KGO, San Francisco. Ed Hewitt, who has held the radio sales position since the first of the year, will become television sales rep. for KGO-TV.

THE LINDELL ADVERTISING AGENCY, INC., was recently formed in St. Louis. Heading project are Vern King, former vice-president in charge of programs for WIL, that city, and William F. Geisz, of the WIL sales staff. Complete servicing in all media is contemplated. Among initial clients are: Trevellian Buick Company, Ray Quinlan Dance Studios, Miserany Appliance Company and the Retail Bakers Association, all of St. Louis, and the Hudson-Spry Company, Midwest Distributing Company, and the Milner Distributing Company, of Kansas City.

THE ADVERTISING COUNCIL is slated to launch an institutional campaign in business papers shortly, explaining functions of the Ad Council and lauding the American economic system. To date, 77 pages have already been pledged by papers. Copy for the ad spaces is being contributed voluntarily by Rickard & Co., Inc.

HUMBERTO M. SHERIDAN, local manager of J. Walter Thompson, Mexico City, has been elected vice-president of the Mexican Assn. of Advertising Agencies.

REDI-SERV, INC (ice-cream) to Fletcher D. Richards, Inc.

ROBERT J. POWDERLY, sales promotion director of Kresge-Newark, was selected chairman of the sales promotion division of NRDGA at a special meeting of its board of directors yesterday at the Hotel New Yorker. This will also appoint him to the board of directors simultaneously. Willard H. Campbell, v-p of Schuneman's, Inc., St. Paul, Minn., who was previously board chairman, was elected to the post of chairman of the sales promotion division's executive committee. Howard P. Abrahams, manager of the sales promotion division since 1946, continues in this post.

HAROLD H. HORTON named director of advertising for Singer Sewing Machine Co. G. L. Newcomb, Jr., assumes the position of advertising manager, vacated by Horton.

THEODORE FREMD has joined the N. Y. office of Ralph H. Jones Co. as account exec on several sections of the National Electrical Manufacturers Assn. and the Edison Electric Institute.

JULES FREEDMAN has been appointed v-p in charge of plans for Reiss Advertising. Formerly, he was with Lawrence C. Gumbinner Ad Agency.

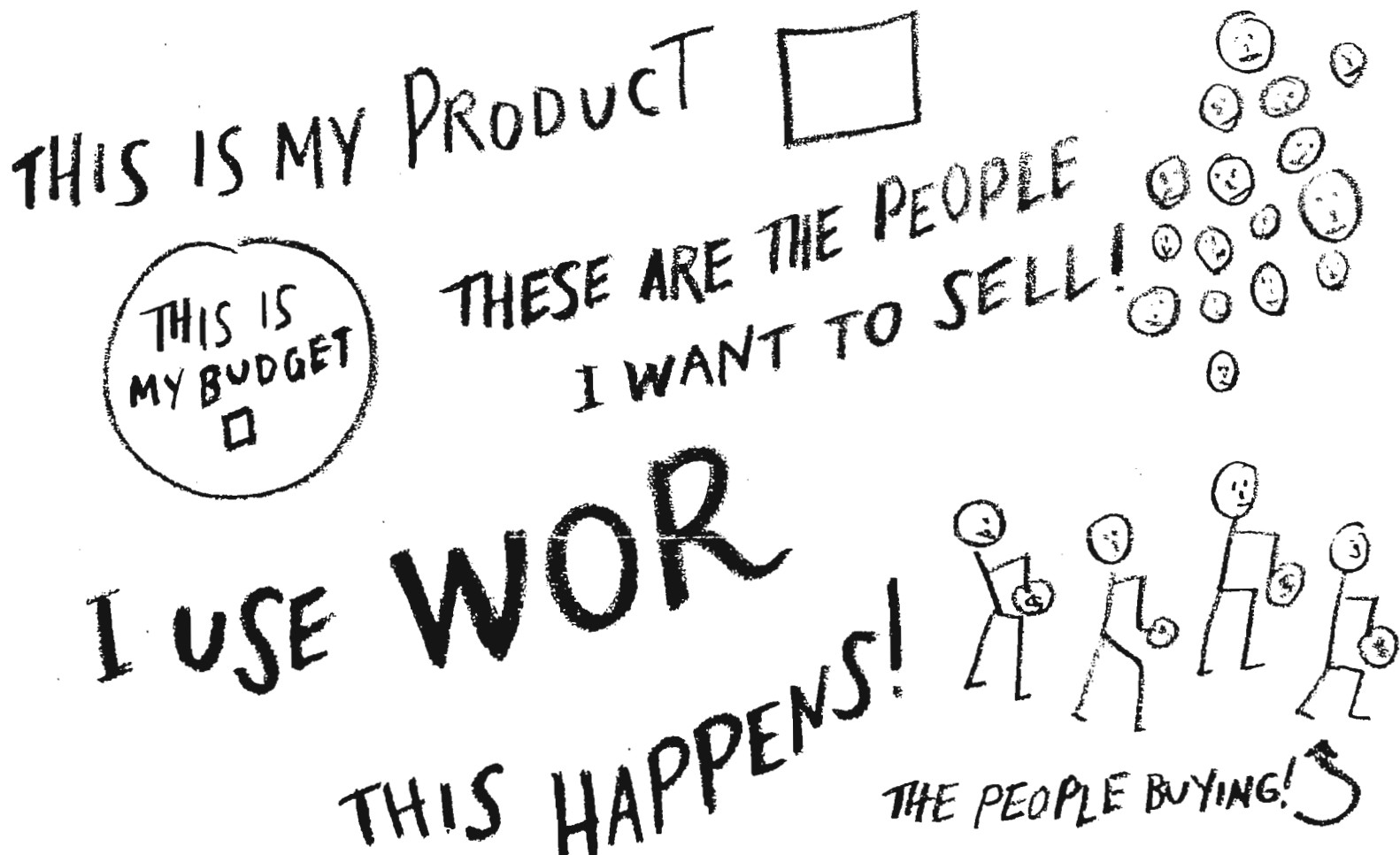
EVERY-KNODEL, INC., radio and TV station representatives, will move to new and larger offices in New York on July 1. The new location is 608 Fifth Avenue.

R. B. SEMLER, INC., will switch its advertising for Kreml hair tonic from radio to newspapers early next month, when the company provides a budget of \$850,000 for 100-line insertions in newspapers in 110 cities. Basis for the switch, it is said, was a test in newspapers conducted last fall. Agency is Erwin, Wasey & Co.

YOUNG & RUBICAM staffers who have worked on the U. S. Treasury Savings Bond campaigns of the past eight years have been presented with a silver plaque for their efforts by Vernon L. Clark, ass't. to the Secretary of the Treasury. Receiving the plaque on behalf of Y. & R. was veepee Milford J. Baker.

STEPHEN P. BELL, formerly with Ruthrauff & Ryan, has rejoined the organization as an account exec after having been with McCann-Erickson since 1944.

WICO ELECTRIC MFG. CO. to Cayton, Inc.



PROMOTION

Public Service Series

This Is Your Town, a copyrighted public service series, which made its debut on WGKV AM-FM, Charleston, West Virginia, June 5 highlights the cultural, industrial and business development of the community. This Is Your Town is heard each evening at 6:15 p.m., Monday through Friday.

With special on-the-scene broadcasts originating from the machine shops, the mailing rooms, the offices, the hospitals, the playgrounds, schools, churches and mines, and other places of interest, the broadcasts trace the growth of the various activities . . . from their humble beginnings to their stature of today.

Especially created for broadcast by the WGKV AM-FM special events department, This Is Your Town has already covered the story of The Diamond Department Store, Charleston Parks and Recreation, Woodrums' Furniture Company and Charleston Milling Company. The Charleston Daily Mail follows the week of July 3, the Kroger story the week of July 10, Libby-Owens Ford July 17 thru 21, West Virginia Motor Truck Association week of July 24, and Atlantic Greyhound Lines July 31 thru August 4.

Raiment, For Free

Television performers who have had difficulties maintaining a varied wardrobe will have an answer to their problems on July 1, when TV Fashion Service starts filling their requests for wardrobes free of charge. Working in connection with clothing manufacturers, TV Fashion Service will be headed by Lee Klein, who has resigned as assistant to the director of the DuMont network to head the new company. Promotion of the new service is being handled by Earl S. Peed.

Special Korean Coverage

Boston, Mass.—With the sudden Korean climax WCOP, Boston, broke its regular program schedule to add special newscasts and news programs. In addition to its regular newscasts WCOP news director Ron Cochran and WCOP program director Gene King stepped up station bulletins to the half-hour within minutes after the news broke. Station added a local round-table discussion on Korea in cooperation with the United Council on World Affairs as well as various ABC news programs not regularly carried.

Why buy 2 or more...
do 1 big sales job

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL



By SID WHITE

Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: Wasn't columnist Frank Conniff magconifficent when he blitzed the panel of "Leave It To The Girls" Sunday nite? Frank accused them of being the only crew in the world who'd dare to answer such a question as "What is happiness?" . . . Columbia Pix wants singer Sarah Vaughan for a feature length, after spotting the rushes of her first short for Universal being released this month. Sarah will both act and sing. Incidentally, she's also up for the Lena Horne role in Darryl Zanuck's next production. If she gets it, she can thank Darryl's son, Dick, who's so nuts about singing he had her sing at his party. Zanuck heard her there and began talking business with hubby-manager, Geo. Treadwell. . . Are plans being laid to have Jack Benny and Jascha Heifetz make a series of violin and talk recordings for the benefit of several of the top charities? . . . Montgomery Clift is so anxious to land his buddy, Kevin McCarthy, a H'wood or TV deal, that he's gonna star in McCarthy's dramatic show in Los Angeles where the producers can't miss the notices. . . Charlie Kenny, of the Kenny freres, taking his music seriously. Just because his newest hit is "Gone Fishin'," Charlie did just that this week-end and came up with a prize 31-lb. striped bass off Sandy Hook.

★ ★ ★ ★

● ● ● THE MORNING MAIL: "Dear Sid," writes Bernard L. Sackett. "In your col'm last week you gave a mention to Jean Sargent with the tag—'if you remember Sargent, you're just as old as we are, dearie.' When I showed your item to Jean, she remarked: 'That's what I get for starting so young.' At present, Jean is production gal on the Steel Pier program aired over WCAU in Philly on Wed. p.m. In the fall, Jean and I are slated for a seven-day-a-week disc show, 'Two On A Dial' over same station. Jean sends her best (years of her life, that is). Incidentally, for your news dep't, Forbes Richards, who obtained the rights to 'Capt. Silver and the Sky Chief' about 2 years ago, cuts the audition record in two weeks. Unusual feature about this is that the same cast will be kept for TV and motion pictures besides being the radio voices."

★ ★ ★ ★

● ● ● AROUND TOWN: Hopalong Cassidy (Wm. Boyd) and the Cole Bros. circus failed to be the box office draw expected at Yankee Stadium last week and the circus execs have stepped up their radio and newspaper advertising campaign for the week-end appearance at Ebbet's Field. . . A rival network is reported readying a new early ayem show for New York which is designed to give the itch to Skitch Henderson on WNBC. . . Agencies showing plenty of interest in giving the camera treatment to Bill Geramnt's highly popular AM click, "County Fair," and with good reason. Of all the audience participation shows on the air, it's the most logical and natural for the visual medium having as its setting the spot where the most people have the most fun—the midway of a County Fair. . . Ralph Austrian, TV consultant, will introduce a revolutionary new parking lot setup in the East soon. . . Is Jo Stafford switching from Capitol to RCA-Victor?

★ ★ ★ ★

● ● ● Best news of the week was the report that Kate Smith would sing in person on her new NBC-TV series with Ted Collins, which tees off in Oct. Wanna bet that Collins has a 25-piece top band backing her? Ted always was a bug about that. Once, during a benefit, Ted didn't like the way a small combo rehearsed with Kate. At his own expense (3000 slugs), Collins brought in a top band to back Kate up for the nite.

★ ★ ★ ★

New Books

Education On The Air, by O. Joe Olson, 444 p. Ohio State University.

Proceedings of the 1949 Institute for Education by Radio at Ohio State University have been wrapped up in one volume and published by the university. Practically all viewpoints are presented by leaders from every phase of the broadcasting industry. While the book contains nothing more than a transcribed record of the institute, the material presented is of prime importance to those broadcasters seeking to elevate the intellectual level of their programs.

Lindow Heads AP Group In Michigan Area

East Lansing, Mich.—Lester W. Lindow, general manager of radio station WFDF at Flint, is the new president of the Michigan Area Broadcasters Association.

Lindow was elected at a meeting at Michigan State College, succeeding F. Granger Weil, executive vice-president of WTHH, Port Huron.

Other new officers: First vice-president, Arthur Middleton, news editor of WELL, Battle Creek; second vice-president, Robert W. Phillips, general manager of WSGW, Saginaw; third vice-president, Landon Young, news editor of WILS, Lansing.

Named Sports Director

Baltimore—The appointment of Nick Campofreda as sports director of Baltimore Television Station WAAM has been announced by Samuel L. Carliner, executive vice-president of the station.

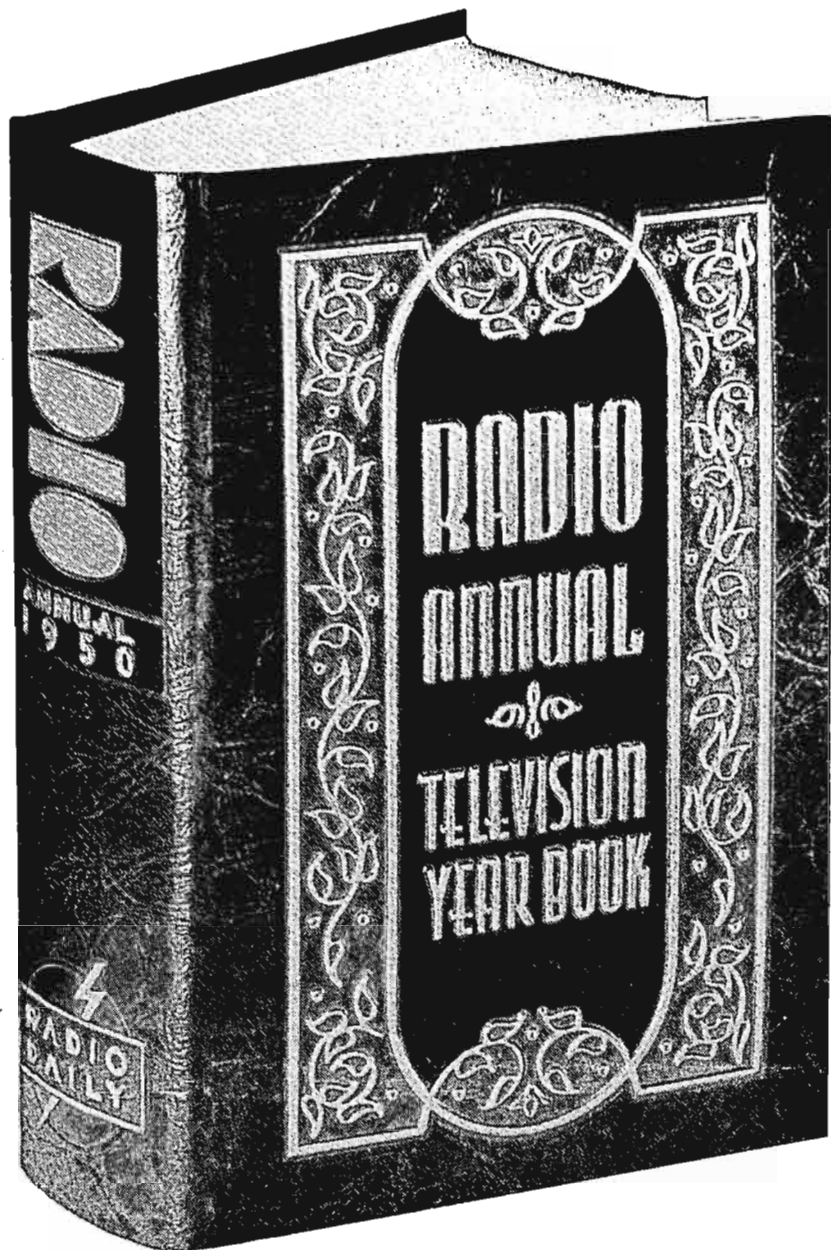
Campofreda joined the station in the autumn of 1949.


The Book of The Year

COMPLIMENTARY
TO ALL SUBSCRIBERS
of

RADIO DAILY

One Year Subscription
(260 Issues) \$10.00



Send in this
Coupon 
Today

TO RADIO DAILY
1501 BROADWAY
NEW YORK 18, N. Y.

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

U. S. and Canada, \$10 per year. Foreign, \$15 per year. California Special Service Subscription \$15 per year.

NAME

TITLE

COMPANY

STREET ADDRESS

CITY AND STATE

Webs Continue Cover Of Korean Conflict

(Continued from Page 1)

and the news was handled on regularly scheduled broadcasts.

NBC handled the situation in a similar manner. Unless conditions in the Far East worsen immediately, it is not expected that the network will cut into its regularly scheduled programs.

ABC reported that no special shows or commentaries were broadcast, nor were any scheduled, except one from Tokyo.

President On All Webs

Mutual had a special broadcast from Hawaii yesterday with John Foster Dulles and later a commentary from George Fielding Eliot. All networks carried President Truman's speech before the Newspaper Guild yesterday and will carry Secretary of State Acheson's report at 4:30 p.m. today.

NBC announced late yesterday that they had reinstated their "listening post," monitoring all foreign broadcasts. Primary use of this is to "fill in" commentators and newsmen with opinion throughout the world on the progress of events in the Far East. Also, the network disclosed they have applied for permission to send two additional correspondents, W. W. Chaplin and Leon Pearson, to the trouble spots abroad.

New Children's Series Will Premiere On WNEW

"Broadway's Children," a new half-hour program showcasing the talents of child actors of the legitimate stage, will make its debut over WNEW on Sunday, July 9, at 1 p.m.

Each program in the 13-week series will be dedicated to a New York charitable organization. The dramatizations will be adapted from short stories, excerpts from plays and original radio dramas. Richard Pack, WNEW's program director, will produce the series with John Grogan handling the directing chores.

New Musical Series

A new five-a-week musical series starring Rosemary Clooney and Tony Bennett with the Johnny Guarneri instrumental group will debut on CBS radio Monday (July 3). Presented Monday through Friday in the 7:30-7:45 p.m. time slot, the new show will be the summer substitute for "Club 15."

Thought for Today

KNOWLEDGE is of two kinds. We know a subject ourselves or we know where we can find information upon it.
—SAMUEL JOHNSON.

Industry Adopts Standards For TV Sales And Service

(Continued from Page 1)

members in the administration of the Code.

In addition to adopting the regulations the meeting took action to conduct an educational campaign on the consumer level. This will be done through wide distribution of a booklet entitled, "Things You

Jackson On WCBS-TV

Hugh Jackson, president of the Better Business Bureau, will tell the TV audience of the bureau's plan to improve TV advertising and service, when he is interviewed by Douglas Edwards on "CBS Reviews the News," tonight on WCBS from 7:30 to 7:45.

Should Know About the Purchase and Servicing of Television Receiver Sets." This booklet, among other things outlines the nature and extent of manufacturer's responsibility and the types of service contracts available to the public.

Jackson Comments

Describing the overwhelming number of consumer complaints concerning radio, television and home appliances, Hugh R. Jackson, president of BBB said:

"Radio and television complaints handled by the Better Business Bureau constituted 18 per cent of all merchandise complaints this year, as compared with 7.9 per cent in the same period last year."

In the first five months of 1950, he said, the Bureau received 2,202 inquiries and complaints regarding radio and television. Of these, 1,263 were complaints. The total of television complaints received by the Bureau since January 1 nearly equals the total of television complaints received during the entire 12 months of last year.

"Even more important," Jackson continued, "is the fact that complaints and inquiries in radio and television are increasing at a far greater ratio than in any other field."

Complaints, Jackson said, may be divided into three categories (1) complaints arising from misrepresentation

in the advertising and sale of television receivers; (2) complaints arising from the failure of the consumer to receive satisfactory service; (3) complaints arising from lack of basic knowledge on the part of consumers as to what should be expected in the way of reception and performance and the proper limits of responsibility of manufacturers, dealers and service organizations.

"The Better Business Bureau," he added, "receives only a fraction of the public's complaints and inquiries regarding radio and television. Many times more go directly to dealers, distributors, manufacturers and service companies. Since television is a tremendous new industry with a vast future ahead of it, the Bureau and its cooperating organizations feel that the time to solve the problem of complaints is right now."

Enforcement Plans

To enforce its new set of standards, BBB has come up with a four-part plan of action.

In the case of misrepresentation and false claims, the Bureau will go directly to the offending dealer or advertiser and present him with the true facts. In most cases, the Bureau believes this will be sufficient. Whenever persistent violations of legitimate advertising occur, BBB will advise all advertising media of such facts. To this end, the organization is seeking the whole-hearted cooperation of all media including radio, television and newspapers. When more drastic action is needed, the Bureau intends to use the power of direct publicity to condemn faulty business practices. To accomplish this, it will either hold a press conference or publish its findings in the BBB news bulletin which is released to all news services as well as 2,500 BBB members. Finally, if the Bureau uncovers an actual violation of the law, it will notify the proper authorities such as the District Attorney's office, Federal Trade Commission, FCC or the Commissioner of Markets.

"The Lineup" Set For CBS

"The Lineup," a new dramatic series based on the stories of characters appearing in the daily police lineup, will make its debut over the CBS radio network in the Saturday, 9:30-10:00 p.m. slot beginning July 29, taking over the period now occupied by "Arthur Godfrey's Digest."

Peary Signs With CBS

Hal Peary, the "Great Gildersleeve," has signed an exclusive radio and television contract with CBS. No definite plans have been formulated as yet for Peary on CBS but the present thinking is to start him in a Fall radio series with the star eventually moving into TV.

Will Manage KXOC

Sacramento—Donald J. Quinn has been appointed general manager of KXOC, CBS affiliate, in Chico, Cal., it was announced yesterday by Lincoln Deller, president of Sacramento Broadcasters, owners of KXOA and KXOC.

Stork News

Boston, Mass.—Jesse H. Buffum, director of the "New England Almanac" broadcast heard Monday through Saturday at 6:15 a.m., is a grandfather for a second time, and again it's a granddaughter. Gladys Buffum and J. Howard Buffum, who is staff writer on the North Adams Transcript, are the parents of a baby girl, second, born June 21.

DuMont Re-elected Pres. Of TV Lads

(Continued from Page 1)

Jr., assistant secretary and Irving Singer, assistant treasurer. The following directors were re-elected: Dr. DuMont, Leonard F. Cram-

Bruce T. DuMont, Thomas T. Goldsmith, Jr., Barney Balaban, Edwub K. Weisl, Paul Raibourn and David Van Alstyne, Jr.



During the meeting Dr. DuMont revealed that operations for the first 24 weeks of this year were approximately \$26,000,000 compared to \$18,000,000 for the same period in 1949. He declared that he expected total sales to reach \$80,000,000 this year, compared to \$45,000,000 last year. Earnings for the first 24 weeks of this year will approximate \$2,700,000 compared with \$1,780,000 in the same period in 1949.

He pointed out that production would have been at a much greater rate if the present freeze on construction of new television stations had not restricted the growth of the new medium. He said he expected a decision on the color situation from the FCC in September, but that the freeze probably would not be lifted until the Spring of 1951. However, because of hearings on paper work, he did not think more than 30 new TV stations would be constructed in 1951; 100 in 1952 and 150 in 1953.

Sees Color-TV "In Future"

Discussing color television, Dr. DuMont expressed his opinion that none of the systems as demonstrated for the FCC were ready for the public, but developments were under way which gave promise for the future.

He stated that the policy of the company will be to continue to manufacture video receivers of the highest quality. He pointed out that the most inexpensive DuMont receiver contains at least 600 parts, to insure maximum quality of picture whereas the average receivers made by other manufacturers contain only 400 parts.

Sets Heavy Schedule

Worcester, Mass.—WTAG new analyst Clyde Hess has put himself on an unprecedented schedule spanning series of broadcasts which will continue for the duration of the Korean crisis. The emergency plan consists of 5 specialized reports following regular station newscasts: devoted entirely to interpretation of the Korean situation. The crisis will be discussed and summarized by the analyst immediately following the regular news in the morning at 7:00 and 10:00; afternoons at 1:00 and 6:00 and again at 11:15 p.m.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, June 29, 1950 — TELEVISION DAILY is fully protected by register and copyright

N. Y. MAYOR PROCLAIMS 'TV WEEK'

TELE TOPICS

THE SCRAMBLE for films, stills, and maps showing Korea past or present on at all webs and tele stations, with newscasters grabbing everything from maps out of the Encyclopedia to films showing Korean troop movements which were luckily caught by CBS a short time ago. All available material from INS, INP, P, and Acme is being quickly exhausted, while on-the-spot films and pictures are now in coming—possibly reaching the TV airwaves today. George Herman's round-the-world tour for CBS has paid off in big dividends now that the web has several thousand feet of film on Korea which he photographed during a three-month stay at those parts. At NBC, efforts are being made to get government clearance for two more war correspondents to assist George Thomas Foster's on-the-spot coverage. Mainly, the video webs are anxiously awaiting the Army's on-the-spot films.

CBS-TV prepping a half-hour football show with Red Barber as emcee-commentator to set the stage for their Saturday afternoon coverage of college football in the Fall. . . . The appointment of Lenny Safir, ex-editor of "We the People," at WNBC-WNBT as temporary promotion mgr. may become a permanent thing; meanwhile, reports that he is direct assistant to Ted Cott. Referring he is ass't. mgr. are untrue. Corliss Archer TV show on CBS has been postponed another month, originally skedded to debut this Monday. Pat Meikle returning to DuMont's "Magic Cottage"—hubby Hal Cooper did good subbing stint while Pat vacationed. John Wray, dance and show director of "Coast of the Town" married one of his chorus line, beauteous Rae MacGregor. Sam Goldwyn sounding off in Hollywood about tele being "no threat" to ms. . . . Edward Arnold subbing for Sullivan (on vacation) as emcee on "Coast" Sunday night. . . . Spencer Allen interview Chicagoland's "hero of the week" on WGN-TV's Wed. night show (8:15 p.m.).

HOLLYWOOD HAPPENINGS — KECA-TV climbed from 7th place to 2nd in L. A. ratings according to the latest report. . . . John Masterson in N. Y. talks on his "Bride and Groom" show co-wise. . . . Bob Shannon and Tommy Don unveiling their Don-Lee TV version "Women Are Wonderful." . . . Wheeler and Rourke to go from a four-a-week to five weekly shows on KTTV. . . . Roscoe Ates signed a five-year ticket with ABC for exclusive tele rights. . . . Meredith Willson working on a TV format for his Falstaff Brewing Show.

Production Increase Reported By Whse.

(Continued from Page 1)

production of TV and radio receivers will be backed up by the greatest promotional effort in the history of the company. "We are going to spend more money in newspapers, over the radio and on television than we have ever spent before," he added.

New models of the Westinghouse radio and TV line were displayed at the Barbizon-Plaza conference. The TV receiver prices ranged from \$159.95 to \$469.95 and radio prices from \$17.95 to \$249.95.

New Film Technique Shown By WOR-TV

Initial display of the vidicam system was presented yesterday before interested TV, film and advertising executives by Television Features, Inc., division of Larry Gordon Studios, at WOR's New Amsterdam television theater.

Larry Gordon spoke briefly before the audience, pointing out that with the vidicam method it is now possible to film a half-hour TV show in less than an hour and that through the system it is possible to allow for close-ups, long shots and multiple angle shots.

Since the bulk of TV film production expenses are figured by the day, Gordon said substantial savings can be effected through the new method, since four or five half-hour shows can be shot within a day's time.

Film Coverage

Auburn, Ala.—A "first" was recorded at Alabama Polytechnic Institute here when portions of a meeting of the board of trustees were filmed by WAFM-TV of Bir-

TV Set Sales Down

Prentice-Hall reports that television sales are off more than a third from April highs; many stores are selling fewer sets than in the corresponding months of 1949. Production of television sets in May was at the rate of 4.5 million sets per year, down 10 per cent from the April peak. TV production capacity is rising steadily, may soon be as high as 10 million sets per year.

TV Growth Exceeds Expectations In Cincy

Cincinnati—Television set ownership within the WLW-TV area is almost a year ahead of predicted estimates and will probably reach 400,000 by January 1st, 1951, according to Don Miller, Crosley Broadcasting Corporation research head.

The prediction of a new high in set ownership is based on the fact that the WLW-TV area is expanding more rapidly, proportionally, than many other video markets. Miller's previous predictions were based on a breakdown of the national estimates of set ownership growth.

Far Ahead Of National Rate

The percentage increase of sets in the WLW-TV area, (WLW-TV, Cincinnati, WLW-D, Dayton and WLW-C, Columbus) has nearly doubled the national rate of growth over the past four months period. Sets within the three-station area showed an increase of 88 per cent during the period from January 1st to May 1st, 1950, as compared to the national growth of 48 per cent over the same period.

irmingham as part of an experimental telecast of campus news soon to be inaugurated.

Mobile TV Unit Leaves Camden For Mexico City

Camden—A TV "studio on wheels" for Mexico's first TV station has started a 3,100-mile trek by highway to Mexico City. A send-off was given by Camden's Mayor, the Mexican Consul and RCA executives. Station XHTV, for which the mobile unit is the final item of equipment, will be America's first over the border link to facilitate an

eventual international exchange of TV programs with U. S. TV. With arrival of the mobile unit in Mexico City, station XHTV is expected to go on the air with test patterns in July. The "studio on wheels" will provide the necessary facilities for remote pick-ups of fiestas, bull fights and other spectacles.

Sets July 16 To 23 To Pay Tribute To Medium

A proclamation declaring the week of July 16 to 23rd as Television Week in New York City was issued today by Mayor William O'Dwyer in recognition of television's emergence into a great new industry.

In his prepared statement, the Mayor stressed the importance of this city's continuance as the capital of television and urged leaders in business, education, entertainment, industry and civic affairs to encourage and stimulate the further growth and advancement of the new medium.

Good Response Expected

In response to the Mayor's proclamation, the major TV networks and video stations in New York City are expected to voice their whole-hearted cooperation and prepare for a gala "Television Week" of special programs, salutes and tributes. The Mayor's proclamation follows.

"Whereas twenty years ago the nation's first television station began transmitting in New York City, which has now become the world's nerve center for every medium of communication including television, and whereas the city of New York, the capital of television, as early as 1947 encouraged this fastest growing industry to erect a "Television City" within our boundaries so that stations then investing vast amounts of money in the development of this new industry could pool their resources and expenses, and whereas the city government through the Department of Commerce has streamlined the procedure for obtaining "shooting" permits for indoor and outdoor television units, and have processed thousands of applications during the past year, and whereas it is to the interest of this city and all its residents that our community remain the capital of television because of the vast commercial, educational and employment opportunities offered by this great new medium.

"Now therefore, I, William O'Dwyer, Mayor of the City of New York, do hereby proclaim the week of July 16 to the 23rd, 1950, as Television Week in New York City, and do urge our business, civic, educational, entertainment and industrial leaders to encourage and stimulate the further growth and advancement of this new and great American industry.

"In witness whereof I have hereunto set my hand and caused the seal of the city of New York."

Announces Rate Increase

Rate increases at WWJ-TV, Detroit, will become effective on July 1st with a one-year rate guarantee for the station's video sponsors. Indicative of the increases, one hour of Class A time will be raised from \$600 to \$800, while a one-minute (or less) spot announcement in the Class A period will be \$160.00. A flexibility of 25 per cent will vary the charges, depending upon the number of weekly time purchases.

NEW BUSINESS

WNBT, New York: The Morgan Jones Company, to advertise pot holders and tea towels, has signed a 13-week order for announcements on the "Josephine McCarthy Program" on Tuesdays and Thursdays. Victor Van Der Linde Co. is the agency. Participations on the "Kathi Norris Program" were contracted for by the Fred W. Amend Company to advertise Chuckles. The order, calling for announcements on Thursdays for a 52-week period, was placed through Henri Hurst & McDonald, Inc. Fedder's Quigan Corporation, to advertise air conditioners, has signed for participations on "Easy Does It" for eight weeks. The contract calls for sponsorship on Wednesdays and Fridays and was placed through BBD&O. The Pepsi Cola Company has renewed sponsorship of the 10:30 p.m. station break on Fridays for a 52-week period. The order was placed through the Biow Company, Inc. Diplomat Products, Inc., has signed for announcements on the "Josephine McCarthy Program" on Thursdays for a 13-week period. Tracy Kent & Co., Inc. is the agency.

Standard Brands, Inc., for Chase & Sanborn Coffee, has signed for the 11:00 p.m. station breaks on Fridays and Mondays for 52 weeks. The order was placed through Compton Advertising, Inc.

To advertise Tide, Procter & Gamble has signed a 45-week order for the 10:00 p.m. Thursday station break. Benton & Bowles, Inc., is the agency. Ronson Art Metal Works, Inc., has renewed sponsorship of the 9:00 p.m. station break on Tuesdays for a 26-week period. The order was placed through the Grey Advertising Agency, Inc. Potter Drug & Chemical Corp. has signed a 26-week order for the 6:55 p.m. break on Mondays and Thursdays. The order, to advertise Cuticura Soap & Ointment, was placed through Atherton & Currier, Inc.

Mr. Time Buyer:
Before you run off on your reactions check your Fall Schedule against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!

1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS ONLY \$13.00 EACH (360 TIME RATE)

Available Right Now: Spots between High-Rated National Shows!.. Spots on or between long-established Local Shows!.. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL) 25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE (MBS)
NATIONAL REPRESENTATIVES
RA-TEL
420 LEXINGTON AVE., N.Y.C.
10,000 WATTS DAYTIME - 5,000 WATTS NIGHTTIME

COAST-TO-COAST

Dave Baylor At Fla. Meet

Cleveland, O.—Dave Baylor, vice-president and general manager of WJMO, is in Miami, Fla., attending the semi-annual meeting of the Association of Independent Metropolitan Stations. The Association, of which Baylor was one of the three founders, consists of 38 stations in 38 cities. Following the conference, Baylor and his wife will take their first vacation since WJMO went on the air in 1947, returning to the station July 15th.

Bonsib To Head Ad Club

Fort Wayne, Ind.—John Bonsib has been elected president of the local Advertising Club, succeeding John L. Richardson. Others elected were John P. White, vice-president; Clem J. Steigmeyer, secretary, and Harold D. Cothrell, treasurer.

Owen Returns To WMID

Atlantic City, N. J.—Alan Owen has rejoined the staff of WMID as production manager. Known for his coverage of varied conventions, Miss America Pageants, and other special events, Owen will concentrate on this department, with a renewal, too, of his disk jockey activities. Alan was with the station originally when it went on the air early in 1947.

WTIC Sponsoring Ball Team

Hartford, Conn.—WTIC now is sponsoring a baseball team in an amateur baseball league for boys from 12 to 17 years of age. The station bought T shirts, baseballs and uniform caps for 14 players and are paying the team's share of the cost of Central Board umpires. Members of the WTIC staff are assisting in coaching the team. The league was organized by the Hartford Junior Chamber of Commerce and the Hartford Courant.

Debuts New WCCO Show

Minneapolis, Minn.—Ralph Moffatt, who won international acclaim for his "Midnight in Munich" program over the WFN station in Munich during the war, launched the state-wide counterpart of the show, "Midnight in Minneapolis," over WCCO. The program is heard 12:00-1:00 a.m. Monday through Saturday, featuring record series, interviews or special features. Moffatt will continue his role as platter-spinner for the "Say It With Music" broadcast, 9:00-9:15 a.m. Monday through Saturday, and the "Music's No Mystery" program, 4:30-4:55 p.m. Monday through Friday.

Jory Named WJLB Manager

Detroit, Mich.—William J. Jory has been appointed general manager of WJLB AM and FM, according to an announcement by John L. Booth, president and owner of Booth Radio Stations, Incorporated.

KSL Issues Summer Schedule

Salt Lake City, U.—Steve Allen, young showman who has been running a dozen CBS radio programs weekly, is host of the new summer informal audience participation-guest star series, "The Steve Allen Show," heard on KSL Sundays at 4:30 p.m. Allen is assisted by singing starlet Ilene Woods and the Ivan Ditmars Trio, as well as show business guests. Other summer KSL features for Sundays are the "Guy Lombardo Time" program, which is broadcast at 5 p.m., and a series of musical programs under the direction of Percy Faith broadcast at 6 p.m.

Personnel Changes At WOL

Washington, D. C.—A major staff realignment for WOL was announced recently by Fred A. Palmer, manager. Al Phillips, staff announcer, becomes program director, taking over the program duties formerly handled by Edgar Parsons, the station's assistant manager. Parsons will concentrate on promotion and public relations. New to the staff is Richard P. Martin, who replaces Mrs. Jane Neale as business manager. Mrs. Neale is leaving the staff because of an expected addition to her family.

BEHIND THE MIKE

CHAS. F. PAUL, musical conductor and composer of the new "Thin Man" series on ABC, starts concert tour as symphony conductor this Oct. in London, Paris, U.S. Zone of Berlin and Amsterdam.

Admiral Record star, Bobby C. readying a TV series for a manufacturer.

Ron Dawson getting compliments for his job on "Buck Rogers" 11 p.m. which was made exceptionally difficult by the fact that he had to wear a pair of magnifying glasses. This had the effect of making his eyes seem tremendous — but he couldn't see one inch ahead of him and had to learn every bit of stage and commit all his movements to memory.

The delightful Alan Dale stanza via CBS has a high Eye-G.

With so many B'way players invading TV, Harvey Stone sez TV's taking care of a lot of people who got their education by stages.

Lanny Ross headlines the final edition of "Versatile Varieties" which takes off until Sept. 1st.

Leo De Lyon, just returned here from a tour of England, set for a six month tour of theaters and clubs.

Ear-Treats: Cathy Mastice's Admiral record of "I'm Yours" back by "Dream a Little Dream of Me"

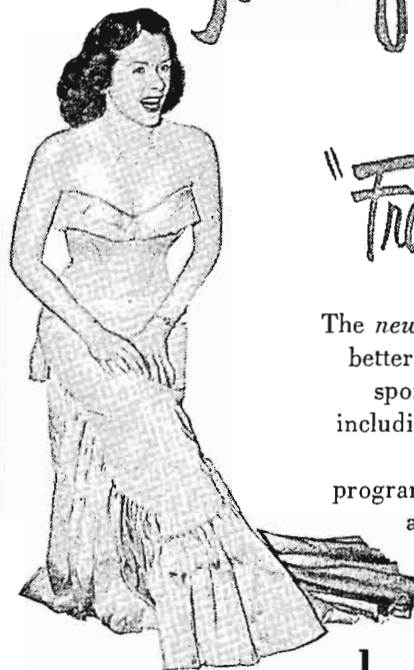
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Yours for more Sales

... with the new era in

Thesaurus

"Fran Warren Sings"



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



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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 64

NEW YORK, FRIDAY, JUNE 30, 1950

TEN CENTS

KOREAN NEWS HYPOS RADIO LISTENING

'Reconstructed' Baseball Broadcasts Blasted

Unfair, Injurious To The Industry, Says Hofheinz

Washington Bureau of RADIO DAILY
Washington — An all-out complaint against simulated play-by-play accounts of ball games was lodged with the FCC yesterday, with a request for commission investigation. Roy Hofheinz of KTHT, Houston, Tex., brought charges against the stations of the Liberty Broadcasting System;

(Continued on Page 6)

Herman Bess Dies; Gen'l Mgr. Of WPAT

Herman Bess, 53 years old, vice-president and general manager of the New Jersey Broadcasting Company, Inc., operators of WPAT, Paterson, N. J., was found dead in the basement of his home at 15 Wilbur Avenue, Newark, yesterday at 1 p.m. An autopsy has been ordered by the Essex county coroner.

Bess was widely known in radio
(Continued on Page 4)

Godfrey To Be Guest At Airport Opening

Chicago—Arthur Godfrey has been invited to participate in the ceremonies at the dedication of Merrill C. Meigs Field, lakefront airport, today. Godfrey, flying his own plane
(Continued on Page 3)

TV ACQUIRES A BIG STICK

....Will Regulate Service Practices

By FRANK BURKE
Editor, RADIO DAILY

THE TELEVISION industry is going to clean its own house through the adoption of the Better Business Bureau's Code for TV receiver advertising and the servicing of sets.

This is good news to the consumer and the reputable service organizations who have long felt the effect of unscrupulous service operators in the New York area.

The adoption of these standards means that the industry is putting the finger on the type of service organizations exposed in RADIO DAILY on May 10th. It means too that legitimate service companies now will have the full confidence of the trade and the consumer public.

RADIO DAILY compliments Hugh Jackson of the Better Business Bureau and his associates for having crystalized the thinking of manufacturers, distributors and dealers on the subject of ethical advertising and honest servicing of sets. We commend, too, the support given BBB by the major manufacturers in setting up a fund to implement the new Code.

'Voice' Reception Confirmed In Korea

The long arm of coincidence was exemplified yesterday when confirmation of the Voice of America's Korean broadcasts was received from Tokyo.

Substituting as guest star on the Martha Deane program over WOR on the 10:15-11 a.m. show was Harold Sussman, night editor of the Voice of America in New York. While he was explaining the workings of "The Voice" and its methods of covering the present crisis the

(Continued on Page 3)

Jackpot Victor Sues For Web Awards

A fifteen-year-old girl has named Kate Smith and ABC as defendants in a civil action suit in Wichita, Kans. alleging that she had not received her full quota of prizes as a jackpot winner.

Fifteen-year-old Nancy Jett, bringing suit, through her mother, Mrs. Alma L. Jett, charges that she won \$25,000 on the "Kate Smith Calls" show and that so far she has received prizes worth only \$4,000. The girl is suing for \$51,000. The

(Continued on Page 6)

Heavy Promotion Being Used For WQXR Relay FM Network

Indicating a pattern for the eventual establishment of a regional commercial FM network, WQXR New York Times' station, yesterday announced that the inauguration of the 13-station relay network on Saturday will be supported by a promotional campaign and newspaper ads in upstate New York, Pennsylvania and Connecticut.

The ads, prepared by WQXR for local insertion, point out the availa-

bility of the station's classical music and the hourly New York Times news bulletins on local FM stations. These ads, placed by local stations, are in addition to space taken in newspapers by set manufacturers stressing the sale of FM receivers.

It is claimed that the radio relay to stations of the Rural Radio Network will cover forty-two upstate New York counties. In addition sta-

(Continued on Page 4)

Miller Calls Cover 'Achievement In Journalism'

Impact of the Korean crisis during the past few days has caused a drastic change in the listening habits of the American public, according to a quick survey made of network officials and independent stations in news, special events, research and programming. The consensus of opinion is

(Continued on Page 2)

July 4 Programming To Emphasize Safety

This year's Fourth of July holiday will not be attended by any large-scale commemorative programming on the part of major radio and TV networks and the Metropolitan independent stations, as has been the case in the past, a check of stations by RADIO DAILY reveals.

Instead, emphasis this year will be placed on special bulletins

(Continued on Page 3)

Agency Buys CBS Show For Carnation Milk

West Coast Bureau of RADIO DAILY
Hollywood—Erwin, Wasey & Company announces a coast-to-coast Saturday morning radio show over CBS for its client Carnation Evaporated Milk beginning July 1st. It
(Continued on Page 4)

Sales Pitch

A booklet titled, "One Best Speed" has been issued by Columbia Records to stimulate the sale of 33 1/3 LP records and will be distributed by dealers. Booklet contains a statement by Edward Wallerstein, president in which he claims "only one new recording system provides all the advantages of new recording developments."

For The Fourth

Columbus, Ohio — A special Fourth of July feature, entitled "Yankee Prince" and featuring the life story of George M. Cohan, will be presented over WBNS and WELD-FM. Margaret Schrock radio and TV radio for the Ohio Fuel Gas Co. adapted the story for radio. The program will also be heard over a 13-station Ohio network.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Irv Hamlin, Representative

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Andrew H. Older, Chief 6417 Dahlonga Rd.

Phone: Wisconsin 3271

SOUTHWEST BUREAU

Paul Girard, Manager

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Dallas, Texas

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ROME BUREAU

John Perdlearl

Ludovisi 16

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

FINANCIAL

(June 29)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Stock Name, Bid, Asked. Includes Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked. Includes Du Mont Lab., Stromberg-Carlson.

McCray Starts July 17 For NBC In Hollywood

Thomas C. McCray, formerly program director of NBC's sound broadcasting network, will assume his new duties as director of radio network operations in Hollywood, July 17. He will head an expanded program activity there and will be responsible for radio network sales and technical operations.

Advertisement for KGW Portland Oregon, featuring a target graphic and text: 'THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE NATION'S FASTEST-GROWING MARKET'.

Radio Listening Picks Up; Korean News Hypos Interest

(Continued from Page 1)

that radio listeners have reverted to their war-time habits of tuning in news broadcasts at all times of day.

While no figures are available at this time, there are definite indications that the radio audience has grown tremendously during the days since the news first broke and that hours-of-listening have jumped accordingly. Full figures on this phase of audience reaction will not be available from research companies for several weeks.

Meanwhile the reportorial work of the broadcasters and wire services was praised by Justin Miller, president of the NAB, who in a statement issued last night characterized the service as an "achievement in responsible journalism." Said Judge Miller:

"In the present world crisis American broadcasters have demonstrated again their outstanding capacity for truthful reporting and intelligent interpretation of the news. In the wire services, and in radio, television and network newsrooms, they have again given striking evidence of that type of public service which brings to them the commendation and the respect of the people. NAB is happy to applaud this achievement in responsible journalism and to assure our millions of listeners that the broadcasters of the country are alert to the demands of this exacting assignment."

Reports from network affiliated stations throughout the country show accelerated interest in network bulletins, news flashes and commentaries on the tense situation in the Far East. Network headquarters here report that affiliates want full information on special broadcasts and commentaries, as a result of a deluge of local phone calls.

NBC officials report a great upswing in early morning listening as well as a return to morning listen-

ing before leaving the house. Also, a return to war-time habits of leaving the radio on by those at home for fear they will miss an important news bulletin. In addition, office portables are again in great use and many persons make it a point on their lunch hours to be near a radio. From all indications people are staying up later again, so as not to miss the evening news broadcasts. The 11 p.m. news program, as during the past war, is the most popular.

It is understood NBC is contemplating a special 36-city research check on news programs next week, in order to attempt to gauge the great increase in listening. Decision as to whether to make the check will be made today.

ABC reports an enormous increase in phone calls at headquarters as well as calls from affiliates wanting to know when special programs of the news will be cut into network operations. Local affiliates throughout the country also report that their listeners are avid for news of the Far Eastern situation. Military experts are standing by and will be put on the air whenever the situation warrants it.

"Round Tables" To Continue

MBS, continuing on an expanded schedule of news coverage, plans to continue Round-Table discussion of events. The network has received many congratulatory telegrams from affiliates as well as from listeners throughout the country, commending them for the extent of their news coverage. As in the case of other networks MBS has its military experts on "alert" and will air their views over the network as long as the crisis lasts.

CBS reports that Bill Costello, formerly CBS correspondent in Tokyo, who returned to this country some months ago, has been cleared and will leave immediately for Tokyo. The network will continue to cover the Far East situation with its regular broadcasts.

Christopher Ellis

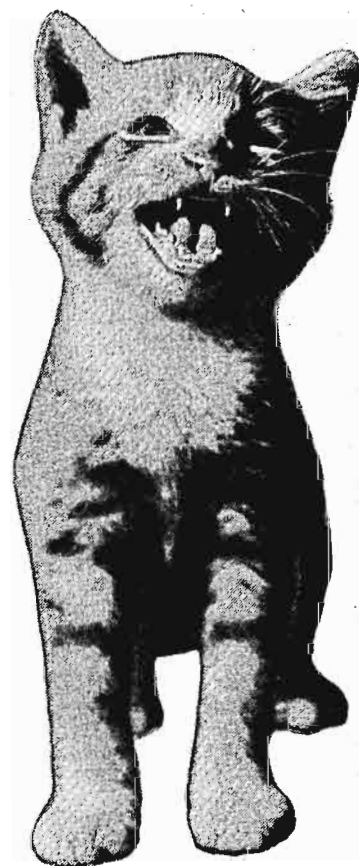
Montreal—Christopher Ellis, 49, radio pioneer and noted commentator and actor died suddenly yesterday at his home here. He joined CHLP, Montreal, in the early 1930's and became a news commentator. During the late war he served in Canadian Navy as lieutenant-commander and on his return became president of the Montreal branch of the Association of Canadian Radio Artists. For several years he was with the radio department of a leading firm of advertising agents. Recently he played the part of padre in the English language version of Gratien Gelinas, famed French comedy "Tit Coq" and had been engaged to continue with the production when it has its New York tryout this Autumn.

Secretary Johnson On ABC

A full report on national defense conditions will be aired by Secretary of Defense Louis Johnson in an interview with Mark Watson, Baltimore Sun journalist, on the ABC broadcast of Time for Defense Tuesday, July 4, at 10 p.m., EDT. The half-hour broadcast will originate in the private offices in Washington of Secretary Johnson.

Representing Government

Albany—Jane Barton, New York State's radio program director, has been appointed representative of government organizations on the AWB's Auxiliary Committee and Radio Chairman for the Business & Professional Women's Clubs of New York State.



"B. B. D. & O. say they're interested"

Yes sir! The big boys are nibbling! The blue chips are falling on the table because big advertisers insist on low-cost results.

Have you got a pet account in your shop that would like to make a killing in the rich Baltimore market? There's a sure fire way in radio.

You just buy W-I-T-H, the BIG independent with the BIG audience. Then you're sure to get more listeners-per-dollar than from any other station in town. W-I-T-H delivers what the blue chip accounts really want—those low-cost results!

Call in your Headley-Reed man for the whole W-I-T-H story.



WITH Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

AGENCIES

BOB COVINGTON, promotion manager for WBT, WBT-FM, and WBTV, has been recently elected proxy of the Charlotte (N. C.) Advertising Club for 1950-51. Other officers are: Dick Boettiger, president of Boettiger & Summers Agency, elected v-p; and Law Epps, Jr., sales manager for WGIV, elected treasurer.

ROCKWOOD & CO., Brooklyn, (chocolate) to Platt-Forbes, Inc., effective Aug. 1.

CHESTER KULESZA, formerly head of all TV production for BBD&O, has joined the radio and TV department of Dancer-Fitzgerald-Sample, Inc., to head production of TV commercials. The appointment becomes effective July 5.

CIGAR manufacturers and distributors are pooling funds for an industry-wide cigar promotion campaign for August and September, according to Joseph Kolodny, managing director of the National Association of Tobacco Distributors. Chiefly, the campaign will make use of spot radio announcements, streamers on delivery trucks, and \$50,000 in merchandise prizes for salesmen and retailers.

July 4 Programming Plans To Stress Highway Caution

(Continued from Page 1)

and spot announcements directed towards a safe and sane holiday week-end. With all New York stations participating, the next few days will find the airwaves flooded with highway safety precautions, traffic and weather bulletins, and road warnings.

While there will be a definite lack of special July 4th programming, many regularly-scheduled shows will depart from their usual formats and devote their broadcasts to a salute to Independence Day.

Web Programs Listed

These network programs include "Mr. President," (ABC), Sunday, July 2, with a special dramatization of "The Man Without a Country"; "Paul Whiteman's Goodyear Revue," (ABC-TV), Sunday, July 2, with a 4th of July musical salute; "The Singing Lady," (ABC-TV), Irene Wicker dramatizing the story of Independence Day; "Queen For a Day," (MBS), Tuesday, July 4, with its traditional switch to "King For a Day." Also: the "American Forum of the Air," (NBC-TV), Saturday, July 1, with a repeat on NBC-AM, Sunday, July 2, presenting a panel discussion, "Is the Constitution a Modern Instrument of Government," with Senators Hubert H. Humphrey (D.-Minn.) and Karl E. Mundt (R.-S. D.); "Living, 1950," (NBC), Saturday, July 1, with a documentary on the coming to political maturity of the American people; Harold Gallagher of the American Bar Association with a special message (NBC), July 4, on "Our Basic Freedoms," and "There's Music in the Air," (CBS), July 4, with Al Goodman's orchestra in a medley of patriotic music.

Holiday Shows For WQXR

Among the New York independent stations, WQXR will offer the most ambitious holiday program. The station will devote its entire 18 and a half hours of programming on July 4th to the playing of musical compositions by American composers. It will include also the works of composers who have become American citizens. In addition, the Alma Dettinger program on that day will feature an interview with Dr. Theodore Kazimiroff discussing the areas around New York City where Revolutionary battles were fought.

WMGM's two religious programs on Sunday, July 2, will include holiday sermons. The Calvary Baptist Church of Manhattan will present Rev. John S. Wimbish in the ser-

Contract Extended

Ranger Joe's Ranch, sponsored by Ranger Joe, Inc. of Chester, Pa., through Lamb & Keen, Inc. will continue on KDKA Sunday mornings at 11:30 through July. Extension of the contract was announced by George D. Tons, KDKA sales manager.

mon, "America's Safeguard Against Judgement," and the Rev. R. Stanley Berg will discuss "Freedom" on the Glad Tidings Tabernacle program. On July 4th over WMGM, Ken Robert's "Tops in Pops" show will present the tops in patriotic tunes.

A special half-hour show on WMCA, titled, "July Fourth," will present the late Walter Huston in special patriotic readings he recorded shortly before he died. They include Patrick Henry's "Give Me Liberty or Give Me Death," "Declaration of Independence" and "Concord Hymn."

The annual Independence Day ceremonies of the Minute Men of America at the Eternal Light will be broadcast over WNYC on July 4th, with addresses by high-ranking defense officers. WEVD will broadcast a special July 4th, U. S. Army show, "At Base," and a patriotic salute will be inserted by WHLI, July 4th, in place of its regular community service program. WOV will present a special hour-long program for its Italian-speaking listeners on Independence Day. The show will be dedicated to the listeners' holiday pleasure.

COMING and GOING

NED CALMER, Columbia network news analyst, has left on a four-week tour of South America, during which he'll make recordings for future broadcasts.

MILDRED BAILEY, director of women's programs at WCOP, American network affiliate in Boston, has arrived in San Francisco by plane to spend her annual vacation. It was in the Golden Gate City that she started in radio.

MRS. ELLIOTT D. O'DELL is aboard the Ile de France bound for Plymouth and Le Havre. She is vice-president of Ellington & Co. in charge of that agency's fashion activities.

GORDON HAYES, western manager of CBS Radio Sales, is spending his vacation in Wisconsin.

KEN MURRAY, comedian who recently concluded his CBS-TV series and has been assigned to resume October 7 with a weekly presentation, is expected in Hollywood today for conferences with film producers.

BOB DIXON, star of the "Chuck Wagon" show on CBS-TV, today will leave on a one-month vacation in Montana, where he plans to shoot a whole library of 16mm film to be shown on his program late in July.

TONY LANE and the airline trio off to Asbury Park for an engagement at the Circus Bar until Labor Day, during which time they'll be heard on the Mutual network.

VAUGHN MONROE and the members of his band are heading for Pittsburgh, where tomorrow they will broadcast their CBS program from Kennywood Park.

JACKIE GLEASON will arrive today on the Super Chief section of the Broadway Limited to begin work on his chores as emcee of "Cavalcade of Stars" on July 8.

"Voice" Reception Confirmed In Korea

(Continued from Page 1)

show was interrupted to give a dispatch from Edith Simmons, Mutual's correspondent in Tokyo.

In her dispatch Edith Simmons described the tremendous lift in morale given to the soldiers in South Korea when they heard that General MacArthur was arriving in Korea. Word of the event came via The Voice of America. To Harold Sussman, responsible for the broadcast it was the first confirmation he had received that the broadcasts to Korea were getting through.

Godfrey To Be Guest At Airport Opening


(Continued from Page 1)

from New York will be introduced at the dedication ceremony at the field at 11:00 a.m.

During a three-day program of events, the City of Chicago will be host to about 1,600 members of the National Flying Farmers Association who will attend the dedication and visit the Chicago Fair of 1950.

Ken Craig, WBBM executive; Harry Campbell, WBBM farm director, Oscar E. Hewitt, Commissioner of Public Works, and executives of International Harvester who are cooperating in staging the special events program, will act as official hosts when Godfrey arrives in Chicago.

• faces • facts • figures • wins •



CARROLL ALCOTT

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CROSBY BROADCASTING CORPORATION

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Heavy Promotion Set For WQXR Relay Net

(Continued from Page 1)

tions in Pennsylvania and one in Connecticut are being served by the web.

In setting up the arrangements for FM stations to carry WQXR programs, a flexible schedule was drawn up whereby managers could handle the sale of commercial time on their individual stations. In the case of WQXR station breaks, spot announcements or public service announcements, each station is permitted to drop these announcements and insert its own.

Considered Co-operative

Trade circles regard the WQXR relay web a co-operative experimental venture at this date. Some believe that it will eventually develop into a full fledged commercial FM web.

Agency Buys CBS Show For Carnation Milk

(Continued from Page 1)

is an audience participation show called "Carnation Family Party." Jay Stewart is the star. Charles F. Lowe of Erwin-Wasey's Los Angeles office is the producer.

"Carnation Family Party" had been tested over 14 CBS stations in California, Washington, Oregon and Nevada.

Send Birthday Greetings To—

June 30

H. R. Gross George McCullough
Frank Gallop Harry Wismer
John Mayo Phillips Carlin

July 1

Arthur H. Hayes Bill Stern
John Lair Betty Jane Tyler
Ina Phillips Paul Girard

July 2

Geo. C. Castleman Allan Grant
Barry Gray Doloris Craig

July 3

Dorothy Kilgallen John Lake
Ruby Shepperd Jerry Vogel
John E. McMillan

July 4

Patti Alicoate Irving Caesar
Julia Mahoney Michael Chimes
Adelaide Klein Al Jarvis
John F. Royal Alex Templeton
Jack Kelly Jo Lyons
Mitchell Grayson

July 5

Thomas K. Neely Milton Biow
Howard N. Cann Don Dunphy
Laurence Hammond

July 6

LaVerne Andrews Red Evans
Don Mersereau Clark Overton
Estelle M. Sternberger



By SID WHITE

Man About Manhattan. . . !

● ● ● FRIDAY-DREAMING: One of the independents is trying to persuade Dick Haymes to turn singing cowboy. . . Jack Carter has NBC a-buzzin' over the tremendous ovation he received opening day at the Paramount Theater. NBC, convinced they've got stardust in the lad, is shopping for a B'way theater from which Jack could do his portion of the "Sat. Nite Revue," instead of planing back and forth to Chi. Jack, incidentally, shoves off for a European jaunt with his lovely missus, Joan Mann, after his Paramount chore. . . Freddie Robbins adds another hour to his chatter session starting tomorrow nite. . . Peggy Lee and hubby Dave Barbour headline the new Paramount show Wed. . . Art Henley, the brand new groom, resigns as head writer of "B'way Open House" this week, figuring there must be an easier way of making a buck. He continues his "Press Box" series over WMGM and is mulling over some new TV propositions. . . The Milton Berle-Jack Paar feud ain't funny, McGee. . . Warning to parents: Don't let the kiddies watch the July 7th NBC "Big Story" session. It's gonna set a new high in shocker realism on TV. . . Why did MGM pull Mel Torme's only song out of "Duchess of Idaho?" . . . Look mag. describes Faye Emerson as having "telegenic assets." Telegenic WHAT?

☆ ☆ ☆ ☆

● ● ● John Reed King's advice to sufferers from radio's occupational disease—ulcers: "Take everything in stride—and don't think of more than one problem at a time." John is a guy whose advice oughta count as there are few guys we know who are busier. Besides his two daily shows, "Chance of a Lifetime" and "Missus Goes A-Shopping," he handles "Give and Take" Saturdays.

☆ ☆ ☆ ☆

● ● ● Latest entrant in the TV glamour femcee dep't is a gorgeous 22-year-old gal, Merle McHugh, who already has piled up movie assignments, guest stints on the Morey Amsterdam and Martin Kane shows, a reportorial chore on the Daily News plus a fashion model background. Art Ford, no mean picker of telegenic talent, featured her on his ABC-TV stanza last Friday nite and had even the camera crew drooling. Merle put in a punchy defense of the plunging neckline—pointing out that since TV cameras were pretty cruel to a gal, it was only smart showmanship for the ladies to make judicious use of their natural endowments. Art, incidentally, has asked her to share a new, upcoming video stanza—Mr. and Miss—with him.

☆ ☆ ☆ ☆

● ● ● Leo Fuld has become a citizen of considerable stature since his leaner days at Leon & Eddie's. Leo, who used to write gags with Milton Berle and Jackie Miles before he became a top European concert singing star, now collaborates with Lord Adrian Foley, youngest member of the House of Lords of England, mind you. Foley, who would rather be a hit songwriter, it seems, wrote the music to Leo's "Homeland."

☆ ☆ ☆ ☆

● ● ● IN ONE EAR: Bob Crosby doing a TV film at Motion Picture States. Ditto Danny Webb. . . Oops, sorry dep't: The other day we item'd that Mindy Carson was being given an ABC build-up. We meant NBC, natch. . . Robert Q. Lewis leaves for H'wood today for a four-day disc-jockey tour to plug his new Col. records and guest on a few shows. . . Wonder if Frank Costello recognized that chap sitting next to him at Toots Shor's the other p.m. It was Joe Bailey, prod. of the Rob't Montgomery show, which has been blasting Costello and his playmates for months.

☆ ☆ ☆ ☆

Herman Bess Dies; Gen'l Mgr. Of WPA

(Continued from Page 1)

circles as a sales executive and station manager. In his early days he



BESS

station went into operation commercially.

In 1936 he became sales manager of the station.

Was Veepee At WMCA

Leaving WNEW, Bess became v-p and sales manager of WMCA and served in that capacity for about three years. He resigned the WMCA post to become general manager of WLIB in 1948 and remained with the station for a year and half.

A year ago Bess accepted the post as general manager of the New Jersey Broadcasting Company and later was named vice-president of WPAT.

Hollywood's New COUNTRY CLUB HOTEL

• The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairway and greens.

• Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.

Telephone: HOLLYWOOD 9-2701

AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, June 29, 1950

New TV Transmitter Announced By G. E.

A new air-cooled television transmitter, entirely self-contained and designed to provide low installation, operating and maintenance costs, has been announced by the General Electric Company, Syracuse, N. Y. Designated type TT-10-A, the new 5-kw unit has a 5-kw visual transmitter and a 2.5-kw aural transmitter in three cubicles and is for operation on TV channels 2 through 6. "The new unit," according to GE sales manager Frank P. Barnes, "features outstanding video and RF circuits in addition to the latest in control circuit design." Close logical arrangement of meters, indicator lights and controls provides maximum convenience for the operator. No external transformers or cooling equipment are required.

The TT-10-A transmitter has a low-cost tube complement and low power consumption. Its design permits the addition of higher power stages to both the visual and aural sections without extensive change to existing equipment.

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TV Seat And Set Of The Future

Among some rather unique exhibits viewed at the Chicago Furniture Show was a design by Ernest Swartz of the American Designers Institute for a television chair. Folded flat, it resembles almost any other folding chair, but when opened, displays an adjustable arm rest, a flexible back that may be maneuvered into many positions, a head rest that can be raised or lowered to fit the height of the sitter, a pull-out shelf for a glass, and a sliding refreshment tray. A companion TV table by the same designer has a four-sided screen and a drawer that opens to reveal a tape recorder.

Super-Projectall Units For Six TV Stations

The 1950 Super-Projectall, manufactured by Tressel Television Productions, Chicago, which was shown at the April NAB Convention in Chicago, has been ordered for July delivery by WNHC-TV, New Haven; WSYR-TV, Syracuse; WLAV-TV, Grand Rapids; WTVN, Columbus; WTTV, Bloomington, and WSPD-TV, Toledo.

The new opaque and transparency projector features full remote operation through a separate control panel, and combines all necessary equipment, including motion picture projection mirrors, in one compact cabinet. A feature of this latest model is automatic ejection of both opaques and transparencies, an operation formerly performed by hand.

A demonstration model will be on display during July at INS headquarters in New York City.

Stromberg-Carlson Names Henderson Chief Engr.

Kenneth L. Henderson has been advanced to the position of chief engineer of Stromberg-Carlson's research division, according to director Benjamin Olney.

Henderson entered the radio field in 1923, joining the Federal Telephone and Telegraph Company in Buffalo as a designer. Later he was employed in the same capacity with International Communications Laboratory and American Bosch Company.

Joined S-C In 1935

He joined Stromberg-Carlson's radio engineering department in 1935, transferring six years later to the research department. He has been credited with many outstanding mechanical designs, including that of the Mark II radar modulator, on which the Navy standardized for its air-borne equipment in World War II.

PRODUCTION PARADE

Cathode-Ray Oscillograph

The instrument division, Allen B. DuMont Laboratories, Inc., Clifton, N. J., announces the new DuMont type 293 cathode-ray oscillograph as an important contribution to the field of impulse-testing of high-voltage transformers, insulators, lightning arrestors, and other equipment designed to withstand surge potentials of great amplitude. Employing a sealed-off high-vacuum cathode-ray tube and means for convenient external photographic recording, the type 293 may be used with any standard impulse-test installation.

Attachable High-Voltage Coupler

Heretofore factory-fitted, the high-voltage coupler and spacer assembly, 59-186, with nylon insulator shaft, RN-3", for use in TV, oscillograph and other high-voltage circuits, is now made available in all Clarostat Pick-A-Shaft type controls, types AM and AT, states Clarostat Mfg. Co., Inc., Dover, N. H.

This high-voltage coupler rounds out the current assortment of a dozen Pick-A-Shafts or attachable shaft types and may be purchased separately.

Andrea Appointees

Ramon Masvidal, a member of the home office sales organization of Andrea Radio Corp., Long Island City, N. Y., has been appointed to direct the company's sales in the Philadelphia area, and Harry W. Goodman, formerly operations manager of D. W. May Corp., Newark, N. J., has been appointed assistant sales manager of the Andrea Sales Corp., it has been announced by Frank A. D. Andrea, president of the manufacturing firm.

Recorder Prices Cut

Webster Electric Co., Racine, Wis., announces a price reduction of \$25.50 in the list price of their standard Ekotape, model 101-4 recorder. The new price is \$369.50. Ekotape model 101-5, which includes remote control is now being introduced at a list price of \$395.00.

Rice Promoted By Starrett

Benjamin H. Rice, formerly southern regional sales manager, has been appointed national sales manager of the Starrett Television Corp., it was announced by Mitchell Fein, vice-president. Rice will supervise activities of five regional sales manager and 22 salesmen.

Large AM-TV Exhibits Set For Music Show

Chicago—The 49th annual Music Trade Show which opens at the Palmer House here, July 10 through 13, will have the largest television and radio display of the year, according to William R. Gard, executive secretary of the National Association of Music Merchants, sponsors of the show.

The meeting, which will stress the importance of music and musical instruments in the average household, is expected to attract more than 9,000 music dealers and manufacturers, with displays occupying seven floors of the Palmer House. Approximately 250 exhibitors will be showing their merchandise, ranging from the latest radio-TV sets to electric organs and cymbals.

A series of meetings at the Palmer House with business forums will stress sales training and merchandising. Raymond Moley, economic and political author and columnist, will address the opening luncheon meeting, July 10. Other speakers during the four-day show will be George R. Marek, music editor of House Beautiful magazine; Harry N. Kennard, educational director of Lyon & Healy, Chicago; James G. Taylor, retailing expert of the University of Houston; Dr. Albert Haring, professor of Marketing, Indiana University School of Business, and Milton Cross, ABC announcer of the "Piano Playhouse" program.

The Music Industry banquet will be held at the Palmer House on Wednesday evening, July 12.

Offer JFD Lightning Arrester

JFD Mfg. Co., Inc., Brooklyn, N. Y., announces a new AT103 lightning arrester, especially designed for the latest types of heavy and tubular twin lead. UL approved for outdoor or indoor use, the arrester can be installed in a matter of seconds on masts, walls, or cold water pipes without any preparation or the use of special tools.

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COAST-TO-COAST

Sending Broadcast To Rome

Garrison, N. Y.—The Ave Marie Hour, internationally known religious program, will present to His Holiness, Pope Pius XII, a transcription of the recent program which dramatized his life. A message from the Very Reverend Angelus Delahunt, Father General of the Society of the Atonement, expressing the appreciation from the people of America with the opening of the Holy Year, will accompany the transcription. By a special manufacturing process of the Clark Phonograph Co. in Harrison, N. J., the transcription was made in the traditional papal colors and bears the coat of arms of His Holiness. The gift will be presented by the Very Reverend Bede MacAeche, S. A., the personal delegate of the Father General and Superior of St. Onofrio's, the Graymoor Friar's House in Rome.

Conducting Safety Contest

Hartford, Conn.—A novel Farm and Home Safety Contest which will make entrants practice before they preach was inaugurated June 14th by WTIC in co-operation with the Farm and Home Safety Committee of this state. The contest runs through July 21, with valuable prizes to be awarded to winners on July 29, the final day of National Farm Safety Week. Eligibility for the competition is conditioned upon the actual elimination of an accident or fire hazard in the home or on the farm since last July. The board of judges includes officials of the University of Connecticut, the Highway Safety Commission, the Associated Women of the Farm Bureau Federation, 4-H Clubs and WTIC's Farm Youth Program.

New Short Story Series

Stamford, Conn.—WSTC and WSTC-FM debuted a new series of short stories on the "Let's Read," program on June 19th. Included in these series will be works by Edgar Allan Poe, Guy de Maupassant, Oscar Wilde, Rudyard Kipling, Joseph Conrad and others. The June 19th broadcast featured Thomas Hardy's, "The Return of the Native."

WPFB's First Mr. & Mrs. Show

Middletown, O.—"The Oxford Hour," WPFB's first Mr. and Mrs. show, starring Opal and Homer Tingle, made its debut recently from the WPFB newsroom at Oxford. The show, designed to acquaint listeners with the many charms of the little village of Oxford, is heard every weekday evening.

Takes Summer Post At WDR

Hartford, Conn.—Robert Bacon, who will enter the senior class at Trinity College in the fall, is a summer replacement at WDR. Bacon will substitute for regular announcers when they take their two week vacations.

"Reconstructed" B. B. Airing Unfair, Unwise, Says Hofheinz

(Continued from Page 1)

a large network of stations throughout the southwest carries play-by-play accounts of major league games serviced by Liberty on the basis of Western Union play-by-play reports.

Hofheinz, Houston lawyer and also a major stockholder in stations in Birmingham, Ala., New Orleans, Harlingen, Dallas and San Antonio, charged that Gordon McClendon and Liberty "are carrying programs which create the impression that they are eye-witness. . . actually, the broadcasts originate in Dallas and are fabricated from telegraph reports and the announcer's imagination."

He held that Liberty was guilty of "a conscious and deliberate effort" to impress listeners with the idea that the announcer is actually at the field of play in New York, Boston or other major league cities. "For example, the announcer says frequently, 'Well, we're in the 9th inning now at the Polo Grounds in New York.' By means of other such carefully worded statements, the idea is subtly developed that the broadcast is direct from the field of play."

Hofheinz said the initial announcement that a "reconstructed" account of the game was being brought means little to most listeners, even when they hear it. In every other way the attempt is made, he said, to impress the listener that he is hearing an on-the-scene broadcast. Said Hofheinz:

"This misleading aspect of the broadcasts is abetted by the use of continuous crowd noise, including cheering and applause, which although never announced as such is obviously recorded. The crowd noise is continuous, not occasional, and further contributes to the delusion that an actual broadcast is being made."

All this, he said, is in violation of

FOC regulations prohibiting use of recordings without identification. Although the rule exempts sound effects, Hofheinz said, "two hours of continuous crowd noise constitutes more than a mere 'sound effect' within the meaning of the rule."

Apart from the Commission rules, Hofheinz said listeners get "a distorted and erroneous report of the game. . . largely the product of the announcer's theatrics. . . fraught with inaccuracies and plain invention. If this practice is condoned by the Commission, it will probably result in the listening public being given fewer real sports broadcasts" because other stations will forego actual play-by-play accounts for the much less expensive type of program.

Hofheinz said, "the spurious character of the method is giving broadcasting itself a black eye. Even the stations which have not been guilty of the practice have received numerous complaints about the broadcasts. Listeners are confused, and many are resentful. Those who fully understand what a 'reconstructed game' is regard the attempt as an affront to their intelligence. Those who do not comprehend the significance of the term 'reconstructed' upon discovery consider themselves defrauded and imposed upon and condemn the broadcasting industry at large. . ."

His final charge was that the broadcasts are "spawning petty rackets and gambling. In Houston, unscrupulous operators have taken advantage of unknowing listeners by inducing them to bet on games the outcome of which is already known to the operators. Innocent listeners have been prey to this racket because of their impression that they are listening to the actual game in progress, whereas it may have been over for some time."

Film Cartoon Series To Be Sponsored On KNBH

West Coast Bureau of RADIO DAILY

Hollywood — "Crusader Rabbit," first series of cartoon programs filmed especially for television, will make its video debut July 15 under the sponsorship of Carnation Milk Company. Program will open on KNBH in Hollywood with additional bookings throughout the nation scheduled to follow sometime during the Autumn.

Starts August 15

Starting at three showings a week on KNBH, the program is set to be telecast five times weekly beginning August 15th. Jerry Fairbanks Productions has completed 130 releases of the series and has started work on a second weeks' supply.

The children's show is being placed by the Erwin Wasey and Company advertising agency.

Hallmark Playhouse Set For Another Year On CBS

Hall Brothers, Inc., Kansas City, Mo., has renewed its sponsorship of the "Hallmark Playhouse" over the CBS radio network for another year effective with the broadcast of September 7. The dramatic series starring James Hilton as host is presented Thursdays, 10:00-10:30 p.m. It is currently on a summer hiatus and returns to the air Sept. 7. Agency for the sponsor is Foote, Cone & Belding, Inc.

New Musical Series

"Stepping Out," a new five-a-week quarter-hour musical series, featuring vocalists Rosemary Clooney and Tony Bennett will debut over CBS on Monday, July 3rd. The new show will be heard 7:30 to 7:45 p.m., and is a Summer replacement for "Club 15."

BEHIND THE MIKE

SHERIFF BOB DIXON, of CBS TV "Chuck Wagon," has won the approval of the State of Montana. He'll be guest of the State during July in reward for his great work in bringing the real West to television in the East.

Enzo de Mola, Italy's top recording star with over 700 Victor-International sides to his credit, has arrived in town and is slated for a big national radio buildup.

That was Bert Gordon, the Mad Russian, doing a mad Charleston the other p.m. at Le Coq Rouge Charleston nite.

Grace Downs model, Helen Louis Thompson, was a disc jockey at Columbia University's radio station WKCR while majoring in radio at Gen. Eisenhower's school.

Denise Darcel stopped Alan Damon the other day to tell him how much she enjoyed his singing at "Boop Ceety."

Bill Farrell, who couldn't buy N. Y. booking 2 years ago, played the Capitol earlier this month, then Apollo this week and goes into Big City July 5th.

Butch Cavell, the 10-year-old star will play the coveted role of "Little Pud" in the Ford Theater's production of "On Borrowed Time" opposite Henry Hull Friday.

A survey just completed by Lantern Press revealed that Stan Lomax's compiled book, "Treasury of Baseball Humor," is being purchased by more women than men which may be one reason why sportsors are starting to aim their sport commercials to the distaff side.

Radio Jackpot Winner Sues For Web Award

(Continued from Page 1)

suit is being brought in the United States District Court, Wichita, Kansas.

In the complaint, it is alleged that some of the merchandise was shoddy, worn, damaged and of inferior quality. The value put on the merchandise differed, also, from the appraisal made by Federal Income tax officers.

ABC has made no comment on the case as it has not been notified formally of the action.

Stork News

St. Louis, Mo.—Bob Shea, announcer for KXOK, recently became father for the second time when Mrs. Shea presented him a seven-pound, eight ounce girl.

Thought for Today

CULTURE is "to know the best that has been said and thought in the world."

—MATTHEW ARNOLD.

TELEVISION DAILY

Section of RADIO DAILY, Friday, June 30, 1950 — TELEVISION DAILY is fully protected by register and copyright

OK REMOTE-CONTROL OPERATION

TELE TOPICS

BRANCH RICKEY, the old fox of organized baseball, proved just as foxy on TV Wednesday night when he exchanged pleasantries with Arthur Godfrey as a guest on Godfrey's Chesterfield show on CBS-TV. Aside from getting in some solid plus for his Dodgers, Rickey had a few questions to ask Godfrey on aviation and went in for considerable mugging when the CBS star put him on the spot on baseball predictions. All in all it was Rickey's inning.

THE TAB for one-third of all Madison Square Garden events on WPIX in the Fall was picked up yesterday by Webster Cigars. . . . Burr Tillstrom's "Wizard of Oz" is rumored to be slotted at NBC-TV on Sunday afternoons in one of the two half-hour time periods from 3:00 to 4:00. . . . Sunshine Biscuits, Inc., entered the TV field yesterday with spots for Krispy Crackers on NBC, CBS, and DuMont. . . . Appealing to U. S. Summer visitors to Canada, Canadian Oil Co. has picked up the tab for spot announcements on WPTZ, Philadelphia. . . . Now that television clearance on their chosen movies has finally come through, N. Y. Ford Dealers will premiere their "Movie Night" on WOR-TV Monday night; three hours of films, beginning at 7:30 p.m. . . . J. W. McAlister Co., San Francisco Plymouth and Chrysler dealer, will sponsor "William Winter and the News," Fridays at 9 p.m., as of tomorrow. . . . S. L. Adler, formerly an account exec. with Frederic Ziv Co. and a salesman for WCPO-TV, has joined the sales roster at WLW-T. . . . An unofficial source says there's a lawsuit pending in the air over the name of John Conte's new vehicle, "Little Show." . . . WABD's Sydney Smith returning to her original format of interviewing experts on child care, fashion, interior decorating, education, etc., on her five-a-week morning show (11:30 a.m.). . . . 10-year-old Butch Cavell to play role of "Little Pud" on CBS-TV's "On Borrowed Time" tonight at 9 p.m.

WARM OVATIONS are being handed CBS-TV's Doris Brown and her narrations before and after the puppet show starring "Pinhead and Foodini" for their current personal appearance stint at the Roxy Theater. Under the weight of many staging difficulties (since some of the illusion is lost to balcony spectators who may at times see the puppeteer manipulating his puppets) the show comes off with remarkable success and is generally better received than many of the Roxy's other acts have been. The sparkling dialogue in the show, both on stage and over CBS-TV, is probably the major factor in its staying on the TV airwaves through the Summer (6:30-6:45 p.m., six-a-week).

Sales Impact Of TV Demonstrated

An example of the selling power of TV was released yesterday by W. G. Barnard, president of the Natural Foods Institute of Olmstead Falls, Ohio. Barnard reported that time purchases of \$4,500 on WOR-TV resulted in the sale of 900 of their Vitemix appliances at \$29.95 for a total of almost \$27,000. Sales have resulted from a half-hour film shown eight times since May 16. Product demonstrated is a device for preparing and mixing juices of all sorts for natural foods.

Friday Nite Half Hour Hit Parade Tryout On ABC To Best Foods Set For NBC-TV Web

Purchase of ABC-TV's Friday night 10-10:30 p.m. time slot was negotiated yesterday by Best Foods, Inc., for a program starring screen actress Betty Furness. Title of the new interview-variety type show, which debuts on Sept. 15, has not been selected.

Products to be plugged on the show are Shinola and Rit, according to Earle Ludgin & Co., Chicago, advertising agency through which the business was placed. Sale of the Friday night slot marks ABC-TV's sixth major sale since June 15th.

New Late-Evening Quiz Starts Mon. On WCBS

Filling the late-evening tele slot at WCBS-TV, a new five-a-week, 45-minute variety quiz show will take its initial bow Monday night at 10:15 p.m. The time thereafter will vary each night, depending on the station's sign-off time. Featured on the show is Jack Lescoulie, serving as host, who will conduct a quiz by phone and present vocalists, variety and novelty acts, and film shorts spotlighting orchestras. For the first week, the time schedule, Mon.-Fri. respectively, will be 10:15 p.m., 11:10, 11:25, 11:10, and 11:40.

Sauter Acclaims Industry For Self-Regulatory Code

Declaring that New York is the television center of the world "and it is our intention that it shall remain so," James Sauter, deputy Commissioner of Commerce, City of New York, commended the industry for adopting a Code at the mass meeting sponsored by the Better Business Bureau on Wednesday night.

Sauter lauded the BBB and the TV industry for launching the program of self-regulation and pledged

Lucky Strike's "Hit Parade" will go television-wise on an experimental basis for four telecasts, commencing Monday, July 10, to determine its video possibilities as a permanent feature in the fall. The first three of the experimental shows are slated for July 10, 24, and Aug. 7 (9-9:30 p.m., EDT); while the fourth is skedded for Saturday, Aug. 19, 10:30-11:00 p.m. An unofficial report says the latter time period is under special consideration as the permanent time.

Dramatized versions of the "Lucky Seven" musical numbers previously heard on the radio show are to be woven into the tele format, since it will not be simulcast with its radio counterpart. Featured attractions are: the dance team of Fosse and Niles, thrush Eileen Wilson, a male singer not yet selected, and Raymond Scott's orchestra. Agency for American Tobacco is BBD&O.

Program For Children

A program for children, "Never Never Land," presenting dramatized folk tales from foreign countries will be auditioned by WOR-TV on Friday, June 30, from 5:30 to 6 p.m.

Kay Marwig of the Brooklyn Museum will be featured as storyteller, with 20 children participating.

FCC Permits RRN To Feed WVBT From WVCN

Washington—In a move which might have an important bearing on FM and TV networking for rural areas, the FCC has granted Rural Radio Network authority to operate WVBT, Bristol Center, N. Y., by remote control from WVCN, Deruyter, N. Y., without a licensed operator in attendance. Permission was asked last November.

The Commission said yesterday it is granting special experimental authority on the condition that adequate tests be made to indicate that the equipment is working properly before operation without a licensed operator gets under way.

The Commission said it has some doubts about the practice, insofar as compliance with standards of control are concerned, because of the inaccessibility of the WVBT transmitter during the Winter and Spring. There is a serious question about the ability of the licensees to make minor or major repairs to the transmitter in case of control circuit or equipment failures. If a report to the Commission, due by November 1, indicates that the experiment has been successful, a new rule-making procedure may be ordered to provide for remote control operations on a regular basis.

Should this experiment be successful, there is speculation here that it might pave the way for operation of remote control TV and FM transmitters at comparatively low cost in areas surrounding and between large cities, thereby extending TV and FM service into vast rural areas.

Three Department Stores Buy TV Time In Philly

Philadelphia — Signing of John Wanamaker's store brings to three, out of four, Philadelphia department stores utilizing daytime television over WCAU-TV, it was announced yesterday by Charles Vanda, TV director of the station.

The contract, said to be the largest ever written for a department store, will give John Wanamaker's TV time one and a half hours daily, Monday through Friday. Program details have not yet been completed, but it is expected that the format will include shopping news, entertainment and public service features.

The decision to use TV came as a result of favorable reaction during a six-week TV test, made during the Spring.

• PLUG TUNES •



WORDS & MUSIC



• PLUG TUNES •

By TED PERSONS

Now Breaking for a Smash!

SAY WHENDick Haymes & Evelyn Knight
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Others to follow . . .

Duchess Music (BMI)

TONIGHT

TONI ARDEN

with Percy Foith Orch. & Chor.
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RUSS CASE ORCHESTRA

with Ray Charles Vocal
M-G-M

TONY MARTIN

with Henri Rene Orchestra
RCA Victor

and more coming

MILLER-MUSIC-CORPORATION

**I WISH I KNEW
ASK MY HEART**RCA-Victor Records by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

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.*An American Folk Song*
CANE BOTTOM CHAIRST. NICHOLAS MUSIC, INC.
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Smash Revival Hit!

**WHY DO THEY
ALWAYS SAY "NO"**STASNY MUSIC CO.
1619 Broadway N. Y. C.

● ● ● **CRACKED ICE AND ASPIRIN DEPT:** This morning's mail brought the following from Melvin Marks, Mills Music: "What was supposedly in the public domain turned out to be a copyright song owned exclusively by Mills Music, Inc. . . . The music is by Issachar Miron (Michrovsky) and Jules Grossman with American lyric by Mitchell Parrish. . . . The song referred to is "Tzena, Tzena, Tzena, Tzena." Since there happens to be a song around titled "Tzena, Tzena, Tzena" with lyrics by Gordon Jenkins and published by Cromwell Music, be careful, boys, and count your "Tzenas"! . . . **TRANSPORTATION DEPT:** There are two iron horses competing for traffic. The first "Iron Horse" is a Cherio (BMI licensed) publication with an Ozie Waters record on Coral; the second is unpublished with a Richard Hayes record on Mercury. The fact that two iron horses are currently charging over the musical scene strikes a new note. The impression has long been that song writers are incurable kids at heart, that engines, be they steam, electric or whatever, are invariably "choo choos." Now we must pause and speculate. We may be at the dawn of a new day with songs like "When I Feel Adventury I Board the 20th Century" or "I'll Pack My Paints and Easel and Hop Aboard a Diesel" as possibilities.

★ ★ ★ ★

● ● ● **GAZETTE:** Milo Boulton is searching for original words and music for his forthcoming TV vehicle, "The Original Animal Hour." . . . Al Friedman has gone from the Coast to Chicago to head the Happy Godday Music office there. . . . The Elliot Lawrence ork will play for several hours of free dancing on the Central Park Mall, New York, July 6th. . . . Rosemary Clooney and Tony Bennett will be the sales force on "Songs for Sale" (Jan Murray, M.C.), the CBS show to be broadcast June 30th and simulcast July 7th and thereafter. That's not all! Clooney and Bennett will be a team on an across-the-board feature aptly titled "Going Places" that starts July 3rd. Recently, when the two met to be photographed together, Tony pointed out that their association was nothing new, that they had appeared together on the same show about a year and a half before—as contestants on Arthur Godfrey's "Talent Scouts." . . . Regina Zimmer, BMI's star athlete, turned down the opportunity to be Miss New Jersey in the Atlantic City Beauty Pageant.

★ ★ ★ ★

● ● ● Between and next Spring, Famous Music will have four scores to work on—three pictures—and one show. The first scheduled by the firm for exploitation will be by Harold Arlen and Ralph Blaine out of the 20th Century-Fox film, "My Blue Heaven." . . . The Galen Drake theme makes its bow as a song, "One More Kiss Goodnight," music by Irving Szathumary, lyric by Doug and Sue MacNamee. BMI is the publisher. . . . Rounding Out The Family: Beacon Music has given birth to "Daddy's Little Boy" and since "Daddy's Little Girl" turned out so well under his godfathership, Dick Todd has performed the same office for the new-born. . . . Breathtaking: The Norman Luboff arrangement for voices with ork background of "No Other Love"—a full six-minute thrill on the Tums Show last Tuesday night. . . . "Thomas Wolfe, American," was composed by NBC's Don Gillis on commission by Thor Johnson, conductor of the Cincinnati Symphony. The work, "A Narrative Poem With Music," with words culled from the great novelist's writings, will be introduced by the Symphony in October.

★ ★ ★ ★

● ● ● Gloria De Haven, whose first record for Decca has just been released, is visiting the local deejays. . . . Buddy Williams, whose Rainbow disc, "On The Mall," is causing a stir, is worried—that his friends won't remember him as Buddy Deppenschmidt, Jr. . . . Peggy Lee and Dave Barbour waxed a cute novelty for Capitol, "Name Unknown," which may be the hit Peg is due for. . . . Mercury plans to issue on LP practically every jazz masterpiece (by Basie, Hines, Norvo, et al.) acquired with the keynote label. . . . Georgia Gibbs has another grand side coming out, "I Was Dancing With Someone" (Coral).

**Goodman Plays July
With NBC Symphony**

Benny Goodman will be solo with the NBC Symphony Orchestra directed by Arthur Fiedler, in the Summer Concert Series Sunday, July 9, over NBC at 8:30 p.m., EDT. This will mark the second appearance of the noted clarinetist with this orchestra. Goodman sat in the orchestra to play the opening clarinet solo in Gershwin's "Rhapsody in Blue" under Arturo Toscanini's direction several years ago.

To Perform Von Weber Work
Goodman's major selection for July 9 is the final movement of the "Concerto No. 1 for Clarinet and Orchestra" of Carl Maria Von Weber. His other selections are "Beyond the Sea" by Trenet and "Tzena, Tzena, Tzena" arranged by Ross.

Don Gillis is producer of the NBC Symphony Summer Concerts and Claris Ross is scriptwriter.

JUST RELEASED:

**Robert Merrill's
WANDERIN'**

on RCA Victor (red seal)

*Making a Classical Pop
A Popular Classic*

REPUBLIC MUSIC CORP.

607 Fifth Ave. New York, N. Y.

Another BMI Pin-Up Hit!
SAY WHEN
Published by Duchess
Recorded by
Dick Haymes-Evelyn Knight (Dec)
Owen Bradley (Coral)
Terri Preston (Four Star)
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Zee Cowan-Jim Burdette (Royalty)
Licensed exclusively by
BROADCAST MUSIC, INC.

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