

TELEVISION DAILY

Continuation of RADIO DAILY, Friday, September 1, 1950 — TELEVISION DAILY is fully protected by register and copyright

RTMA ASKS LOWER CUBAN TARIFF

TELE TOPICS

THE MAGNAVOX THEATER. a full-hour series of top quality television dramas, is reported to be slated for a premiere on CBS-TV September 15 (9-10 p.m. EDT), to be carried over 21 stations. Sponsored by the Magnavox Co. of Fort Wayne, Ind., the series will alternate with "Ford Theater" on an every-other-week basis. Talent and material to be used on the show have not yet been decided, it was learned yesterday. Kenyon Eckhardt, Inc., agency handling the "Ford Theater," will produce the series for the Magnavox Co. as a special assignment, thus promising to be another hour-long top-bracket drama comparable to that presented successfully last year for Ford.

NOTE: Dr. DuMont on the subject of color TV when asked what he thought of CBS' mechanical scanning method—"I'd toss that out the window." Ned Cramer, WCBS-AM director for the past five and a half years, has been appointed director for WCBS-TV, and is to take over the duties on "The Red McKay" as his first assignment (10-4:00 p.m., EDT). . . . "Dixie Showboat," a KTLA line, will be carried by WJX for a trial run of two weeks. . . . "Play live in Brooklyn" will be backed for the 13 weeks following Sept. 14 by Roni Macaroni on Thursdays (7:30-8:30 p.m.). . . . Ford dealers in the New York area have renewed for another 13 weeks their sponsorship of "Ford Movie Night" on WOR-TV every Monday night. . . . Rise Stevens is slated as guest panelist on CBS-TV's "This Is Show Business" with Kaufman and Burrows Sept. 10 (7:30-8:30 p.m.). . . . "We the People" in conjunction with General Hershey's appearance tomorrow night will have a combined band forces chorus of four Marines, two sailors, four sailors, and four from the A Force.

MORTON DOWNEY bows on CBS-TV Sept. 22, 10:00-10:30 p.m., in "Star of the Family." In addition to singing and starring, he will also act as host to guest performers on each program. Kinator sponsors, John Wray directs, Bob Smith is the writer. . . . Florio shoes will bankroll "Red Grange Pictures" as of Sept. 21 for a quarter-hour following the "Roller Derby" on NBC-TV. . . . Ethel Waters to celebrate her fiftieth birthday when she opens in "Beulah" tele show over ABC-TV on Sept. 3 (6:30-7:00 p.m.). . . . Gloria Swanson will be Don McNeill's guest on his premiere TV show Sept. 13th (9-10 p.m.) over ABC-TV. . . . Good news for red-headed Nancy Carroll should turn out to be "Mother" Aldrich to Dick Tyler ("Henry") on NBC-TV's "The Aldrich Family."

Videodex Ratings In 12 Cities For August

Taking first place in seven out of 12 cities in the Videodex television ratings for August, "Toast of The Town" copped ratings varying from 44.7% to 33.2%. "Cavalcade of Stars" and "Stop the Music" vie for second place, the former taking first place in Cincinnati with a rating of 35.4 and second place in Boston (35.1) and Philadelphia (34.1); while "Stop the Music" copped first place in Detroit with a rating of 34.2 and second place in Dayton (32.9) and Baltimore (39.3). "Stop the Music" also took third place in Columbus (32.6) and Washington (30.9). Others mentioned among the top three of the twelve cities were: Hopalong Cassidy (Washington, 31.0); "Original Amateur Hour" and "Break the Bank" (Cincinnati, 30.1 and 26.9) "Hopalong" also copped second in Los Angeles (46.4), while the "Amateur Hour" took second in Chicago (30.0) and third in Dayton (31.9).

Set Prices Upped By Sylvania And RCA

Price increases on Sylvania television receiver sets from \$10.00 to \$30.00 will become effective immediately, according to an announcement yesterday by J. K. McDonough, general sales manager of the radio and television division of Sylvania Electric Products, Inc. In announcing the new price list, McDonough said, "Despite Sylvania's determination to resist to the extreme the pressure to increase prices, continually rising costs of major components have forced the revision of our prices."

All Models Raised

Table model Sylvania sets increased in price by ten and twenty dollars on twenty-four models. Three console models were upped thirty dollars, while one was upped twenty dollars.

Earlier in the week, RCA television receivers were raised in price by \$20 to \$55, becoming effective on Monday. The increases were reported to average 7½ per cent on TV

"Cavalcade Of Stars" Changes Sponsorship

"Cavalcade of Stars," hour-long production of the DuMont network, will be sponsored after October 1st by Druggists of America, according to an announcement yesterday by Dr. John W. Dargavel, executive secretary of the National Association of Retail Druggists, who handled the arrangements for the druggists' participation. Drug Store Television Productions, an association of retailers, is currently sponsoring the program in cooperation with a group of drug manufacturers.

DuMont stations in New York, Boston, and Atlanta are already airing the program under its new sponsorship, Dr. Dargavel noted.

sets, while prices on radio sets varied from \$2 to \$20 on both table models and combinations. The new television prices are less tax, while radio prices included taxes. The company made no changes in prices of either 45 RPM players or battery sets.

Report MCA Plans Limit On Video Wrestling Shows

Wrestling shows on video, which have lately been drawing complaints regarding the low payments for performances and production, may soon have a hypo, financially. According to unofficial reports, wrestling promoters have been turning over their representation to the Music Corp. of America, which would give MCA a very large control of TV wrestling on or near October 1. While MCA has existing contracts for wrestling on television, no plans can be formulated to alleviate the reported condition of underpayment,

an MCA spokesman said here yesterday.

However, it has not denied that a plan to raise the value of wrestling on television by limiting the number of shows to three a week may soon be under serious consideration. "While MCA is not prepared to make any statement on this at present," the spokesman for the entertainment bookers said, "there is no doubt but that the field is underpaid and something will undoubtedly be done about it in a gradual process."

Urges State Dept. Seek Lower Tax On Equipment

(Continued from Page 1)
At the same time, RTMA revealed it asked the Department of Commerce to seek to prevent the registration of the trade mark "TV" in Brazil. The U. S. industry might suffer from such registration, RTMA said.

On the Cuban tariff matter, RTMA general manager, James D. Secrest said, "I am sure that it is unnecessary for me to emphasize the importance of radio-television industry in this country. Especially with relation to its capacity for military production. It is important that exports of television receiving equipment be facilitated wherever possible in the interest of maintaining a healthy industry at home."

On the matter of registering the TV trade mark, Secrest said "the letters 'TV' are widely used in this country by the entire radio-television industry as an abbreviation of television. Any trade mark registration of these letters in Brazil or any other country would result in public confusion and probable embarrassment to American manufacturers exporting television equipment into Brazil. We believe that the letters 'TV' constitute a generic and descriptive term widely used by the industry and, consequently, are not subject to trade mark registration."

Three Stations Signed For "Greatest Fights"

Effective the first week of September, the popular series of fight films, "Greatest Fights of the Century" will be televised for the second season in Minneapolis-St. Paul, and San Francisco. In Minneapolis-St. Paul, the series will be seen on WTCN-TV Wednesday nights. In San Francisco, KPIX will carry the show Saturday nights following wrestling.

The Dallas-Ft. Worth area will see the series for the first time this season. KRDL-TV has been signed to carry "Greatest Fights of the Century" Tuesday nights following local wrestling at 10 p.m. All contracts are for 39 weeks.

This makes a total of seven markets in which "Greatest Fights of the Century" will be seen this season on a spot basis, in addition to the popular Friday night network series over NBC-TV.

"Greatest Fights of the Century" is sponsored by Chesebrough Manufacturing Company.

• PLUG TUNES •



WORDS & MUSIC



• PLUG TUNES •

By TED PERSONS

From M-G-M's Smash Musical
"SUMMER STOCK"
 starring Judy Garland and Gene Kelly

**YOU
 WONDERFUL
 YOU**

MILLER MUSIC CORPORATION

SWEEPING THE COUNTRY!

*All
 My Love*

French Title "BOLERO"

MILLS MUSIC, INC.
 1619 Broadway, New York 19

**\$5,000 for 101
 Winning D.J.'s
 in \$15,000**

**Miss Marguerite
 Jackpot Contest**

Sponsored by Holybrook Music, Inc.
 485 Madison Ave., New York 22
 Publishers of song
"Oh, Marguerite"
 Wire or write for details, records
 and transcriptions of \$15,000
 contest.

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.

Top Program Bet!

HAPPY FEET

Cromwell Music, Inc.
 129 W. 52nd St. New York City

Stepping Out!

VAGABOND SHOES

Jefferson Music Co.
 1619 Broadway New York City

• • • Andre Kostelanetz, titled "America's favorite maestro" on the authority of twenty million records sold, will celebrate his tenth anniversary with Columbia Masterworks this Fall. The occasion will be signalized by the release of his latest album titled "Music of Irving Berlin." . . . Peter Herman Adler, NBC's general opera director and conductor of RCA Victor's Red Seal album, "Down In The Valley," will expert the M-G-M film biog of Enrico Caruso starring Mario Lanza. In addition, Adler will stage the operatic sequences, coach Lanza and direct the orchestra. . . . Ed Kirkeby writes from England that his charges, The Deep River Boys, are now booked thru October and won't return to the States until some time in December. The Boys' record, "Bewitched," made for His Master's Voice, is the number-one best-seller over yonder. . . . 33 stations on the NBC Western network are carrying Jack Owens' new audience participation show out of Hollywood. Titled "Your Family Show," the ayemer will hit the full chain next month. . . . Charles Barnett and his ork broke all opening night records at Bernie Mann's Riviera Restaurant at Port Washington, L. I.



• • • GAZETTE: Griff Williams goes to the Mark Hopkins Hotel, San Francisco, when he finishes his stay at the Waldorf-Astoria Starlight Roof Sept. 6th. . . . Diane Courtney will guest on "The Vincent Lopez Show" on Saturday. . . . The Philharmonic-Symphony Orchestra of New York will start the first major engagement of a symphony orchestra in a motion picture theater tonight on the stage of the Roxy. . . . Nat Cole will be the attraction at Frank Dailey's Meadowbrook in Cedar Grove, N. J., later this Fall. . . . Gordon MacRae opens at the Strand Theater for his first N. Y. appearance in almost a year. . . . Vincent Travers and his 25-piece ork. will play the N. Y. State Disabled Veterans benefit, "The Garden of Stars," in Madison Square Garden Sept. 18th. Proceeds will go to veteran rehabilitation.



• • • Strawberry blonde songstress Marion Morgan will import LeRoy Holmes, Hollywood conductor-arranger, to accompany her appearance at the Boulevard in Elmhurst, L. I., Sept. 15th to 17th. LeRoy, who conducted for Marion's latest Decca release, "Teasin'" and "I'm Bashful," has written special material for her and will be at the piano to play it.



• • • Robbins Music has gone onto "Let's Do It Again" and "Cherry Stones." . . . Mac Kooper (Marck Music) has got himself a sleeper in "Minnequa," a tune penned by Mel Howard and Lee Erwin and recorded by The Mariners, who are currently selling a lot of discs for Columbia. . . . Larry Spier, Inc., and ABC Music have merged catalogues. Larry Spier will direct the combined operation which, at the moment, is centered on "Just Say I Love Her" and "Watchin' The Trains Go By." A Perry Como record of the latter will be released in about three weeks. . . . ????: Have heard that disc jockeys are shying away from Peggy Lee's Capitol disc "Show Me The Way To Get Out Of This World" because it is too pointedly timely!



• • • PICKIN' WINNERS: Bill Darnel's "Cincinnati Dancing Pig" on Coral; Evolyn Knight's "Cherry Stones" on Decca; Johnnie Parker's "Can't Seem To Laugh Anymore" on Capitol; Macklin Morrow's "Banjo and Fiddle" and Billy Eckstine's "The Show Must Go On"—both on M-G-M; Don Cherry's "Thinking Of You" on Decca; Sammy Kaye's "Harbor Lights" and Pearl Bailey's "Vagabond Shoes" both on Columbia.



**Bonus-Record Plan
Extended By RCA**

RCA Victor has announced the effective immediately, the purchaser of any of the company console radio or television receiver containing a 45-rpm turntable will be entitled to receive as a bonus included in the price of the instrument, six Victor 45-rpm records, to be selected on a one-a-month basis. The record offer represents an extension of a bonus program initiated last month to promote the company's automatic 45-rpm record player attachment (Model 45-J) according to Allan B. Mills, general sales manager of the RCA Victor Home Instrument Department.

Proven Hits!

IT ISN'T FAIR
 I STILL GET A THRILL
 DREAM A LITTLE DREAM OF ME
 THE NIGHT IS YOUNG
 (And You're So Beautiful)

W&M WORDS & MUSIC, Inc.
 1619 Broadway, New York 19, N. Y.

Another BMI Pin-Up Hit!

GOLDEN SAILS

Published by Goday
 Recorded by

Jerry Wayne (Coral)
 Bob Carroll-Harry Geller (Mer)
 Dick Todd (Rainbow)
 Leighton Noble (Coral)
 Vera Lynn (Lone)

Licensed exclusively by
BROADCAST MUSIC, INC.

Ballad Bombshell!

I SHOULDN'T LOVE YOU
 (But I do)

OSTROW MUSIC PUB. CORP.
 1650 Broadway, N.Y.C. Ju 6-2232

I HURT INSIDE

FOR EV'RY KISS

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 52, NO. 45

NEW YORK, TUESDAY, SEPTEMBER 5, 1950

TEN CENTS

FCC COLOR-TV STATEMENT FAVORS CBS

'Bonus' Audience Adds 16% To TV Listening

Great Majority In Localities Other Than Taverns

A bonus audience for Metropolitan New York television, made up of people watching video in public places and the homes of others, amounts to an average of 732,400 daily, according to a survey just made for the first time by WOR-TV. Overlooked in prior surveys, which are based on

(Continued on Page 7)

NBC, CBS, ABC Tele To Pool World Series

The television networks of NBC-TV, CBS-TV and ABC-TV will carry the baseball World Series under a pooled telecast arrangement, it was learned late Friday night. DuMont also was invited to participate, but declined.

The decision to offer the World Series to all four TV networks was reached late last week by the Gil-

(Continued on Page 4)

Weekly Papers Get Prizes From Cornell Univ.

Nine of an even hundred small community newspapers of New York State and Northern Pennsylvania, cooperating in the program, Radio Edition of The Weekly Press, will divide \$1,700 in cash

(Continued on Page 4)

Near Miss

Mobile, Ala.—Special permission was granted WKAB by the FCC to remain on the air throughout the night of August 30 in emergency operation due to the Gulf of Mexico hurricane slated to hit Mobile. A four-man team of two announcers and two engineers gave last-minute warnings until the weather bureau was able to give assurances.

Mexico's First TV Station Opens

Mexico's first TV station, with the call letters XHTV, was officially inaugurated in Mexico City on Sept. 1. The inaugural program consisted of a remote pickup in which President Miguel Aleman delivered a message to the Mexican people at a joint session of the Mexican Congress in the historic Chamber of Deputies at 10 a.m. Regularly scheduled programs will be telecast 5 to 7 p.m., week-days and 4 to 7 p.m., Sundays when TV cameras will cover bullfights. Meade Brunet, vice-president of RCA and managing director of the RCA International Division, attended the opening ceremonies.

Gaines Elected V.-P. Of NBC O And O's

James Gaines, director of NBC's owned and operated stations, has been elected a vice-president by the network's board of directors, it was announced over the weekend by Joseph H. McConnell, president.

Gaines has been director of the network's O & O stations since August 1, 1947. Prior to that he was manager of WNBC and WNET, New

(Continued on Page 4)

Chas. Brown Appointed By Crosby Enterprises

Charles B. Brown, formerly manager of the New York offices of Masterson, Reddy and Nelson and also formerly director of advertising research and promotion for NBC and director of advertising for RCA Victor, has been appointed director of television sales of Crosby Enterprises. Announcement of Brown's appointment was made by Basil Grillo, treasurer. Effective

(Continued on Page 2)

Radio Drive In N. C. Urges Enlistments

The more than 70 member stations of the North Carolina Association of Broadcasters are currently conducting an intensified radio campaign to procure volunteer enlistments and recruitment for the armed forces, it was reported in a letter to Secretary of Defense Louis Johnson.

The month-long campaign will end Saturday, Sept. 16. The stations

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Net's Newscasts Rise Total 7 Hours A Week

ABC's "live" newscasts now run to sixty-seven each week, a total of seven full hours of air time, according to a survey released over the week-end. Twelve of the newscasts are on a Monday through Friday basis, three are fifteen-minute broadcasts and one is a ten-minute program.

Distribution schedule of other casts, spotted at various times dur-

(Continued on Page 2)

Door Is Left Open For Compatible Polychrome

Washington Bureau of RADIO DAILY
Washington — Although technically the door was left open for a compatible color TV system to qualify for adoption by the FCC, there was agreement in the trade here that Friday's decision by the Commission represented virtually complete victory for CBS. There was no dissent

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Radio, TV Contribute 1,000 Spots To Charity

Fourteen radio and seven television stations in and near the New York area will contribute broadcasting time for over a thousand spot announcements to promote Paramount Pictures' premiere of the film "Union Station" on Oct. 3rd. or 10th., when the proceeds at the Paramount Theater in New York will go to the

(Continued on Page 7)

Sterling Drug Opens New Uptown Offices

Removal of the executive offices of Sterling Drug, Inc., to 1450 Broadway, and consolidation of the company's New York operations at the new address were announced over the weekend by James Hill, Jr.,

(Continued on Page 2)

Special Test Committee Asks More Complete Data

The Special Test Survey Committee, set up to pass on the methods and results to be obtained from a survey of the listening audience of KJBS, San Francisco, held its second meeting last week-end in the BMB Board Room. Prior to the meeting, committee members had received from C. E. Hooper, Inc., and The Pulse, Inc., special tabu-

lations which it had requested at its previous meeting.

Tabulations were examined by the Committee and it was confirmed that differences between the two measurements supplied by the two research organizations remained even when the two measurements are restricted to telephone homes

(Continued on Page 8)

UN Coverage

The ABC network devoted 38 and a half hours of combined radio and television air time to the coverage of the UN Security Council proceedings during August, the web reported. Twenty-three and a half hours were used on radio, and nine hours on TV. The web also aired six hours of recorded highlights during the August meetings.

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WEST COAST OFFICES

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WASHINGTON BUREAU

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SOUTHWEST BUREAU

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Phone: Riverside 5491

ROME BUREAU

John Pedercari
Ludovisi 16

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Sterling Drug Opens New Uptown Offices

(Continued from Page 1)

chairman and president. Former offices were at 170 Varick Street.

Among the divisions and subsidiaries whose operations are centralized at 1450 Broadway are: The Bayer Company Division, The Centaur-Caldwell Division, The Cummery Company Division, The Chas. H. Phillips Co. Division, The R. L. Watkins Company Division, American Ferment Co., Inc.; George A. Breon & Company, Cook-Waite Laboratories, Inc.; Sterwin Chemicals, Inc.; Winthrop Products, Inc. (Eastern Division), and Winthrop-Stearns, Inc.

New Sponsor For Shadel

Animal Foundation, Inc., Sherburn, N. Y., for Hunt Dog Food, will sponsor "Bill Shadel and the News," five-minute Sunday newscast over CBS, effective with the broadcast of Sept. 24, it was announced over the week-end.

Program originates in Washington. Agency for Animal Foundation, Inc., is Moser and Cotins, N. Y.

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

★ COMING AND GOING ★

FRANK BURKE, editor of RADIO DAILY; MRS. BURKE and daughter MARY LOUISE, are expected back today or tomorrow. They have been motoring through Canada, visiting Montreal, Quebec, the Gaspe Peninsula, the Lake of Bays region of Ontario and Niagara Falls.

ROBERT B. HARRINGTON, manager of WSWA, Harrisonburg, Va., a visitor last week at NBC headquarters in Chicago.

DON PAINTER, formerly with ABC in Hollywood, has arrived in Chicago to take over his duties in the production department of the network in the Windy City.

CEDRIC FOSTER, Mutual network commentator, will broadcast his program of Sept. 11 from WDSC, Dillon, S. C., one of the stops on his tour of the South.

LEO FULD, the international singer, has returned from a tour of Europe and Israel, where he signed the famous "Golden Book" of the Holy Land.

BRUCE FOOTE late last week went to Chicago, where on Saturday he was starred in the "Chicago Theater of the Air" over the Mutual network. The program saluted the railroads of America.

FRED MUELLER, manager of WEEK, Peoria, Ill., in Chicago last week on station and NBC network business.

AL HELFER, ART GLEESON, GENE KIRBY and BEN BALDWIN, of Mutual's "Game of the Day" series, flew to Philadelphia on Saturday, to Boston yesterday and to Chicago today. They'll be back tomorrow.

BILL DOWNS, Columbia network war correspondent covering the Korean situation, will spend three days in Chicago this week. He is being reassigned to the CBS news staff in Washington, D. C. George Herman is taking over in Korea.

CARLETON HESTON, new Hal Wallis discovery from television, now is completing a tour of 14 cities in advance of release of the feature "Dark City."

CARLETON MORSE, of "One Man's Family," conferring on TV matters last week with CBS officials in Hollywood.

RALPH RENICK, news editor at WTVJ, Miami, Fla., is in New York for consultations with H. V. Kaltenborn and other leading news analysts.

CARL MOORE, of "Top of the Morning" and "Beantime Varieties" on WEEL, Boston, is vacationing on Cape Cod.

DANE CLARK, movie actor, here from Hollywood next Saturday for a guest appearance on "20 Questions" over Mutual.

Net's Newscasts Rise Total 7 Hours A Week

(Continued from Page 1)

ing the week is: three fifteen-minute programs and the remainder all five-minute newscasts. Under the heading of miscellaneous or news-type broadcasts, the network presents eight other programs.

WIP Campaign Combines Promotion, Public Service

Philadelphia — Combining promotion effort with public service, WIP has arranged to run a series of weekly safe-driving displays by means of a large "talking billboard" located in the hub, the busiest traffic section in the city.

The first display was "kicked off" last week with dedication ceremonies participated in by Lanny Ross, Philadelphia's Mayor Bernard Samuel and Benedict Gimbel, Jr., WIP general manager.

"Moonlight and Roses" Theme
A large-size picture of Ross is featured in the billboard sign which reads, "Mutual star Lanny Ross says enjoy 'Moonlight and Roses' tonight—walk and drive safely today."

The "talking billboard" displays will consist of a weekly display featuring some star personality, backed by a sound track of safety slogans and music. The campaign will conclude in mid-September with a giant celebration at City Hall.

Philip Morris To Expand

Plans for an \$11,000,000 plant expansion program of its existing production facilities was announced yesterday by the Board of Directors of Philip Morris & Co. Principal part of the program consists of the erection and addition of another factory in Louisville, Ky.

Chas. Brown Appointed By Crosby Enterprises

(Continued from Page 1)

Sept. 15th, Brown's new appointment will include the supervision of advertising, promotion, and merchandising of the television sales department.

Produces "Fireside" Series
Crosby Enterprises are the producers of the Fireside Series, the first run of which was sponsored by Procter & Gamble. Brown will also be responsible for the sale and promotion of the second run of the above series on a local basis.

Pirie Heads WFBR Sales

Baltimore—William S. Pirie, Jr., has been appointed director of sales at WFBR by John E. Surrick, newly named vice-president and general manager. He has been with the station since 1931, beginning as a salesman.

Joins WSRS Staff

Cleveland, O. — Bob Engel, formerly program director of WMRN, Marion, Indiana, has joined the staff of WSRS. Bob does the "Gallop Ghost" show each week-day over the station.

LIBEL
Invasion of Privacy
Plagiarism • Piracy •
Copyright

INSURANCE

For the Wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection
Surprisingly Inexpensive.
CARRIED NATIONWIDE

For details and quotations write
Employers Reinsurance
Corporation
Insurance Exchange Bldg.
Kansas City, Missouri

W-I-T-H AGAIN 1ST IN RADIO AUDIENCE*

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

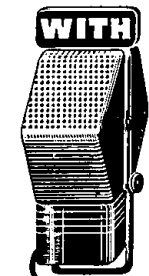
STATION C 15.5 (NETWORK)

STATION D 9.6 (NETWORK)

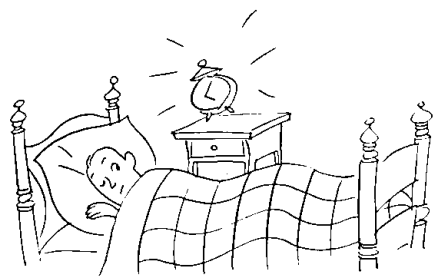
Rates For 125 Word Spot
Announcement, Class A, One Time:

WITH	\$16
STATION A	\$55
STATION B	\$50
STATION C	\$70
STATION D	\$30

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



* HOOPER RADIO AUDIENCE INDEX, JUNE 1950; TOTAL RATED TIME PERIOD

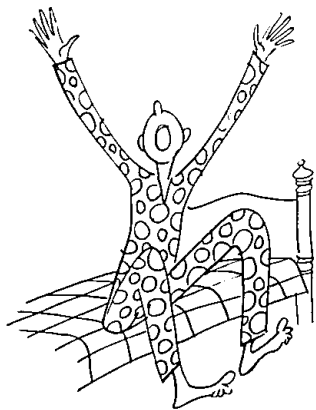


TED BROWN



Something to wake up to

It takes more than an alarm clock to wake New Yorkers up right. It takes an Early-Morning Approach . . . and the sort of eye-opener WMGM's TED BROWN is.



The TED BROWN SHOW, heard Monday through Saturday from 7:00 to 9:00 A.M., has records, time, weather and news, and an amazing bundle of gimmicks.

And TED BROWN, the genial guy who m.c.'s the show, has brought New York's morning audience to WMGM.



New York's Best Salesman

711 Fifth Avenue, New York 22, N. Y. • MUrray Hill 8-1000
Represented by: Radio Representatives, Inc.
737 N. Michigan Avenue, Chicago 11, Ill., SUperior 7-8121

"THE CALL LETTERS OF THE STARS"
WMGM
50,000 WATTS • 100.3 FM • 1050 ON YOUR DIAL

NBC, CBS, ABC Tele To Pool World Series

(Continued from Page 1)

lette Safety Razor Company. Gillette recently acquired the TV rights for \$800,000, after an unprecedented big-money battle with the DuMont network, backed by Chevrolet.

It was reported, but not confirmed, that Gillette is asking \$50,000 from each network to carry the series. Unlike last year, every TV station carrying the World Series this Fall will receive some financial remuneration, which may amount to the minimum station time rate, according to some sources.

Lawyers from the three TV networks were still huddled over the content of the official release when RADIO DAILY went to press Friday night.

In addition to the three webs, Mutual's three share-holder stations will also carry the series. They are WOR-TV, New York; WNAC-TV, Boston, and WGN-TV, Chicago.

Weekly Papers Get Prizes From Cornell Univ.

(Continued from Page 1)

prizes and three special citations at Cornell University's fourth annual Press-Radio dinner, Saturday, Sept. 16, at Ithaca.

The awards are made annually on a basis of quality and consistency in spurring community thought through editorial comment, and for consistent and aggressive leadership in promotion of community action on local problems. Speakers will include Eric Severeid, CBS newscaster and analyst; Alexander F. (Casey) Jones, managing editor of the Syracuse Herald-Journal; Katherine and Henry Pringle; Dr. William I. Myers, dean of the New York State College of Agriculture at Cornell and Michael R. Hanna, general manager of WHCU.

Ahhh, **MEALS** prepared and served in the Mainliner Manner!



the **Hollywood**

FLY UNITED

DC-6 Mainliner 300s, 11 hrs. onestop to

LOS ANGELES

Scenic daylight flight, Leave 11 am (E.S.T.) Arrives 6:55 pm



By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** Maybe television can't get Judy Garland, but it's got a lot better chance with her old song-and-dance partner, Mickey Rooney. Mickey's hot on TV—and he'll be in action after his current film commitments. . . . "Theater Guild of the Air" planning to include movie themes as well as legit offerings this season. . . . Aaron Steiner, Dennis James' personal manager, depressed over his wife's loss of an invaluable diamond heirloom. . . . Kathi Norris' daytime shopping show on WNBT is completely sold out, but two sponsors want her for other shows. One wants her for an evening stanza on CBS—the other for an afternoon session on ABC. . . . Tommy Dorsey has been offered an executive post in the TV setup of a major web if he'd shelve his band. . . . Movie star Janis Paige has sponsor interest in a Faye Emerson type of video show. . . . H'wood stars are falling all over themselves rushing East because of so little work in the film capital. . . . This absorption with necklines isn't doing TV any good at all. We can remember all the way back when a radio performer had to have something between the ears. It could use some performers with well-rounded backgrounds—instead of foreground.

★ ★ ★ Clendenin Ryan, who's running for Mayor of N. Y. on the Independent ticket, is planning to handle his campaign in a very novel manner. No speeches. (That alone oughta insure his election). Or at least none to speak of. Clen has bought time on WINS and WPIX and will invite opponents, newspapermen and the so-called Man in the Street to appear with him for a frank once-over on his ideas "If I'm elected. . ." Produced and directed by Joan Sinclair (who learned how to handle discussion-stanzas the hard way via "Leave It To The Girls"), the program kicks off tonight on both radio and TV, with Ryan facing Martha Rountree, Larry Spivak, Vic Reisel and Murray Davis.

★ ★ ★ Some while back, when it was first announced that Margaret Truman had signed with RCA-Victor, a great deal of hoopla was made about it being the first time a President's daughter had ever gone into commercial recording, etc. This myth was fractured when dynamite Joe Franklin came up with an oldie made by Woodrow Wilson's daughter. A similar situation has come up now once again—this one revolving around Tallulah Bankhead. Both the trade and some of the B'way columns have been knocking themselves out trying to get out on the street first with the announcement that Talu will shortly make her wax debut via the Columbia label. Well, for the benefit of those who didn't get in on that 'scoop,' listen in to Joe Franklin tonight via WJZ at 11:30 and you'll hear Joe spin a disc recorded by Tallulah way back in 1928 tagged "Don't Tell Him What's Happened To Me."

★ ★ ★ **PERSONAL POSTCARDS:** FRED ASTAIRE: Betcha don't know who are the best Charleston dancers in H'wood. Give up? Eddie and Ida Cantor. Fact is that they're so great, don't be surprised if they form a dance team to be known as "The Charleston Cantors." . . . IRVING BERLIN: There's no big biz like show biz. True. But what is this new trend, as evidenced by KTTV searching the entire Northwest for a trained skunk for a TV program? . . . FAYE EMERSON: What's this about NBC having you do a Miss Santa Claus for a holiday program? THAT I gotta see. (Now I KNOW what I want for Christmas). . . . CBS, NBC, WOR: Next summer you will get a call from a Nudist Convention which will hold sway in N. J. You will be invited to cover the coronation of the King and Queen for 1951!

Gaines Elected V.-P. Of NBC O And O's

(Continued from Page 1)
York. While managing the network's



GAINES

New York stations, Gaines developed a number of personalities including Jinx Falkenburg, Tex McCrary, and Bob Smith, and was responsible for presenting many important documentaries on housing, safety, family life and racial understanding.

Gaines first joined NBC in February, 1942, in the stations department, after serving four years as personal representative for Major Bowes. In January, 1944, he was made assistant advertising and promotion director of the network, a position he held until September, 1945, when he was named manager of the planning and development department. He became station manager of WNBC, then known as WVEF, on January 24, 1946, when the station was established as a separate operating entity by NBC.

WCKY Signs New Members

Cincinnati, O.—WCKY announces that Bob Flaherty has joined the staff as newscaster and announcer. Also new to the staff are Jean Winters and Betty Roether who will work in the Music Library. Flaherty was formerly associated with KWK, in St. Louis, previous to his work with the Navy Department at John Hopkins University in Baltimore.



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THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

ANNOUNCEMENT of the most extensive promotion campaign in the history of sound broadcasting was made by NBC's George Wallace, manager of advertising and promotion for the network, highlighted the week's news. Wallace disclosed that more than \$5,000,000 worth of air time and almost \$900,000 worth of newspaper, magazine and trade space will be utilized by NBC and its affiliates to execute a campaign that will remind listeners everywhere that **Three Chimes Means Good Times** at NBC.

Setting a precedent that is expected to be followed by other major cities in the near future, the radio and TV broadcasters of New York City have been organized into an emergency communications committee to operate under the city's Civilian Defense Program, headed by Seymour N. Siegel as director of Civil Defense Communications. A push-button system of air raid signals has already been set up, linking up a network of city stations for instantaneous broadcasting of alarms.

The nine day Canadian railroad strike, now settled, was a serious blow to the continued network operations of the CBC. Since the CBC operates over leased telephone and railway telegraph lines, any trouble would have found no way to repair breaks. During the strike, only programs originated in Toronto and Montreal could be fed to the three networks, Trans-Canada, Dominion and French. The strike also worked hardships on Canadian stations, depending on U.S. transcription firms and music library services. Et's were taken to border, in some cases, and then tried onwards by truck. In other cases they were air-expressed.

Radio Free Europe, in operation for one year, emerged as one of the strongest anti-Communist propaganda forces yet developed by the U. S. The privately owned American broadcasting organization, operated by the National Committee for a Free Europe, is currently blanketing five iron-curtain countries in Europe with 42 hours weekly programming. The transmitter, located somewhere in Germany, is beaming direct to Czechoslovakia, Romania, Poland, Hungary and Bulgaria.

Following the resignation of Harry Wismer as vice-president and general manager of WJR, Detroit, "Goodwill Station" promptly named John F. Patt of Cleveland as president of WJR and also of WABR, Cleveland and KMPC, Los Angeles. At the same time the Board of Directors named Worth Kramer, vice-president and general manager of WJR. Both have been with G. A. Richards stations for many years.

President Truman, in a letter to Senator Flanders, wrote that the

effectiveness of the "Voice of America" is on the increase and urged that the Senate vote the full \$89,000,000 budget request for the expanded budget. The President said that, "week by week there is increasing evidence that our program for getting the truth to the people on both sides of the Iron Curtain is successful and can be made even more successful."

Advertising via radio and TV has either already taken the lead away from the claims set forth by the Bureau of Advertising, ANPA, and the Magazine Advertising Bureau, or will do so this year, according to a report made during the week by T. F. Flanagan, managing director of the National Association of Radio Station Representatives. In a comprehensive release, Flanagan's study revealed that Broadcast National Advertising, time and talent, including national rates as local reached \$475,000,000. Magazine advertising, space and preparation net after quantity discounts, \$475,000,000, while newspaper national advertising, space and preparation, including national at local or "back door" rates reached \$460,000,000.

For the third straight year, the annual convention of the NAB was announced for Chicago.

RTMA asked the State Department to try for a lowering of the Cuban tariff on TV receiver equipment during the forthcoming International Trade Meet at Torquay, England. Three additional committees were named by RTMA during their two-day session in Washington. Two new AM and one TV licenses were sought in Canada. Emerson Radio and Phonograph Corporation revealed net profits for 39 weeks, 1950, at \$3,559,827 as compared to \$2,256,718 for the like period a year ago.

Cudahy Packing Co. entered the field of sports for the first time when it signed to sponsor all University of Nebraska games over WOW, WOW-TV, Omaha and KODY, North Platte. Length of commercial time on WOR station breaks lengthened from 15 to 20 seconds. Davidson Taylor, former CBS vice-president, was appointed a special consultant to the State Department to assist in developing plans for the expansion of the Voice of America. J. H. Soropan was named sales manager of KLX, Oakland, Cal.

University of Michigan survey showed that families with children spent more on TV sets and plan to spend more for the same in the future. WOR-TV test pattern got its first advertiser. American Medical Association announced a series of three documentaries dealing with the problem of health. The ANA, in order to provide national advertisers with more complete information on "packaged" marketing and advertising research services announced they were preparing a directory of such services.



His Joint Efforts Make Good Radio Connections

Selling pipe joints directly isn't one of his additional enterprises—but it symbolizes the direct connection that he lines up between his sponsors and their customers. As stated by the Empire Tire Company to KBMY, both of Billings, Montana:

"We have found that the prestige of an outstanding commentator has increased our 'drop-in' trade by at least 300%. In addition, Fulton Lewis, Jr. has served as an 'introduction' for our salesmen in their calls on business and professional men in and around Billings.

"Our sales have shown a very marked increase since we started . . . and we have experienced at first hand a tremendous amount of good will arising from the program. These splendid results are most pleasing to us and will be the decisive factor in our future advertising plans."

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).

FCC COLOR-TV STATEMENT FAVORS CBS

Hearings Resume October 2nd On Allocations

(Continued from Page 1)

from the Commission's determination that both the RCA and CTV systems "fell short of the Commission's criteria for a color system." On the other hand, the Commission pointed out forcefully that it has never considered compatibility with black and white to be a criteria for a color system, however desirable such a quality may be.

Supported by Jones

There was a good deal of support for the dissenting view of commissioner Robert F. Jones, who held that the delay between the present and the probable adoption of a final decision will simply aggravate the problem of compatibility.

The Commission said any other system may be proposed, but that the proponents must be prepared to furnish the Commission with a receiver and have a signal on the air in Washington by December 5. In addition, the proponents must affirm that the new system meets all the various standards the Commission has set up for a color system.

The RCA system was found to be exceedingly complex, even if satisfactory color pictures could be obtained, a matter the Commission holds far from certain.

Four Commissioners Concur

The decision was concurred in completely by Commissioners Coy, Walker, Webster and Sterling, with Commissioner Hennock calling for a longer delay before a final decision. She would have the Commission wait until next summer in order that every opportunity might be given sponsors of a system compatible with present black and white TV to qualify. In a separate opinion she called for a June 30, 1951, target date, but added that "if by that time no significant change had occurred I would vote for the adoption of the field sequential (CBS) system."

The Commission said it would like to get more information on prospects for use in the CBS system of a direct view tube larger than 12½ inches, for use of horizontal interlace and for use of long persistence phosphors.

The Commission made a strong pitch for manufacture of receivers with bracket standards to enable viewers to switch back from 525-line black and white to 405-line

color. Set makers were asked to notify the Commission by September 29 whether they will provide their sets hereafter with a manual or automatic switch to accomplish this purpose. If "a great majority" of sets will be so equipped, the Commission will defer a final decision pending on more information on horizontal interlace, long-persisting phosphors and large direct-view tubes.

In the event the manufacturer response is not satisfactory, or seems to point toward a hearing, the Commission said it will be unable to wait longer because the compatibility problem will be growing in intensity. Thus, it will "issue a final decision forthwith adopting the CBS standards."

June 5 Deadline Set

In the event manufacturers' replies are encouraging, the Commission will receive comments on testing of horizontal interlace for color and monochrome until next Jan. 5.

On the compatibility question the Commission said that "the receiver aspect of compatibility, moreover, is merely a temporary problem which will decrease progressively each year once receivers are built incorporating new standards. Based upon an assumption of 7,000,000 sets in the hands of the public at the present time, the problem of compatibility would be diluted each year depending on the annual rate of production. It is not possible to forecast what the annual rate of production would be, but, by way of illustration, if sets were continued to be manufactured at the present rate of production (e. g. five to six million sets a year) then one year after the adoption of an incompatible system approximately 40 per cent of the receivers in the hands of the public should be capable of receiving these signals without any change whatsoever—they have been built that way. (The Commission is aware that some manufacturers expressed a reluctance to build sets for an incompatible system if it is approved by the Commission. We believe that an informed public would demand receivers that are capable of getting programs from all television stations in the area and that the manufacturers would build such receivers.)

Percentage "Progressively Larger"

"The percentage will become progressively larger each year. So far as owners of existing receivers are concerned, if they make no change, they will still be able to receive programs broadcast in accordance with present monochrome standards—there will undoubtedly be such for several years after a decision—or they can spend the relatively minor amount of money necessary to adapt their sets and thus be able to receive all programs in black and white or they can spend a slightly larger amount and get color programs in color. It would not be in

the public interest to deprive 40 million American families of color television in order to spare the owners of seven million sets the expense required for adaptation.

"The criteria set forth. . . likewise do not include any reference to convertibility or adaptability. Much of the reasoning applicable to compatibility applies likewise to convertibility or adaptability."

"Monopoly" Not an Issue

Although the FCC was urged to reject the RCA system "in order to encourage competition and avoid monopoly," it said, "on the record in these proceedings we do not believe that we are called upon to make a decision as to whether RCA does have a monopolistic position in the radio field, as urged by some, or merely one of leadership, as contended by RCA, because the decision as to whether the RCA system should not be adopted is based solely on a consideration of the system on the merits. If the Commission should find that a monopolistic situation does exist or such a situation should develop, appropriate proceedings can be instituted under the anti-trust laws or the Commission can seek from Congress legislation to prevent the building of monopolistic patent structures in the radio field, or both."

With the freeze still in effect, the

RCA, DuMont And Columbia Issue Comments

Commission set Oct. 2 for the resumption of its hearings.

In addition to UHF, this proceeding will embrace consideration of "stratovision" "polycasting" (community service by a number of low power stations), and reservation of channels for non-commercial educational TV stations. This will include specific allocations to specific communities.

Miss Hennock said the Commission is in too much of a hurry to shut possible new and compatible systems. She wrote that she agreed that neither of the compatible systems considered in this proceeding could be authorized at the present time, and added:

"Still, the improvement which took place during the course of the hearings, a relatively short time when compared to the previous course of television development, was impressive. There are many indications that intense effort is being exerted to overcome the difficulties inherent in compatible color systems. Off-the-record developments by Hazeltine, General El

(Continued on Page 8)

WANTED FINISHED PRODUCT

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SHORTS—KINESCOPIES

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ALL LATIN & SOUTH AMERICAN COUNTRIES

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TELEVISION DAILY

Continuation of RADIO DAILY, Tuesday, September 5, 1950 — TELEVISION DAILY is fully protected by register and copyright

BONUS' LISTENERS VITAL TO TV

TELE TOPICS

COLOR-TV MAY HAVE many video fans waiting with bated breath, and may have many manufacturers anxious to start the color wheels rolling, but one group of people in the industry still looks at it as a dismal prospect with headaches galore. They are: (1) the fashion designers, (2) the clothing sponsors, and (3) the cosmetic people. Taking their respective headaches in order: directors of fashion shows no sooner learned that suits come out looking dingy grey, suits look black, and white shirts give bad distortion, that they have to get all that and start all over with colors, new distortions, and new problems. Clothing sponsors are not so sure about color-TV because they find that with the advent of color they can't present a new "color" in clothing (such as "blushing rose" or "stormy pink") since colors still won't appear as they actually look. The same applies to lipstick manufacturers and rouge hucksters who are the same in mind. Their current sentiment is that "stormy pink" will still be "washed out red."

GO-TV, ABC's San Francisco owned and operated outlet, goes on a full ten-day week when it begins Sunday programming on Sept. 10. Total weekly programming will then be 45 hours. . . . Friedman, producer of "Broadway in a House," beat other TV producers for the punch when he guested the Australian Davis Cup team for their first TV appearance last Thursday night. . . . Any Olsen is being replaced for the next three days of this week by Don Russell on DuMont's "Rumpus Room" (12-30-11). . . . Arlene Francis takes over as the face of CBS-TV's "By Popular Demand" beginning with the Sept. 8th show. Robert C. O'Brien leaves the spot to play the male lead in Broadway's forthcoming "Guys and Dolls." . . . "Acrobat Ranch" bows over to NBC-TV under sponsorship of General Electric Corp. on Sept. 2.

"LIFE BEGINS AT EIGHTY," slated for ABC-TV on Oct. 4 in the 8 to 8:30 p. m. slot on Wednesdays, will be banked for the coming season by Arnold Kopp, Inc., of Portchester, N. Y. . . . "The Handy Man" will be back on WPTZ-TV of today (2:30-3:00 p. m.) after a summer hiatus. . . . Joseph W. Bailey will replace Harry Saltzman this season as production supervisor of Robert Montgomery's NBC-TV show as of Sept. 11 (8:30 p. m.). . . . Finals of the "Mrs. T. America" contest are scheduled for Convention Hall, Asbury Park, N. J., on Sunday, Sept. 10th (6 to 6:30 p. m.) and will be carried over tele by ABC-TV for a massiere sponsor (Exquisite Form, Inc.)

Mediation Of TV Disputes Planned

To head off strikes and jurisdictional disputes in television in the New York State area, the State Mediation Board is considering the establishment of a special division that would concern itself solely with these matters, according to a recent statement by Merlyn S. Pitzele, new chairman of the board who has succeeded Arthur S. Meyer, retired. The creation of such an agency is being urged, said Pitzele, by many television officials who feel that this agency could provide "remedial or anticipatory mediation" and thus prevent inter-union disputes or wage contests from interfering with programs.

Stated to have a major role in the planning of the new section to handle television problems is Miss Mabel Leslie, a member of the Mediation Board who has gained intimate knowledge of labor problems in the TV field through handling many disputes in recent years, Pitzele revealed.

Westinghouse Builds Radio, TV Contribute New TV Plant In N. J. 1,000 Spots To Charity

Westinghouse Electric Co. will build a new television plant at Metuchen, New Jersey, which will nearly triple the company's TV manufacturing capacity, it was announced over the weekend. Purchase of a 50-acre site on the outskirts of Metuchen from the Pennsylvania Railroad has been negotiated by Westinghouse as the location of the new plant, according to a statement by J. M. McKibbin, v-p in charge of consumer products. The news building will cover 10 acres, with more than 400,000 square feet of floor space under one roof.

Military demands, in case of war, are also being taken into consideration during the construction of the plant, McKibbin explained. Eventually, the new plant will employ (at peak operations) 3,000 people, of which 60 per cent will be women. The present Westinghouse Television-Radio Division plant at Sunbury, Pa., will continue to operate, producing both radio and TV sets (employing 2,000 persons); however, the division headquarters will be located in the new structure.

TV-Film Producers Invited As Assoc. Members Of NAB

Washington Bureau of RADIO DAILY
Washington — TV film producers will be invited to join the National Association of Broadcasters as Associate Members, if the NAB Board of Directors accepts the suggestion of the Association's TV Committee. In meeting here over the weekend, the Committee decided there is a strong enough community of interest to warrant extending the roster of associate membership to the producers.

(Continued from Page 1)
Sister Kenny Foundation. In addition, stars from both radio and TV will join with society celebrities and public leaders in presenting the stage show at the Paramount during the premiere, it was revealed by Max E. Youngstein, v-p of Paramount Pictures.

For two weeks preceding the premiere of "Union Station," 30-second plugs at station breaks as well as many interviews and plugs woven into program scripts will be presented by the radio and TV stations, which include four major webs.

Television stations carrying the spot announcements are: WCBS-TV, WNBT, WJZ-TV, WOR-TV, WAAB, WPIX, and WATV. Radio stations airing the announcements will be: WCBS, WNBC, WJZ, WOR, WINS, WLIB, WMCA, WMGM, WQXR, WWRL, WENX, and WHOM.

Youngstein pointed out that besides the invaluable air-time contributed, the performances of radio and TV stars being lined up by the stations would equal that of any previous benefit performance.

732,400 Daily For Outside-Homes And Visitors

(Continued from Page 1)

viewing at home by TV families, the bonus audience was found to reach its peak between 8 p. m. and 11 p. m., averaging 210,200 people per quarter-hour and adding 16.4% to the regular audience.

Sports Preferred

Bonus viewers have a greater preference for sports telecasts than do persons watching in their own home, the survey revealed. The preference is about 8 to 5 in the daytime; 5 to 3 at night. In the evening, sports in general delivered a bonus audience of 24%. "Extra viewers" for daytime baseball represented a 14.5% plus to advertisers. From noon until midnight, the "extra viewers" averaged a 12.8% plus over and above those watching video in their own homes.

Most bonus watchers (78.4%) were people who have no TV sets of their own. The rest were families who had sets but were watching away from home.

Contrary to what is generally believed, the bulk of the "plus audience" did NOT watch in bars and grills. Instead, the survey points out that 69.1% of the "extra viewers" were watching nighttime television while visiting friends and relatives; in the daytime, the percentage in this category was found to be 61.5 per cent.

Statement by Mayo

"This extra audience represents a tremendous bonus for the TV sponsor," Robert C. Mayo, WOR-TV sales director, said. "Any advertiser who doesn't consider the TV out-of-home audience is underestimating the medium."

As to make-up, the bonus audience is dominated by men and contains an above-average proportion of people living in low-rent dwellings when compared with audiences viewing in their own homes.

Comparisons of the shares of the "bonus audience" pulled by N. Y. video stations revealed that station "A" (tops) is pulling 25.4% of the nighttime bonus while WOR-TV runs second with a 19.9%.

Obtained by Pulse Interviews

Data for the survey were obtained by Pulse interviews in 12 counties of Metropolitan New York in July. The report was compiled by the WOR-TV research department under the direction of Robert Hoffman, director of research for both WOR and WOR-TV, and was presented in a 19-page booklet titled "TV's Bonus Audience of the New York Area."

Special Test Group Requests More Data

(Continued from Page 1)

in identical areas. The differences are consistent in direction. The Committee concluded that these differences, when they occurred in identical areas with comparable samples, must therefore be attributable to differences in method.

The Committee agreed that, instead of setting any one service, method, area or time as a standard, the scope of the test operation should be broadened to include an appraisal of all methods of producing local audience-size measurements. The Committee unanimously agreed that the test as originally proposed would be inadequate to satisfy either the needs of the San Francisco-Oakland area or the broader interests of the industry.

The Committee proposed that a study be made of local audience-size measurements as yielded by the telephone coincidental, the diary, the roster-recall, the house-to-house coincidental, the continuous mechanical or electronic methods and other currently in use. As a result of the meeting the Committee will now proceed to outline such a plan of action and investigation. In furtherance of this program, the Committee will call for existing and new material from representatives of organizations now engaged in making these measurements and may conduct its own independent field investigations.

Joins WCCO Staff

Minneapolis, Minn. — Marcia Tilson has joined the promotion department at WCCO, CBS outlet here, according to an announcement by Tony Moe, WCCO sales promotion manager. Marcia, a graduate of the University of Minnesota, was formerly with the Pioneer Press-Dispatch, and the Folger Coffee Company in San Francisco.

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PROGRAMS OF DISTINGUISHED FEATURES in
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• 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

CBS Lauds FCC Statement; Other Applicants Mark Time

(Continued from Page 6)

tric, Color Television, Inc., and RCA may be bringing us a little closer, if not near, to the realization of a practical compatible color system. In any event we should work toward that end with all our energy until the last possible moment, and not foreclose the possibility of its achievement until convinced that it is a practicable impossibility. . . ."

Jones for "Color Now"

Jones wrote, on the other hand, that he is for color now, but the Commission majority is against color now. CBS is ready, he argued, and no other system is. Competitors of CBS want merely to delay the advent of color, he said. Then he declared:

"Had the Government thrown its weight against the public's desire to buy and play with crystal sets, against receivers with morning glory loud speakers and howling signals, on the theory that radio should not be commercialized until superheterodyne and FM were invented, the tycoons of television would be dwarfs today and the radio industry would be but a feeble voice in America. Today we have a color system that has long since passed the howling speaker and crystal set stage. All of the Commissioners have agreed that the field sequential system is as good as black and white was in 1941 when commercial standards were set. Every proceeding must come to an end sometime.

Claims Exhaustive Test

"The Commission has tested the opinions of the whole industry in the crucible of exhaustive public hearings. It has determined those positions that have been unsound, lacking in imagination, and based upon fear of competition of color with black and white television. The impurities of engineering and economic thought have been burned out by the findings and conclusions to which I adhere. The industry should examine carefully the refined ore so that it may align itself with the public interest. The Commission on the other hand, should by final action now cut the Gordian Knot which has bound color television for ten years."

President Arthur Matthews of CTI, referring to the decision, promised that his company will be ready to demonstrate its new color system in December. "We will win in the last lap of the color video race," he said. The new system, known as Uniplex, was perfected less than two weeks ago, he said. CTI officials were pleased that the FCC has left them a chance to compete, rather than shutting the door on them.

Frank Stanton, president of the Columbia Broadcasting System, speaking Friday night on the FCC statement on polychrome, said "The color television report of the Fed-

eral Communications Commission is a gratifying victory for the CBS color system. The Commission has given unqualified approval to the excellence and practicality of the CBS system and has found it clearly superior to the other systems. We had hoped that the decision would be final today and we agree with the two commissioners who expressed the opinion that such a course would have been better.

"No Superior System"

"Despite extensive research and experimentation over a considerable period of time, the Commission has found that the other systems in the hearing were unable to approach the excellence of CBS performance. This is the best indication that no superior system will be forthcoming during the period which is being afforded for one last look before final establishment of CBS standards.

"Since the Commission has taken such a long step toward the final adoption of CBS standards, we are proceeding promptly with plans for broadcasting CBS color television programs to the public. We plan to be on the air with 20 hours per week of color television programs within 30 days after the Commission makes its final decision.

"The Commission's report is a tribute to Dr. Peter C. Goldmark and his CBS laboratory associates, who not only originated the field sequential system of color television, but who also, with tremendous energy, ingenuity and courage, developed it to the state of excellence which has been so clearly recognized by the Commission today."

"First Report," Says RCA

Commenting on the FCC's decision, the Radio Corporation of America on Friday stated that when a final decision is reached it is confident "that the RCA all-electronic, fully compatible system will be approved." RCA added that "the FCC's lengthy 'first report' will require detailed study."

Dr. Allen B. DuMont, for DuMont Television Labs wrote: "We have not had an opportunity to study the Federal Communication Commission's color decision. But from our preliminary examination it looks as if the FCC agrees with our premise that color is not ready commercially at the present time."

Rhinow Appointed

Arthur W. Rhinow, recently retired sales and advertising director of the Federal Telephone and Radio Corporation, has been appointed to the new post of business manager of The Protestant Radio Commission, according to an announcement by the Rev. Dr. Paul C. Payne, chairman.

The commission represents 16 denominations and 8 interdenominational agencies.

Radio Drive In N. C. Urges Enlistment

(Continued from Page 1)

are using all available time in the combined public service effort.

At the end of the 30-day period the stations will forward bills to the NCAB, showing the cost of advertising each station contributed. This will be compiled by the association secretary-treasurer, Jack Younts of WEEB, Southern Pines.

Sees Cost Prohibitive

This all-out effort is believed to be the first of this type to be performed by a group of radio stations in the U. S. The broadcasters predict that the cost of such a campaign, paid for by the government, would run into a total of many thousands of dollars.

Western Show Renewed

"The Sheriff," popular western melodrama, has been renewed for 52 weeks, starting Sept. 29 over ABC. Program is heard Friday nights 9:30 p.m., EST. McCann-Erickson Inc., is the agency.

Bradham Resigns From WTMA

Charleston, S. C.—Effective this week Robert E. Bradham resigned as general manager of WTMA. Bradham has been with the NBC affiliate since 1941. He has not announced his future plans.

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 52, NO. 46

NEW YORK, WEDNESDAY, SEPTEMBER 6, 1950

TEN CENTS

NARBA MEETINGS WILL RESUME TODAY

Eisenhower Urges Support Of Radio Expansion

Gives Radio Views In Denver Speech For 'Crusade'

Denver — Urging all out support to help build a radio network which will get the truth about the United States to the peoples ruled by Russia, General Dwight D. Eisenhower opened the Crusade for freedom campaign in Denver with a speech which was delivered in the Denver City

(Continued on Page 4)

DuMont Criticizes 'Series' Pool Plan

In expressing its views on plans to telecast the World Series, the DuMont Television network yesterday issued the following statement: "The DuMont Television Network is refused to join the three other television networks in a pool broadcast of the World Series on the particular terms dictated. The DuMont Television Network believes it unbound for networks to finance any

(Continued on Page 7)

George WGAR Manager; Krause Elected To Board

Cleveland — Carl E. George, WGAR, Cleveland, staff member for years, has been named station vice-president and general manager, was announced yesterday by John

(Continued on Page 8)

Sunday Off

Boston — Jack Chase, WCOP, day news editor, handles 29 morning newscasts a week—26 of which are sponsored. His workday stretches from 7 a.m. to 12:30 p.m. with four newscasts falling between 7 and 8:30 a.m. daily. Just to keep him on his toes, the busy newscaster also has one Saturday evening stint at 8:15 p.m.

RTMA Withholds TV Comment

Washington—The Radio-Television Manufacturers Association is still unwilling to comment on the FCC color video pronouncement of last week, a spokesman said yesterday. The association was obviously not prepared for the announcement of the FCC, and its Washington office was unable to forecast just how the membership will stack up on replies to the FCC as to whether they can provide future sets with brackets adaptable to 525-line black and white and 405-line color transmission.

Name Madden V.-P. Of NBC-TV Network

Edward D. Madden, assistant to president Joseph H. McConnell of NBC, has been promoted to vice-president and will become a member of the network's television department, it was announced yesterday.

In his new TV post at NBC, Madden will have Carleton Smith, director of TV operations and George H. Frey, director of TV sales, reporting to him. Madden in

(Continued on Page 8)

Camel Ciggies To Sponsor Wisconsin Football Sked

Milwaukee—Camel cigarettes will sponsor the radio broadcasts of football games of the University of Wisconsin on WISN, Milwaukee, beginning with the Wisconsin-Marquette contest on Sept. 30th and concluding with the Badger-Minnesota game on November 25. Each game will be preceded by a football forecast and followed by a round-up of gridiron scores.

N. Y. Political Meets On NBC, CBS, ABC

The New York State Democratic and Republican Conventions will be covered by ABC, CBS and NBC in special broadcasts to be aired today and tomorrow over their New York State networks.

ABC will air record highlights and gubernatorial acceptance speeches in an hour-long broadcast, tomorrow (September 7), from 10 to 11 p.m., EDT. The first half-hour will originate from the Republican

(Continued on Page 8)

NAB Wants Sports Expert To Advise On Problems

Washington—The NAB TV Committee has recommended that the association employ someone prominent in athletics to advise on sports TV problems, and called for the establishment of machinery for consulting with public organizations on preparation of material for use on TV in public interest causes.

Ted Cobb, WNBT, New York, was

(Continued on Page 4)

UHF Hearing On TV Set By Commission For Oct.

Washington—It looks like a long and complicated hearing before the FCC next month as testimony on the utilization of the ultra-high frequencies for commercial TV gets under way October 2. Several dozen parties have filed appearances, with some of them slated to be cross-questioned by telephone interests on the allocation of the 470-500 mc

band and others to stand up for target shooting by dozens of other parties who have already filed opposition to original proposals.

TBA, DuMont and Philco are all slated for cross-examination by Bell Telephone, United States Independent Telephone Association, National Mobile Radio System and Mutual Telephone Company in connection

(Continued on Page 7)

Delegates To Meet In Washington This Week

Washington Bureau of RADIO DAILY

Washington — Representatives of six northern hemisphere countries will meet this morning to plan for a resumption of the NARBA meetings here this afternoon. A new attempt to iron out differences between U. S. and Cuban representatives will be made, with the conference expected

(Continued on Page 4)

Burns & Allen Sign For CBS TV Package

West Coast Bureau of RADIO DAILY

Hollywood—George Burns and Gracie Allen have been signed by the Carnation Company in a CBS package deal negotiated by Erwin Wasey Advertising Agency. Show will run a half hour every other week starting first week in October. Day and time not yet set.

Three of first thirteen programs

(Continued on Page 2)

Censor Board Overruled On TV Film Test Case

Philadelphia — The Pennsylvania State Board of Censorship does not have a legal right to censor films on television that originate in Pennsylvania or elsewhere, the U. S.

(Continued on Page 6)

Caught In The Act

Half of the 2,300 employees of the General Aniline & Film Corp. plant in Linden, N. J., were on strike last week, protesting the one-week layoff of a plant clerk who pleaded illness and then attended a ballgame. His presence at the game was witnessed by a company official who saw him on television and penalized him with the suspension.

RADIO DAILY



Vol. 52, No. 46 Wed., Sept. 6, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester E. Bahr, 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
Ivy Hamlin, Representative

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahloega Rd.

Phone: WIsconsin 3271

CHICAGO BUREAU

Glenn Evans, Manager

Sulte 419, 333 No. Michigan Avenue

Phone: Franklin 2-3238

SOUTHWEST BUREAU

Paul Girard, Manager

Sulte 314, Thomas Bldg.

Dallas, Texas

Phone: Riverside 5491

ROME BUREAU

John Percidale

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

(September 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/4	10 7/8	11 1/4	+ 1/8
Admiral Corp.	28 7/8	28	28 1/4	- 1/8
Am. Tel. & Tel.	153 7/8	153 1/2	153 3/4	+ 1/8
CBS A	34 1/2	33	33 1/4	- 3/8
CBS B	34	33	33	+ 1/2
Philco	41 1/2	40 3/4	40 5/8	- 3/8
RCA Common	17 5/8	17 1/4	17 3/8	- 3/4
Stewart-Warner	15 7/8	15 3/8	15 7/8	- 1/8
Westinghouse	31 7/8	31 1/2	31 7/8	+ 1/4
Westinghouse pfd.	104 3/8	104 3/8	104 3/8	+ 1/8
Zenith Radio	52 1/4	51 1/8	51 1/4	- 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	20	20	20	
Nat. Union Radio	3 5/8	3 5/8	3 5/8	- 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	21 1/4	22 3/4
Stromberg-Carlson	12	13 1/2

Burns & Allen Sign For CBS TV Package

(Continued from Page 1)

will emanate from New York, others from Hollywood. Programs will be carried by coaxial cable and will be kinescoped. Carnation Contented Hour and Carnation Family Party radio shows will continue. E. H. Stuart, Carnation Company president, announced. Jo Stafford has just been signed to new long term contract on Contented Hour, with Tony Martin replacing Dick Haymes as star as of October 1.

Name Cooke Co-ordinator

Appointment of J. N. Cooke as marketing coordinator of Sterling Drug, Inc. has been announced by James Hill Jr., chairman and president of the company.

Cooke has been a divisional vice-president since 1943 in charge of the Cummur Company division, Brattleboro, Vt. His new headquarters will be located at the company's executive offices, 1450 Broadway, New York.

Flannigan Hospitalized

Thomas F. Flannigan, managing director of the National Association of Radio Station Representatives, is confined in the United Hospital at Port Chester, N. Y., with virus pneumonia.

CBC Board To Meet In Vancouver, Sept. 19

Vancouver—Board of directors of the Canadian Broadcasting Corporation will meet here Sept. 19 and 20, it was announced by Kenneth Caple, B.C. regional representative. The annual meeting will be the first held in Vancouver since 1946. The meeting will be headed by A. D. Dunton, board chairman.

Langlois Named Director

Bruce Eells yesterday announced the election of C. O. Langlois, Sr., president of Lang-Worth Feature Programs, Inc., to the board of directors of Bruce Eells & Associates. Move follows announcement of inauguration of Eells' Tape Broadcasting System, Inc.

Snyder Resigns Post

Clark A. "Fritz" Snyder, advertising manager of Bulova Watch Company, has resigned effective January 1st. Snyder has been with Bulova four years and prior to then was an account executive with Milton Biow Agency for three years.

Wedding Bells

James Brown, of WCSC, Charleston, S. C., and Lucille Youngblood, were married in North Charleston on August 21st. The Rev. B. J. Wipper officiated.

W-I-T-H AGAIN 1ST IN RADIO AUDIENCE

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

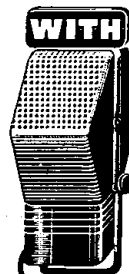
STATION D 9.6 (NETWORK)

Rates For 125 Word Spot Announcement, Class A, One Time:

WITH \$16
 STATION A \$55
 STATION B \$50
 STATION C \$70
 STATION D \$30

COMPARE! COMPARE! COMPARE!

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



* HOOPER RADIO AUDIENCE INDEX, JUNI JULY 1950; TOTAL RATED TIME PERIOD

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

it's the **FIFTH** on the **FIFTEENTH**



A Message to Radio Executives

HERE'S WHAT THE DOCTORS' RADIO CAMPAIGN

Means to You!

THE force of radio advertising will be brought to bear in October by the American Medical Association in a peak effort of its National Education Campaign to defend the American voluntary system against the threat of creeping Socialism.

An intensive two-week spot announcement campaign will open October 8 over more than 1,000 stations covering every State, Hawaii and Alaska. The campaign will affirm the doctors' support of Voluntary Health Insurance and opposition to Socialized Medicine.

CHAIN REACTION—FREEDOM STYLE

The basic issue is Freedom versus Compulsion in America. More than 10,000 publicly responsible organizations, representing many millions of Americans emphatically have endorsed the side of Freedom. **Here are just ten of the 10,000 now on record against Compulsory Health Insurance:**

- General Federation of Women's Clubs
- National Association of Insurance Agents
- Catholic Hospital Association
- American Protestant Hospital Association
- National Association of Retail Grocers
- American Legion and Legion Auxiliary
- National Association of Retail Druggists
- National Retail Dry Goods Association
- Veterans of Foreign Wars
- American Farm Bureau Federation

In every community, individual citizens, business enterprises and other organizations will want to augment the doctors' radio schedule with tie-in advertising announcements of their own—based on the theme: "The Voluntary Way is the American Way!"

Every radio station may expect tie-in advertising in substantial volume during the period of the doctors' campaign. To assist stations in serving effectively the tie-in market, special kits of tie-in copy and sales materials are being prepared and will be mailed early in September to stations carrying the A.M.A. announcements

A MANIFESTO OF FREEDOM

Be on the lookout for your tie-in advertising kit. Use it. It will aid your station in serving all those of your community who will wish to participate in this crusade to reaffirm the basic principles of American freedom—principles deeply cherished by millions of Americans.

The Voluntary Way is the American Way!

AT A TIME WHEN AMERICANS ARE DEFENDING FREEDOM from aggressive outside attack, the doctors of America believe it is the occasion, too, for an outspoken defense of freedom on the home front.

AMERICAN DOCTORS BELIEVE the Voluntary Way is the American Way to solve problems of medical care, cost and service—and America's progress and world leadership in medical affairs prove that conviction.

MILLIONS AGREE—but Compulsory Health Insurance—Socialized Medicine—the proven forerunner of a completely Socialized State—remains an active enemy of American voluntary action!

*Address correspondence on tie-in advertising to
Russel M. Seeds Company
919 North Michigan Ave., Chicago 11, Illinois*

**National Education Campaign
AMERICAN MEDICAL ASSOCIATION
Chicago 2, Illinois**

Eisenhower Supports Crusade For Freedom

(Continued from Page 1)

Auditorium on Monday. The general's address was broadcast by the four major networks.

"We need powerful radio stations abroad, operated without Government restrictions, to tell in vivid and convincing form about the decency and essential fairness of democracy," General Eisenhower said. "These stations must tell of our aspirations for peace, our hatred of war, our support of the United Nations, and our constant readiness to cooperate with any and all who have these same desires."

Speaking of the Crusade for Freedom campaign, the general declared: "This crusade is a campaign sponsored by private American citizens to fight the big lie with the big truth. It is a program which has been hailed by President Truman, and all others who have heard of it, as an essential step in getting the case for freedom heard by the world's multitudes."

General Eisenhower told of one station of Radio Free Europe that is already in operation somewhere in Western Germany and of its daily message of hope and encouragement to a small part of the masses of Europe.

"The Crusade will provide for expansion of Radio Free Europe into a network of stations," the general said. "They will be given the simplest, clearest charter in the world: Tell the truth."

The speech by General Eisenhower signaled the opening of the national Crusade of Freedom campaign under the chairmanship of General Lucius D. Clay, former U. S. military governor in Germany. The campaign calls for the collection of signatures throughout the nation on Freedom Scrolls and contributions for the expansion of the Radio Free Europe stations. The Scrolls, bearing 50 signatures each, will be imbedded in the base of a Freedom Bell to be installed in the western zone of Berlin, and dedicated Oct. 24, United Nations Day.

Ozzie, Harriet To Return

Hollywood—The first Fall broadcast of ABC's popular domestic situation comedy, "The Adventures of Ozzie and Harriet" will take place, Friday, Sept. 8.

Ozzie Nelson and Harriet Hilliard again will head up the cast, featuring their sons, David and Ricky. John Brown will be back as neighbor Thornberry while Mary Jane Croft will play the zany Clara Randolph.

AVAILABLE

Responsible woman for editorial or script reading connection with Radio or Television. Extensive background in entertainment field. Write RADIO DAILY, Box 172, 1501 Broadway, New York 18, N. Y.



By SID WHITE

Man About Manhattan. . . !

• • • Eleanor Kilgallen and Monique James, Casting Director and Ass't C. D., respectively, at CBS, have resigned their posts to set up a new organization known as Casting Consultants, which will be to television what Central Casting has been in the film capital. The new enterprise opens its doors Oct. 2nd on a 24-hour-per-day, 7-days-per-week schedule, with offices at 595 Madison Ave. Phone will be Murray Hill 8-4222. The new organization will deal in television, radio and film casting but not as an agency with signed actor-clients. Instead, it will function strictly as an aide to producers and directors with their casting problems. Both of the partners in this endeavor (a sorely-needed one here, too) are from famous newspaper families. Eleanor is the daughter of the beloved Jim Kilgallen, of INS, and the sister of the equally-famous B'way columnist, Dorothy Kilgallen. Monique James is the daughter of Edwin L. James, managing editor of the New York Times. Both gals have had acting experience as well as casting careers and are well equipped to tackle the problems on both sides of the industry. As we observed before, this is a vitally-needed service here and there are none we know who are better qualified to handle it than these same two gals. Eleanor, for one, has headed up the casting departments of NBC, CBS and Y&R, and is noted for her "memory and card index file" on practically every performer in the business. Producers and directors alike have come to regard her over the years as one of the shrewdest advisors in the production and casting field.

★ ★ ★ ★

• • • Trade will get a chuckle or two out of Jimmy Durante's latest platter. It's the oldie, "Bill Bailey, Won't You Please Come Home"—only the fabulous schnozz sings it this way: "Bill Paley, Won't You Please Come Home." Disc was cut in H'wood a few days prior to his signing his NBC exclusive.

★ ★ ★ ★

• • • HOME COOKIN': Robert Cummings will guest emcee the opening stanza of Max Liebman's "Show of Shows" when it returns Sat. nite. . . . Grey Lockwood now directing "The Clock," replacing Larry Schwab who will alternate with Bill Corrigan handling "Lights Out." . . . The 3 Suns make their first radio guest shot of the season tonight on CBS' "ABC's of Music." . . . Bill Tabbert, of "So. Pacific," set for a "Stork Club" appearance Friday. . . . Don Dunphy off for Boston to handle Gillette Sports Show at the Hotel Bradford there. . . . Larry Hammond, producer of "Americans Speak Up," headed for England on a brief talent hunting trip. . . . Maggi McNellis starts a new show tagged "Talent Search" with Skitch Henderson interviewing the contestants. . . . Edythe Adams, "Miss Television of N. Y.," has been chosen as one of the Bonnie Maids on "Versatile Varieties." . . . Dave Carpenter, in charge of MGM Radio Attractions Dep't at MCA, moving his family from Atlanta, Ga., to Mamaroneck. . . . Bob Lido's singing ringing the bell at the Paramount.

★ ★ ★ ★

• • • Motion pictures, radio and television will be united in one of the year's most important screen material deals, concluded in N. Y. this week between film producers Jerry Wald and Norman Krasna, and Bernie Prockter, producer of "The Big Story." Wald and Krasna, who recently set up a multi-million dollar independent producing deal at RKO, will receive first call on "Big Story" properties, of which more than 400 are available. The deal does not preclude Prockter from producing his own films of properties not selected by Wald and Krasna. One of the "Big Story" early broadcasts was converted by 20th Century-Fox into the film, "Northside 777," starring James Stewart.

Meetings Of NARBA Will Resume Today

(Continued from Page 1)

to last many weeks. Delegates from Canada, Jamaica, Haiti, Mexico and the Dominican Republic will try their hand at working out the struggle which ended in a stalemate at Montreal last winter.

Chairman of the U. S. delegation again will be FCC Commissioner Rosel H. Hyde.

Mexico To Participate

The U. S. delegation was pleased at the prospect of active Mexico participation, since Mexico observed but did not take an active part in the Montreal meetings.

In all probability, international radio frequencies will not be the only matter coming before the NARBA session inasmuch as Canada and Mexico are said to be already concerned about the prospects of interference of television channels in border cities of the United States.

NAB Wants Sports Expert To Advise On Problems

(Continued from Page 1)

named to be chairman of the special sub-committee to consult with theater owners on the relations between commercial home TV and theater TV. Serving with Cott will be Victor A. Sholis of WHAS-TV, Louisville, and NAB TV director Charles Batson. The committee also voted a resolution recommending preparation of a NAB sales manual covering television stations.

Mystery Shows Renewed

Renewal orders covering two half-hour mystery shows were received at Mutual last week, the network reported.

Cudahy Packing Company renewed the Sunday broadcasts of "Nick Carter," effective September 10, at 6:30 p. m., EDT. Grant Advertising, Inc., is the agency.

"True Detective Mysteries," also on Sundays at 5:30 p. m., EDT, was renewed by Williamson Candy Company, and began September 3 through its agency, Aubrey, Moore & Wallace, Inc.

Both of the contracts are for 52-weeks.

THE VOICES OF ADAM HATS 8 YRS.

JINGLES
that don't
JANGLE!

OUR PRODUCTION SERVICE
is also available to produce
YOUR Jingle or Spots.
Relieve yourself of ALL detail.
Write, wire, or call today!
'Lanny & Ginger' GREY
1300 Madison Ave., New York 28
AT. 9-4020

YONKERS RACEWAY

SATTLES DEPT. STORE 7 YRS.

MARLIN BLADES 8 YRS.

Advertising Agency News And Notes From Here And There

OHIO STATE UNIV.'S annual conference on advertising and sales promotion has been set for Oct. 6th and 7th. Keynoting the session will be Russell Brown, N. Y. ad director Allied Stores Corp., speaking on "Retail Sales Management." Other speakers will be David Arons, publicity director of Gimbel's, Philadelphia; Fred P. Stashower of Lang, Sher, & Stashower, Cleveland; T. J. Twentyman of Metropolitan Stores, Dayton, O., and W. T. Kilduff of S. Pogue Co., Cincinnati. The fifth district of the Ad. Fed. of Am. will sponsor the conference in Columbus, jointly with the university. General chairman is Dr. Kenneth Dameron Ohio State's commerce college faculty.

J. A. MAURER, INC., Long Island City, New York, manufacturers of mm cameras, recording equipment, electrical and radar components and TV equipment, to Buchanan & Co.

J. B. TAYLOR, INC., Dallas agency, reveals the sale of two TV shows, house-packaged, "Mrs. Drake's Diary," now running for 13 weeks on WRLD-TV, and "Harris' Riverside 55," sponsored five days weekly on WFAA-TV for 52 weeks by A. Harris & Co., Dallas Dept. Store.

ANDREW J. NEALLY, of Batten, Barton, Durstine & Osborn, has been elected chairman of the Southern California Chapter of the American Association of Advertising Agencies, succeeding Robert B. Shirey of the J. Walter Thompson Co. of Los Angeles, who has been transferred to the New York office of J.W.T. Neally was previously vice-chairman of the Chapter's Board of Governors. C. L. Greenwood, of Knox Reeves Advertising, Inc., Minneapolis, has been elected a member of the board of governors of the AAAA Twin City Chapter. He will complete the term of Raymond Jenkins, formerly of Erwin Wasey Co. of Minnesota, who has resigned.

COLUMBIA RECORDS, INC. has planned an extensive advertising campaign centered on Andre Kostelanetz's tenth anniversary on the company's Masterworks label. Radio television, and other media are reported to be slated for use during the promotion.

JAMES W. McGLONE, JR., representative for True Mag's midwest office for the past six years, has announced his resignation to become executive v-p in charge of new business for Friend-Sloane Advertising, Inc.

PRINTERS' INK reports on national advertising for the month of July, one month of the Korean War, reveals expenditures as being up 13 per cent compared with the similar month of 1949. The July figure is also seven per cent below the June figure of this year. Newspapers, television and magazines are attributed as being responsible for most of the gains over last year.

G. LYNN SUMNER, prexy of the Association of National Advertisers will address the opening luncheon of the Mail Advertising Association, Sept. 30, in the Hotel Roosevelt.

SCRIBNY, BALSANY & POPE, Inc., a new advertising agency, has been formed with headquarters at 11 East 44th street, New York.

LIFE SHAMPOO to the Los Angeles office of Calkins & Holden, Carlock, McClinton & Smith, Inc., for newspaper and radio in West Coast markets.

DAVID LEVY, formerly radio supervisor of Young & Rubicam, has been upped to vice-president in charge of talent and new programming for the agency's radio and television department. Announcement of Levy's appointment was made by Sigmund S. Larmon, president.

WALTER KANER ASSOCIATES, for the twelfth consecutive year has been renamed to handle publicity and promotion for WWRL, New York. Prior to establishing his own public relations agency, Kaner served as director of publicity and special events at WWRL.

O'NEILL RYAN, JR., v-p and director of the J. Walter Thompson Co. is resigning to devote his entire time to the Rystan Co., Inc., of Mt. Vernon, N. Y., which he founded in 1941 and of which he is the president and a director. Ryan joined JWT in Chicago in 1932, where he was a v-p, came to the N. Y. office in 1941, and was elected a director in 1943.

THE PEPSODENT DIVISION of Lever Bros., Co., will include radio promotion in the media to be used during an intensive campaign which gets under way in mid-September. A five-week jingle contest in which \$100,000 will be given away in 15,561 cash prizes (top prize being \$10,000) will be launched on the "My Friend Irma" radio show. Additionally, \$16,300 in retailer cash prizes will be given to dealers who help their customers win prizes of \$100 or more. Foote, Cone & Belding is the agency.

Announcing

DORIS SHARP TELEVISION CASTING, INC.

*Casting Consultants
To The Entertainment Industry*

COMPLETE SHOWS
INDIVIDUAL PARTS
EXTRAS PERSONAL REPRESENTATION

DRAMATIC
VARIETY
TALENT INFORMATION

21 West 47th Street, New York City
PLaza 7-0600

1519 Crossroads of the World, Hollywood
HE 8134

LOS ANGELES

By IRV HAMLIN

PAUL PIERCE has been named director of program writing for the Columbia Pacific network, it has been announced by George W. Allen. Pierce replaces Cran Chamberlin, who resigned about two weeks ago.

Mal Boyd shuffled the deck for the Hollywood Ad Club luncheon Aug. 21st with the following tidbits: "TV will create a bonanza for Hollywood" . . . "Films are the up and coming things, and the only solution for lower costs and poor rehearsals, etc." . . . Mal also decried the fact that both Hollywood and N. Y. claim title to being the TV centers of the world, with little regard for points between . . . Mary Pickford, his partner in PRB, Inc., was present, said hello, and interrupted Mal once to point out that Hollywood moguls will fight Phonovision to the death.

Jack and Mary Benny returned to Hollywood after a three month absence. On his one night stands with Phil Harris, Rochester, etc., Jack grossed the tremendous sum of \$410,000 in 21 nights. His three week Palladium stanza didn't hurt, either.

Milt Geiger switched from MCA to Wm. Morris last week.

KNBH to remodel studio E so that there will be an unobstructed view of the stage at all times. Seats will be raised throughout the entire floor.

NBC's "Dragnet" celebrates its first anniversary this week with a dinner attended by L. A. civic and police dignitaries.

Censor Board Overruled On TV Film Test Case

(Continued from Page 1)

Circuit Court of Appeals ruled yesterday in upholding a decision sustaining the findings of Judge William Kirkpatrick in October, 1949. This is the second setback for the censor body which in January, 1949, ruled that all video films must be submitted for approval.

The ruling indicated that the Federal Communications Commission has sole jurisdiction even though it has no censorship rights. It was noted that the FCC has full regulation of the television field which is no longer open to the states. The five Pennsylvania stations involved in the decision are WPTZ, WFIL-TV, WCAU-TV, in Philadelphia, and WPTZ, and WGAL-TV, in Pittsburgh and Lancaster, respectively.

Joins West Coast Agency

Hollywood Ann Richardson, formerly associated with Consolidated Radio Artists in New York, and widely known in the music booking field, has become associated with the Frank Foster agency in Hollywood.

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 Aug. 25-31, 1950

TITLE	PUBLISHER
A Little Bit Independent.....	Bregman-Vocco-Conn
All My Love.....	Mills
At Sundown.....	Feist
Can Anyone Explain.....	Laurel
Can't We Talk It Over.....	Advanced
Count Every Star.....	Paxton
Daddy's Little Boy.....	Beacon
Do I Worry.....	Melody Lane
Dream A Little Dream Of Me.....	Words & Music
Golden Sails On A Sea Of Blue.....	Goday
Gone Fishin'.....	Feist
Goodnight, Irene.....	Spencer
Honestly I Love You.....	Shapiro-Bernstein
Hoop-Dee-Do.....	E. H. Morris
I Cross My Fingers.....	United
I Didn't Slip I Wasn't Pushed I Fell.....	Remick
I Don't Care If The Sun Don't Shine.....	Famous
I Love The Guy (I Love The Girl).....	Shapiro-Bernstein
I Still Get A Thrill.....	Words & Music
I Wanna Be Loved.....	Supreme
I'll Always Love You.....	Famous
I'll Build A Dream House.....	Campbell
La Vie En Rose.....	Harms
Let's Do It Again.....	Robbins
Mambo Jumbo.....	Peer
Mona Lisa.....	Paramount
Play A Simple Melody.....	Berlin
Sam's Song.....	Sam Weiss
Sometime.....	Witmark
Tzena Tzena Tzena.....	Undetermined
Why Fight The Feeling.....	Paramount
You Wonderful You.....	Miller

Second Group

TITLE	PUBLISHER
Bowitched.....	Chappell
C'est Si Bon.....	Leeds
Cherry Stonos.....	Robbins
Cincinnati Dancing Pig.....	Old Hickory Music
Darn It Baby That's Love.....	Chappell
Down The Lane.....	Broadcast Music
Home Cookin'.....	Famous
I Didn't Know What Time It Was.....	Chappell
I Hadn't Anyone Till You.....	ABC
I Was Dancing With Someone.....	Harms
If You Were My Girl.....	Duchess
Let's Choo Choo To Idaho.....	Robbins
Nevertheless.....	Chappell
Nola.....	Sam Fox
Old Piano Roll Blues.....	Leeds
Our Very Own.....	Spitzer
Say When.....	Duchess
Sentimental Me.....	Knickerbocker
Sweetest Words I Know.....	Lilo Music
Thinking Of You.....	Remick
Tonight Be Tender To Me.....	Lilo Music
Wandorin'.....	Republic
You're Not In My Arms Tonight.....	Santly-Joy

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BEHIND THE MIKE

DICK SANDWICK back at his directorial chores at DuMont after 4 weeks of being hospitalized due to an automobile accident in Maryland while on his vacation.

Hardie Frieberg, TV producer, has been presented with a Citation of Merit from the Marine Corps League for his endeavors on behalf of disabled vets. Frieberg, who heads a TV production unit and survey companies, hires nobody but disabled vets in all his branches.

Don Cornell offered a deal to lead a band, but is booked as a single until the first of the year.

Kay Armen drew plenty of folks at the Bridgeport, Conn., yearly concert and pulled the city's symphony out of the red.

Dick Contino's tremendous success at the Waldorf earned him a screen test and a star's role in "Mr. Accordion," to be filmed some time in October.

Jean Jordan doing a whale of a job at the piano at The Orchid, in Jackson Heights.

Le Vouvray, on E. 61st street, talking of a disc jock show to star Cindy Heller, comedienne, who clicked on "The Show Goes On," last week.

Ken Murray doesn't have to worry—his two sons, both under ten, are writing a kiddie video show on the coast.

Terrific interest around in the transcribed series RCA has packaged, starring the 3 Suns. It's called, "Three Suns and a Star," with each session featuring a new femme singer.

Harvey Stone refers to femme disc jocks as ladies of spin.

Ted Lewis describes kids' admiration for shows like "Howdy Doody," as a case of puppet love.

New Agency Service

A new service to agencies, producers and directors, interested in talent, ranging from sword swallowers to extras and stars, was announced yesterday by Doris Sharp. Under the name of Doris Sharp Television Casting Inc., the new service will be available both in New York and Hollywood.

Casting will include dramatic and variety on a retainer or package basis. Talent includes general leads, handling of children, miscellaneous parts and personal representation.

AIR CONDITIONED

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TELEVISION DAILY

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

UHF HEARING ON TV SET BY FCC

TELE TOPICS

COULD IT BE that the youthful characters of "The Aldrich Family" on ABC-TV are getting too old for their parts? While Jackie Kelk as "Homer" and Dick Tyler as "Henry" turned in good performances Sunday, they seemed to be training themselves at times to qualify as teen-agers. The same goes for Naomi Jordan, the other member of the youthful trio. On the other hand, Nancy Carroll as "Mrs. Aldrich" appeared a bit too young for her motherly role. House Jameson as the father was excellent in his characterization.

INTEREST IN TV in the Ontario section of Canada is running high with such border cities as Windsor and Niagara Falls getting good picture signals from American cities across the border. . . Reception also extends to such cities as Hamilton and Toronto with viewers using booster antennas to bring in their pictures. . . Quebec, Montreal and Ottawa, not exposed to TV signals as yet, are still very radio minded cities.

"HALL OF FUN," new-type kiddie show, premieres over WGN-TV as of Sept. 6 in the 5:30-6:00 p.m. slot. . . ABC coverage of UN meetings (both radio and TV) totaled 38½ hours in August. . . Ward-Kemp agency now leasing a number of tele shows from the agency's files. Mickey Alpert, casting agent for Kudner Agency, is using the Ward-Kemp files to cast the major portions of "Martin Kane, Private Eye" and others. . . "Talent Parade" has been renewed over WOR-TV for 13 weeks as of Sept. 9, produced by Gainsborough Associates in co-operation with the Skoussas Theaters. . . Sylvania Electric Co. will sponsor "Beat the Clock" over CBS-TV when it moves into the 10:30-11:00 p.m. slot on Friday nights starting Sept. 9th. . . NBC-TV will carry the running of the Babylon Handicap at Aqueduct Race Track Sept. 6 (3:30 p.m.). . . "Cameo Theater" will give "Paper Back" in its arena-style production on Sept. 6th over NBC-TV at 8:30 p.m.

"DYTHE ADAMS," "Miss WPIX" of this year, has now copped the honors of Miss U. S. Television." She'll return to Gotham this week for numerous guest spots. . . Joe DiMaggio will be reading instead of memorizing his lines on his new TV show, using a blackboard out of camera range. . . Johnny and Penny Olsen, DuMont stars, will judge the "Mrs. America" contest. . . "Studio One" will present the drama, "Mist," on CBS-TV Sept. 11. . . Reinald Werrenrath, Jr., the first member of the Chicago NBC-TV staff recalled for active duty; he's been producer of several WNBQ shows.

SONGS WITH THE LARGEST TV AUDIENCES

(Survey Week Of August 25-31)

THE TOP 5 SONGS OF THE WEEK

Bewitched	Chappell
Doin' What Comes Natur'ly	Berlin
I Love The Guy (I Love The Girl)	Shapiro-Bernstein
La Vie En Rose	Harms
You Wonderful You	Miller

THE 5 FAVORITE STANDARDS OF THE WEEK

Ain't She Sweet	Advanced
Back To Donegal	Leeds
Exactly Like You	Shapiro-Bernstein
September Song	Crawford
Tico Tico	Chas. K. Harris
Zip-A-Dee Doo-Dah	Santly-Joy

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Kines Rating High In 1-Channel Areas

Analyzing the value of kinescopes, Videodex reports for July indicate the kines are paying off particularly well in markets which have only one channel. Ratings included:

Buffalo: Morey Amsterdam—30.7 per cent (network average in 17 cities)—11.9 per cent; "Leave It To The Girls"—30.7 per cent (network avg.—14.2 per cent); "Who Said That"—18.8 per cent (network avg. 9.6 per cent). In Milwaukee: "Leave It To The Girls"—21.4 per cent; "Parade of Stars"—31.2 per cent (web avg.—8.1 per cent); "Faye Emerson"—21.6 per cent (web avg. 6.1 per cent). In Pittsburgh: "Glamour-Go-Round"—17.6 per cent (web avg. 5.9 per cent); "Leave It To The Girls"—25.2 per cent; "Kraft TV"—35.4 per cent (web avg. 26.3 per cent). In St. Louis: "Quiz Kids"—35.6 per cent (web avg. — 9.1 per cent); "Toast of the Town"—39.8 (web avg. 35.4 per cent; "Who Said That"—22.2 per cent (web avg.— 9.6 per cent).

DuMont Criticizes 'Series' Pool Plan

(Continued from Page 1)

advertiser's use of the nation's entire television facilities to project that advertisers sales message.

"The DuMont Network believes it unwise for a network to collaborate with any advertiser in such a way as to permit that advertiser to take advantage of the public's demand to see the World Series and through respect for this demand virtually force stations to carry, at a penalty, the advertisers commercial messages.

"The DuMont network bid actively for the TV rights to the World Series with the understanding that its client would pay the established network rates for telecasting the series along with the client's advertising messages.

"The DuMont Television Network believes that participation in such pool arrangements as have been suggested for the 1950 World Series is economically detrimental to the entire TV industry."

Press-Time Paragraphs

SAG Files With NLRB In N. Y.

Names of more than 8,000 motion picture actors and actresses (the entire SAG active membership) were filed with other documents at the National Labor Relations Board's regional office in N. Y. yesterday, constituting formal intervention by SAG in N. Y. This is in opposition to Television Authority's request to the NLRB that it be certified as collective bargaining rep. for all actors employed by television webs and stations, ad agencies and motion picture producers.

"They Live In B'klyn" Title Changed

"They Live In Brooklyn," which is sponsored on WPIX by Ronzoni Macaroni as of Sept. 14 (7:30-8:00 p.m.), will be renamed "Leave It To Papa" on that date. A replacement in the cast will have Billy Edmonds starring as "Mario."

Much Testimony Expected To Be Given

(Continued from Page 1)

with the use of the 470-500 mc band, which the common carrier groups seek. TBA, DuMont and Philco participated in hearings on this matter earlier this year, and will be permitted to file rebuttal matter after being cross-questioned.

Witnesses Listed

In addition to listing appearances on the UHF matter, the Commission also set forth the names of more than a score of witnesses to be heard on stratovision, polycasting, metered television and the utilization of TV channels for educational purposes. Initial appearances on the UHF utilization have been filed by the joint technical advisory committee of TBA, and

DuMont; Philco; RMA; NAB; Federal Communications Bar Association; Association of Federal Communications Consulting Engineers; CBS; Haley, McKenna and Wiltonson on behalf of several broadcast clients; Paramount; ABC; Kendrick; H. Lippitt; WSM, Inc.; Associated Broadcasters, Inc.; Keystone Broadcasting Corp.; Kansas State College of Agriculture; Valley Electric Company; Communications Measurements Laboratory, Inc.; Television Research Company; California State Communications Advisory Board; W. H. C. Higgins; WFBN, Inc.; Archer S. Taylor; Hearst Radio; Johnson-Kennedy Radio Corp.; Independent Merchants Broadcasting Co.; Triangle Publications, Inc.; WDEL, Inc.; Massachusetts Broadcasting Corp.; Trent Broadcasting Company; WGAL, Inc.; Presque Isle Broadcasting Co.; Eastern Air King Products; Vincent Andrew Autuori; Federal Telephone and Radio; Peoples Broadcasting Co.

In addition, a score of other parties are listed as challengers of proposals advanced by several of the above group. Some of the challengers may appear personally.

Westinghouse To Be Heard

Westinghouse will testify on its stratovision proposal, with 11 other parties listed in opposition. DuMont is listed in opposition to the polycasting proposal of Raymond M. Wilmotte, with 13 broadcasters listed in opposition to the proposal of the National Education Association for reservation of channels for non-commercial educational TV stations. Proponents of the channel reservation include in addition to NEA, the U. S. Office of Education, Association of Land Grant Colleges and Universities, National Association of State Universities, National Association of Educational Broadcasters, Association for Education by Radio, American Council on Education of Teachers and DuMont.

Corbett, For Metered TV

Thomas E. Corbett is the only witness listed on the subject of metered television.

N. Y. Political Meets On NBC, CBS, ABC

(Continued from Page 1)

meeting at Saratoga Springs with correspondent John Daly reporting. The Democratic conclave from Rochester will be interpolated by news reporter Julian Anthony.

CBS will devote a half-hour today, and a half-hour tomorrow, both from 11:15 to 11:45 p.m., EDT to the state's political conventions. Newscaster Don Hollenbeck will report on the Democratic meeting in Rochester for 15-minutes of each broadcast. The other quarter-hour each day will pick up the highlights of the Republican convention.

Two 15-minute broadcasts, today and tomorrow, from 7:15 to 7:30 p.m., EDT, will comprise NBC's special coverage of the conventions. The network will open each broadcast in New York, then switch to Rochester for a report by W. W. Chaplin on the Democrats, and from there to Saratoga Springs where Robert Trout will review the Republican proceedings. Tomorrow's broadcast will not be carried by WNBC in New York.

Mutual has planned no special state-wide network coverage of the meetings, but will air the results on its regular news broadcasts.

George WGAR Manager; Krause Elected To Board

(Continued from Page 1)

F. Patt who last week was elected president of the Goodwill Stations, WGAR, WJR, Detroit, and KMPC, Los Angeles. In his new position George succeeds Patt, under whom he served as assistant general manager. George headed the WGAR sales department.

At the same time it was announced that Elmer M. Krause, secretary-treasurer of WGAR, had been elected a director of the station.

George broke into radio at WALR, Zanesville, while still in his senior year at Muskingum College. Following graduation, he entered Cleveland radio and a year later joined WGAR. He was at the time enrolled in the Western Reserve University law school from which he graduated in 1936 and passed the Ohio State Bar. He is currently a member of both the Ohio State and FCC Bar Associations.

George moved up through programming ranks, became program director in 1941, director of operations in 1942, assistant manager in 1943 and vice-president in 1948. In 1945, he served as WGAR correspondent in the Pacific theater.

George is currently president of the Ohio Association of Broadcasters and vice-president of the Sales Executives Club. He is 39, married, has two sons and a daughter.

Krause has been a member of WGAR staff since the station opened in 1930. His first position was accountant and office manager. He was elected secretary-treasurer in 1948.

COAST-TO-COAST

At New WKY-TV Post

Oklahoma City, Okla.—Jack Hauser, who joined WKY-TV in May, 1949, has been transferred from the production staff to the commercial department. Hauser is a graduate of the University of Denver with majors in advertising, radio and speech. Before coming to WKY-TV, he was associated with KLZ, Denver.

WTIC Program Head Honored

Hartford, Conn.—Leonard J. Patricelli, program manager for WTIC, was honored this week by the American Cancer Society for his distinguished service in the fight to conquer cancer in 1950. A hand lettered citation was presented to Patricelli commending him for his outstanding work as state radio chairman for the Connecticut Cancer Society for 1950. He has headed the radio effort in the annual state campaign for the past three years and is a member of the executive council and the board of trustees for the Connecticut Cancer Society.

Eddie Newman On WMIE

Miami, Fla. — Eddie Newman, zany late hour master of the chit chat in the New York and Philadelphia area, has signed a contract to take over the time once allocated to Barry Gray at WMIE. The contract, a one-year agreement, goes into effect Nov. 5, the date of Newman's WMIE debut. This signing to join the WMIE family marks the second time Newman has filled Gray's vacancy. When Gray left WOR, New York, Newman filled the WOR late hour opening.

CIO Prexy On WSGN

Birmingham, Ala. — Philip Murray, CIO president, made his national labor address from here over facilities of WSGN, local ABC affiliate. Murray is in this city to attend a Labor Day rally, and made his address from the United Steel Workers Hall in Ensley.

WERE Expands News Dept.

Cleveland, O. — WERE has revamped its entire news schedule and has added two new members to its news staff in order to bring its listeners complete coverage of today's important world happenings. Eighteen news programs will be scheduled on Saturdays, seven on Sundays, and nineteen a day, Monday through Friday. All will be five-minute broadcasts and will be heard on an hourly basis with a few exceptions. Announcers Gil Gibbons, Phil McLean, Don Cordray, Bill Nesbit and Bill Reid have been scheduled for the news programs. In line with its expansion of news service, the station has now added two members to the staff. Joining regulars Bob Wass and Jerry Bowman on rewrite assignments will be Bob West and Marty Whelan.

WEEU Personnel Changes

Reading, Pa.—Thomas E. Martin, new general manager of WEEU, recently announced that George Carroll has been appointed program director of the station. Carroll has been associated with WEEU for the past five years, and for the past year was assistant program director. Other appointments announced by Martin included Nan Heckman as new director of station relations and women's programs, and Pete Schoffstall, who has been added to the continuity staff.

Special Armed Forces Feature

Richmond, Va. — WMGB recently presented a half-hour program on which appeared the recruiting officers of four branches of the Armed Forces, stationed in this city. The officers discussed the latest recruiting information of their respective branches in order that listeners desirous of enlistment might have all the facts presented at one time with no partiality being shown any particular branch, Commander Parlee Crouch of the Navy, Captain Kenneth Whitescarver of the Marines and Captain William G. Phillips of the Army and Air Force recruiting stations appeared on this public interest feature.

Name Madden V.-P. Of NBC-TV Network

(Continued from Page 1)

turn will report to Sylvester I. Weaver, vice president in charge of the television network.



MADDEN

Madden was formerly executive vice-president and director of the American Newspaper Advertising network and for 1 years before that was a vice-president and director of McCann Erickson, Inc. Prior to that he was vice-president in charge of the creative merchandising division of the Ketterlinus Lithographic Company, Philadelphia, and co-manager of the direct mail merchandising division of the Reuben H. Donnelly Corp.

Named Weston Ad Mgr.

Charles B. Denton has been appointed the advertising manager of Weston Electrical Instrument Corp. In previous years he has served in the company's advertising and sales promotional activities and acted as public relations manager.

FOUND:

1/2 MILLION PEOPLE

In Pacific Northwest market, between Census of 1940 and Census of 1950. Answers to name of "Population Increases in Territory of KEX, Portland." Identified by bulging wallets, with flecks of green at edges. Very friendly to advertisers. For further details, contact KEX or Free & Peters.

KEX PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE



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

RADIO TELEVISION DAILY

DL. 52, NO. 47

NEW YORK, THURSDAY, SEPTEMBER 7, 1950

TEN CENTS

TV RECEIVER SALES REACH NEW HIGH

Seven Nations Attending NARBA Proceedings

Address Delivered By Official Of State Dept.

Washington Bureau of RADIO DAILY
Washington — Representatives of seven nations yesterday started a new attempt to break the deadlock which has kept North America without an international agreement on radio frequencies for more than a year. C. P. Edwards, Canada's deputy minister of transportation, is chairing the
(Continued on Page 4)

RCA Fellowships Presented Sixteen

The awarding of 16 RCA Fellowships for the 1950-51 academic year to young scientists and graduate engineering students from eight different states was announced yesterday by Dr. C. B. Jolliffe, executive vice-president in charge of RCA laboratories division, Princeton, N. J.

The purpose of the fellowships is
(Continued on Page 4)

Wilner Heads Engineering With Hearst Stations

John T. Wilner, engineering director of stations WBAL and WBAL-TV, has been elected vice-president in charge of engineering of Hearst Radio, Inc., according to Tom A. Brooks, vice-president and general
(Continued on Page 2)

Bargain \$1 Bills Get Takers

Jack Paar made a bid for publicity yesterday when Dave Alber induced him to sell \$1 bills for 64 cents upon his arrival at Grand Central station from the west coast. Paar, who by a strange coincidence, will be starred in an NBC radio show titled "The \$64 Question" managed to dispose of 25-dollar bills at cut rate prices before his press agent shouted: "enough."

Protestant Churches Make Annual Awards

Announcement of awards of the fifth annual Protestant Radio Commission, which held its session at Temple University last month were made public yesterday. Categories considered in the voting were: interpretation of community affairs, religious education, radio sermons, Christian family life, news, religious music, biography, church in action, services of worship and devotion, children's programs, special events
(Continued on Page 6)

Pacific Conference Games On Coast-NBC This Fall

West Coast Bureau of RADIO DAILY
Hollywood—The Tidewater Associated Oil Company will sponsor the Pacific Coast Conference football games over the western network of NBC this fall.
Beginning Saturday, Sept. 23, a full schedule of conference games will be aired over NBC stations in California, Oregon, Washington, Idaho, Utah, Nevada, Arizona and Hawaii. Tidewater will sponsor as many as three separate gridiron
(Continued on Page 2)

WJZ-TV Expands Daily Program Sked

Telecasting on a full week schedule will be resumed by WJZ-TV, New York, beginning next Monday with the ABC station reinstating Monday and Tuesday programming, it was announced yesterday.
In addition to the Monday and Tuesday schedules, WJZ-TV will annex another hour to five of its telecasting days starting at 11:30 a.m., instead of 12:30 p.m. The increased programming brings the daily schedule up to 12 hours each day.

Mayor of Los Angeles Appears For Richards

West Coast Bureau of RADIO DAILY
Hollywood—Mayor Fletcher Bowron of Los Angeles opened the affirmative case Tuesday for stations KMPC, WJR and WGAR, owned by G. A. Richards with testimony lauding the public service contributions of KMPC and commending the character and reputation of Richards and his station manager, R. O. Reynolds. Bowron was the first in what is expected to be more than 100 witnesses that will be presented to refute the charge that Richards opera-
(Continued on Page 6)

Retailers Report Heavy Increase In Set Sales

A survey of the retail sales of television receivers in the New York area reveals unprecedented demands for new receivers with many set owners turning in 10 and 12 inch picture receivers for larger, 16, 17 and 19 inch tube sets. Several factors are attributed to the increased demand for
(Continued on Page 7)

Bristol-Myers To Up AM And TV Budget

Network radio and TV will have an increased share of Bristol-Myers' advertising budget for the coming 1950-51 season, according to an announcement made yesterday by Robert B. Brown, vice-president general manager of the company.
Newest development is the switch of the company's "Break the Bank" radio show from Wednesday nights,
(Continued on Page 7)

New AM Station To Open This Month

Attleboro, Mass.—WARA, a full-time, 1,000-watt station will go on the air the latter part of September, according to an announcement by Keith S. Field, station manager.
Owned by the Attleboro Radio Association, the new AM outlet will
(Continued on Page 2)

Increase In Set Buying Reported By Canadians

Montreal—Canada's radio-buying public purchased three per cent more sets during the first six months of this year than in the first half of 1949. The Bureau of Statistics reported that 313,557 units, valued at \$25,286,251 were sold during the first half of 1950. In the corresponding period a year ago dealers disposed of 304,235 units, valued at \$21,863,232.

Sales by provinces in the six-month period with last year's totals in brackets follow:
Ontario 168,434 (178,680) units; Quebec 59,828 (49,934); British Columbia 20,828 (16,306); The Maritimes 19,319 (18,584); Alberta 17,227 (16,022); Manitoba 16,157 (13,563); Saskatchewan 9,721 (10,558); Newfoundland 2,043 (588).

Amicably Settled

Procter & Gamble, NBC, CBS and Benton & Bowles yesterday settled with Tallulah Bankhead the suit for \$1,000,000 which the actress filed against them following the broadcast of the Prell Shampoo "squeeze me" jingle. The defendants agreed to discontinue the use of the commercial. Miss Bankhead refused to disclose the amount of damages.

Anniversary

"Stars Over Hollywood," dramatic series presented over the CBS radio network on Saturdays, 12:30-1:00 p.m., under the sponsorship of Armour & Co., celebrates its 10th year on the air with the program of September 9. The anniversary broadcast will present screen star Ruth Roman in an original story, "The Templeton Castle."

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FINANCIAL

(September 6)

NEW YORK STOCK EXCHANGE

Table with columns: ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, Philco pfd., RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, DuMont Lab., Hazeltine Corp., Nat. Union Radio. Includes Bid and Asked prices.

Stromberg-Carlson

Hearing Aid Campaign

An intensive advertising, promotion and publicity campaign introducing the new Audivox Super 67 hearing aid was launched yesterday. The new aid is a product of Audivox, Inc., successor to Western Electric Hearing Aid Division, based on Bell Telephone Laboratories designs.

Advertising campaign will be concentrated in newspapers and magazines, supplemented by limited use of radio and television. Agency is Benton & Bowles.

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

on "RADIO BALTIMORE" WBAL

Contact EDWARD PETRY CO.

COMING AND GOING

HOWARD S. MEIGHAN, vice-president and general executive of CBS in Hollywood, is back at his desk following a vacation spent in northern California.

EDGAR KOBAK, now visiting his farm in the vicinity of his station, WTVG, Thomson, Ga., will spend tomorrow in Washington on business.

TED MALONE, American network's "Roving Reporter," and TED HANNA, "Your Business Reporter" for NAM, are visiting Chicago, St. Louis and Minneapolis, interviewing top industrialists for their respective "Industrial Mobilization" programs.

JAMES G. COMINOS, vice-president and general manager of LeVally, Inc., has completed the "People's Platform" TV series and now is in Bermuda with MRS. COMINOS. They'll be there for three weeks.

RALPH WEIL, station manager of WOY, returned yesterday from the Midwest, where he spent two weeks, combining business in Chicago with the pleasure of muskellunge fishing in Wisconsin.

GEORGE H. PARKER, vice-president of the Esso Export Corp., accompanied by his family, left for Europe yesterday aboard the Mauretania.

J. S. JAMMER, senior vice-president of International Telephone & Telegraph Co., arrived in New York Tuesday aboard the Queen Elizabeth.

MRS. DORIS CORWITH, manager of operations in the NBC public affairs and education department, is in Atlanta, Ga., acting as consultant to the Radio Council of the Presbyterian Church in the United States. On Saturday she'll be in Galveston, Tex., to address the state convention of the American Legion Auxiliary on the subject, "Three Roads to Peace."

LAURENCE HAMMOND, program producer, has left by plane for England and France on TV and radio business.

EDITH TODESCO, director of personal relations for CBS-Hollywood, has left for a two-week vacation in Colorado Springs.

PATTI, LAVERNE and MAXINE ANDREWS, featured on "Club 15" over CBS, in Sacramento, this week for a two-day appearance at the California State Fair.

JUDSON BAILEY, of the CBS sports staff, returned yesterday from a two-week vacation in West Virginia.

TIM HERBERT and DON SAXON, radio-stage-theater comedy team, have returned from Chicago for further conferences regarding a CBS-TV program.

SIG MICKELSON, director of public affairs for CBS, is back at his desk following a month spent partly at his Summer place in Westport and partly motoring through New England.

Pacific Conference Games On Coast-NBC This Fall

(Continued from Page 1)

tilts on a Saturday, each game being beamed to a specific locale. The season will conclude November 25, with three traditional games — UCLA vs. USC, Oregon vs. Oregon State and Washington vs. Washington State.

The western network broadcasts are under the direction of Harold R. Deal, manager of advertising and sales for Tidewater.

Wilner Heads Engineering With Hearst Stations

(Continued from Page 1)

manager, Wilner, former engineer-in-charge of CBS television development, is one of the country's foremost authorities on television transmission techniques. He is the inventor and designer of numerous video circuit refinements, including an electronic horizontal wipe.

Chamber-Music Series Sponsored Over WCFM

Washington WCFM, Washington co-operatively owned FM station, announced yesterday this city's only fine chamber music series from local studios. A series of 13 half-hours featuring local ensemble musicians. The series is sponsored by the Shrader Manufacturing Co., producers of high fidelity recording, radio and TV equipment.

The station was host to the press this week for a first performance of its first LP record a pressing of Charles Ives' 3rd symphony. The station plans a series of commercial LP records featuring music not before recorded or rarely recorded.

New AM Station To Open This Month

(Continued from Page 1)

broadcast daily from 6 a.m. to 11 p.m., on 1320 kilocycles. As an independent station, it will emphasize local programming, Field said.

Transmitting facilities and the North Attleboro studio, as well as the main studios and business offices in the Bronson Building are nearing completion, the manager added.

Field, who was previously manager of WHEB, Portsmouth, N. H., has also participated in the construction of four new stations. In addition to WARA, he supervised the building of WPOR, Portland, Me.; WENE, Endicott, N. Y., and WDOS, Oneonta, N. Y.

Station Plans Program To Follow TV Top Shows

The potential increase in home audiences resulting from the terrific Saturday night buildup being programmed by the major TV networks, especially NBC-TV with its Saturday Night Revue, will work to radio's advantage, in the opinion of WNEW, New York.

In support of this belief, program director Dick Paek has scheduled the station's top disc jockey personality Art Ford to air his popular "Milkman's Matinee" at 10 p.m. each Saturday, two hours earlier than the start of his weekday a.m. broadcasts.

Using the station's top disc jockey with his basic format of popular dance tunes, WNEW anticipates picking a good share of the TV listeners who by 10 p.m. or shortly thereafter, will be switching to their radio sets in quest of additional entertainment.

W-I-T-H AGAIN 1st IN RADIO AUDIENCE

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

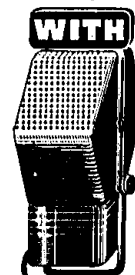
STATION D 9.6 (NETWORK)

Rates For 125 Word Spot Announcement, Class A, One Time

WITH \$16 STATION A \$55 STATION B \$50 STATION C \$70 STATION D \$30

COMPARE! COMPARE! COMPARE!

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



* HOOPER RADIO AUDIENCE INDEX, JUN JULY 1950; TOTAL RATED TIME PERIOD

Advertising Agency News And Notes From Here And There

NATIONAL COTTON WEEK next year has been set by the National Cotton Council for April 29 to May 5. During that period, the council plans to supply retailers with work books containing suggestions for radio and television copy, layouts, and display suggestions. Separate treatments of the selling theme are being shaped up by the Council in order to pay individual attention to retailers handling specific lines. The date has been set earlier than usual, the Council said, to extend the cotton summer season for retailers. Theme of the promotion will be, "It's cotton time—first freshness, first for comfort, first for you."

KELLY AND LAMB ADVERTISING AGENCY has moved to larger quarters in Columbus, Ohio. Agency affiliated with the Midwest Advertising Agency Network and has been in existence since Jan. 1946.

BROADNAX MILLS, Broadnax, Ga., manufacturer of spun rayon fabrics, to Goold & Tierney, Inc.

SCHWAB & BEATTY, INC., has announced the appointments of James E. Schwenck and Richard Porter as vice-presidents. Both men have served with the agency since 1930.

CENTAUR - CALDWELL division of Sterling Drug Co., has shifted agency accounts as follows: Dancer-Fitzgerald-Sample, Inc., which already handles advertising on Ironized Yeast, will also handle Molle brushless shaving cream; Carl S. Brown Co. will handle Dr. Caldwell's Senna Laxative, Charles H. Fletcher's Castoria, and Fletcher's Z.B.T. baby powder; Thompson-Koch Co., Inc., now handling Midol and Jayne's P-W tablets, will handle Campho-Phenique.

RICHARD S. TESTUT, vice-president and general manager of Associated Program Service, has announced the appointment of Walter S. Bates as account executive in the station relations department. He has been assigned full responsibility for sales operations in Arkansas, Iowa, Kansas, Louisiana, Missouri, Nebraska, Oklahoma, Tennessee and Texas. Prior to joining Associated, Mr. Bates served with WHLI, Hempstead, L. I.

IDEAL NOVELTY & TOY CO., will wage a large-scale advertising campaign for three months preceding Christmas. Spot radio announcements and one-minute television films are among the media to be used.

FRANK BRUGUIERE, formerly associated with the Biow Co., San Francisco, has joined the copy staff of Brisacher, Wheeler & Staff, San Francisco.

ROBERT L. MOBLEY has joined the Detroit staff of Ross Roy, Inc., as account exec in charge of the Chrysler Motor Parts Corp. account.

F. G. WALLIS, previously with the information department of American Tel. & Tel. Co., has been named general ad mgr. of Michigan Bell Telephone Co.

SHAW-SNOW, INC., has moved in New York to 222 East 46th Street.

HENRY F. WOULFE, formerly pres. of the Pepsodent Division of Lever Bros., has joined the Manz Corp., color printers and engravers of Chicago, as vice-president. Woulfe has headed Pepsodent since 1946 and also served as a v-p and director of Lever Bros. Co., Ltd., the British-owned American parent organization.

THE PRODUCTIONEERS will resume their Fall meetings tomorrow night at the New York Advertising Club.

THOMAS LOEB, radio producer for Foote, Cone & Belding, has resigned to join the NBC-TV staff.

LOUIS A. SMITH, who formerly operated his own agency, has been named manager of WOR's western sales office in Chicago, effective next Tuesday.

JANE TIFFANY WAGNER, previously director of women's war activities at NBC, has been named food and home services editor of "American Home Magazine."

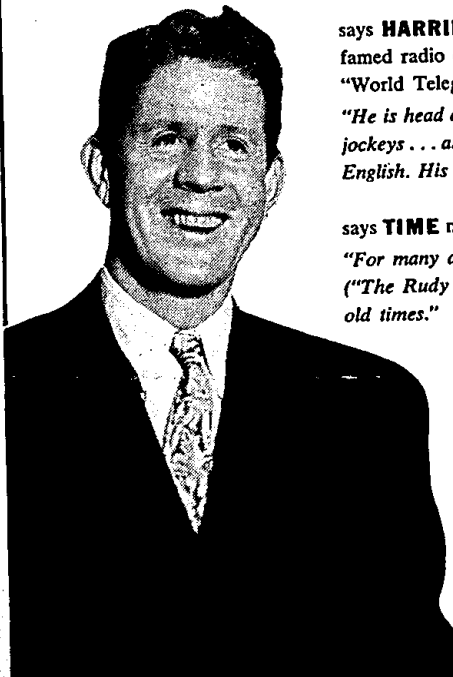
JACK D. HELTHALL has been named executive v-p of Schenley International Corp. Previously, Helthall had been v-p in charge of sales and advertising at the Schenley affiliate.

HENRY QUEDNAU, INC., Tampa, Florida, has been elected to membership in the American Association of Advertising Agencies.

STANDARD RATE & DATA SERVICE, INC., Chicago, has released the 1950-1951 edition of "Consumer Markets." The recent edition is an 888-page volume of market data from gov't and other sources for every state, county, and city of 5,000 or more of the country.

rudy vallee

HE COMES BACK WITH A BANG—ON WOR



says **HARRIET VAN HORNE**, famed radio columnist for New York's "World Telegram":

"He is head and shoulders above most disc jockeys . . . and he expresses himself in decent English. His stories are fascinating."

says **TIME** magazine:

"For many a radio listener, it ("The Rudy Vallee Show") was just like old times."

says **BILLBOARD**:

"He's still a superlative showman and probably the most consciously literate disc jockey in radio."

That, gentlemen, is the press. And what the press says is well borne out by such sage sponsors as: Colgate; Lever Bros.; American Home Foods and many others who sponsor him at 11:15 AM on WOR.

Remember . . .

Rudy Vallee can be bought at *low cost* to produce *high results*.

He's a merchandising natural.

He's wise in the ways of influencing thousands of listeners.

call, write or wire

WOR

—that power-full station
at 1440 Broadway, in New York

Seven Nations Attend NARBA Proceedings

(Continued from Page 1)

new session, as well as serving as head of the steering committee.

The group heard an address of welcome from Assistant Secretary of State Edward G. Miller, with replies from the heads of the various delegations.

The steering committee is expected to get to work this morning to draft an agenda for the conference, which is expected to last for several weeks. Another business session is slated for this afternoon.

Committee chairmen named yesterday included Dr. Miguel A. Herrera of the Dominican Republic, leading the credentials committee; Alan D. Hodgson of the Bahamas and Jamaica, leading the committee on organization and finance; Dr. Jose Ramon Gutierrez of Cuba, leading both the drafting committee and the committee on judicial and general regulations, and Federal Communications Commissioner Rosel H. Hyde of the United States, leading the technical committee.

Jean Millot of Canada will serve as conference secretary.

A. F. Of L. Donates Time As Public Service Feature

The A. F. of L., sponsor of Frank Edwards news commentaries over the Mutual network, is donating as a public service, one minute of each broadcast to recorded announcements urging listeners to register for the forthcoming elections. The registration drive will run for the month of September.

The announcements will feature the recorded voices of many of the top labor and political leaders, as well as entertainment personalities. Among those who will be heard, are, Vice-President Alben K. Barkley, CIO president William Green, Eddie Cantor, Dina Shore, William Holden, Fannie Hurst and Ben Grauer.

Edwards airs a daily commentary over MBS, Monday-through-Friday, from 10 to 10:15 p.m., EDT.

Purchase Radio Cars

Montreal—City of Montreal's executive committee has approved the purchase of 61 radio cars for the police department at a cost of \$1,574 each, the successful tenderer being Clermont Motors Limited.

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.



By SID WHITE

Man About Manhattan . . . !

● ● ● **BIGTOWN SMALL TALK:** One H'wood studio is planning a pic to dramatize the story of TV and its development along the lines of the "Alexander Graham Bell" film. . . . Gloria Swanson, genuinely interested in the teen-age girl of today, will make a series of educational TV short subjects geared especially for them. (For Simmel-Meservey films). . . . The FCC will announce changes in personnel, policy, etc., right after the elections. . . . Joan Bennett will headline the next TV family life series. . . . Jungle stories will be the next TV rage with Doty Lamour and Sabu auditioning for the videoperas. . . . WMGM announcer Ed Stokes broke his shoulder and elbow in an auto crash and will be laid up until mid-Oct. Richard Barr is filling in. . . . Dirk Courtney, freelance Chicago disc jock, has been recalled to active service by the Air Force. . . . Carl King created much excitement when he checked in at an Atlantic City hotel. (The p.a. for the joint heard it was King Carol who had checked in and called in a flock of reporters). . . . A note from Lanny & Ginger Grey informs that their Little Grey Gift Shop has branched out into a nationally famous Fixit Shop and has been so well received that they're readying a TV series for the fall to be called "Mr. & Mrs. Fixit."



● ● ● **ABOUT THAT "HOW ABOUT THAT" GUY:** The recent "Day" given to Mel Allen, vibrant voice of the Yankees, was very deserved tribute to a great fellow in our trade. His creation of a Lou Gehrig Scholarship at Columbia U. is strictly typical of the guy. It's stuff like that, coupled with his pleasant sounding larynx and ace reporting, that makes the Alabama boy an indispensable item in these parts. (As a matter of fact, we hear that his home state is so proud of Mel they're gonna call it Allen-bama now).



● ● ● You don't have to consult a crystal ball to know that over in our part of town Jan Murray has been selected as the one most likely to become television's "Man of the Year," as a result of his capers on CBS' "Songs for Sale." An indication of how valuable the network rates him is the fact that the heretofore overlooked 11-to-midnite Sat. nite hour is being opened up to Jan starting Oct. 7th. We understand that the web had to buy another theater to insure being able to keep this red-hot show (and personality) on steady.



● ● ● **IN ONE EAR:** Nicholas R. Carrano, Pres. of Admiral Records, reveals that the nation's disc jocks submitted over 3,000 names in the company's search for a new tag. Winning name will be announced next week. . . . Ed Begley and Donald Buka signed for MGM Radio Attractions upcoming "Crime Does Not Pay" series. . . . Ad exec Emil Mogul avers that many a person born with a silver spoon in his kisser often winds up with a plate.



● ● ● "Because the London Palladium controls most of the American stars who go to that city, and flatly refuses to permit them on TV, England lags far behind this country in variety shows," writes Ed Sullivan in the current issue of TV Guide. Ed admits that dramatic fare over there is on a par with here, but figures a steady diet of dramatic shows is not ideal programming. In France, Ed continues, television is practically non-existent. A TV set there is a novelty and there are prob'ly no more than 3,000 sets in the entire nation. In other words, chum, if you want Hopalong Cassidy, stay on this side of the Atlantic.



RCA Fellowships Awarded To Sixteen

(Continued from Page 1)

to provide assistance for pre-doctoral graduate students at designated universities who display outstanding ability in fields of study related to radio, television and electronics, it was disclosed by Dr. Jolliffe, who is also chairman of the RCA Education Committee.

The fellowship grants range from \$1,600 to \$2,700, part of which is specified for tuition and university fees, Dr. Jolliffe added.

Winners of this year's awards include graduate students selected for resident fellowships at Columbia, Princeton and Cornell Universities; nine graduate students chosen by the RCA Fellowship Board of the National Research Council, and four RCA engineers who were selected on a competitive basis.

Hooper Shows Winchell On Top In Coast Ratings

Top Hooperatings, AM and TV for the Los Angeles area, July and August, show that Walter Winchell leads, for radio, with a figure of 11.8, closely followed by Guy Lombardo with 7.7 and Louella Parsons with a 7.4 rating.

For TV, top program was movie over KTLA, Sundays, 8:00 p.m. with 38.1. In second place was Hopalong Cassidy with 32.5 and the Spade Cooley Show with 31.8.

Other "first ten" radio programs included: Big Story, Dragnet, Mr. District Attorney, Sing It Again! Jeff Regan, Richard Diamond and Rocky Jordan.

TV-er's, following the first three were: wrestling (KTLA), Lone Ranger, Pinky Lee, Chevrolet Feature Theater, wrestling (KECA-TV), Ina Ray Hutton and Movie Theater (KTLA).

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

LOS ANGELES

By IRV HAMLIN

MARGARET ETTINGER has been named vice-chairman for public relations for Radio Television Recording Charities, Inc., RTR will begin its drive for membership during Sept. and Oct. in an effort to unify solicitations for worthy causes in one annual drive. Miss Ettinger announced the following appointments to her staff: Special Events, Hal Bock (NBC); Publicity, Jean Meredith (Benton & Bowles); Speakers, Earl Ebi (Ebi and Mannheim); Motor X Corps, Evelyn Sigby (Radio & TV Life); Headquarters Volunteers, Edith Todessca (CBS); Art and Copy, Fred Rice (Capitol Records). Sidney N. Strotz, exec chairman of the RTR.

Jack Kirkwood, last Friday signed a 5-year pact with the Don Lee Broadcasting System to deliver a half-hour week day show beginning October 16. Present plans call for show to be broadcast daytime although definite broadcast times have not yet been set.

Kirkwood signed to deliver a complete package through Century Artists, Ltd. Ben Benjamin represented agency and Donn B. Tatum, vice-president and general counsel of Don Lee Broadcasting Company handled negotiations for the network.

Kirkwood will utilize the same format that he popularized in his comedy series for Procter & Gamble some years ago. He plans to use his former partner Billy Grey on the program. Lillian Leigh has definitely been set for the broadcast.

Programs will be live origination from Mutual Don Lee Studios in Hollywood. Total value of the package plus Don Lee production costs said to run in the neighborhood of a half-a-million dollars.

E. Will Sponsor Football On WMCA

WMCA will air the play-by-play of the Notre Dame football games this season sponsored by the General Electric Supply Corporation. This marks the first time a New York station will broadcast the entire schedule of the "Fighting Irish" Metropolitan fans.

The nine-game schedule begins with the Saturday, Sept. 30, game between the Irish and North Carolina, and ends with the Southern California tussle on December 2nd. The broadcast of the North Carolina game will begin at approximately 3:30 p.m., immediately following the baseball game between the Giants and Braves.

Joe Boland, ex-Notre Dame player, former line coach under Elmer Hayden, and football sportscaster for Notre Dame the past eight years, will announce the games direct from the originating stadiums.

General Electric Black Daylight Television and Hotpoint Appliances will be the products advertised.

TV Technician Openings Announced In New York

Openings for two technical positions with New York City's Television Unit were announced by the Municipal Service Commission. They are for a television lighting technician at \$4,000 a year, and an assistant TV cameraman at \$3,000.

Applications should be forwarded to the Municipal Service Commission at 96 Duane Street, New York City, between September 11 and the 26th. Minimum requirements for lighting technician are senior high school graduate and three years of responsible experience in motion pictures, theater or television, or a satisfactory equivalent. The job of cameraman is open to applicants who are senior high school graduates and have one year's experience as assistant TV cameraman, assistant sound motion picture or newsreel cameraman, or satisfactory equivalent. Applicants for both positions will undergo written, performance and medical examinations.

Applicants for the assistant TV cameraman job are eligible for promotion examination for TV cameraman at \$5,000 annually.

'Ladies Fair' To Be Co-op

Mutual's popular afternoon participation, "Ladies Fair," will be offered for co-op sponsorship beginning with the October 2nd broadcast, the network disclosed.

The move will be part of a concerted effort by MBS to retain a sizable portion of the 3,200 local advertisers of the network's "Game of the Week" broadcasts, which go off the air with the conclusion of the baseball season, the end of September. By offering a seasoned audience-participation show, the network hopes to hold a good share of this summer business.

Although "Ladies Fair," emceed by Tom Moore, has been running sustaining since its debut last September, MBS believes the show has built up a sizable audience. As proof, the network points up the fact that during a recent four-week promotion contest, the show drew well over 2-million pieces of mail.

Decca Dividend Declared

Directors of Decca Records, Inc., at a meeting yesterday declared a regular quarterly dividend of 12½ cents per share on the capital stock, payable Sept. 29, 1950 to stockholders of record at the close of business Sept. 18, 1950.

Hendrickson Show Starts

Sponsored by the Wise Potato Chip Co. of Berwick, Pa., "The Rod Hendrickson Show" started Tuesday on WOR, 1:30 to 1:45 p.m., Tuesday and Thursday.

Scotts Adopt Boy

The John Scotts of Valley Stream, L. I., (he's staff announcer at WOR) have adopted a boy, Lawrence Lee, aged 4½ months. Adoption was completed Friday, Sept. 1.

TV Trouble Advice Given By Dealers

Akron, Ohio — Akron Merchants Assn. is distributing a yellow card containing television trouble advice, which is expected to eliminate many unnecessary service calls. On the card are listed seven suggestions to help owners get quicker restoration of programs.

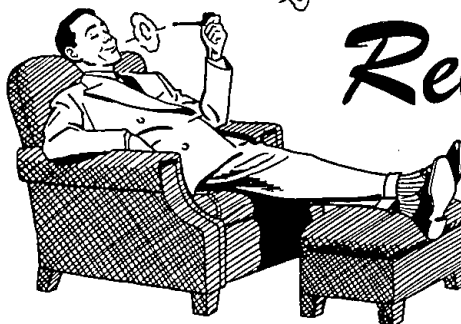
Various Faults Listed

Such tips include what to check if the set is completely dead, if the sound is normal but there's no picture or vice versa, if the picture rolls, or if the sound is weak and noisy and the picture has excessive snow.

CHICAGO

MOTORISTS returning to Chicago after Labor Day weekend, had the benefit of a birds-eye view of the traffic situation ahead. WGN, in cooperation with the Chicago Motor Club, carried the regular broadcasts of traffic bulletins gathered by a special radio-traffic crew in an airplane and suggested the least congested highways to motorists.

Harry Ward has been made NBC Chicago continuity acceptance editor, replacing Robert Guilbert who is now with J. Walter Thompson.



Relax

You've worked like H---
To produce your Show
Now there's just one Step
Left to go...

Recording

AUDIO & VIDEO
PRODUCTS CORP.
1650 BROADWAY, NEW YORK 19, N. Y. • TELEPHONE PLaza 7-0780

TAPE-DISC EDITING AND RECORDING

Relax . . . Just give us the go ahead signal . . . let Audio-Video's Personalized Editing and Recording Service carry the ball for you.

Call or Write for
Special Rate Card
Today

Audio-Video's Personalized Service must be good . . . because it's built around one idea . . . How to best solve Your Particular Editing and Recording Problem

Los Angeles Mayor Appears For Richards

(Continued from Page 1)

ted his stations to promote his own social, economic and political views rather than serve public interest.

The mayor testified that he listened frequently to KMPC news over a period of years because of KMPC's extensive local coverage and that he found the news evenly balanced, and free from prejudice.

Under direct examination of Hugh Fulton, chief counsel for Richards, Mayor Bowron said he "felt that KMPC has been unusually generous both in voluntary offers of time and requests made by us."

The mayor said he had been told by both Richards and Reynolds that the facilities of KMPC would always be open to the city for any news of value and interest to the public.

Eugene Biscailuz, colorful sheriff of Los Angeles County since 1932, yesterday testified he had the impression that KMPC was always fair in its newscasts. He said he based this impression on frequent listening to the station over a period of years and on his personal association with Richards.

Appearing as the second witness on the affirmative case in Richards' battle for freedom of speech, Biscailuz said, "I can state that I have never heard any unfair news on KMPC. I have a favorable impression of this station. In my opinion, Mr. Richards and Mr. Reynolds are patriotic American citizens and are doing their best for the good of the country. In the overall picture I surely feel that KMPC is a fair station."

Under direct examination of Hugh Fulton, chief Richards' attorney, sheriff Biscailuz identified four letters of appreciation he had written station KMPC for exceptional public service performed.

Darsie L. Darsie, chief editorial writer for the Los Angeles Herald Express and a Hearst newspaper man for 30 years, followed Biscailuz to the stand as a KMPC witness. He testified that Richards had voluntarily written him to offer public service time for broadcast of the Junior Army project, which was directed by Darsie. The Junior Army Series was broadcast over KMPC every Saturday from 1944 to 1947.

Sustaining Shows Rated

The broadcast audience measurement firm, Trendex, Inc. has been retained by NBC to provide ratings on their evening sustaining radio programs, according to an announcement made yesterday. One report will be issued each month.

Cities served by each of the four major networks will be used as a basis for the report, with cities chosen having the same degree of television penetration as the nation. This will enable the report to portray the relative popularity of radio and TV shows.

WINDY CITY WORDAGE

By GINNY EVANS

● ● ● Good music, charming people and a well integrated production were the order of the day when the Wayne King Show returned to television last week. Sponsored by the Standard Oil Company and heard in eleven cities in the states that comprise this corporation's territory, this show is easily one of the best viewed in Chicago. Stars Wayne King, Harry Hall, Gloria Van and Jacqueline James, together with the Don Large Chorus, present a half-hour show that is both entertaining and easy on the eyes.

Chicago

The first show featured a "Coming Home" theme that was a natural for such numbers as "Home Cookin'," "Hoop-Dee-Deo," "Hap Hap Happy Day" and the closing "Home Sweet Home." Either Gloria Van or Jacqueline James would be an adequate replacement for Nancy Evans, and together they give the show an added lift. Jacqueline's rendition of "Bewitched" was good, but for our money sultry Gloria Van's "Once In Awhile" was the high spot of the show. The commercials showed imagination, especially the one where the garage attendant leans into the window of the car. This type of gimmick gives the commercials a warmer more personal touch than is usually seen. Andy Christian produces the show and Bill Hobin is the director. McCann-Erickson is the Agency.

★ ★ ★ ★

● ● ● "The Cliff Johnson Family" will return to the air September 11th on WGN from 8:15 to 8:45 five days a week. The show will be sponsored by the Illinois Meat Company (Broadcast brand meats), Beechnut Products (coffee and baby foods), and Jay's Potato Chips. . . . WBBM has made recordings of the seven-program documentary series "The Quiet Answer" available for purchase by schools, clubs and libraries. The long playing recordings will be issued by Columbia Records.

★ ★ ★ ★

● ● ● Ever wonder what becomes of those film commercials seen on television? It seems that many national, sectional and local advertisers are finding increased use for their spot TV commercials in motion picture theaters. We understand that over fourteen thousand movie houses will accept this form of spot movie commercials. . . . Good reading: Mike McAuliffe's article "I Married a Working Woman" in the September issue of Charm. A former Chicagoan, Mike is now living in New York. . . . The Quiz Kids television program will now be seen weekly on the ABC-TV network. During the summer the program was only viewed every other week. The show is sponsored by Miles Laboratories, Inc. . . . Passing through town: Irene Selznick, Linda Darnell and Richard Widmark.

★ ★ ★ ★

● ● ● Carl Nelson has been doing a fine job with his "Matinee at Midnight" disc show on WBBM from midnight till 2 a.m. He plays lots of light classics and ballads that are easy listening for that hour and his comments on stuff and things are always interesting. He features one guest an evening and his interview with Stanley Kramer, motion picture producer, was especially interesting. Jean Hersholt was another recent guest on the show. . . . Flattered to learn that the NAB likes Chicago so much that it's chosen the Windy City again as their convention headquarters for the 1951 gathering. . . . Mel Torme opens the Oriental Theater here September 7th for two weeks. He will be followed by Janis Paige.

★ ★ ★ ★

● ● ● Chicagoans are quite surprised to hear that Frank Reed "resigned" from Grant Advertising last week without notice or warning. . . . Kay McNeill proved to the satisfaction of all that it's far from a "man's world" when she ably took over the emcee chores on "Breakfast Club" recently. When husband Don was ordered to bed with a sore throat, Kay rushed down to the ABC studios and conducted the show in grand style.

Protestant Churches Make Annual Awards

(Continued from Page 1)

and programs for the young people. Singular service awards were made to WHEN-TV, Syracuse, N. Y. "for singular service in recognizing the value of religion in television programming by making available WHEN's complete facilities for the training of religious leaders in this new medium of communication," and to KRE, Oakland, Cal., "for services to religious groups of the San Francisco Bay Area for making available the facilities of the station for training leaders in religious radio workshops and institutes."

RCA Announces "Bonus" Of Records On All Sets

Camden — Effective immediately, RCA Victor has announced that the purchaser of any of the company's console radio or TV receivers containing a 45 rpm turntable will be entitled to receive as a bonus, included in the price of the instrument, six RCA Victor 45 rpm records, to be selected on a one-month basis.

The record offer represents an extension of a bonus program initiated last month to promote the company's automatic 45 rpm record-player attachment, according to the announcement made yesterday by Allan B. Mills, general sales manager. The latter plan proved so effective as a merchandising tool that its extension to cover all "45" instruments was a logical development, Mills said.

WJR Declares Dividend

Detroit—Chairman of the Board George A. Richards, announced yesterday that the directors of WJR voted a dividend of 10 cents per share to be paid, Sept. 20, 1950, to stockholders of record at the close of business, Sept. 12, 1950.

Anniversary For Bill Brengel

New Orleans, La.—Bill Brengel chalks up six years as sportscaster on the "Jax World of Sports" program broadcast over WWL at 5:30 p.m. each week day. To celebrate the occasion, Mayor de Lesseps S. Morrison and Dick Jones, vice-president of the Jackson Brewing Company, extended personal congratulations to Bill during a twenty-five minute anniversary program. Brengel broadcast the first thirteen Sugar Bowl games via the nets.

AD AGENCY
RADIO-TV PACKAGE PRODUCERS
 Immediately available as Man Friday and/or radio-TV production assistant to busy radio-TV executive. Four years similar experience with station and top N. Y. ad agency. Write Box 173, RADIO DAILY, 1501 Broadway, New York 18.

TV Receiver Sales Reach All-Time High

(Continued from Page 1)

receivers. One is the credit buying spect in which consumers wish to obtain sets before government restrictions curtail time sales. Another is the prospect of TV receiver shortages if government asks electronic manufacturers to convert to military needs.

One dealer attributed the increased interest to the prospects of seeing the baseball World Series on TV next month and attractive sports schedules offered by stations and networks for fall. The interest in football, boxing matches, and other sports has also hyped sales.

Major manufacturers have stepped up their radio, newspaper and magazine advertising in connection with their new lines and this increased mileage has also been a factor in the sales.

With the growing TV audience the problems of installation and service are now mounting with the Better Business Bureau of New York keeping a watchful eye for unscrupulous TV service organizations and extravagant claims in receiver advertising.

Recent figures released by NBC indicate that 431,500 new receivers were installed nation-wide during July, bringing the total installations for the country up to 6,942,000 on August 1.

Freyer Casting Head For Columbia TV Web

Bob Freyer, casting director for Studio One, will replace Eleanor Kilgallon as casting director for CBS-TV. His assistants will be Michael Meads, formerly test director for 20th Century-Fox, and Archer King, producer of "2 Blind Mice."

Freyer will also produce "A Tree Grows in Brooklyn."

Avco Sells Notes

Avco Manufacturing Co. yesterday announced private sale of \$20,000,000 20-year promissory notes to two insurance companies. Of the proceeds, \$9,675,000 has been applied to retire 15 year notes previously outstanding. The new notes represent Avco's long term indebtedness.

Unrehearsed

An unscheduled 10-minute drama in which a disc jockey got a traffic ticket from a policeman was copied by WTVJ, Miami, last week when policeman Wm. Chalk mistook an actual show for a rehearsal and entered the studio to give a parking ticket and some good advice to Alec Gibson during Gibson's own show. The policeman didn't know he was being televised.

★ ★ TELE TOPICS ★ ★

DU MONT took the wraps off a new full-hour variety show Tuesday night and the results of the "Star Time" presentation were satisfying. The strength of offering was the name talent. The talent included Frances Langford, Benny Goodman, Phil Regan, Ben Blue, Lew Parker and the dance team of Kathryn Lee and Don Liberto. Miss Langford, beautifully gowned and in pleasing voice, romped away with first honors in the talent parade. She was great in her rendition of "Somehow Summertime Has Come and Gone" and scored again with Benny Goodman's sextet as she sang, "Come Rain or Come Shine." Personable Phil Regan exchanged quips with Emcee Lew Parker and then came up with his vocal version of "Daddy's Little Girl." Ben Blue, gifted comic of stage and screen, made the most out of a slap stick barbershop routine in which he pummelled customers and tossed buckets of lather on them. Goodman was the Benny Goodman of old with clarinet and a versatile sextet. All and all the hour added up to good entertainment with Lew Parker expertly pacing the program and adding much to the merriment with his "school for waiters" routine. Food Stores, Inc., with Grand Union getting the major advertising plugs, were the sponsors.

ACTING Mayor Vincent R. Impellitteri who is a candidate to succeed Mayor O'Dwyer of New York, is television conscious and has been using guest appearances to further his candidacy. The Acting Mayor was a guest on Ed Sullivan's Toast of the Town on CBS Sunday and Tuesday night popped up at the premiere on the DuMont "Star Time" revue. On both occasions he managed to register a solid plug for his candidacy. . . . Secretary of State Dean Acheson will answer pertinent questions on the Korean war over CBS-TV's "Diplomatic Pouch" on Sunday from 5:00 to 5:30. He will be interviewed by Edward R. Murrow, Charles Collingwood, and Griffing Bancroft.

RICHMOND FORD DEALERS ADVERTISING ASSOCIATION will sponsor several of the "Roller Derby" sessions over KGO-TV after Sept. 12 when the show originates from the Winterland Arena. . . . 160,575 TV sets are now in operation in Washington, D. C. (Sept. 1). . . . Lee Klein, director of TV Fashion Service, will unveil the behind-the-scenes of her new service on the Leonia Milen Women's Show over WFUV on Friday, 10:15 a.m. . . . Betty Bartley, comely TV actress, has been cast as a murder victim for the 12th time on CBS-TV's "Sure As Fate." . . . Paul Winchell and Jerry Mahoney are being whispered about as having a new half-hour audience participation show which will be set at NBC-TV within the next couple of weeks.

KAISER-FRAZER is reported to have made an offer for the video rights to the Louis-Charles fight (scheduled for late Sept. in Yankee Stadium) that comes close to meeting the \$200,000 asked by the fight promoters. Indication is that other potential sponsors will not follow the pattern set by Gillette Razor when it refused to pay the price on the grounds that it would be continuing inflationary practices that gained ground during the competitive bidding for the World Series. . . . Battle over the Sunday night TV audience from 8:00 to 9:00 gets under way this Sunday when NBC-TV's "Colgate Comedy Hour" stages royal entertainment for critics and industry execs invited to the premiere. . . . CBS-TV's Ed Sullivan will use a high-powered guest list for a weapon, having already scheduled: Margaret Truman, Gloria Swanson, Pat O'Brien, George Raft, Lauritz Melchior, Mimi Benzell, Sarah Churchill, Billy Eckstein, Moira Shearer, and Frankie Laine.

EDDIE CANTOR, in town for the past week, preparing for his TV debut over NBC-TV next Sunday night, revealed he will use many of the acts which brought him fame as a star of the Ziegfeld Follies. In addition, Cantor has lined up an array of talent, mostly "unknowns" in whom he has great confidence that they will hit the top. Enthusiastic as ever, "Bamio Eyes" regards television as the answer to the actor's prayer with every viewer "sitting in a \$6.60 seat." Scheduled to do one show every four weeks, Cantor plans to make his home in New York for the next year.

LEE J. COBB, hit star of Broadway's "Death of a Salesman," will break into video via thirteen half-hour dramas on film; they'll be titled, "Hollywood Affair." . . . John Reed King is said to be now pulling 13 weekly stints on video since "Chance of A Lifetime" was slated. . . . Roscoe Karns' DuMont show, "Inside Detective" will go on location soon to shoot a series of shows to be picked up from out-of-doors. . . . Guy Lebow, WPIX sportscaster, was inked yesterday by James Kiamie Corp. for a thrice-weekly stint on WPIX entitled "Sports Page." It commences Monday (11th) at 11:30 a.m. . . . Tele rights to the "Red Ryder" comic strip, which have been tied up for ten years by motion picture commitments, are now available for the first time. Stephen Slesinger, Inc., creators and sole owners, will offer the well-known cowboy for video on kine, film, or "live."

WE question the good taste of Red Barber in giving an out-and-out political plug for his favorite candidate for governor during the telecast of the Dodger-Giants baseball game on WOR-TV the other night. . . . After all, Barber as a sponsored sportscaster was reporting a game to fans of all political leanings and as a consequence his political opinion was an intrusion. . . . Politics and baseball should be kept in their respective places.

Bristol-Myers To Up AM And TV Budget

(Continued from Page 1)

9:00 p.m. over NBC to a three times a week day-time slot on the same network, 11:00-11:30 a.m., Mondays, Wednesdays and Fridays, effective Sept. 25. Format will be revised somewhat to provide greater interest for women in key cities with day-time audiences. The current phone-at-home feature will be dropped with the final evening Sept. 13.

"Mr. D. A." Scheduled

The company's night-time network show will be "Mr. District Attorney," which will be continued on NBC, 9:30-10:00 p.m., EDT, Wednesdays, following the Groucho Marx show which has moved to CBS.

On network TV, Bristol-Myers will continue to sponsor "Break the Bank" on NBC-TV, Wednesday nights at 10:00 p.m., EDT. In addition, the company will continue sponsorship of CBS-TV's "Lucky Pup" on a once a week plan, Mondays at 5:00 p.m., EDT. Doherty, Clifford and Shenfield, Inc. is the agency for "Break the Bank"—AM and TV and for "Lucky Pup." Young and Rubicam, Inc. is the agency for "Mr. District Attorney."

YMCA Plans Spot Drive September 11 Through 30

The YMCA of New York City will conduct a radio campaign from September 11 through the 30th to acquaint Metropolitan listeners with the many and varied aspects of its services.

The "Know Your YMCA" drive will consist of 12, 30 and 45-second spot announcements stressing the physical and educational activities of the organization, in its quest for new members.

Radio-TV Lectures At NYU

David M. Solinger, attorney in advertising, radio and television law, will conduct a 15-lecture series for students in these fields, at New York University, beginning Monday, Sept. 25. The course is designed for those working in advertising agencies, advertising departments of corporations, talent agencies, broadcasting networks and for package producers.

TV With Food

Hollywood—Construction of a model modern restaurant to serve employees at ABC's West Coast TV center will get under way within the next 10 days, it was announced yesterday by Ernest Felix, asst. treas. of the net's coast headquarters. Restaurant will seat 40 persons inside and an equal number in an open patio. Restaurant will operate seven days a week.

★ ★ COAST-TO-COAST ★ ★

WGL Joins ABC Network

Fort Wayne, Ind.—Capt. Pierre Boucheron, general manager of WGL, has made the announcement that the station will launch a vast new programming service this fall, made possible by a contract with ABC. Among some of the ABC programs that will be available through WGL after October 15th are the "Breakfast Club," "My True Story," "Ladies Be Seated," "Welcome to Hollywood," and "Bride and Groom." Also two popular children's programs, "The Lone Ranger" and "Superman" plus others. Among the radio commentators to be heard over the station will be Walter Winchell, Drew Pearson, Baukhage, Edwin C. Hill and others.

Joins KRNT Staff

Des Moines, Ia.—Robert Paul has been appointed to the sales staff of KRNT, replacing Carter Reynolds who has accepted a sales manager position with a local heating concern. Paul was salesman and radio advertising director of a local jewelry firm.

Jerry Bowman On WERE Show

Cleveland, O. — Jerry Bowman, member of the WERE continuity and news staff, is now doing a morning show entitled "Hi, Neighbor!" heard Monday through Saturday from 5:30 to 7 p.m. The program is designed to appeal to the farm audience and other early risers and features western, hill-billy and polka tunes.

Announcer Budd Duvall Advances

Troy, Ala.—One of the staff announcers of WTBF, recently resigned to join another station. Budd Duvall thus is able to move another notch up the scale of advancement in radio. In his new position, Budd will have a choice evening hours to develop a closer audience relationship with WJHO.

WDNC Airing Chapel Services

Durham, N. C. With the opening of the fall season at Duke University, WDNC will begin broadcasting the Duke Chapel Services on an exclusive basis for the fifteenth year. In addition to the regular staff of Ministers from the University, many outstanding guest speakers are heard throughout the year. The Duke University Choir under the direction of J. Foster Barnes is noted for its rendition of choral music.

Potato Contest On WHBC

Canton, O. This year WHBC sponsored its first annual Potato Contest, open to all listeners. All potatoes were sent to the station. Method of judging the largest potato was done by water displacement in front of WHBC's midway studio on Grand Ave. September 7th. The person who entered the largest potato received a twenty-five-dollar Savings Bond.

Special Labor Day Sked

Stamford, Conn. — WSTC and WSTC-FM presented a special series of Labor Day programs on Monday, September 4th. Included were talks by Philip Murray, of the CIO, William Green, of the AF of L and Gen. Dwight D. Eisenhower. A dramatic sketch, "The Life of Samuel Gompers," was broadcast at 6:15 p. m. Yale and Towne and the Stamford-Greenwich Labor Management Committee presented salutes to labor at 6:45 and 7:00 p. m.

New WEBR Staffers

Buffalo, N. Y.—Hal Goldin and Frank Ward are the two newest additions to the WEBR announcing staff. Hal is doing the chores on the "Meet Me at the Stuyvesant" night time disc show. He was previously with WJLL, Niagara Falls. Frank Ward was formerly with CHVC, Niagara Falls.

Joins WPEN Sport Staff

Philadelphia, Pa.—Edward C. Obrist, general manager of WPEN, has announced the appointment of Larry Martin to the sports department. Martin will do the color and commercials for all 1950 Philadelphia Eagles football games, and he also will handle WPEN's "Fight of the Week," plus a daily football show, "Eagles' Nest" starring Bosh Pritchard, Eagles halfback. Larry was formerly with WHIM and WRIB in Providence, R. I.

WIRY Signs Mannix

Plattsburg, N. Y.—Martin D. Mannix, radio newsman and commentator, has joined the staff of WIRY, according an announcement made by Joel H. Scheier, president and general manager of the station. Mannix has been with WEAV, also in this city, for the past three years. In his new post, he will be promotion manager and director of special events.

Contracts For State Elections

Hartford, Conn.—The Connecticut Democratic State Central Committee has contracted for 24 five-minute programs over the Nutmeg Network of this State during the course of the election campaign, Sept. 12 through Nov. 3rd. Stations on the network include WDRC, of this city; WICC, Bridgeport; WELI, New Haven; WICH, Norwich, and WBRY, Waterbury.

Wedding Bells

Coffeyville, Kans.—Mary Dodson, traffic director of KGGF for the past two years, resigned her position with the station in August to become the bride of Lonny Watkins of this city. The wedding ceremony was performed in Bentonville, Ark., August 10th. Miss Dodson's duties with KGGF have been taken over by Pat Adams, new to radio.

Joins KEYL Staff

San Antonio, Tex.—Bill Kelley, active in AM since December, 1945, has joined the sales staff of KEYL (TV) as account executive. He previously was on the sales staff of KTSB, AM outlet also in this city. Kelley is a member of the board of directors of the local Advertising Club, a member of the local Downtown Lion's Club and is also active in the city's Junior Chamber of Commerce. He attended Fordham and New York University.

Michael Therry In WSTC Sales

Stamford, Conn.—Michael Therry, baritone star of concert and opera, will be heard in a series of Sunday morning recitals over WSTC and WSTC-FM, beginning Sunday, September 10th. Therry is a veteran Gilbert and Sullivan performer, having been a member of the Savoy Opera Guild and the Masque and Lyre Light Opera Company of New York. The noted baritone has given concerts in Boston and New York and has appeared as a guest on several radio and television shows. He has also been heard as guest artist with the Columbia University Glee Club and at the Alice M. Ditson Chamber Music Concerts.

NEW BUSINESS

WBAL, Baltimore: Standard Brands, Inc. (Fleischmann's Yeast), through J. Walter Thompson Company, New York, signed for 17-week, one minute spot, campaign to run mid morning. Procter & Gamble (Lilt Home Permanent), through Biow Company, New York, using early morning "Al Ross Show" for spot schedule over period of 24 weeks. The Toni Company (Bobbi Wave), to run 14-week, minute spot, campaign in mid morning period. Contracted through Foote, Cone & Belding, Chicago. American Home Products Corp. (Anacin), through John F. Murray Advertising, New York, signed extensive minute spot campaign in "Al Ross Show," effective September 4th.

Standard Brands (Chase & Sanborn Instant Coffee), through Compton Advertising, New York, to begin extensive spot campaign in "Al Ross Show." Contract through December, 1950. General Foods (Bird's Eye), through Young & Rubicam, New York, signed for 35 weeks, one minute spot campaign in "Mollie Martin Program," 1:30-1:45 p. m., thrice weekly. Television Center, Baltimore, through Fox Advertising, same city, currently in heavy one minute spot, and chain break, campaign, on Monday through Saturday basis.

The stars of today and tomorrow are

Yours for more Sales

... with the new era in

Thesaurus

Ray McKinley and his Orchestra



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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program
services

Radio Corporation of America
RCA Victor Division

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

RADIO TELEVISION DAILY

DL 52, NO. 48

NEW YORK, FRIDAY, SEPTEMBER 8, 1950

TEN CENTS

MUZAK ASKS "NARROWCASTING" OKAY

Mrs. Still Undecided On Color-TV Course

FITMA Committee To Meet In N. Y. On Thursday

Washington Bureau of RADIO DAILY
Washington — Manufacturing resentment against being put on the spot by FCC has not abated in the week since the release of the Commission's decision favoring CBS color, and no solid answer regarding the plans of set-makers for compliance with the FCC proposal designed to
(Continued on Page 6)

Camels Will Sponsor MBS Sports Roundup

R. J. Reynolds Tobacco Company, Camel cigarettes, will sponsor five-minute sports roundups—preceding and the other following—the Mutual network's football broadcasts of "Game of the Week," according to an announcement by Wolf N. Hult, MBS vice-president in charge of sales.
The series will begin with the Oregon State-Michigan State game
(Continued on Page 5)

UN Sec'y General's Address To Be Aired

An address by Trygve Lie, Secretary-General of the UN, speaking tonight before the Chicago meeting of the Association of United Nations, will be aired exclusively in New
(Continued on Page 2)

President On Major AM, TV Webs Tomorrow

President Truman's report to the nation concerning "What Home Front Controls are in Store in the Current Emergency," will be carried over the four major radio and television networks tomorrow night, Sept. 9, from 10:30 to 11 p.m., EDT. The telecast, which will be pooled, will be the first to originate directly from the executive office of the President, who will deliver the address from his desk.

Intermountain Group Hooper Opens Service Reports Sales Up To TV Industry

A strong upswing of regional and national sales on the 27-station Intermountain Network was reported yesterday by Lynn L. Meyer, network vice-president in charge of sales. Meyer reported "outstanding business" for 1950 with every indication of an upward trend.
Meyer stated, "The first three months of our fiscal year show an increase of 24.6 per cent over the comparable 1949 period—a very real accomplishment in view of growing television competition in Salt Lake City and reduced budgets in some
(Continued on Page 4)

In the first rating released from a new program popularity TV rating service, C. E. Hooper, Inc. revealed yesterday that President Truman's "Hooperating" for his Sept. 1, 1950 address was 43.5. This was the first release made by the Hooper firm since it terminated its "national" rating service in February, 1950.
As explained, the new measurement is "not designed to substitute for national projectable ratings but rather operates in a selected list of cities as a talent-testing area served
(Continued on Page 6)

Partridge Promoted To Crosley Sales Post

Appointment of David E. Partridge as general sales manager of television activities for the Crosley Broadcasting Corporation effective October 1, was announced yesterday by president R. E. Dunville.
Partridge is being promoted from
(Continued on Page 4)

Hirsch Named Manager Of M-R-N Operations

The Masterson-Reddy-Nelson TV and radio production firm named Donald Hirsch as manager of their New York office, according to an announcement made yesterday by John Masterson. The latter is in New York to huddle with Hirsch
(Continued on Page 2)

Seeking New Type "Subscription" Service

Washington Bureau of RADIO DAILY
Washington — Muzak yesterday asked the FCC for permission to inaugurate a new FM subscription service to be known as "narrowcasting." Patterned on the pig-squeal radio idea advanced six years ago, the new proposal would differ in principle from Phonevision in that it
(Continued on Page 5)

Gen. Clay To Speak At REC Luncheon

General Lucius D. Clay, chairman of the New York State Civilian Defense Commission and former military governor in Germany, will be the principle speaker when the Radio Executives Club of New York resumes its season of luncheon meetings on October 5th, Robert Saudek, president of the club announced
(Continued on Page 2)

Former KMPC Manager Defends Richards Policies

West Coast Bureau of RADIO DAILY
Hollywood — Leo Tyson, KMPC general manager from 1936 to 1941, testified yesterday that G. A. Richards, owner of the station, wanted station news to be the best, but that he never issued instructions to play
(Continued on Page 2)

Individual, Plus AFRA, Pacts At KMBC Eyed By NLRB

Washington Bureau of RADIO DAILY
Washington — The NLRB heard yesterday a long and involved argument over the right of KMBC, Kansas City, to hold individual contracts with 24 AFRA members in addition to the overall collective bargaining contract with AFRA.
A trial examiner of the board dismissed the union's complaint earlier in the year, but both the union and the general counsel of NLRB have appealed the decision.
The employees, who work with

the KMBC artists' bureau as well as for the station directly, comprise the entire AFRA talent membership of the station. The union charges that the individual contracts invade the union's bargaining field, but the station has refused to give up its individual agreements.
The individual contracts set up a system of memo accounts for the employees, with credit for performance on sponsored shows matched by debits for work on sustaining
(Continued on Page 5)

Returning

Hollywood — Jack Benny, the Waukegan Wit, returns to the air for the 19th consecutive year this Sunday, (10) over CBS for American Tobacco Co. with the same supporting cast and scripters as in the past. Still working with the master are: Mary, Phil Harris (15th year), Rochester (13th), Dennis Day (11th), Don Wilson (17th), and The Sportsmen (5th).

Mighty Moth

Baltimore—A moth which flew into the plate of the driver tube on sound side of WAAM's TV transmitter threw the station off the air yesterday from 12:50 to 1:53 p.m. The moth caused an arc from the plate and the overload relay kicked out a transfer relay in its regular cycle applying warm up filament voltage to the driver.

RADIO DAILY TELEVISION DAILY

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES Ethel Ross, Office Manager Inv Hamlin, Representative 6425 Hollywood Blvd. Phone: Gladstone 8436 WASHINGTON BUREAU Andrew H. Older, Chief 6417 Dahloega Rd. Phone: Wisconsin 3271 CHICAGO BUREAU Ginny Evans, Manager Suite 419, 333 No. Michigan Avenue Phone: Franklin 2-3238 ROME BUREAU John Percicari Ludovisi 16

FINANCIAL

(September 7)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

UN Sec'y General's Address To Be Aired

(Continued from Page 1)

York by WQXR, the station reported.

Lie will be heard in "A Report of the UN" tonight from 9:30 to 10 p.m. In Chicago Lie's address will be heard on WBBM, CBS outlet.

Albright Rejoins WJW

Cleveland—Roger L. Albright, recently joined the staff of WJW, ABC outlet here, as sales promotion manager.

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

★ COMING AND GOING ★

HARRY ACKERMAN, executive head of production for CBS in Hollywood, is back at his desk following a one-month vacation spent at Laguna Beach.

JOHN KAROL, Columbia network sales manager, on Monday will return from Martha's Vineyard, where now he is completing a three-week vacation.

LES TREMAYNE and his family will leave Sunday for a vacation in Mexico. Carlton E. Morse, during that time, is writing Tremayne out of "One Man's Family," TV show.

TOM CALHOUN, production manager of WEEI, Boston, is driving to Houston, Tex., with MRS. CALHOUN and their two children, to visit his wife's parents, returning to Boston by way of Atlanta, St. Louis and Indianapolis.

HAROLD STEIN and camera, on lend-lease from radio, is at the Brown Swan, Schroon Lake, to cover the Adirondack Retail Lumbermen's Convention.

PETE MEGGS, of the CBC press and information department, is in town for a quick look-see around the networks. He'll return to Toronto over the week-end.

TONY LANE and his Airlane Trio will arrive in New York Monday to start an extended engagement at the Hotel Dixie, where they'll be heard several times weekly over the Mutual web.

DOROTHY DOAN, star of "Vanity Fair" on CBS, today will fly to Columbus, Ohio, where tomorrow she will act as mistress of ceremonies for the Fashion Group's show titled "Dinner at 8."

JERRY DEVINE, producer-director of ABC's "This Is Your FBI," is expected in New York today for an extended visit which will include conferences with J. Edgar Hoover and other FBI officials.

ROBERT HELLER, director of AM programs for CBS, is spending a month at Martha's Vineyard.

Former KMPC Manager Defends Richards Policies

(Continued from Page 1)

up any persons or groups on station newscasts.

Appearing as a witness for the KMPC affirmative case in the battle for freedom of speech, Tyson said, "I never heard anything unfavorable or derogatory on KMPC newscasts regarding any political party or any race. To my knowledge, Mr. Richards never issued instructions regarding the handling of news. He wanted it to be the best and so did I."

Tyson said Richards instituted immediate improvements in both station facilities and programming upon purchasing the station in 1937.

"In hiring KMPC employees, we did not inquire about race, creed or religion. We hired all Americans without discrimination," Tyson testified.

Identifies 50 Letters

Under direct examination of Hugh Fulton, chief counsel for KMPC, WJR and WGAR, Tyson identified 50 letters of appreciation from civic veterans and religious organizations including several from Jewish organizations. The letters in general thanked Tyson and the KMPC station manager for the station's exceptional co-operation rendered to public service projects.

Under cross examination of Benedict Cottone, chief FCC counsel, Tyson denied that he left KMPC because of difficulty with Richards. He said, "I did not have any disagreement with Mr. Richards on policy."

Cox Joining BCA

James F. Cox, for the past 17 years sales manager of Radio Station WAVE, Louisville, Ky., in September becomes sales manager of KPRO and FM Station KPOR, Riverside and San Bernardino, Calif. Jim Cox will also head up the national sales department of the other three Broadcasting Corporation of America stations — KREO-Indio, KROP-Brawley, and KYOR-Blythe, and the California Rural Network.

Gen. Clay Will Speak At REC's Luncheon

(Continued from Page 1)

nounced yesterday. The luncheon meetings this year will be held in the Astor Gallery of the Waldorf-Astoria Hotel instead of the Hotel Roosevelt.

Included in the announcement for fall plans was the financial report of Archie Braunfeld, CPA, which revealed that the club has 440 active members, 322 associate members, and 26 honorary life members. It was also reported that the club had a balance of \$2,209.67 in the treasury as of July 31, 1950.

Hirsch Named Manager Of M-R-N Operations

(Continued from Page 1)

about the firm's Fall TV projects. Hirsch takes over the position vacated by Charles Brown, who recently joined Bing Crosby's TV enterprises on the West Coast.

Observes 200th Broadcast

San Francisco—Henry Schacht's "Farmer's Digest" program over KNBC celebrated its 200th broadcast yesterday. The show made its debut on January 2, 1943. Ray Wiser, president of the California Farm Bureau Federation, appeared on the anniversary program. He was guest on the premiere. The show is currently sponsored by the Standard Oil Company of California.



W-I-T-H AGAIN 1ST IN RADIO AUDIENCE

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

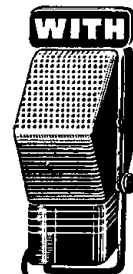
STATION D 9.6 (NETWORK)

Rates For 125 Word Spot Announcement, Class A, One Time:

- WITH \$16
STATION A \$55
STATION B \$50
STATION C \$70
STATION D \$30

COMPARE! COMPARE! COMPARE!

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



* HOOPER RADIO AUDIENCE INDEX, JUNE JULY 1950; TOTAL RATED TIME PERIOD

**NEW SEASON STARTS
SUNDAY, SEPT. 10**



U.S. STEEL HOUR

again presents radio's award-winning

Theatre Guild on the Air

Another big year of outstanding stage and screen hits! Coming up this season: *The Third Man*; *Come Back, Little Sheba*; *The Fallen Idol*; *There Shall Be No Night*; *Edward, My Son*; *A Farewell to Arms*... and many more!

SUNDAYS
8:30 p.m.
(E.D.T.)
NBC NETWORK



AGENCIES

THE 1950-51 National High School Essay Contest, fifth in the annual series sponsored by the Advertising Federation of America, has again been placed on the approved list by the Contest Committee of the National Association of Secondary School Principals. In announcing the Committee's approval of the contest, Don Francisco, vice-president, J. Walter Thompson Company, and Chairman of the Federation's 1950-51 Contest Committee said, "The Advertising Federation is naturally much gratified in again earning the approval of the National Association of Secondary School Principals for its Essay Contest, particularly in view of the fact that it is the announced intention of the Contest Committee to drastically reduce the number of contests offered to high school students.

WISE POTATO CHIP CO., Berwick, Pa., will use radio and television among the other media in its Fall campaign which will get under way in the near future.

NELL LEE LITVAK, advertising and sales promotion manager of Speed Products Co., maker of Swingline staplers and office specialties, has resigned to join Philip I. Ross Co. as an account exec.

SALES PROMOTION CLINIC of the Advertising and Selling Course, conducted by the Ad Club of N. Y., will be directed by Donald S. Kelley, of Polygraphic Co. of America, Inc. Other leaders at the meeting will be: Frank Ford, sales promotion manager of the National Distillers Products Corp.; Walter Bruce, ad manager of H. C. Bohack Co., Inc.; Jack Mohr, assistant to the president of Richard Hudnut Sales Co., Inc.; Alex Gudman, advertising and sales promotion manager of United Cigar-Whelan Stores Corp.; Alice Honore Drew, ad consultant, and John W. Vogt, general appliance sales promotion manager of Westinghouse Electric Supply Co.

THE 22ND SURVEY OF ADVERTISING COURSE, sponsored by the Advertising Women of N. Y., Inc., opens for registration on Wed., Oct. 4th, at the Waldorf-Astoria. Lectures will be scheduled for Monday evenings for 24 weeks, commencing Oct. 9th.

BUDDY BASCH has been retained to handle eastern record promotion for Spike Jones and Helen Grayce. Jones is starred on the RCA-Victor label and Miss Grayce recently signed to make records for London. Her first discs will be out soon.

HERB SCHORR, WOV sales manager, has fought his way valiantly through the semi-finals of the annual Golf Club Tournament at the Ryewood Club in Rye, New York. He'll play in the championship matches tomorrow.



By SID WHITE

Man About Manhattan. . . !

● ● ● **FRIDAY-DREAMING:** TV stations throughout the country prepared to resist attempts by Gillette to have the World Series telecasts carried for free. This year the stations want to be paid for the time. . . . Dr. Allen B. DuMont insists commercial color TV is still 5 to 7 years away. . . . Several film outfits mulling over the idea of using frozen funds in Europe to make video films. . . . MGM makeup dep't biggies have been warned that heads will fly unless "someone" figures out a way to make Pinza look younger than 60. For some reason or other, the cameras have been making him look older than he really is. . . . Toscanini, who has never before appeared in a high-budgeted H'wood film is on the verge of signing for a role in RKO's "Stars and Stripes Forever." . . . NBC huddling with Martin Goodman, producer of "Menasha the Magnificent," over an exclusive deal with the comedian. Show, which ends its summer run Monday, wound up 9th in the TV Nielsen after only 6 weeks on the air. (Marty, incidentally, is celebrating his 10th wedding ann'y today). . . . Pabst Blue Ribbon landed Bill Corum, the eminent sports scrivener and Pres. of the Kentucky Derby, to emcee their Sat. show, "Sport of Kings." Bill will do two stanzas from Aquaduct and two from Belmont . . . Moe Gale lost his Dad yesterday. Heart attack.

★ ★ ★

● ● ● **THAWT FOR TODAY:** In an emergency (at any given time) it would require only three persons (Communists or sympathizers) TO REACH 90 MILLION PEOPLE WITH A MESSAGE!

One engineer in master control at a radio network.
One director in a radio studio.
One voice before a microphone.

★ ★ ★

● ● ● **IF I WERE MR. BIG:** Syrupy-tonsil'd announcers who go theatrically rhapsodic over yawn-inviting products would have their big fat mouths stuffed with molasses blinztes. . . . Hammy quiz contestants who put on "shows" for their viewing friends would be sentenced to 24 hours at hard labor in Gimbel's basement. . . . Stations interrupting films with emetic-causing gadget demonstrators would be fined \$89,000.04. The 4 cents being what some of the \$1-thingambobs are prob'ly worth. . . . Panels would be peremptorily abolished and shifted to radio. Seems that the intelligentsia on the whole haven't very attractive kissers. The Brain Brigade, in sum, should be heard and not seen.

★ ★ ★

● ● ● **APPLAUSE DEPT:** George Putnam's dynamic news coverage via DuMont. (Plus coming up with some of television's choicest gueststars) . . . Vaughn Monroe's music from the Waldorf. . . . Kermit Schafer's "Talent Search" on NBC-TV with Skitch Henderson and Maggi McNellis making a neat combo. . . . Bob Monroe's adroit handling of "High Adventure." . . . Sid Paul's solid narrating on "Superman"—plus doubling in the cast. . . . Woody Klose's charm on "About the House." . . . Hank Sylver's batoning on "This is Showbiz."

★ ★ ★

● ● ● **IN ONE EAR:** Lynn Gardner, former featured Camel thrush who retired several years ago to get married, is making a comeback now and is very much in demand making commercial spots. . . . Peggy Lee practically set for the Bob Hope stanza this fall. . . . Larry Spivak will soon headline a new TV program called "The Roving Reporter." . . . What gives with the art dep't at Dancer-Fitzgerald-Sample? . . . Kathi Norris replaces Betty Furness on the Westinghouse commercials on "Quick on the Draw" next week.

★ ★ ★

LOS ANGELES

By IRV HAMLIN

TIDEWATER ASSOCIATED OIL COMPANY signed with NBC western network to carry major pacific coast conference games this fall. California, Oregon, Washington, Idaho, Utah, Nevada, Arizona and Hawaii will be featured on the broadcasts. The net will carry as many as three conference games of a Saturday, airing each game to the area where interest runs the highest. Big blow comes at season's end when the three big rivalry games are played—UCLA-USC; Oregon-Oregon State; and Washington-Washington State.

Ralph Edward's Truth Or Consequences returned to the air over CBS with Bob Ryan guesting. Video version premiered same week.

Mutual Don Lee's Glenn Hardy and crew up to San Francisco to work the California Centennial celebration. Mayor Elmer Robinson and Governor Earl Warren were slated as guests on the newscasts.

Mutual Don Lee will also air special broadcast commemorating the 15th anniversary of the Johnson Shipstad Ice Follies, originating from Pan-Pacific auditorium in Hollywood. Ken Carpenter emcees Francis Scully and Bill Welsh doing color.

Services were held Tuesday for Frank Graham, who passed away over the weekend at the height of his career.

Partridge Promoted To Crosley Sales Post

(Continued from Page 1)

director of sales promotion. Succeeding him in the post is Edward G. Feintel.

Partridge joined Crosley in 1943 as assistant sales promotion director. Following wartime service in the U. S. Navy, he returned to become editor of "Buy-Way," the station's merchandising trade paper. He became director of sales promotion in 1946.

Fintel came to WLW in 1939 as a member of the advertising-production department, and was named assistant sales promotion director in 1944.

Intermountain Group Reports Its Sales Up

(Continued from Page 1)

of our mountain states markets. In addition to new advertisers, Meyer reported 52-week renewals from a number of national accounts. New accounts include Studebaker, Murine, Wildroot Purine and others. Heavy industrial activity in the intermountain region, resulting from a healthier state of affairs in the steel and metals industries were seen by Mayer as the reason for recent growth in network sales.

Dual Labor Contracts At KMBC Questioned

(Continued from Page 1)

rows. Although the employee draws his pay, in event he leaves the employ of the station he might be liable for sizeable amounts as the result of the balance between work and sustainers and sponsors programs. In one case, it was pointed out, an employee would have been liable to pay \$6,000 within 30 days if he were discharged or quit KMBC.

The individual contracts also provide for no vacation pay, with the employee off charged against the employees' accounts.

Actually, the station has dealt with the employees on the basis of its contract with the union rather than on the basis of its individual contracts. But the union feels that the very existence of these individual contracts is an unfair labor practice—in which charge the NLRB general counsel concurs.

Asks Arbitration

The station argued that the union contract overrides the individual contracts, and that if AFRA feels the individual agreements are improper it should seek to adjust the matter through arbitration as provided in the AFRA contract, rather than by recourse to the NLRB.

Board members sought to find out whether the 24 KMBC AFRA members have themselves objected to being under individual contract as well as under the union contract. There was no testimony on that question in the Kansas City hearing, and both union and general counsel attorneys said yesterday they thought it unimportant. It was pointed out that at the Kansas City hearing one AFRA spokesman had said the station employees were reluctant to testify on that particular question.

Will Salute Porters

Labor leaders will headline the two-day tribute being aired by WLIB, New York, to the Silver Jubilee Anniversary of the Brotherhood of Sleeping Car Porters, nation's largest Negro union. Dr. Ralph Bunche, chairman of the trusteeship Commission of the UN, will speak over WLIB on Sunday, Sept. 10, from 7 to 7:30 p.m., followed by AF of L president, William Green, 7:30 to 7:45 p.m. The president of the Brotherhood, A. Phillip Randolph, will be heard on Monday, Sept. 11, from 9:30 to 10 a.m. Later that day, Maurice Tobin, Secretary of Labor, will pay tribute to the Negro union in a special broadcast from 7 to 7:30 p.m.

Joins WQXR Staff

John Ringgold has been appointed to the continuity staff of WQXR, New York, replacing Oliver Roosevelt who resigned to become manager of the Birmingham (Ala.) Symphony Orchestra. Ringgold, a concert pianist, has been heard in recitals in Paris and New York.

Muzak Asks FCC Approval For New Subscription Plan

(Continued from Page 1)

would require the use of no common carrier facilities.

Muzak amended its petition of this January seeking to force the FCC to decide on the propriety of such systems as transit radio, store-casting and other functional music plans. In some quarters here it is believed that yesterday's petition was primarily designed to force an early FCC decision on these systems. The matter has been before the FCC for some time, with a decision still withheld.

Petition Filed By Paul Porter

Yesterday's petition, signed by former FCC Chairman, Paul A. Porter, related that the pig-squeal radio proposal has never had a ruling from the Commission since the petition was withdrawn in 1945 before any action had been taken. Since then, Porter said, FM has failed to develop as expected, "into a new and distinct public service, many licensees and permittees surrendering their authorizations because of the lack of economic support for the service. At the present time, approximately 700 FM stations are now operating and it is the petitioner's information and belief that with few exceptions these stations merely duplicate AM broadcasts and therefore do not provide a new, separate or distinctive service."

Porter said "Muzak has been requested by numerous FM stations to permit the use of its selective program material for "narrowcasting" to selected groups of listeners who under various types of contracts would pay a fee for such service. As heretofore stated, Muzak has taken the position that such operations are unlawful in several material respects which were fully set forth in its original petition and hence has declined to enter into arrangements with FM licensees to make available its distinctive sources of program material for these purposes.

Calls FM "Uncertain"

"It would appear that the present use of FM frequencies for broadcasting has not developed a new nation-wide service and that the Commission's acquiescence of the use of these frequencies for "narrowcasting" in its various forms and to selected groups of listeners does not give promise of the development of a full-scale FM service which would make the maximum and most efficient utilization of the frequencies involved. In brief, the present uncertainties in FM operations if not removed can only result in a patchwork system in which the majority of the licensees will continue merely to duplicate AM programs and the remainder engage in attempts to obtain supplementary sources of revenue by methods of dubious legality, all of which would appear to contribute to the continued degradation of the service."

If the functional radio services are legitimized, Porter wrote, "the

present unsatisfactory development of FM described in the preceding paragraph would continue unchanged except that present "narrowcasting" practices of some licensees would then become legitimized. The impetus to FM development on a broad scale would not be materially enhanced, but it is probable that additional licensees who have refrained from engaging in 'beep' and other similar 'narrowcasting' operations because of its present illegality might enter the field. This would result in sales and promotional efforts to selected customers to obtain a background musical service similar to that now offered by Muzak through the use of wire lines, but no broad economic base would be available to FM stations through these methods to obtain sufficient revenue to support a satisfactory service. Muzak is prepared in appropriate proceedings to establish that the costs involved in the 'beep' type of operation are uneconomic in relation to the revenues which may be available from this limited service."

Thus, he said Muzak proposes that, in addition to ruling on functional music, the Commission authorize a system of subscription ra-

Camels Will Sponsor MBS Sports Roundup

(Continued from Page 1)

on Saturday, Sept. 23, and includes the broadcasts of the Southern Methodist-Ohio State tussle, Missouri - Oklahoma, Michigan - Ohio State, Army-Michigan and Mississippi State-Alabama.

Al Helfer, Mutual sportscaster will handle the football roundups which will include predictions, results and highlights of the day's outstanding collegiate contests.

Reynolds Company is currently sponsoring a five-minute summary of major league baseball games following the daily broadcasts of MBS' "Game of the Day."

William Esty & Company is the agency.

Radio in order that one or more FM stations in the principal markets will be permitted to enter into arrangements with Muzak and others to employ such a system on a nation-wide basis. This would afford the opportunity for Muzak and others who desire to enter the field to promote actively the sale and distribution of FM receivers in homes as well as commercial institutions and would provide a new and distinctive service to the public in competition with existing broadcast services now rendered by AM stations."

• faces • facts • figures • wins •

SHOWS DESIGNED FOR YEAR 'ROUND SELLING

THE ART SCANLON SHOW
6:00 - 9:15 AM

CHARLIE STARKE'S MUSIC SHOPPE
10:00 - 12:00 Noon

LISTEN TO LACY
12:30 - 2:00 PM
4:30 - 6:15 PM

MUSIC IN THE NIGHT
8:15 - 10:30 PM

WINS 1010 on the dial WINS

WINS
50KW NEW YORK

CROSLY BROADCASTING CORPORATION

• faces • facts • figures • wins •

Mfrs. Still Undecided On Color-TV Course

(Continued from Page 1)
stabilize the obsolescence problem on sets is expected for another week. The RTMA television committee will meet in New York next Thursday—but whether it can decide anything for manufacturers as a group is a question for lawyers to settle.

Individual manufacturers have not made up their minds yet about complying with the Commission proposal for providing new sets with double scanning brackets for two basic reasons. First is the time element, with set-makers fearful they could not be ready to start equipping their sets early enough to please the Commission without throwing their production schedule off kilter. The Commission has asked for answers by Sept. 29, with an order to be published shortly thereafter calling for the switchover within 30 days if the answer is that manufacturers will do as proposed by the FCC.

If the answers are negative, however, the Commission has said it will then order adoption of CBS color standards at once.

Cost Is Important

Second problem is cost, with various set-makers estimating additional cost to consumers of from \$10 to \$30 per set. In view of the fact that there still is no decision finally adopting CBS color, manufacturers argue that they should not be forced to charge the public these additional amounts when CBS color might eventually lose out.

Another attitude in some quarters has also been noted. As one manufacturer representative put it yesterday: "Why should we charge the public extra money just because the FCC wants to build up an audience for CBS?"

The suggestion has been advanced in some quarters that manufacturers notify the FCC they will provide the additional equipment on order, with buyers given the choice of sets without it or with it. They disagree on how the Commission would react to such a proposal.

Several Problems Unsettled

Some of the legal problems still to be settled include these: In the event manufacturers—or most of them—do indicate to the FCC their intention to add the new apparatus to their sets, what standing has the FCC to enforce an order requiring them to make good on their commitments? If they answer in the negative and the Commission then adopts standards for the CBS system, how can it force set-makers to build sets to receive CBS color?

Will manufacturers be liable to anti-trust prosecution if they act in concert—especially if they act through RTMA? It is noted that the FCC has looked to RTMA to provide the answers, but there is no assurance that RTMA can escape possible difficulties with the Justice Department if it attempts to speak for the bulk of the industry.

COAST-TO-COAST

WKRC Announces Staff Promotions
Cincinnati, O.—WKRC-AM, FM, TV, recently announced three promotions in its organization. G. Gilmer Totten, formerly continuity editor at WKRC, was named assistant director of public relations of Radio Cincinnati. Edward Hillman, formerly with WNOP, becomes continuity editor at WKRC. Simultaneously, Byron Taggart, veteran WKRC personality, was named assistant program director under Paul Shumate.

Resigns KRNT Post

Des Moines, Ia.—Chuck Shields, a member of the continuity department at KRNT for the past three years, has resigned to accept a position as copy and script writer for the Bozell & Jacobs Agency in Omaha, Nebraska. Shields will be succeeded by Jack Magerrall of Clinton, Iowa, a recent University of Iowa journalism graduate.

Jean Colbert To Europe

Hartford, Conn.—WTIC's director of women's activities, Jean Colbert, has left for a three weeks flying tour of Norway, Sweden, Denmark, Finland, France and Holland. In each of these countries she will be the guest of the governments and will interview leading personalities in the country, such as Crown Princess Marta in Norway, Queen Ingrid and Crown Princess Louise in Sweden. On September 19, Jean will be the first American woman commentator to attend the opening of the Netherlands Parliament. At this time Miss Colbert plans to interview the Queen Mother, Princess Wilhelmina, and Queen Juliana.

KRNT Adds Disc Jockey

Des Moines, Ia.—Smokey Smith has joined the KRNT staff as a western singing disc jockey. Smokey was one of five KRNT entertainers featured in a daily program at the mammoth Iowa State Fair. On the coast he had a band, "Smokey Smith and the Gold Coast Boys," that did radio and supper club work. Smokey is a western tunesmith, himself, and a Crystal recording artist.

New WCSI Children Series

Columbus, Ind.—WCSI recently premiered a new children's program entitled, "Storytime With Uncle Ernie" and broadcast at 10:00 a.m. on Saturday. Uncle Ernie is Ernie Kerns who dramatizes the stories taking all of the voices himself. He also uses recorded stories in the same mood. Boys and girls may write in and have their favorite story told.

Stork News

Portland, Ore.—A daughter, Nancy Lynne, was born to Ken Finley, production manager of KEX, and Mrs. Finley on August 27.

WXGI Carrying Local Sked

Richmond, Va.—WXGI has completed arrangements for exclusive broadcast rights of all the University of Richmond at home and away football games. Cities Service Gas products will sponsor the 10-game series and print schedules for the school. The contract was closed between WXGI vice-president Graeme Zimmer, and J. D. Lawrence, manager of the Nation Oil Co., Cities Service Distributor.

To Head Community Drive

Coffeyville, Kans. — Robert L. Pratt, KGGF manager, has been named general campaign chairman of the 1951 local Community Chest. Pratt announces that the Community Chest campaign drive will officially open in this city on October 2nd.

New WLOW Commentator

Norfolk, Va.—WLOW has signed General W. H. T. Galliford, a former Fighting Devil Dog, to broadcast a 15-minute war commentary each evening at 6:15 p.m. The General is a veteran of both world wars, and his tour of the Orient qualifies him to speak authoritatively on the Far Eastern crisis. The commentaries are sponsored each evening by the local Seaboard Citizens National Bank.

Disc Jockey Meets Horse

Buffalo, N. Y.—Hal Goldin, who recently joined the announcing staff of WEBR, called the Courier Express for the results of the eighth race at Batavia Downs for his sports listeners. The boys at the sports desk thought some joker was pulling their legs after Hal had given his name because the horse that won the eighth race was Golden Hal. After they had questioned each other's veracity, both parties hung up thoroughly befuddled.

Playhouse Premieres On WIBG

Philadelphia, Pa. — Edward D. Clery, general manager of WIBG, has announced that a new series of dramatic programs, sponsored by the DeSoto dealers, will begin on September 11th, in the 8 to 8:30 period, five nights a week. The Playhouse series will feature the Adventures of Frank Race on Mondays, Police Headquarters and Strange Adventure on Tuesdays, Frontier Town on Wednesdays, The Origin of Superstitions and Leather Stocking Tales on Thursdays, Ports of Call on Friday.

Moves To An Independent

Charleston, W. Va.—John S. Phillips, general manager of WCAW, has announced that Selma Pierson, former account executive at WKNA, ABC outlet in this city, has resigned her position there to become commercial manager of WCAW. Selma will be in charge of WCAW's local and regional sales.

Hooper Opens Service To TV Industry

(Continued from Page 1)

by interconnected TV stations." The new service was further described by Hooper as furnishing to the advertiser a fast, sensitive popularity rating on his program, delivered typically on the fourth day after his broadcast, and reflecting the effect of guests, choice of play, choice of cast, competitive TV programs, special events, etc.

Second Feature Available

Another feature of the new service is the availability of fast "Hooperatings" on each and every broadcast of a TV program. The new service is now offered to advertisers, agencies, stations, networks and talent.

British Play On WNYC

The BBC production of the London theatrical hit, "The Lady's Not For Burning," will be aired over WNYC-FM, Tuesday, Sept. 12, at 10:30 p.m.

The successful English verse play is scheduled for production on Broadway this fall. The BBC adaptation features the original London cast.

Send Birthday Greetings To—

September 8

Joe Bolton George Monnia
Nora Sidney Milton Watson
Jack R. Overall Pat Terry
Charles J. Stuart
John Harold Ryan
Clifford C. Harris
A. Bernard Chappel

September 9

J. F. Burke Betty Howard
Ed Prentiss Arthur Hanley
Martin Hill

September 10

Emery Deutsch Ira Herbst
Jess Pugh Raymond Scott
Lyle Van Irwin Rosten

J. D. Van Amburgh

September 11

Herb Hollister Al Reiser
Charles Stark Bill Comstock
Bob Loewi

September 12

John G. Gude Eddy Howard
Richard Maxwell John Taylor
Ben Edwards Ella Mae Morse

September 13

Margaret Banks John McNamara
Bob Miller Greta Palmer
Leith Stevens Arthur J. Daly

Russ Johnston

Michael M. Sillerman

September 14

Ann Barbinel Harry Salter
Edna Whittington Marlo Lewis
Gene Thomas Lee Meyers

Richard Herbert

Wm. Meikle Christly

WENR-TV Schedule To Rise, Sept. 17

Chicago — Seventy live productions and 73 hours of telecasting weekly will be in effect when WENR-TV, ABC's O&O here, celebrates its second anniversary, Sunday, Sept. 17. The new Fall programming plans, increasing the station's daytime 21 hours a week, will be put into operation almost to the anniversary day.

According to John H. Norton, Jr., vice-president in charge of ABC's central division, the station will do little reminiscing over past accomplishments as is the usual procedure. He stated: "Our concentration will be on the future. Sunday Sept. 17 will see WENR-TV at full television maturity."

Norton also stated that in addition to the new programming plans, the station will also put into operation two additional television studios, comprising nearly 12,000 square feet, to handle the increase in programming and commercial activity generally.

The new program schedule will be based mainly on increased morning and afternoon activity. Of the 70 live productions originating in WENR-TV studios, 13 will be fed to the ABC-TV network, totalling one and a quarter hours weekly.

Rainbow Room Soiree To Follow Cantor Bow

What will probably be television's largest and most colorful first night soiree is the forthcoming buffet supper party at the Rainbow Room, Rockefeller Center, where Eddie Cantor and the cast of "The Colgate Comedy Hour" on NBC Television, will be feted on Sunday evening, Sept. 10 at 9:15 p.m., EDT. The gala affair will begin immediately following the premiere of Banjo Eyes' comedy series which will also present such stars as Martin and Lewis, Fred Allen and other top names on later programs in a new program format of rotating the stars once a month each Sunday night.

In addition to obtaining the Rainbow Room, the sponsors of the TV extravaganza have also hired the North Lounge and the Rainbow Grill atop the RCA Building to accommodate the guests.

Joins KVER Staff

Albuquerque, N. M.—Bert Lebharr, I, son of the executive director of MGM, New York, has been appointed assistant to Keith Tye, manager of KVER, Albuquerque, N. M. The announcement was made by William T. Kemp, president of the mutual affiliate.

Lebharr, who is 21 years old, formerly did sportscasts over WMGM under the name "Bert Lee, Jr." He succeeds Ralph Henry who is returning to KGNC, Amarillo, where he formerly served as staff announcer and newscaster.

★ ★ TELE TOPICS ★ ★

SEEMS as though TV may be at the crossroads in the mustering of talent for the growing list of variety shows that are scheduled for the networks during the fall and winter season. The problem is where to get talent and enough variety to pace a six to eight act bill. Most of the standard vaudeville acts available in New York have been used at one time or another on such shows as "Toast of the Town," "The Milton Berle Show" and other comedy-variety offerings. As a matter of fact, some of the artists have repeated so many times that their routines are old shoe and they have lost prestige by standards of show business. Just what the solution is remains to be seen. Maybe Cedric Adams has it with his prize performance program Tuesdays on CBS-TV in which he introduces youthful professional talent worthy of engagement.

★ ★ ★ ★

TODAY'S TV Personality:

Having started in show business a child actor, Donald M. McClure, television director of N. W. Ayer and Son, Inc., New York, has had a long and varied career in the theater, movies and radio before devoting his full time to the video art. McClure matriculated in the drama department of Carnegie Tech. Upon graduation, Hollywood beckoned and he took a fling at act-



ing, writing and directing for Universal Pictures, First National and RKO. His first radio assignment came when he joined Bob Ripley's "Believe It Or Not" staff as director of remote pickups. During World War II, McClure served as a civilian test engineer for the U. S. Navy. In October, 1944, he joined the Ayer agency as director of TV production. Don is a past president of Amer-Television Society.

★ ★ ★ ★

OLYMPIC RADIO AND TELEVISION, INC., yesterday reported a net income of \$479,135 for the six months ended June 30. This is nearly 200 per cent in excess of the \$162,959 earned in the same period of 1949. . . . Van Des Autels, veteran radio announcer, signed by Jerry Fairbanks Productions, to narrate television commercials for International Harvester and Southwest Airways. . . . Ram's Head Ale is reported readying some TV film commercials through the Ward Wheelock agency.

★ ★ ★ ★

"TOAST OF THE TOWN" will travel to Boston for a special show at the Opera House on Nov. 19, marking the first of several remotes CBS-TV is planning for the Ed Sullivan show. . . . Wendell Phillips is starring tonight on WOR-TV's premiere of the new half-hour drama, "Trapped," produced by Harvey Marlowe. Robbie Campbell will contribute original dance routines as a witch doctor (8:30-9:00 p.m.) . . . Alan Young, Herbert Marshall, and Phil Reagan have signed to do guest stints on Ken Murray's TV show of the new season (Oct. 7). . . . Singer and bandleader Johnny Johnston is about set to do a network daytime TV show for CBS to go under the title of "Meet Me at the Astor," starting in October. . . . Betty Furness will premiere "Penthouse Party" on Sept. 15 over ABC-TV (10:00 p.m.). Don Cherry, singer and recording artist for Decca, and the Buddy Weed Trio will be regular entertainers. . . . Dorothy Doan, hostess of CBS-TV's "Vanity Fair," flies to Columbus on Saturday to emcee the Fashion Group's "Dinner at 8," showing from collections of 20 American designers climaxing the annual "Cavalcade of Fashion."

★ ★ ★ ★

"CAVALCADE OF STARS," which switches at DuMont from Saturdays at 9-10 p.m. to Fridays at 10-11 p.m., has served the industry as a guinea pig in revealing the potential TV audience on Sat. nights. For years past, Saturday nights have been considered nearly "dead" radio-wise, but not so with TV, since "Cavalcade" has been pulling high ratings. Many will be interested in watching "Cavalcade's" rating after the switch, especially since the entire drug industry will be picking up the tab. . . . Top brass of ABC gave the web's Fall plans for programming, planning, and promotion on a half-hour "closed circuit" telecast to all the network's TV affiliates yesterday. Lee Jahnce, ABC v-p in charge of stations, acted as emcee and introduced Robert E. Kintner, proxy; Otto Brandt, mgr. of TV stations; Alexander Stronach, program mgr. for TV; Earl Mullin, publicity mgr., and Ted Oberfelder, ABC promotion chief.

★ ★ ★ ★

ABC's "Old Fashioned Revival Hour" goes worldwide over KECA-TV and several stations of the ABC-TV web as of Oct. 8, 10:00 to 10:30 p.m., EST. . . . Ruth St. Denis will be on CBS-TV's "Time For Reflection" today (5:45-5:55), which constitutes one of the few times America's number one dancer has leaned toward the new medium. . . . Bond Stores, Inc., has grabbed the tab for Dennis James Wrestling Show over DuMont on Mondays (9-11 p.m.) from the Columbia Park Arena.

★ ★ ★ ★

SID CAESAR returns to video screens tomorrow night over NBC-TV's "Your Show of Shows" (9:00 p.m.). Screen star Robert Cummings will hold down the emcee chores on opening night; Marguerite Piazza and Robert Merrill of the opera will also be there. . . . CBS-TV's new hour-long "Magnavox Theater" has snagged Ilona Massey for the premiere, an adaptation of "The Tale of the Wolf."

WJZ-TV Raises Rates Effective Sept. 15

Effective Sept. 15, WJZ-TV will increase its commercial rates, according to an announcement made yesterday by C. L. Doty, manager of the station.

WJZ-TV's new rate card, No. 5, will show an increase in the base evening hour rate from \$2,000 to \$2,200 with proportional increases of 10 per cent in all other time segments of five minutes or more.

The new one-time, one-hour Class "B" rate for the station will be \$1,650, Doty said, and the new Class "C" hour rate will be \$825.

In the announcement classification, the one-minute Class "A" rate has been increased to \$500; the Class "A" twenty-second rate has been raised to \$425 and the Class "A" eight-second rate to \$212.50.

All rates in all time classifications will be subject to frequency discounts. Class "A" time on WJZ-TV is 7:00-10:30 p.m., Monday through Saturday and 6:00-10:30 p.m. Sunday. Class "B" time includes the 5:00-7:00 p.m. segment, Monday through Saturday and 10:30-11:00 p.m. period Monday through Sunday as well as Sundays, 1:00-6:00 p.m. Class "C" comprises all other time periods on the station.

DuMont Signs Contract With Technicians Union

The DuMont TV network has signed a contract with the Television Broadcasting Studio Employees, union locals 794, 819 and 820, covering television technicians employed at the network's three owned and operated stations, according to an announcement by Chris J. Witting, general manager of DuMont.

The contract for two years covers TV engineers, technicians, production assistants and cameramen operating in studios and control rooms of WABD, New York; WTTG, Washington; and WDTV, Pittsburgh. The unions are affiliates of IATSE.

Terms of the contract, which was negotiated by Harry Friedman on behalf of the network, include a Union Shop provision, separate rate schedules for each of the stations which provide an overall average hourly rate adjustment of approximately 10 per cent, company-paid hospitalization, medical - surgical benefits and group life insurance.

Join Ziv Sales Force

Coleman Scott and James Gates have been appointed to the sales force of the Frederic W. Ziv Company, producers of transcribed-synthesized radio programs.

Scott, most recently general manager of WGBR, Goldsboro, N. C., will operate out of Cleveland, O.

Gates, formerly sales manager of WIDE, Biddeford, Me., will headquarter in that city. His territory includes Maine, Vermont and New Hampshire.

• PLUG TUNES • **WORDS & MUSIC** • PLUG TUNES •

By TED PERSONS

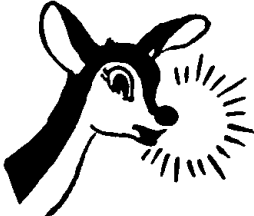
SWEEPING THE COUNTRY!

All My Love
French Title "BOLERO"

MILLS MUSIC, INC.

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15 GREAT RECORDS ABOUT YOUR FRIEND



ST. NICHOLAS MUSIC INC.

1619 Broadway, New York 19, N. Y.

Another BMI Pin-Up Hit!
BLUE CANADIAN ROCKIES

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Golden West Melodies
Recorded by

Gene Atry.....(Col)
Cliffie Stone.....(Cap)
Buddy Reynolds.....(Aragon)

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VAGABOND SHOES

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.

• • • Singer-pianist-arranger-conductor Denny Vaughan has been signed by Coral Records. Canadian born, Denny went to England with the Canadian Air Forces and stayed to become top radio and recording artist in London. . . . RCA Victor's release of Dennis Day's "There will Never Be Another You" backed by "Beautiful Land Of My Dreams" heralds his return to the air on Oct. 7th. The former tune, by the way, is featured by Day in the 20th Century-Fox film, "I'll Get By" due for release shortly thereafter. . . . Maria and Nat Cole a happy marriage on their Capitol sides "Get Out and Get Under The Moon" and "Hey, Not Now." . . . Erskine Hawkins cut his first masters for Coral yesterday. . . . One act we intend catching is Billy Eckstine and George Shearing, M-G-M recording stars, teamed for personal appearances. . . . Columbia Records is set to lift Alvy West's "Blue Rhumba" out of the album he cut some three years ago and market it as a single. . . . London Records is happy over the showing being made by two discs in particular, Larry Raine's "Strangers" and "I'm In The Middle Of A Riddle" by Anton Karas and Kay Armen.

★ ★ ★ ★

• • • **THE POOP DECK:** "You remember the other day you ran an item on Eydie Gorme being hired by Tex Beneke after singing professionally for only two months? We had a mournful letter from her the other day in which she says she got laryngitis the day she joined the band and has had it ever since. The only time Beneke or the band has ever heard how well she can really sing was at the audition. Now, when she tries to sing her big number, *Bewitched*, she croaks as far as the line, 'Lost my heart,' and then changes it to 'Lost my voice' and whistles the rest of the song." (signed) Nancy Yates. . . . A communique from Bob Broz relates the sensational response of Chicagoans to the Kitty Kallen-Richard Hayes recording of "Our Lady Of Fatima" with corroborative details supplied by Eddie Hubbard (WIND), Hal Lansing (WGN) and Myron Barg (WMOR). . . . Martin Starr, who at one time conducted the Miss Universe beauty pageant for a string of newspapers, will use his program, "Movie Starr Dust" on WINS tonight, to air his annual survey of beauty contests (particularly the Miss America shindig). A case of surveying the surveyors.

★ ★ ★ ★

• • • Burke and Van Heusen circulating advance copies of "High On The List" and "Life Is So Peculiar" from the score of the Bing Crosby picture, "Mr. Music." . . . Bourne Music is publishing "A Friend of Johnny's," written by Hal Dickinson and Alan Coepland, a couple of the Modernaires. . . . Sam Weiss will publish "Clyde," a tune by night-club comedians Patti Moore and Ben Lessy who open in Cincinnati, at the Beverly Club, on the 21st. . . . Ostrow Music has taken over the novelty tune, "Don't Shoot The Bartender (He's Half-Shot Now)" with an M-G-M record.

★ ★ ★ ★

• • • **GAZETTE:** Tony Lane's Airlane Trio opens at the Plantation Room of the Hotel Dixie, New York, on Monday. The Mutual network will supply the wires. . . . Hank Sylvern has resumed his musical directorship of "Suspense," the CBS-TV show on Tuesday nights at 9:00. . . . Frances Langford and Percy Faith will present a program of operetta hits on "The Pause That Refreshes on the Air," Sunday. . . . The NBC Symphony will resume its regular format on Saturday with Milton Katims conducting. . . . Pearl Bailey will be Buddy Roper's guest on his Tuesday WOR show. . . . Gordon Jenkins will arrive in New York next Tuesday for a stay of about a month. . . . Lee Morse in from Rochester, N. Y., to make the deejay circuit. . . . Jimmy Carroll is the singing feature on "The Rod Hendrickson Show," Tuesdays and Thursdays at 1:30. . . . Mindy Carson returns to the Roxy in a special personal appearance on Sept. 15th. . . . Mr. and Mrs. Bill Monohan became the parents of a baby girl on Sept. 4th. Mrs. Monohan is Theresa Brewer. . . . Anne Shelton arrives in New York on Sept. 23rd.

★ ★ ★ ★

Passman Joins NBC-TV; Formerly With DuM. Web

Leroy Passman has been appointed assistant production manager in NBC's television program department, Fred Wile, director of television production for the network, announced yesterday. Passman was previously operations manager for WABD, DuMont television network. In his new position with NBC he will be assistant to Leonard Hole, the production manager.

Coming Up Fast!

A-RAZZ-A-MA-TAZZ
BLUE SAILS
LEICESTER SQUARE RAG
BE HONEST WITH ME



J. J. ROBBINS & SONS, Inc.
1619 Broadway, New York 19, N. Y.

From M-G-M's Smash Musical
"SUMMER STOCK"
starring Judy Garland and Gene Kelly

FRIENDLY STAR

LEO FEIST, INC.

PUNKY PUNKIN
THE HAPPY PUMPKIN



PAXTON MUSIC
Emersonized

1619 BROADWAY • NEW YORK 19, N. Y.

I HURT INSIDE FOR EV'RY KISS

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

TRANSIENT TV AUDIENCE IS GROWING

CBS Lands Radio-TV Rights For Louis-Charles

Pabst To Sponsor Championship Fight, Sept. 27

CBS gets the exclusive radio and television rights for the world's heavyweight championship fight of Joe Louis and Ezzard Charles with Pabst Blue Ribbon Beer sponsoring the event, it was announced Friday. Under terms of sponsorship, Pabst is reported to have paid the

(Continued on Page 7)

Gov't Control Placed On Time-Buying Of Sets

Washington—The Federal Reserve Board over the week-end imposed tight controls on installment purchases of new or used television receivers.

Acting under the new Economic Control Bill, signed Friday by President Truman, the board said that purchasers of sets will have to put 15 per cent down and pay the balance in 18 months. If these controls don't curb demand, the board hinted, the terms will be toughened.

The new regulations will take effect Sept. 18.

10,000 Receivers In N. Y. Hotels And Clubs

Approximately 10,000 TV receivers placed in hotels, clubs and hospitals in the Greater New York area are being used weekly by transients for the viewing of sports and entertainment programs originating on Manhattan stations, RADIO DAILY learned on Friday in a survey

(Continued on Page 6)

Five National Figures To Plug NAB Contest

Washington Bureau of RADIO DAILY
Washington — A series of five "model" talks have been transcribed by prominent national figures for the 1950-51 NAB "Voice of Democracy" contest, it was announced on Friday by the contest committee chairman, Robert K. Richards.

Voices to be heard in the 5 four-and-a-half-minute programs, currently being pressed by RCA, are those of Supreme Court Justice Tom C. Clark, "VOD" honorary national

(Continued on Page 2)

'Voice' Spokesman Refutes Criticism

Hitting back at the recent wave of criticism leveled at the quality of Voice of America broadcasts by government officials, and terming the majority of the attacks as representing "just plain lack of information," Foy D. Kohler, Chief of the International Broadcasting Division, Department of State, yesterday issued the following exclusive statement to RADIO DAILY.

"A great deal has been said in recent weeks about the Voice of Amer-

(Continued on Page 6)

Four CP's Granted; Other FCC Activities

Washington Bureau of RADIO DAILY
Washington—The FCC on Friday granted CP's for new stations to WHF, University of Houston, Texas, non-commercial educational FM station, to replace expired CP; Coming Broadcasting Co., Wilkesport, Pa., daytime only, 1050 kc, one kw power; Delaware County Broadcasting Corp., Walton, N. Y., daytime only, 1270 kc, one kw power.

(Continued on Page 2)

Parks Being Groomed For Daytime TV Show

Marking the first time a top-flight personality will emerge as a commercially sponsored daytime video attraction, the "Bert Parks Show" will be shortly in a new three-times-a-week half-hour variety program.

(Continued on Page 7)

Deferred

Washington—The Federal Communications Commission on Friday held up Twentieth Century-Fox, film company's application for a new portable experimental TV relay broadcast station in New York City pending its final decision on the proposed uniform policy regarding the granting of licenses to applicants with records of anti-trust law violation.

Adv. Council To Revise Public Service Drives

The present crisis of the Korean War has brought the Advertising Council to revise some of its "peacetime" public service campaigns and to plan further revision and curtailment of others as the Council gives top priorities to drives fighting Communism, Samuel C. Gale, chairman, has revealed in an announcement.

(Continued on Page 8)

Radio-TV On Agenda For The Meeting Of ANA

More than 300 members are expected to register for the 41st annual meeting of the Association of National Advertisers to be held at the Drake Hotel, Chicago, from September 25 through the 27th.

Radio and television will figure prominently on the convention agenda according to the tentative program.

(Continued on Page 6)

Four New Affiliates Announced By ABC

Effective Oct. 15, radio station WGL, Fort Wayne, Ind., will become affiliated with ABC as a member of the network's basic group, it was announced over the weekend by Ernest Lee Jahnce, Jr., vice-president in charge of stations. Owned by The News-Sentinel Broadcasting Co., Inc., WGL replaces the current affiliate WOW which will be an NBC affiliate.

Another station replacement will

(Continued on Page 2)

Will Dedicate New TV Relay Station

West Coast Bureau of RADIO DAILY
Hollywood — Dedication ceremonies for the new Los Angeles-San Francisco microwave television relay have been set for Sept. 15th.

(Continued on Page 4)

Political Business Looms For Radio And TV Stations

It's open season for political business in both radio and TV and a small army of network and station representatives converged on the state conventions of the Democratic and Republican parties at Rochester and Saratoga Springs, N. Y., last week.

While budgets are still uncertain both parties will use state-wide networks in the campaigns to elect

a governor and senators and on the local level radio and TV will get a good slice of party budgets in the Mayor's race for the City of New York.

The prospects of political business is not confined to New York State alone. Heavy radio and TV budgets will be used in Ohio, Pennsylvania, California and other states between

(Continued on Page 7)

Leave It To The Boys

Despite a burned-out transformer which plunged the Republican Convention Hall in Saratoga Springs into darkness, resourceful CBS engineers were able to broadcast Gov. Thomas E. Dewey's nomination speech as scheduled last Thursday night at 9:30 p.m. Engineers Charles Mason and Leon Wecker rate a deep bow, indeed.

RADIO DAILY TELEVISION DAILY

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MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(September 8)

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

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

OVER THE COUNTER

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

WQXR Piano Series For List

American concert pianist Eugene List will appear over WQXR, New York, in three programs of piano recitals. He will perform from 9:30 to 10 p.m., on September 16, 23, 30.

it's the FIFTH on the FIFTEENTH



★ COMING AND GOING ★

H. V. KALTENBORN, commentator on NBC, and MRS. KALTENBORN, tomorrow will return to New York by plane, just a month after they started a tour of the European "trouble spots." While abroad, Kaltenborn had a one-hour interview with Marshal Tito.

MAJ. BARNEY OLDFIELD, in charge of public relations for the Army Air Force, is back in Washington following a short trip to New York.

JACK POPPELE, vice-president of WOR, has returned from a vacation spent traveling through the Midwest and Southwest.

THEODORE S. REPPLIER, president of the Advertising Council, and JAMES W. YOUNG, senior consultant to the J. Walter Thompson Co., have returned from Europe aboard the Caronia. They had attended conferences in Paris in conjunction with the E.C.A.

GLORIA SWANSON has forsaken Sunset Boulevard for the nonce and now is in Chicago, where on Wednesday she will be seen and heard on "The Don McNeill TV Club" over ABC.

BOB KERNS, managing director of WLOK, Lima, Ohio, is spending several days in New York conferring with station reps and with Tom Harker, vice-president and national sales director of Fort Industry Co.

SLIM BRYANT and his Wildcats, featured on KDKA, Pittsburgh, will spend tomorrow and Wednesday at the Tidewater Fair held at West Point.

BOB RUSSELL, star of the "Bonnie Maid Versatile Varieties" program on NBC-TV, will return tomorrow from Atlantic City, where for the tenth year he acted as master of ceremonies during the selecting of "Miss America."

MAURICE WERTHER, diplomatic correspondent for the French Broadcasting System, has arrived from France to attend the meeting of the Big Three.

WALLACE GADE, radio director of the ECA office of information in Washington, has left for Europe, where he will confer with ECA information officers in Paris before starting a tour of the Marshall Plan countries.

Four New Affiliates Announced By ABC

(Continued from Page 1)

be the addition, effective Oct. 1 of WEAR, Pensacola, Fla., to ABC's southcentral group. The station replaces WBSR.

In addition, Jahncke revealed, two new stations will be added to ABC's basic group. These include WJON, now under construction, at St. Cloud, Minn., which will join the network this week and WTTS, Bloomington, Ind., also under construction and which is expected to be on the air on Oct. 1.

Four CP's Granted: Other FCC Activities

(Continued from Page 1)

er; Jules J. Paglin, New Orleans, La., daytime only, 800 kc, one kilowatt.

The FCC also announced that oral arguments would be heard Oct. 30 on the joint request of the Radio Commission of the Southern Baptist Convention and the executive board of the Baptist General Convention to make tax-exempt non-profit organizations expressly eligible for a separate category of low-power non-commercial broadcast stations in the 92-108 megacycle FM band, analogous to low-power non-commercial FM educational stations. This request was substituted for an earlier application for establishment of a special category of religious broadcast stations.

Acting on the mandate of the U. S. Court of Appeals for the District of Columbia, the FCC set aside previous actions granting renewal of licenses to WOW, Omaha, Neb., and KCSJ, Pueblo, Colo.; Extended both licenses on a temporary basis to March 1, 1951, and set a consolidated hearing on Feb. 26, 1951, in Washington.

The Commission again dismissed the petition of the Savannah Radio Council seeking to set aside the grant of a CP for a new station to E. D. Rivers, Jr.

Five National Figures To Plug NAB Contest

(Continued from Page 1)

chairman (speaking on "Platform for Democracy"); Sen. Edwin C. Johnson (D), Colo., (speaking on "Democracy at Work"); NAB President Justin Miller, (speaking on "Freedom of Expression"); U. S. Commissioner of Education Earl J. McGrath, (speaking on "Education for Democracy"), and Rep. Brooks Hays (D), Ark., vice-president, Southern Baptist Convention, (who speaks on "Freedom of Worship").

NAB member stations will begin Oct. 1 to receive the transcriptions to be scheduled during National Radio and Television Week, Oct. 29-Nov. 4, as guides for students competing.

Guide manuals of procedures and rules for the fourth annual "VOD" contest for the best broadcast scripts by high school students are currently being mailed to all NAB stations, 28,000 high schools, and Junior Chamber of Commerce chapters.

The competition is endorsed by the U. S. Office of Education, Federal Security Agency.

Salute To Rosh Hashana By Impellitteri On WLIB

New York City's acting Mayor, Vincent Impellitteri, will deliver a message of New Year's greetings to the Jewish people of the city when he appears on Abe Lyman's program over WLIB, today Sept. 11, from 4:30 to 5 p.m. Following this broadcast, the station will air a typical Rosh Hashana service in commemoration of the Jewish high holiday, from 5 to 6 p.m.

Fire Interrupts Sked

Montgomery, Ala. — An early morning fire in a beer and dance hall in the vicinity of WJFF's transmitter tower delayed broadcasting for a couple of hours when power and telephone communications were cut off.

W-I-T-H AGAIN 1st IN RADIO AUDIENCE

WITH 23.8

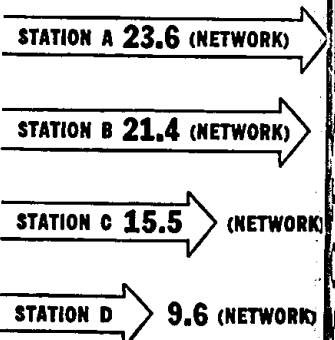
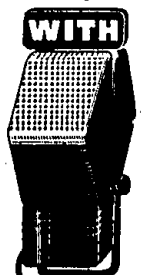


Table with columns: Station, Rate. Rows include STATION A \$16, STATION B \$55, STATION C \$70, STATION D \$30.

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



* HOOPER RADIO AUDIENCE INDEX, JULY 1950; TOTAL RATED TIME PERIOD

W H O M

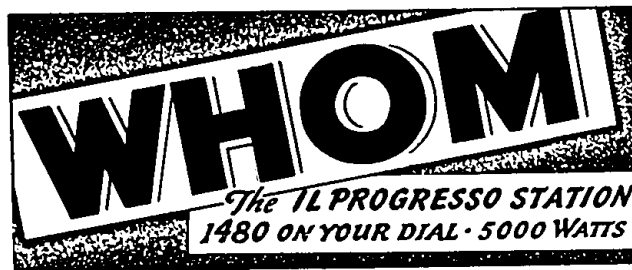
MORE ITALIANS LISTEN TO

W H O M

**THAN TO ANY OTHER
ITALIAN LANGUAGE
STATION IN NEW YORK!!!**

*Based on a study of listening
habits in 5,000 Italian homes
prepared by Robert S. Conlan
and Associates, Incorporated*

(Summary of survey available on request)



**136 West 52nd Street
New York 19, N. Y.**

**Telephone:
Circle 6-3900**

W H O M

LOS ANGELES

By IRV HAMLIN

MARINO, COLORADO, will suddenly hit the map on October 7th when Ralph Edwards comes home for a big celebration with his family and show.

The Progressive Broadcasting System has signed Hugh Herbert for a series of half-hour comedy stanzas to be known as "Hugh Said It." The Woo Woo comic kicks off the show November 19th.

Travelling: Norman Blackburn, NBC director of television for the west coast, to New York for a three week survey of what NBC has to offer in the way of TV shows; Jerry Devine to Washington for confabs with FBI chief J. Edgar Hoover, then to N. Y. for talks with Warwick and Legler.

Joel Murcott and Stacy Keach off to Texas to gather material for the NBC program, "Tales of the Texas Rangers."

KTTV facilities all set to go, with independent motion picture producers moving in this week to start production on two stages, while TV operation continues on the other two.

Dick Garten set as producer of the airing of the "Ice Follies" premiere over KHJ and Mutual.

Jimmy Wakely taping spots in preparation for his 300 station ABC debut of "Wait For Wakely."

Jean Hersholt back from Chicago after addressing the annual Lambda Chi Alpha fraternity meeting.

Jerry Fairbanks has scheduled a new series of Ram's Head Ale video commercials. Deal was set thru Ward Wheelock agency.

Will Dedicate New TV Relay Station

(Continued from Page 1)

over KTTV and KNBH, it was announced yesterday. Art Linkletter will handle the emcee chores from the L.A. end. Set to appear on the joint effort are: Pinky Lee, Tex Williams, Dave Willock and Cliff Arquette, Harry Babbit, and Jud Conlon's Rhythmaires. Harry Lubin, backed by 18 men, provides the music.

Governor Earl Warren of California will be featured as main speaker, with KTTV's Hugh DeLacey producing. KNBH's Richard McKnight and KTTV's Dave Nowinson will prepare continuity. In further cooperation between the two outlets, the L.A. contributions to the occasion will emanate from the KTTV soundstages.

The Land of the Free

Dramas of American Opportunity
This week: John B. Stetson

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



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Talk around the trade is that Eddie Cantor, who'll be doing TV here, will star again in a revival of his hit B'way musical, "Whoopee." . . . The H'wood stars are planning to reopen the H'wood Canteen for servicemen, and the same is being plotted for the Stage Door Canteen in New York—with one twist: Recruiting biggies want to add a nitely wire and use the celebs and gala parties to stimulate national recruiting drives. . . . Rumors keep building that British Broadcasting will go commercial—because of Britain's increasing war budgets, and mostly because of the exorbitant technical costs involved in programming for television. . . . Many of radio and TV biggies have hired "private eyes" to investigate their past association with organizations listed as subversive. . . . Helen (Barbara Welles) Hall leaving for Paris on Air France's Parisienne to record a series over there similar to the stuff she brought back last year from England. She'll return on the 18th. . . . Jack Carter, just back from a 6-week European tour, sez he had a bumpy ride, especially when crossing the English Channel. Kept bumping into swimmers.

★ ★ ★ ★

● ● ● That ain't no buzz-saw whizzing around the NBC corridors these afternoons; it's just the fabulous Ted Collins slambang together the last few loose ends of what NBC figures to be the afternoon's greatest sponsor attraction—the daily one-hour Kate Smith program which gets under way Sept. 25th.

★ ★ ★ ★

● ● ● If Jack Barry's chest is puffing out farther than his wallet these days, no one can blame him. When NBC cancelled his "Life Begins at 80" series due to lack of sustaining time, some 70,000 letters and wires poured into the station to protest. Result: Barry not only wound up with a new network (ABC) but also a bankroller—Arnold Broad. Which reminds us of the time that Mrs. Eleanor Roosevelt, fascinated by the juvenile geniuses Jack collects for his "Juvenile Jury," asked him what usually happens to the brainy kids when they get too old to remain on the panel. "When they get too old for that show," explained Barry, "we simply promote them to the panel of our other show—'Life Begins at 80!'"

★ ★ ★ ★

● ● ● FILLER DILLERS: Bob Russell sez he feels sorry for poor Hedy Lamarr for losing all those jewels. Now she'll have to wear last year's. . . . Harvey Stone points out that when they form a club for the most talkative women, Eloise McElhone could easily qualify as a chatter member. . . . Bernie Green argues that Pres. Truman's motto is "Don't tell it to the Marines." . . . Ted Lewis thinks Vincent Impellitteri will make a lousy mayor. Been in office two weeks and hasn't gone to Florida yet.

★ ★ ★ ★

● ● ● SMALL TALK: Clement J. Wyle, of Wyle Associates, Inc., forwards a copy of Proctor Productions Press—first time to our knowledge that a radio program (Big Story) has put out a house organ. . . . Arthur Little, Jr., crack polo announcer, readying another one of those disc jockey shows stemming from a restaurant. . . . Chico Marx will star in a new weekly TV series tagged "The Sugar Bowl" proomng over ABC-TV Oct. 2nd. . . . Frank Cooper office, with a bow to Dan Hollywood and Sy Fischer, has sold writers to 11 radio and TV shows during the past 2 weeks. . . . Judy Garland may do a Rodgers & Hammerstein musical this season.

★ ★ ★ ★

CHICAGO

B. L. BETHEL has been named vice-president in charge of purchasing for John Meck Industries, Plymouth, Indiana. Bethel was formerly with Zenith Radio Corporation.

"Sky King" starts a new season the full Mutual network September 12th. Earl Nightingale plays the lead and Jack Bivens is featured. Show is sponsored by Derby Foods.

Former Chicago radio actor Mercedes McCambridge will star the September 11th "Hollywood Stage Theater" on CBS. The Academy Award winner will be heard in "Death Takes a Honeymoon."

Tommy Bartlett became a hero on Labor Day when he rescued four persons stranded on a sand bar at Lake Calumet. Bartlett spotted four Chicagoans from his amphibious plane, landed and flew them to safety. They had been in the water four hours.

WBBM's Chuck Wiley is off to Louisville for a week on business.

Jack Carson will headline the National Television and Electric Show at the Coliseum September 25 through October 8th.

Jim Clark, sales manager of WRVA, Richmond, Virginia, in town this week.

Quaker Oats will sponsor "Challenge of the Yukon" on the Mutual network beginning September 11th.

"Panhandle Pete and Jennifer" will bow on the NBC television network from Chicago on September 18th. The series will star Jennifer Holt and Johnny Coons. The show will be scripted by Ray Chas and produced by Stefan Hatots.

Charles Beaumont has been appointed district sales manager for Scott Radio Laboratories in Washington, D. C. area.



WILLIAM HORNE, Tenor

SAILS FOR ITALY
SEPTEMBER 21st

Exclusive Management

MILTON H. BERGER

224 East 38th Street

New York 16, N. Y. • MU 7-42

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Monday, September 11, 1950

G. E. SALES CONVENTION HELD HERE

Announce Magnavox Price Increases

Fort Wayne, Ind.—Price increases, ranging from \$10 to \$31, and affecting five models in its television line, three radio-phonograph models and one TV-radio-phonograph combination, were announced on Tuesday by the Magnavox Company. Frank Freimann, executive vice-president, said the higher prices become effective at the point of sale and on merchandise shipped from the factory as of yesterday.

Freimann declared yesterday, "We have been combating a price increase in the face of constantly increasing costs for some weeks. In fact, Magnavox is probably the last of the major companies to raise prices."

In his message to Magnavox dealers, Freimann said that the company was now shipping at a rate greater than at any time with production accelerating daily to a peak point in mid-September.

Mobile Display On Tour

Camden, N. J.—A coast-to-coast schedule of exhibits of new RCA two-way mobile and station communications equipment, arranged in conjunction with five national conventions, was disclosed this week by A. R. Hopkins, sales manager of Broadcast and Communications Equipment of the RCA Engineering Products Department. The schedule includes the following: Sept. 12-15, International Association of Fire Chiefs, Civic Auditorium, San Francisco; Sept. 18-21, International Municipal Signal Association, Hotel Commodore, New York City; Oct. 7-12, International Association of Chiefs of Police, Antlers Hotel, Colorado Springs, and Oct. 8-11, American Taxi-Cab Association, Hotel Sherman, Chicago.

Four Day Meeting Attended By 100 Executives

The one hundred top General Electric appliance distributor sales counselors were feted by the company during a four-day convention held at the Park Sheraton Hotel, New York City, September 5 through 8.

The salesmen, from 26 states, represent about 20 per cent of G-E's appliance distributor sales counselors, but as a group have accounted for more than one third of all the company's appliances sold in the first half of 1950, according to A. M. Sweeney, general sales manager of G-E's appliance and merchandise department.

Each of the 100 men has met 80 per cent or better of his sales quota on all G-E major appliances, and "the large majority went well over 100 per cent on all products," Sweeney said.

Bell Executive Veepee Of The Packard-Bell Co.

Los Angeles—Robert S. Bell, formerly vice-president and assistant general manager of Packard-Bell Co., Los Angeles television and radio manufacturers, was advanced to the position of executive vice-president at a meeting of the company's board of directors. Other officers, all re-elected, are H. A. Bell, president; Joe S. Spain, vice-president in charge of sales; Lowell Day, secretary and treasurer. Bell's promotion comes in logical succession after twenty years of close association with the Packard-Bell Company, in which his extensive legal background has played a constantly increasing part in the outstanding success of the company.

Dollar, Schorr Upped In RCA Int'l Division

Appointment of A. F. Dollar as director of Accounts and finance and L. R. Schorr as controller of the RCA International Division was announced Friday. Dollar joined RCA in 1945 and had served as controller for the International Division since that time. Schorr joined the Division in 1946 and served as chief accountant since June, 1947.

Offer New Soldering Gun

Dual spotlights to eliminate shadows, and over/under terminals to brace tip and improve visibility, are features of the new light-duty soldering gun recently announced by Weller Electric Corp., Easton, Pa. This new model is considerably smaller and lighter than previous, now obsolete, 135 watt guns, and yet has greater capacity.

New Cooking Show To Be Featured On Yankee Net

Boston—The "Yankee Hometown Food Show," featuring Winifred Pike and Bill Hahn, with famous food personalities, will make its radio debut today over WNAC and the Yankee Network in the 1:15-1:45 p.m. time slot. The show will be presented Monday through Friday.

The occasion marks an innovation for the Yankee Network in the food field as its own staff will write, produce and originate the new program for homemakers from Maine to Connecticut. Featured guest for the week will be Dr. Dawn Nelson Wallace, distinguished director of Miss Farmer's School of Cookery, one of the nation's oldest and best known cooking schools.

Named G. E. Supervisors

Syracuse, N. Y.—L. E. Record and G. E. Callahan have been appointed to supervisory positions in General Electric's cathode ray tube division here, according to an announcement by K. C. DeWalt, manager of the division. Record has been named division engineer and Callahan will be staff assistant to DeWalt.

Researcher Retires

Rochester, N. Y.—Benjamin Olney, director of research of the Stromberg-Carlson Company of Rochester, New York, since 1937, retired on August 30th.

Bendix Billings Rise; Outlook Held Bright

Factory billings for Bendix Television and Radio have exceeded the 2 and one quarter million dollar mark during August and based on orders on hand, it is expected this volume will continue through September and the fall season, it was announced by R. W. Fordyce, general sales manager.

moving on its own merits and is not due to war-scare buying. Most dealers, responsible for this increased volume, are still able to obtain sufficient quantities of other makes but report that the Bendix line is moving with consistent regularity.

Fordyce, who recently completed a trip through the Eastern and Middle West Territories, stated that both dealer and consumer acceptance of the current Bendix TV line, introduced in Chicago last May, has reached a new high and places Bendix in a firm position among the leaders. He also stated that his personal observations in the field prove beyond doubt that Bendix TV is

Numerous major dealers in many of the key markets, who favor the Bendix direct-to-dealer merchandising plan, have been greatly responsible for this increased sales volume. Even though certain component parts are becoming difficult to obtain, it is felt that because Bendix fabricates more parts than most manufacturers, they will be able to supply the demand of orders on hand, Fordyce said.

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'Voice' Spokesman Refutes Criticism

(Continued from Page 1)

ica. This evidence of healthy interest on the part of the American people in the aims and achievements of our country's propaganda efforts is welcome indeed. Your issue of August 29th carried a story summarizing in part the debate in the House of Representatives on the appropriation bill for the Voice of America. (The RADIO DAILY article highlighted the critical remarks of Rep. John Taber (N. Y.), ranking Republican on the powerful House Appropriations Committee, reporting on his examination of VOA scripts).

"The headline of your story read: 'Quality of 'Voice' Scripts Criticized.' Now, we don't mind criticism. We welcome it, and can profit from it when it is constructive. However, we find that most of the allegations about the character of the Voice of America output represent just plain lack of information, if not actually misinformation. We are astonished that anyone examining a handful of scripts in one language can feel qualified to pass unqualified judgement on the calibre of our output. Every day, 365 days a year, the 'Voice of America' broadcasts some 200,000 words in 25 different languages. Our schedule is tailored by area and language experts to the country for which they are destined. This calls for political know-how and an accurate appraisal of foreign listener likes and dislikes. This, being radio, must still depend for effectiveness on the amassing of the largest audience possible.

"Within the limits allowed, we have started the first surveys in the international broadcast field. Some of these surveys, in progress or completed, are in the hands of such recognized opinion measuring organizations as American Institute of Public Opinion (Gallup), International Public Opinion Research, Inc. (Roper), Dr. Herta Herzog (McCann-Erickson, Inc.), and many others. Our listener mail from all over the world averages over 25,000 pieces every month.

"This is a complex operation, and it merits serious study by those interested in the subject of international information.

"I can assure you that the 'Voice of America' has been waging 'Psychological peace-fare' to world audiences that are truly astounding when measured by our domestic radio standards. This has been going on for a long time with ever-increasing effectiveness."

Bank Signs For Steele

Five quarter-hour participations weekly in the Ted Steele Show over WMCA, New York, have been purchased by Bank for Savings, City of New York, under a 13-week contract. The business was placed through William Irving Hamilton, Inc. The sponsorship will begin with Steele's broadcast today.

10,000 TV Receivers Found In New York City Hotels

(Continued from Page 1)

of a segment of the TV audience not included by established survey services.

The roundup of rental services reveal several methods of operation in which hotel guests, hospital patients and club guests may procure receivers for viewing. One operation services a major hotel with receivers and gets a rental fee for the receivers when TV equipped rooms are occupied; another offers portable TV sets that may be installed in a room upon request while still another supplies sets for any private organization or party wishing to view a television program or an event.

One of the most interesting operations is the TV equipped room service of the Shelton Hotel, one of the Knott chain in New York City. This hotel, in association with the Tele-Ho-Tele Systems, offers free television service in 400 rooms of the Lexington Avenue Hotel. The Tele-Ho-Tele organization of which Irving Kram is president has an arrangement with the hotel company whereby the hotel pays a fixed rental fee on TV equipped rooms when the rooms are occupied. Right now the hotel has practically all the TV equipped rooms reserved for the October World Series games.

Company Serves Hospitals

Kram explained yesterday that his company has around 1,600 TV sets in circulation. The McAlpin Hotel, also served by Tele-Ho-Tele, has 120 TV equipped rooms and the company also has TV sets available in many hospitals in the Greater New York area. Among the hospitals which have master antennas and sets available for rental are Doctor's Hospital; Brooklyn Jewish Hospital; Post Graduate Hospital; New Rochelle General Hospital and the Passaic General Hospital. The picture size of the sets available vary. Some are 10-inch, others 12-inch and a small percentage 7-inch screens.

Operates in 7 Cities

Operating in seven cities, Wells Television, Inc., has placed over 1,200 sets in approximately eighty-five hotels. One of the first to enter the field, Wells Television supplies portable video sets, each of which are complete units (as contrasted with monitor sets that are placed in rooms of hotels using the master-control system). Rental varies from \$2.50 to \$4.00 daily, depending on the set rented and also on the individual hotel rates. Principals in the company, Arnold and Jay Wells, have revealed that large scale expansion of the company is planned for the near future. At present, the company operates in New York, Chicago, Cleveland, Detroit, Philadelphia, Boston, and Cincinnati.

1600 In One Hotel

Largest master control operation in any hotel is the Park Sheraton's 1,600 installed sets, with 1,089 now

in operation. No charge is made to guests; instead, the hotel pays the Tele-Rent Company the sum of approximately seventy-five cents a day for each set in operation. Cost to the hotel is absorbed, it is said, by the increased "room service" business when guests stay in to watch video rather than seek Broadway entertainment.

Reservations for hotel rooms with television sets have already exceeded the limit of two hundred sets available at the Hotel New Yorker for the days of the World Series, hotel officials revealed, calling the video sets a definite boon to both room reservations and "room service" business. Over sixty per cent of rooms with sets have been reserved for the night of the Louis-Charles fight.

Uses Master Control

System used by the New Yorker is a master-control system of the Hotelevision Company, a division of Dynamic Electronics of New York, Inc. Hotelevision also maintains master control systems in nine other leading New York hotels. Rentals on the Hotelevision monitor sets average \$3.00 daily.

Rental of TV sets to cocktail lounges, restaurants, and public places requiring extra large screens, is done by Bell Television Co., which is currently supplying 500 remote-controlled sets and has in times past rented out as many as 1,500 of the large-screen remotes. Portions of the rental money may be applied toward purchase of the Bell Company's sets, a spokesman revealed, which is the basis for the decrease in rentals.

Business Is Expanding

The growing business of making television sets available to transients is not only confined to New York. Similar services companies have set up operations in Chicago, Los Angeles and Philadelphia and it is expected that by the end of the year many other cities in the 64 TV market areas will be added to the list.

Maryland Football Sked Sponsored On WWDC

Washington—All football games of the University of Maryland will be broadcast over WWDC, under the sponsorship of Hicks Chevrolet, Inc., according to an announcement made over the week-end. WWDC will broadcast the complete 10-game schedule beginning Sept. 23 when Maryland plays the University of Georgia at Athens, Ga.

Bob Wolff to Announce

Airing the games will be WWDC sports commentator Bob Wolff doing the play-by-play with Steve Douglas, formerly of WRC, assisting. Maryland's season will close with the Virginia Tech game at College Park, Md.

Radio-TV On Agenda Of ANA Convention

(Continued from Page 1)

gram released in the late afternoon last Friday.

Two hours of the first afternoon, Monday, Sept. 25, will be devoted to a session on radio and TV. The features include a speech by FCC chairman Wayne Coy on "Radio and Television from the Standpoint of FCC." Also, a discussion on "Measuring Radio and TV Audience Programs," with the speakers to be announced. Following this, William Brooks Smith, advertising director of Thomas J. Lopton, Inc. and chairman of ANA's Radio & TV group, will speak on "The Score on Radio and TV." The session will conclude with questions and answers from the floor.

Earlier in the day Jack Cunningham, president of Cunningham & Walsh will discuss "Video Town," the continuing TV advertising study being conducted by his agency.

The three-day meeting will take into consideration such themes as "Building Advertising to Meet Today's Conditions." Radio and TV falls in this category for the Monday agenda. On Tuesday, the theme will be "Advertiser-Agency Relationships," and Wednesday, Sept. 27, "Making Our Advertising and Public Relations Work at Maximum Effectiveness War or Not."

The Wednesday meeting will close with a presentation by the Advertising Council on a topic of timely importance to all ANA members, it was announced.

The meetings are restricted to members and advertiser guests during the first two days. On the last day, invited agency and media representatives will be present. Almost all meetings, though, will be open to the working press.

KCJB Goes On Air

Minot, N. D.—KCJB, the new CBS affiliate in Minot, North Dakota, went on the air for the first time on Sept. 1. The station operates unlimited time on 910 kilocycles with 1,000 watts power. It is owned by John W. Boler who is president and general manager. G. H. McKinnon is the commercial manager and Linn Wells is the sports editor. Boler also owns KSJB, Fargo-Jamestown.

Stork News

Jamestown, N. Y.—A son, Richard Michael, was born to Mr. and Mrs. Si Goldman, at WCA Hospital, on September 6. Goldman is vice-president and manager of radio station WJTN and WJTN-FM in Jamestown.

WANTED AT ONCE

No waiting, a young woman thoroughly familiar and capable in radio, its terms and thinking, good shorthand and typing — secretarial — excellent pay — political campaign only—Phone Hartford, Connecticut 7-4171.

CBS Gets Radio-TV Rights On Champ Go

(Continued from Page 1)

International Boxing Club \$125,000 for the radio and TV rights and will spend another \$50,000 for network radio and TV facilities.

The deal for the fight exclusive was announced simultaneously by Frank Stanton, president of CBS; the Warwick and Legler agency representing Pabst and James B. Morris, president of the International Boxing Club. It had been previously rumored that Kaiser-Frazer Corp., through the William Weintraub agency, was negotiating for an exclusive on the fight.

The fight broadcast and telecast will begin at 10 p.m., EST, on Wednesday, September 27th, and will originate at Yankee Stadium. It will be carried "live" on 31 CBS-TV stations linked together by the coaxial cable and will be featured as a delayed telecast on film on 30 other TV stations affiliated with the network. The radio account of the fight is slated for the full network of 190 CBS stations.

Maybe Ted Husing

Just who would get the assignment to give the blow by blow description of the battle was undecided on Friday. It was reported, however, that the sponsor was giving serious consideration to Ted Husing who did the Wednesday night fight telecasts for Pabst from St. Nicholas Arena in New York the past fall and winter.

Closing of the deal for both the radio and telecast by CBS was regarded as a prestige victory in the trade. Heretofore Gillette has sponsored most of the championship telecasts with ABC and NBC figuring in the coverage.

Reynolds Renews Monroe

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., for Camel cigarettes, has renewed its sponsorship of the "Vaughn Monroe Show" over the CBS radio network for another 52 weeks, it was announced over the weekend. Show is aired Saturdays, 7:30-8:00 p.m., starring the popular singing band-leader with guest vocalists and the Moon Maids singing group. Agency is William Esty Co.

On The Job

Atlanta — WSB-TV scored a newsbeat Thursday by flashing to its audience an eye-witness telecast of a raging fire in the heart of Atlanta, as the Masonic Temple, historic landmark on Peachtree Street was destroyed by fire. Cameramen, in the midst of a remote program from Rich's Department store, which overlooks the downtown area, turned their cameras on the blazing inferno.

★ ★ TELE TOPICS ★ ★

THE announcement that Pabst Brewery will sponsor both the radio and telecast of the Louis-Charles heavyweight championship on CBS indicates that Gillette now has some formidable competition for major sports events. In the past the safety razor company has had practically all of the radio broadcasts of championship fights and during the past three years most of the major boxing bouts. Pabst, in their sponsorship of the Yankee Stadium championship go, also lets it be known that the brewery will pick up the tab for CBS-TV telecasts of Wednesday night bouts from New York, Chicago, Detroit and St. Louis. Ten fights will come from New York, 10 from Chicago, 10 from Detroit and four from St. Louis.

TODAY'S TV Personality:

Adrian Samish, vice-president and director of radio and TV for Dancer-Fitzgerald-Sample, Inc., is no newcomer to show business. Starting at 17, his background includes actor, director and stage manager in Broadway and summer stock productions as well as a turn in Hollywood as a director of motion pictures. Samish has produced, directed and written for radio since 1935 and was associ-



ated with the Arthur Kudner and Young and Rubicam agencies before becoming v-p in charge of radio programs and TV for the American Broadcasting Company. He left ABC for his position at D-S-F and since has handled the agency's TV productions which include "The Lone Ranger," the "Beulah Show" and a new situation comedy program featuring Stu Erwin and June Collyer which will be presented on ABC-TV.

WATCH for Bob Prall's revealing expose series of unscrupulous practices among some TV service technicians which will begin in the New York World Telegram today. Prall conducted a thorough investigation of the TV service situation before the strike at the World Telly and brought his series up-to-date with the resumption of publication of the newspaper. Prall's articles, according to reports, will point up service abuses and complaints, the constructive code of the Better Business Bureau, and RADIO DAILY'S investigation of service situation which was conducted some months ago. . . . Arthur Murray has picked up the tab at DuMont for a full-hour on Sunday nights (9-10 p.m.) effective Oct. 15th. Calling the stanza, "Arthur Murray's Party Time," Mrs. Murray will conduct the entire production.

JOHAN WINGATE is fast becoming one of TV's best news commentators on the "Today's News and Sports" programs which is televised on WOR-TV Wednesdays, Thursdays and Saturdays at 8:45 p.m. Wingate does a straight forward convincing reporting job and proves personable in his delivery. The commentator shares the 15 minutes with Kevin Kennedy, who takes over the assignment of bringing viewers up-to-date on the baseball scores and other sports news. Kennedy, like Wingate, reflects knowledge of his subject matter and handles the TV assignment with finesse. The spot film commercial on Miller's High Life beer was pretty bad. The film appeared washed out and the sound was far from pleasing to the ear.

JUDY GARLAND is currently being seen here and there in company with John Royal of NBC, who is reportedly talking a tele deal with her. . . . El Morocco is next on the slate to have a video show. . . . Art Ford's recent pitch for the Sister Kenny Fund went over with such success he's doing another, this time a two-and-a-half hour show on WPIX Wednesday, the 13th, (8:30-11:00 p.m.). . . . While not yet cast, the shows for "Ford Theater" and "Magnavox Theater" have been set for the 22nd and 29th., respectively, as: "The Married Look," adapted from Robert Nathan's recent book of the same name for "Ford Theater," and "In the Fog," adapted from Richard Harding Davis for "Magnavox Theater."

THE entire seven-game home football schedule of the University of Pennsylvania will be telecast by ABC-TV this Fall, according to an announcement made over the week-end by Harold E. Stassen, president of the University and Robert E. Kintner, president of ABC. Penn, a consistent power-house in the Ivy League, boasts a balanced squad of veterans and promising sophomores, captained by Francis (Reds) Bagnell, speedy tailback, and assisted by such veteran gridders as Bernie Lemonick, All-American guard candidate, and Dave Coulson, rugged blocking back. Schedule will open with the Sept. 30 game with Virginia and will close on Nov. 25 with the traditional Cornell Donnybrook. Other teams to be met include Dartmouth, Navy, Army, Brown and Wisconsin.

FIGURES on the number of video sets in operation in Kansas City, St. Louis, and Schenectady have station operators in those cities justifiably optimistic about business for the coming year. In Kansas City, 50,542 sets were in operation as of Sept. 1, showing an increase of 8,435 over Aug. 1, according to WDAF-TV. St. Louis reports 165,500 TV sets now within the coverage area of KSD-TV. And Schenectady's WRGB is now beaming its shows to a coverage area including 99,500 sets.

Political Business Looks Promising

(Continued from Page 1)

now and the elections to be held in November.

Use of transcribed spots on radio and TV spots on film are reported favored by the publicity directors of the major parties. Already the national offices of the Republican and Democratic parties have been aiding state organizations in the production of radio and TV material and advising them on buying time.

Paid radio and TV time will not be the sole promotional efforts of political candidates. Some have engaged public relations men to procure for them guest shots on important radio and TV shows. They are also making a canvas for friendly commentators who will contribute their voices to the furtherance of candidates.

Parks Being Groomed For Daytime TV Show

(Continued from Page 1)

gram for General Foods Corporation. Network and time have not yet been assigned.

Performances will be televised before a theater audience whose participation will be a part of the festivities. Comedy skits and guest stars will also be featured. The show is a Louis G. Cowan production. Young & Rubicam, Inc., is the agency.

Commemoration Program

Rabbi Edward T. Sandrow of the Temple Beth-El of Cedarhurst, N. Y. will commemorate the current Jewish "Ten days of penitence" in a speech on "Morale in Religion" on CBS' "Church of the Air" Sunday, Sept. 17, 10:30-11:00 a.m., EDT. Dr. Sandrow will interpret the dominant note of these holy days in terms of contemporary thought. Music for the program will be sung by the choir of the Temple Beth-El and by Cantor Robert H. Segal, with Ilse Wunsch at the organ.

TV Demonstration

"Scanning the Heart of Television" will be the topic discussed and demonstrated by Dr. Roy K. Marshall on "The Nature of Things" over the NBC-TV network Wednesday at 8:00 p.m., EDT. The mechanical scanning disc will be demonstrated and Dr. Marshall will explain graphically how, as the perforated disc turns before a picture, a photoelectric cell sends out a varying signal which can be translated into light at the other end, the receiver. He will also show how, if a similar scanning disc is turning at the receiver, the varying amounts of light will reproduce the original image.

COAST-TO-COAST

KTHT Staff Changes

Houston, Tex. — KTHT recently announced a few staff changes and new personnel. Barbara Hogue moved into traffic manager position succeeding Marcel Gau, who left to raise a family. Also new to the staff is Pat Aphorp, formerly with Paul Raymer in New York. Pat is now assistant traffic manager. Dave Hale and George Watkins have joined the engineering department, with "Skipper" Johnson promoted to supervisor. Glorine Griffith, receptionist for over a year, transferred to the auditing department. Earl Scholton, radio auditor previously with KXYZ and for the past two years with KTHT, has finally realized life-long ambition by buying a farm in Arkansas. Hugh Carwile replaced Earl last month.

WDRS Starts Fall Campaign

Hartford, Conn.—An accelerated program promotion campaign started over WDRS on August 28th, in co-operation with the Columbia Broadcasting System. All available spots and co-ops, as well as program tie-ins, are being used in the promotional endeavor for the network and local fall programs over WDRS. In addition, local newspapers will be used for program exploitation.

WMIE Contracts With Airline

Miami, Fla.—WMIE has contracted with the Columbia Air Coach, Inc. after several months of testing copy on the stations and studying the local media. Columbia Air Coach, already a heavy broadcast advertiser in New York, San Francisco and Los Angeles, placed the order through Irwin Company. The package consists of 78 programs and 84 one-minute announcements per week. Using only independent stations in each market, this schedule represents the largest expenditure Columbia air lines has made on any one station.

'Scrapbook' Anniversary At WTMA

Charleston, S. C.—Alicia Rhett's "Scrapbook" program recently celebrated its 3,000th birthday. The 15-minute woman's participation show has been aired on WTMA five days a week, and sometimes six days, since 1941. As director of woman's programs for WTMA, Miss Rhett in the last year has broadcast information benefitting 107 organizations, and has interviewed 179 guests. Among her guests have been musicians, writers, artists, service men and women, representatives of civic organizations, visiting celebrities and many others.

WCSI Feeds News To Soldiers

Columbus, Ind. — To keep the soldiers at Camp Atterbury Air Base, located near this city, posted on the Korean situation, WCSI has placed on FM tuner at the camp, and the six o'clock newscast is fed through the camp PA system.

THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

THE long awaited FCC color decision for TV handed down last week, added more confusion to that already existing when the Commission, while leaning toward the CBS system, still left the door open for other methods. As it stands, the FCC has stated that other proposed systems have until Dec. 5 in which to prove their case, otherwise the Commission is expected to adopt the CBS system.

Meanwhile, TV set manufacturers felt they were put on the spot by the Commission's decision, since no solid answer as to where they stand can be made, after perusal of the decision. Manufacturers have been asked to prepare answers to the Commission by Sept. 29 as to whether they can comply with the proposals for providing new sets with double scanning brackets.

While the industry studied the color decision, the public went right ahead buying black-and-white sets. A RADIO DAILY survey in the New York Metropolitan area revealed unprecedented demands for new receivers with many set owners turning in their 10-inch and 12-inch sets for the 16-inch, 17-inch and 19-inch tube sets.

Muzak asked the FCC for permission to inaugurate a new FM subscription service to be known as "narrowcasting." The method is patterned on the "pig-squeal" radio idea advanced some six years ago. In its petition, Muzak said it had been requested by numerous FM stations to permit the use of its selective program material for "narrowcasting" to selected groups of listeners who under various types of contracts would pay a fee for such services.

At Denver, General Dwight D. Eisenhower, urged all out support to help build a radio network which will get the truth about the United States to the peoples ruled by Russia. Edward D. Madden, assistant to president Joseph H. McConnell, was named vice-president of NBC's TV department. WARA, new 1,000 watt will go on the air in Attleboro, Mass., this month, according to an announcement made by Keith Field, station manager.

A bonus audience for Metropolitan New York television, made up of people watching video in public places and the homes of others, amounts to an average of 732,400 a day, according to a survey published by WOR-TV. Burns & Allen signed by Carnation Company in a CBS-TV package deal, negotiated through Erwin, Wasey. The show will run a half-hour every other week, starting in October. Camel cigarettes signed to sponsor the University of Wisconsin football games. DuMont criticized the pooled TV broadcast for the World Series, after NBC, CBS and ABC announced they would carry the games.

James Gaines, director of NBC's

owned and operated stations was elected a vice-president by the network's board of directors. Bristol-Myers announced that network radio and TV will have an increased share of the company's advertising budget for the coming 1950-51 season. WJZ-TV announced expansion of the station's daily schedule, starting today, to a full seven day a week plus an extra hour, five days a week. The station also will increase its commercial rates, beginning Sept. 15.

The Special Test Survey Committee, headed by Dr. Kenneth Baker, which was set up to pass on the methods and results to be obtained from a survey of the listening audience in the San Francisco Bay Area held its second meeting and asked for more complete data. C. E. Hooper Inc. and The Pulse, Inc. supplied the measurement data.

Mexico's first TV station opened with an address by President Miguel Aleman. Station with call letters XHTV will telecast two hours daily and three hours on Sunday when bullfights will be telecast. Canadians bought 313,557 radio sets during the first six months of this year—an increase of 3 per cent over last year, according to figures released by the Dominion of Canada's Bureau of statistics.

Charles B. Brown was appointed director of television sales of Crosby Enterprises. He was formerly manager of the New York offices of Masterson, Reddy and Nelson. The latter firm appointed Donald Hirsch in the vacated spot. David E. Partidge was appointed general sales manager of TV activities for the Crosley Broadcasting Corporation. He will assume his new duties on Oct. 1.

The Intermountain Network reported a strong upswing in regional and national sales. Lynn L. Meyer, network vice-president in charge of sales reported that the first three months of the net's fiscal year showed an increase of 24.6 per cent over last year. Procter & Gamble, NBC, CBS and Benton & Bowles settled suit brought by Tallulah Bankhead for \$1,000,000 in which the actress filed suit against them following the broadcast of the Prell Shampoo "squeeze me" jingle. Amount of damages was not disclosed.

John T. Wilner, engineering director of WBAL and WBAL-TV was elected vice-president in charge of engineering of Hearst Radio, Inc. General Electric announced sponsorship of all Notre Dame football games over WMCA. ABC announced that their "live" newscasts now total sixty-seven per week, taking up seven full hours of air time. The web also announced that they devoted 38 and a half hours of AM and TV time to air coverage of the UN Security Council meetings during August.

BEHIND THE MIKE

JERRY LESTER will be crowned "Bean Bag King of TV" at the grand opening of the new Stevens TV store in Astoria, L. I. this week. Also on hand will be Gigi Durston, Jack Gifford, Geene Courtney, Mimi Benzell, Felix Knight, Dick Brown, Warren Hull, Richard Hayes, Toni Arden and Hope Zee.

Gladys Swarthout will make one of her infrequent appearances on TV when she guests with Jack Carter on the 16th.

Bill Marceau, DuMont director, has never forgotten that he was an actor himself once. In one year of directing "The Plainclothesman," he has refused but one actor a conflict. Bill has the rep among actors as being an "actors' director."

Jan Murray's TV click via "Songs for Sale" has resulted in his personal appearance fee being exactly doubled.

Elliot Lawrence has agreed to donate the services of his ork at Shibe Park for the World Series if the Phillies cop the bunting. It was he who wrote their theme, "The Fight-in' Phils."

Carmen Lombardo, whose latest tune, "Our Little Ranch House," is a money-maker, is using the royalties to build a swimming pool for his own ranch house down on Long Island.

Eileen Barton a click at her Ciro's stint in H'wood.

Morton Downey back in town to start rehearsals for his new TV series, "Star of the Family," which hits the air Sept. 22nd.

Adv. Council To Revise Public Service Drives

(Continued from Page 1)

ment of the organization's annual report. "Actually we have already converted some of our peacetime campaigns to cope with the Korean crisis," he said, "and undoubtedly we will have to revise others, curtail some, and give top priority to new ones to help fight Communism or any other force that may threaten our democratic way of life."

Reporting on the Council's activity of the past year, Gale termed it the biggest "peacetime" year in the non-profit organization's history. As evidence, he cited: (1) sales of U. S. Savings Bonds topped \$1,500,000,000; (2) the death rate from automobile accidents has been cut almost in half in the five years of the Council's campaigning; (3) man-made forest fires dropped for the fifth successive year; (4) church attendance increased; (5) practically every state got better schools and better teachers; and (6) inflationary trends showed noticeable curbing. In accomplishing this, Gale revealed, all the networks, large numbers of local radio and television stations, and twenty-three advertising agencies gave their full support to the Council.

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TEN CENTS

NEWS PROGRAMS HYPO RADIO RATINGS

Hollywood Movie Stars Join TV Talent Here

30 Names Arrive For Appearances On TV Shows

Growing trend of movie personalities moving East from Hollywood for roles in Fall and Winter network TV programs was emphasized in a survey of network program casting completed yesterday by RADIO DAILY. Thirty name personalities have come to New York to appear on net-

(Continued on Page 3)

Daytime Programs Slated For WOR-TV

Daytime programming will begin over WOR-TV, giving the station a total of fourteen hours daily, Mon.-Fri., on Oct. 2nd, according to an announcement made late yesterday by Julius F. Seebach, v-p in charge of program operations. Included in the new schedule will be woman-appeal programs of shop-

(Continued on Page 2)

Heavy Political Schedule Bought In Connecticut

Hartford, Conn.—The Independent Committee for the Election of Governor Bowles has bought time for a series of 40 five-minute political broadcasts on all seven member stations of the Connecticut State

(Continued on Page 2)

D. A. V. Benefit

Radio and TV move to Madison Square Garden on Sept. 18 for the N. Y. State Disabled American Vets' "Garden of Stars" benefit. Morey Amsterdam and Jerry Lester (of "Broadway Open House") and Joey Adams (of "Rate Your Mate") will divide the emcee chores. Faye Emerson is among the other celebs signed to perform.

Safe Driving Theme Developed

A safe-driving campaign based on recorded spots by cab drivers, truck drivers and civilian drivers, will be inaugurated by WNEW, New York, beginning this week. Station believes these experienced drivers—men who drive for a living—will provide many useful tips on careful driving, lending credulity and force to the campaign. Courtesy of the road will also be stressed in the recorded announcements which will be interspersed into the station's program schedule. Series will continue indefinitely.

Goldmark Appointed Vice-President At CBS

Appointment of Dr. Peter C. Goldmark, director of the CBS laboratories which developed the CBS color television system and the long playing record, as vice-president in charge of engineering research and development, was announced yesterday by Frank Stanton, president of the network.

In making the appointment Stanton said; "Dr. Goldmark's appointment is not only a recognition of his outstanding contributions in the

(Continued on Page 6)

Four 'A' Regional Schedule Announced

The schedule for the four regional conventions of the American Association of Advertising Agencies was announced yesterday by the AAAA.

First to take place, October 5 and 6, will be the annual meeting of the Central Council at the Hotel Drake in Chicago. Henry H. Haupt

(Continued on Page 2)

Louisville Survey Ups Radio Audience

Louisville—In a survey just completed and released yesterday, WAVE has learned the multiple radio homes, here, far exceed the highest previous estimates, establishing homes with two or more radios an important factor for consideration in gauging the local audience. According to the survey, released by Robert B. Elverman, promotion director for the station, 69 per cent of the panel families, used in the survey have 2 or more

(Continued on Page 3)

John Elwood Retiring As Coast NBC Executive

San Francisco—John W. Elwood, general manager of KNBC, owned and operated station of NBC, will retire on October 15, after 25 years service with the network.

He will continue to remain active as a general business consultant for NBC in San Francisco, with

(Continued on Page 2)

N. Y. Legislation Urged To Cleanup TV Service Abuses

Under the caption, "TV Repair Is In Fine Fix," the New York World Telegram yesterday began printing a series of articles by Robert Prall in which the newspaper urges immediate legislation to protect the consumers.

"Legislation should be enacted immediately by the City to protect unsuspecting New Yorkers who have television sets from being

bilked out of untold thousands of dollars by unscrupulous or irresponsible 'service' organizations," Prall declared.

"Television has produced entertainment for millions and a livelihood for thousands of honest and reputable business people. But it is tainted by an element of chiseling and fly-by-night operations that

(Continued on Page 6)

Return On 10 Cities Gives Newcasts High Ratings

The growing awareness of the critical world-wide crisis among the American people is revealed in the reports of The Pulse, Inc., released yesterday for the ten cities where the research firm now collects data on radio listening habits. As shown for the July-August period, 1950, no fewer than

(Continued on Page 3)

Licensing Of STL's To 'Standards' OK'd

Washington Bureau of RADIO DAILY
Washington—The FCC on Friday finalized amendments to Parts 2 and 4 of its proposed rules of last November, to provide for the licensing of STL stations to standard broadcast stations. Standard broadcast STL stations may be licensed to operate in the 925-940 mc. por-

(Continued on Page 7)

Latham General Manager Of WKRC-TV, Cincinnati

Cincinnati—U. A. "Jake" Latham has been appointed general manager of WKRC-TV by Hulbert Taft, Jr., executive vice-president of Radio Cincinnati, Inc., which also operates WKRC-AM and WKRC-FM Transit Radio. Latham's appoint-

(Continued on Page 6)

20th Anniversary

Lowell Thomas, CBS newsmen and world traveler, celebrates his 20th anniversary on the air, with the broadcast of his regular news program Friday, Sept. 29, when William S. Paley, Chairman of the Board of the Columbia Broadcasting System, will be his special guest. Thomas made his network radio debut over CBS on Sept. 29, 1930.

RADIO DAILY
ESTABLISHED FEB. 9, 1937

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

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- WEST COAST OFFICES**
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Irv Hamlin, Representative
6425 Hollywood Blvd. Phone: Gladstone 8436
- WASHINGTON BUREAU**
Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271
- CHICAGO BUREAU**
Ginny Evans, Manager
Suite 419, 333 No. Michigan Avenue
Phone: Franklin 2-3238
- ROME BUREAU**
John Perdicali
Ludovisi 16

FINANCIAL
(September 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/4	10 5/8	10 3/4	- 3/8
Admiral Corp.	27 1/2	26	26 1/4	+ 1 3/8
Am. Tel. & Tel.	154 3/4	154 1/8	154 1/4	+ 1/8
CBS A	33 3/8	32	32	- 1 1/2
CBS B	33	32	32	- 1 3/8
Philco	39 7/8	39 1/4	39 3/8	- 5/8
RCA Common	16 7/8	16 3/8	16 1/2	- 1/2
RCA 1st pfd.	74 1/2	74 1/2	74 1/2	- 5/8
Stewart-Warner	16 1/4	15 5/8	15 5/8	- 1/4
Westinghouse	31 3/4	31 3/8	31 3/8	+ 1/8
Zenith Radio	51 1/2	49 3/4	49 3/4	- 1 7/8

NEW YORK CURB EXCHANGE

	Bid	Asked
DuMont Lab.	18 3/4	18
Hazeltine Corp.	19 1/2	19
Nat. Union Radio	3 7/8	3 1/2

Ted Streibert Chairman Of Visiting Nurse Service

Theodore C. Streibert, chairman of the board of Mutual and president of WOR, has been appointed chairman of the annual fund-raising campaign of the Visiting Nurse Service of New York City. The drive will open October 18, with 1,400 volunteers seeking \$400,000 to carry on the free work of the organization.

FOR QUALITY OF WORKMANSHIP
Look For This Label

PHOTOGRAPHED BY MEMBERS OF LOCAL 644

Four 'A' Regional Schedule Announced

(Continued from Page 1)
of B.B.D. & O., the Council chairman, is in charge of program plans. The Pacific Council of the 4As will hold its convention at the Hotel del Coronado in Coronado, Calif., from October 8 through the 11th. Chairman George Weber of Mac Wilkins, Cole & Weber, Seattle, is in charge of arrangements. The Eastern conference—for members from the New York, New England and Atlantic Councils—will convene at the Hotel Roosevelt, New York, on October 31 and November 1. J. Davis Danforth of B.B.D. & O., chairman of the New York Council, heads up the program plans. The final regional meeting of the Michigan Council will be held November 16 at the Hotel Statler in Detroit. In charge of the affair is Council chairman J. L. McQuigg of Geyer, Newell & Ganger, Inc. Prior to the regional meetings, the national AAAA board of directors will meet in Chicago on October 4.

Daytime Programs Slated For WOR-TV

(Continued from Page 1)
ping, sewing, and child-care hints in the morning hours. Early afternoon will be consumed with music, drama, and variety, followed by a block of children's programs in the late afternoon. Previously, WOR-TV programming has begun on weekdays with the 6:30 "Mystery Rider" series, except during the summer when Dodger games were telecast, and on Saturdays with the 5:00 Italian Feature Film series. Final announcement of the new shows set for the additional hours will not be made for several days, Seebach said, but the programs are reported to be already set and now in preparation stages.

Hal S. Lamb

Philadelphia—Hal S. Lamb, active in advertising, and radio and television sales for the past 30 years, died last Thursday in Graduate Hospital. He was 58. At the time of his death, Lamb was commercial representative for WCAU and WCAU-TV. Previously he had been with KYW and with the Dorsey and Lamb Agency. Before joining WCAU, he was radio and TV director for Geare-Marston, Philadelphia advertising agency. Lamb also was director of the Television Association of this city, which he helped to establish.

Mary Gill Joins WOV Sales

Mary Gill has joined the sales department of WOV, New York, it has been announced by Herb Schorr, sales manager. Miss Gill was formerly associated with the Kaleidoscope Company (15 fashion magazines under one cover), and the advertising division of the Reuben H. Donnelly Corp.

John Elwood Retiring As Coast NBC Executive

(Continued from Page 1)
correspondents in New York and Washington. A pioneer in broadcasting and world communications, Elwood has spent more than 30 years with NBC; its parent company, RCA; and its founder, the General Electric Company. He participated in the national and international development of wireless telegraphy, telephony and broadcasting. Elwood's business career began with the General Electric Company. As an associate of Owen D. Young, he helped create the RCA, and in 1922 was appointed secretary of the company. A year later, he was appointed vice-president and general manager of the Federal Telegraph Company of Delaware, an RCA subsidiary. In 1927, he was named assistant to the president of NBC and began a career in radio that has encompassed almost every phase of broadcasting operations. In 1941, Elwood took over the management of NBC's International Shortwave Division, and in May, 1942, was appointed manager of KNBC. He has authored three pamphlets: "Broadcasting's Role in Community Leadership," "Radio and the Three R's" and "Please, Mr. Ringmaster." Elwood's successor as general manager of KNBC will be announced at a later date.

Heavy Political Schedule Bought In Connecticut

(Continued from Page 1)
Network, network officials have announced. The programs will begin on September 12 over WSTC, Stamford; YNAB, Bridgeport; WNHC, New Haven; WATR, Waterbury; WTOR, Torrington; WNLC, New London; WTHT, Hartford. The Network, which has been carrying a weekly Report to the People, by Governor Chester Bowles, will continue to air the talks which are now being sponsored by the Independent Committee.

M-G-M Radio Attractions Announce New Business

Ten new stations have become subscribers to M-G-M Radio Attractions' transcribed program service, and three stations have renewed, it has been announced. The new subscribers include WHUM, Reading; KIMA, Yakima; WDBJ, Roanoke; WDOJ, Chatanooga; WRDW, Augusta; and five Canadian stations; CHAT, Medicine Hat, Alberta; CFAR, Flin Flon, Manitoba; CFNB, Fredericton, New Brunswick; CFPL, London, Ontario; and CJRL, Kenora, Ontario. Renewing their contracts for an additional 26-week cycle are: WCVS, Springfield; KELD, El Dorado; and KFOR, Lincoln.

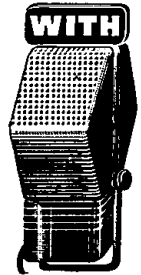
W-I-T-H AGAIN 1ST IN RADIO AUDIENCE*

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

Rates For 125 Word Spot Announcement, Class A, One Time:

WITH	\$16
STATION A	\$55
STATION B	\$50
STATION C	\$70
STATION D	\$30

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



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

News Programs Hypo Pulse Radio Ratings

(Continued from Page 1)

five cities list newscasts as among the ten most popular daytime programs, Monday through Friday.

Pulse reports show that in the New York metropolitan area, "Prescott Robinson News" over WOR ranked second while "Harry Clark News" over CBS was in third place. As compared to the July-August 1949 period, The Pulse reported two newscasts tied for tenth place.

Of the other four cities where newscasts have entered the select circle, Cincinnati reports that "McCarthy News" with a rating of 9.4 is in the No. 1 position followed by "Judy and Jane," and "Arthur Godfrey."

In Richmond, Va., "George Passage News" took sixth place and WRVA "News" at 6:45 p.m., considered an evening show, was in ninth place.

Report On St. Louis

The St. Louis area reports that "Rex Davis News," broadcast at noon, was tied for sixth place, daytime and the same newscaster was tied for seventh place on Saturdays and Sundays, daytime.

The fifth city, Chicago, shows that "WBBM News," broadcast at 12:30 p.m. was tied for ninth place. Other cities where Pulse reports were made for the July-August, 1950 period were; Philadelphia where Walter Winchell held first place, evenings, San Francisco, Washington, Los Angeles and Boston.

One year ago, with The Pulse operating in seven cities only the two New York area newscasts, tied for 10th place and a single Chicago newscast in tenth place were in the "first ten."

Back in 1945, last year of World War II, The Pulse, operating only in New York and Philadelphia, reports that newscasts in both cities were in the top ten. Reflecting the public interest in news of the Korean conflict, which commenced in late June, the July-August findings of the research firm show the continuance of appeal of fast news as delivered by radio. Since the start of the conflict, extra newscasts have been added to both day and night schedules of networks and independent stations throughout the country.

Nat'l Laugh Foundation To Resume Tomorrow

The National Laugh Foundation will resume its activities dedicated to the discovery and development of new young writers and comedians with the opening of its Gagwriter's Institute at the Malin Studios, 245 W. 52nd St., beginning tomorrow night, Sept. 13, at 8 p. m. and continuing for the next 44 weeks.

The "College for Comedy" is now in its fifth year.

Hollywood Stars Converging On New York For TV Roles

(Continued from Page 1)

work TV shows, the survey reveals. Some have brought with them writers, producers and supporting artists and the number of ex-Hollywoodians on the New York scene has passed the 200 mark.

The roll call of movie names who will originate shows in New York this fall includes Bob Hope who is slated to do two more hour-long revue type of presentations for Frigidaire on NBC-TV. Lucky Strike has Robert Montgomery doing his second season as star and producer of the hour-long "Lucky Strike Theater." Stars on Colgate's Sunday night show have all made flickers in past years: Martin & Lewis, Eddie Cantor, and Fred Allen. Others at NBC-TV will include: Jimmy Durante on Wed., 8-9 p.m., after Oct. 18; Wendy Barrie in her own show; and William Gargan starring in "Martin Kane, Private Eye."

Many On CBS-TV

The movie star galaxy on CBS-TV will have: Ken Murray's show, Ralph Bellamy in "Man Against Crime," Conrad Nagel in "Celebrity Time," Burns and Allen, and William Gaxton on "Nash Airflyte." Bandleader and singer Johnny Johnston has practically been inked for a new daytime stint, and Garry Moore already has his show rolling in early evenings. Singers Frank Sinatra and Perry Como, who climbed to the top in radio, then stayed on the Coast for several years, have now swung back to Gotham for their new shows. On the production side, film producer William N. Paul Dudley will produce the Frank Sinatra show, and the following who've not yet been assigned shows are now CBS production staffers: Peter Frye, Alan Dinehart, and Jerome Schnur.

Lorraine Day, wife of Leo Durocher of the New York Giants, has held down a tele stint on WPIX for the past season entitled "Day With the Giants." Also over WPIX, Billy Edmunds is starring in the newly named "Leave It to Papa."

DuMont Has Movie Names

At DuMont, three of the film colony's celebs were grabbed by the new hour-long show, "Star Time," including Frances Langford, Benny Goodman, and Lew Parker. Jackie Gleason is emceeing "Cavalcade of Stars," and Roscoe Karns will continue starring in "Inside Detective." Producing and direct-

Ward Promoted At WCCO

Carl Ward has been named assistant general manager of WCCO, CBS outlet in Minneapolis-St. Paul, it was announced by WCCO general manager Gene Wilkey. Ward assumes his new duties immediately.

Ward joined WCCO as promotion manager in November, 1945, and became a member of the WCCO sales staff in June, 1948.

ing as a team on "Star Time" are Hollywood's former citizens Robert Wright and George Forrest.

Ameche Here for ABC-TV

Don Ameche is the latest film name to be booked by ABC-TV, and will be seen on "Hollywood Hotel." Chico Marx bows on television in "The Sugar Bowl," and Charley Ruggles is appearing on "The Ruggles." Others set for this year are: Ethel Waters, who'll do the video version of "Beulah," Harold Huber on "I Cover Times Square," Betty Furness on "Penthouse Party," and Edmund Lowe on "Your Witness." Neil Hamilton continues as emcee of "Hollywood Screen Test," which has (ironically in this case) been acting as a talent scout for the film colony.

Reasons for the migration appear to be half and half in favor of better income and "getting in on the ground floor" of the new medium.

Louisville Survey Ups Radio Audience

(Continued from Page 1)

AM radio receivers in the home.

It was also found that Louisville homes are 99.5 per cent radio equipped. In addition almost two-thirds of panel families have cars with radios.

Location of sets in the home of families with multiple radios shows that 42 per cent have radios in the master bedroom, 32 per cent have kitchens equipped with radio and 21 per cent of families with children under eighteen years of age have radios in the children's bedrooms.

TV Marathon On WKY

Oklahoma City—WKY-TV completed its longest single program telecast to date when it televised a 500-lap 250-mile midget auto race on Labor Day. The station was telecasting continuously from 11:26 a.m. to 5:19 p.m. from the Fairgrounds Park in Oklahoma City—a total of 5 hours and 53 minutes.

RADIO'S No. 1 FOOTBALL SHOW

'THE RED GRANGE FOOTBALL SHOW'

WITH THAT ALL-TIME ALL-AMERICAN

"RED" GRANGE

- PREDICTIONS
- HEADLINE NEWS
- FEATURE STORIES
- BIG NAME GUESTS



15 minutes once a week for 13 weeks during football season, beginning week of Sept. 17 and carrying through week of Dec. 10. Recorded weekly following big games and expressed for Thursday or Friday broadcasting.

"LET RED GRANGE CARRY THE BALL FOR YOU" WRITE... WIRE... PHONE

For Prices and Information

GREEN ASSOCIATES

PHONE—Central 6-5593

360 N. MICHIGAN BLVD. • CHICAGO 1, ILLINOIS

To people who have radio-tv time to sell:

How to profit by your



trade paper advertising

New booklet—"The Happy Medium"—of interest to

- station managers • agency account executives
- copy writers • buyers and sellers of radio and tv time
- (and other trade papers)

Want to see examples of successful trade paper ads?

Want suggestions for station campaigns?

Want some advice about production costs?

Want a gratuitous peek at some advertising success stories?

(and some subtle sell for SPONSOR?)

Some of the subjects discussed in "The Happy Medium":



Size of production budget



Identification



Basic themes



Long vs. short copy

SPONSOR... the shortest distance between buyer and seller

just you-know-what with this coupon

SPONSOR
510 Madison Avenue
New York 22, N. Y.

Please send me a copy of "The Happy Medium."

(name) _____

(address) _____

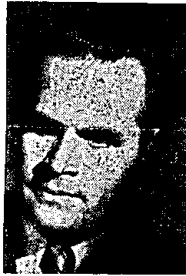
(city) _____

(zone) _____ (state) _____

Goldmark Appointed Vice-President At CBS

(Continued from Page 1)
field of electronics, it also takes cognizance of the fact that color television has now reached a stage of major significance in the communications field."

Dr. Goldmark's work, particularly in color television and long playing records has earned him a world-wide reputation. He joined CBS in 1936,



GOLDMARK

and since then has directed the comparatively small but highly skilled laboratory staff which has brought color TV to its present advanced state of development.

The new CBS vice-president was born in Budapest and educated at the Universities of Berlin and Vienna. He received his doctorate in physics from the latter institution and upon graduation joined the staff of Pye Radio, Ltd., in England.

Upon joining CBS in 1936, Dr. Goldmark was named chief television engineer and worked in the TV field until the war when he and his co-workers were engaged exclusively in electronic research for the armed services. Following V-J day, Dr. Goldmark returned to the task of perfecting CBS color television.

Dr. Goldmark has won many honors in his field, including a Visiting Professorship at the University of Pennsylvania, conferred on him for his work in translating the CBS sequential system into special designs for use by the medical profession. He is a Fellow of the Institute of Radio Engineers, the Society of Motion Picture Engineers and the British Television Society.

Salutes To Yom Kippur Planned By WOR, WHLI

Raymond Massey will be starred in a special program, "Day of Life," over WOR and the Mutual network Thursday, Sept. 14, in commemoration of the Jewish New Year. The broadcast will highlight the "Unsung Toker" of the Yom Kippur service with five vignettes, each depicting a prayer. The program from 10:30 to 11 p. m., is being presented in co-operation with the United Jewish Appeal.

A Jewish religious program in observance of Yom Kippur will be aired over WHLI, New York, Wednesday, Sept. 20, from 2:45 to 3 p. m. On Friday, Sept. 20, the station's "Light of Israel" program will commemorate the Sukkoth with High Holy Day music and a message from a guest Rabbi.



By SID WHITE

Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: Radio Row (or should we say TV Row?) practically undivided in its rave over Eddie Cantor's preem Sunday nite. Calling it the slickest production job TV has yet come up with. . . Jack Benny's TV series for Lucky Strikes calls for four one-hour stanzas spaced eight weeks apart. . . Radio manufacturers predicting a shortage of home receivers by late fall. . . A freak technical snafu last week resulted in Hungary's principal Commie transmitter broadcasting "Voice of America" for two hours to Budapest listeners. . . A surprise entrant into the TV comedy sweepstakes will be the team of Laurel & Hardy, who've hit on a new comedy formula for television. . . Chevrolet plunking down 19 thousand bux to film a flock of big-name singers doing short singing commercials for the product. . . A lot of manufacturers are pulling their merchandise off giveaway programs. Claim that the meager plug received isn't worth the value of the prize given. . . A local video station is considering a daytime TV show which depicts the day-to-day activities of an expectant mother. . . Here's a twist: H'wood is rewriting the old Mae West sex-a-diller, "Diamond Lil," so that Bob Hope can play the lead. . . Wonder what Dagmar (on the Jerry Lester show) has on the NBC censor to get away with those revealing gowns of hers. Talk about your plunging neckline—her's went that-a-way.

● ● ● THINGS WE NEVER KNEW 'TIL NOW ABOUT HOPPY: Boyd's gross receipts are hard to compute these days. He gets 5 per cent-of-sales royalty on the factory value of merchandise carrying the Cassidy name. (Based on this year's sales, this should add up to some \$1,250,000). His radio show nets him another five G's weekly. He drew \$1,000 a day for brief appearances with the Cole Bros. circus. Then there's television. Some 60 TV stations today are showing his films (some for the third time) at a rental of \$1,000 a picture. A Paramount Pictures contract calls for him to make 12 pictures in six years. Hopalong recently became a comic strip and now appears in 75 daily papers and 42 Sunday sheets with a combined circulation of 27 million.

● ● ● IN ONE EAR: After seeing Ed Wiener's nifty piece on Walter Winchell in the current See magazine, MCA's Johnny Greenhut immediately called up and signed up for the dramatization rights. Ed also got a warm letter from J. Edgar Hoover on the piece. . . Alan Young set for a shot on Ken Murray's show Oct. 7th. . . Trade talking about Emil Mogul's exciting new TV show for Esquire Shoe Polish called "Hold That Camera." Series stars Jimmy Blaine and it's the first time we know of where both a home and studio audience jointly take part. . . World's smallest audience for a song is claimed by Joe Hornsby. of BBD&O. Joe wrote a special comedy song for Ralph Chambers with which to audition for the new Irving Berlin musical, "Call Me Madamo." Got him the job, too.

● ● ● THE MORNING MAIL: "Dear Sid," writes Shelley Dobbins, the Public Relations Director. "Delighted to learn that someone else enjoys Life cigarets. Of course, it's a sharp blow to the ego. Until Monday, I was certain they were being sold for my benefit alone. Can't think of a suitable slogan at the moment, but I may have a solution to the cigaret war. According to the records, you can't say: 'I Feel So LUCKY' on a Camel show. Yet, Philip Morris sponsors a show called "This is Your LIFE." I thawt you might suggest to Life that they prove themselves good sports by sponsoring a show called 'Is That You, MORRIS?'"

Legislation Urged To Stop TV Service Abuse

(Continued from Page 1)
have deprived thousands of hard-earned money or driven them to despair over television sets that don't work properly."

Among the abuses which the World-Telly points up are:

"Thousands of television set owners have not received service or repairs for which they have signed contracts and have paid from \$50 to \$100 in advance.

"Thousands more have lost money they have invested in service contracts when irresponsible or fly-by-night servicing firms folded.

"Hundreds of suits have been started in courts by dissatisfied customers against service companies and dealers."

The newspaper series, reported to have been inspired by RADIO DAILY's expose of the TV servicemen's abuses, has been aided by the support of the New York Better Business Bureau which has set up a code for the regulation of TV service and advertising.

Latham General Manager Of WKRC-TV, Cincinnati

(Continued from Page 1)
ment is effective immediately, Taft stated. The position was formerly held by Taft himself. The new general manager will assume complete responsibility for sales, programming and other phases of the television stations operation.

Latham has been general sales manager. He joined Radio Cincinnati in 1935, was named local sales manager of WKRC-AM in 1941.

July, 1949, he joined WKRC-TV. Before entering the radio industry, Latham saw service in World War I, also had been associated with General Motors in a sales capacity.

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
HENRY GREENFIELD, Mgr. Director
WEVD
117-119 W. 46
N. Y. 19

COAST-TO-COAST

WJRD Opposes Hoarding

Tuscaloosa, Ala. — Facilities of WJRD are being used by the Junior Chamber of Commerce to push an anti-hoarding campaign being waged in the city with the co-operation of the University of Alabama Student Government Association and local civic organizations. In an address over WJRD, McCoy Davidson, local attorney, outlined the purpose of the anti-hoarding campaign, the dangers of hoarding and the plan of action to prevent shortages of essential items and rising prices in this city.

WCSI Expands Newscast

Columbus, Ind.—WCSI has added more newscasts to its daily schedule in order to keep its listeners informed on the turbulent international situation. Three new five-minute summaries were added to the regular news schedule of four 15-minute newscasts, one five-minute summary and news headlines every hour throughout the afternoon.

WDRC Covers Political Meet

Hartford, Conn.—The opening of the fifth special session of the Connecticut General Assembly called by Governor Chester Bowles was covered for WDRC by Jack Zaiman, political editor of the Hartford Courant. Zaiman's comments on the opening of the session on Sept. 5th, at the State Capitol in this city, were carried on the "Needle Club" daily program over WDRC.

KGGF Increasing Power

Coffeyville, Kans.—The Midwest Broadcasting Company, which owns and operates KGGF in this city, has announced that KGGF will begin operation with its increased power of 10,000 watts, late this month. KGGF began operations in 1930 with a power of 1,000 watts day, and 500 night. The new transmitter has been housed in a brand new, completely modern building, and 350-foot-tall Blaw-Knox towers have been erected at a site located 12 miles northeast of this city. The transmitter equipment is all Westinghouse, with phasing equipment by Andrews. According to Robert L. Pratt, station manager, KGGF will have the most modern transmitting facilities in this state.

WICC Receives Army Award

Bridgeport, Conn. — Representatives of the U. S. Army and Air Force presented a special plaque to WICC recently for the special service program, "The Voice of the Army." Making the presentation was Capt. Morton Wolfson, officer in charge of the local branch of the Organized Reserve Corp., and Tech. Sgt. Grant F. Walsh of the Army and Air Force recruiting office. The presentation was made in behalf of the Adjutant General of the U. S. Army, Maj. Gen. Edward F. Witsell. Accepting the plaque on behalf of the station was James W. Evans, program director.

California Commentary

By IRV HAMLIN

● ● ● No one can say that Larry Finley and group are not going at promotion of the new Progressive Broadcasting System hammer and tong. Reed Porter, producer-writer of the flashy new web planned out

Hollywood

Hollywood to pioneer 39 states as advance for Finley and nine salesmen who are traveling Pullman throughout 43 regions in 43 days. Sales group checks into Minneapolis Sept. 6th, after stops in San Francisco, Portland, Seattle and Spokane. Porter will then be in St. Louis, after having torn through Omaha, Cedar Rapids, Chicago, Milwaukee, Detroit and Indianapolis, giving station execs the pitch on Progressive. . . . Sam, (the Chimp) Schmo, KLAC-TV star assistant to Jim Hawthorne, met the press at a coconut, banana and milk party over the weekend. Everybody got along well, with Sam expressing the usual disdain for ladies and gentlemen of the trade press.

★ ★ ★ ★

● ● ● KECA-TV snagged Gene Autry for his TV debut, the deal also covering KGO-TV in San Francisco. The Autry one-half-hour series will mark the first time live music has been permitted on film for TV. Films were first run in Chicago. . . . NBC announces "Charlie Wild, Private Eye," for Wildroot. This must have been a quickie. No actor named yet for any role. . . . Pasadena's KWKW jumped into the sports spotlight by airing the National Tennis Championships from Forest Hills. . . . Betty Ann Hudson leaves Charles Ross Agency to do press for Chef Milani, the guy who not only airs recipes, but sells fresh eggs to personnel of stations where he pitches. . . . How far can a guy go? Bill Welsh now appears on nine (9) telecasts weekly. . . . Mutual Don Lee plays the cards correctly by programming solid children's afternoon blocks for the kids when school is out. . . . Pat Healy joins the promotion staff at KTTV. . . . Tex Williams, apparently NBC's fair haired boy, cut another show, this time a 15-minute block across the board. . . . Joan Bennett gave the radio audience a thrill when she cut her first "Originals by Bennett" for NBC. Talent and glamour galore. No time announcement from NBC yet, but it should be forthcoming.

★ ★ ★ ★

● ● ● Carlton E. Morse has cast Inge Adams and Louis Van Rooten for the starring roles in a new "I Love A Mystery" adventure entitled "Whose Body Got Buried?", which tees off over the Mutual Network September 11. The story concerns a search for Inca treasure and the regular stars, "Doc," "Reggie" and "Jack," will be involved as usual. . . . Ozzie Nelson has re-signed writers Ben Gersham, Bill Davenport and Don Nelson for "The Adventures of Ozzie and Harriet," which tees off next Friday (Sept. 8) for the season over the ABC network. . . . Two of Hollywood's feminine luminaries have left for New York and probably are in the Big Town now. They are Lucille Ball, star of "My Favorite Husband" on CBS, and Dinah Shore, also heard over the Columbia network.

Bradham Named Mgr. Of So. Carolina Station

Charleston, S. C.—Douglas M. Bradham has been named manager of WTMA, Charleston, S. C. He succeeds Robert E. Bradham, who resigned to enter business for himself. Bradham designed and built WTMA in 1938, and the station went on the air, with 250 watts, June 15, 1939. Subsequently he was named assistant manager of the station and continued as chief engineer. He superintended the expansion program in 1947 and 1948.

AGENCIES

JAMES M. MEAD, chairman of Federal Trade Commission, will address the members of the Advertising Club of New York at the Club's first "Celebrity Luncheon" the Fall season on September 20.

GODDARD'S SILVER POLISH, Leicester, England, will launch ad campaign in the U. S. for the first time, using radio spots, and other media. Cowan & Dengler, the agency. First spots to be tried are currently on the Mary Margaret McBride program.

KSO, CBS affiliate in Des Moines, Iowa, to Edward Petry & Co., Inc. as exclusive national representative.

CIRCUS CORP. to H. W. Kast & Sons, Chicago, for radio and newspaper advertising of Circus Puma soft drinks.

PENNSYLVANIA REFINING CO., Cleveland, to the Aitkin-Kynett Co., Philadelphia, to handle advertising of "Gumout," automotive carburetor cleaner.

MISS OLGA FAB, v-p of Bon-Tell in charge of advertising, promotion, and fashion promotion of the five of the company's stores since 1927, has resigned, effective immediately.

RICHARD JEFFREY, former advertising director of Victor Products Corp., Hagerstown, Md., will join Byrde, Richard, and Pout New York, as research director.

HARRY NYE, previously with Brown and Bigelow, St. Paul, Minn. has joined the copy staff of Doyne Dane Bernbach, Inc.

WCNX, Middletown, Conn., and WHYU, Newport News, Va., to Denny & Co. as national reps.

BRAND NAMES FOUNDATION will move to larger quarters at West 57th Street on Sept. 23 from the old address of 119 West Fifth Seventh Street.

NORMAN MACAFEE, former with American Stores, has joined Lamb & Keen Ad Agency, Philadelphia, to service accounts.

WANTED: CONTACT MAN

"Union Radio Network," one of best known radio stations, owning the first Television station which is to go on the air in Havana, desires person to be in charge of their office, opening soon in New York. For further information, kindly write to Gaspar Pumarejo, c/o Kenneth Later Agency, Warwick Hotel, Mezzanine Floor, 54th Street at Sixth Ave., N. Y. and stating salary desired. No personal interviews please.

RADIO TELEVISION DAILY

VOL. 52, NO. 51

NEW YORK, WEDNESDAY, SEPTEMBER 13, 1950

TEN CENTS

THEATER TV TO EXPAND IN THE AUTUMN

Senate Group Votes Full Budget For "Voice"

Expansion Certain As House's Cut Is Restored

Washington Bureau of RADIO DAILY
Washington—Expansion of the "Voice of America" program was assured yesterday as the Senate Appropriations Committee voted the full amount requested for the purpose by the Truman Administration. In approving the entire budget the committee restored the 20 per cent cut
(Continued on Page 5)

NBC Adding Fourteen Stations To TV Web

Fourteen stations will be added to the interconnected TV network of NBC during the coming month, according to an announcement by Sheldon B. Hickox, Jr., director of TV station relations for the network. The addition of these stations, at present non-interconnected, will raise to 47 the number of outlets
(Continued on Page 7)

Edwards Augments Staff For Radio-TV Programs

West Coast Bureau of RADIO DAILY
Hollywood—Ralph Edwards is going to have his hands full this year, handling both his AM and TV shows with the largest staff he has ever boasted. Here's the lineup for his Philip Morris commitments:
Phil Davis will write the TV show,
(Continued on Page 7)

Guesting

Mrs. William S. Paley, wife of the CBS Board Chairman, will be a guest speaker on WCBS' "Margaret Arlen Program" on Friday, at 8:30 a. m. Mrs. Paley will speak on behalf of the North Shore Hospital Fund, Inc., a group of Long Island residents engaged in raising money for a hospital, which at this time has a capacity of 150 beds.

Proclaims TV Week

Atlanta—William B. Hartsfield, Mayor of Atlanta, has proclaimed Atlanta to be the Television Capital of the South, and this week to be "Television Week." The proclamation points out the increasing importance of television to Atlanta . . . there being already over 50,000 TV sets in the city.
"The linking of Atlanta by coaxial cable (on Sept. 30) to the network will further facilitate and speed communication between our major national regions," the proclamation states.

Excise Tax Raised On Sets In Canada

Montreal—Excise tax on radio and TV receiving sets and phonographs was raised from 10 to 15 per cent effective Friday, Sept. 8, under the supplementary budget announced by Hon. Douglas Abbott, Dominion Minister of Finance. The Budget also levied, amongst other imposts, a new 15 per cent tax on all electrical household appliances, excepting refrigerators, stoves and washing machines and increased the tax
(Continued on Page 4)

Nielsen Ratings Show Mysteries In The Lead

National Nielsen ratings for top radio programs, August 6-12, 1950, show that "Mr. Keen" took over the No. 1 spot for evening once-a-week programs. In second place was "Crime Photographer," followed by "Mr. District Attorney" and "The Big Story." Six of the "first ten" programs were mysteries.
Multi-weekly programs, evenings,
(Continued on Page 5)

Siren Sound Ban in N. Y.; Creates Radio-TV Problem

New York City's ban on the sounding of sirens, which went into effect on Monday, under the state's Civil Defense Law, brought unexpected difficulties to radio and TV networks, independents and to producers, directors of shows and to advertising agencies.
Since any sounding of sirens, henceforth, in New York will indicate the imminence of air raids

ABC Advisory Group To Meet Next Monday

First 1950-51 meeting of the Stations Advisory Committee of ABC will be held next Monday at the Thousand Islands club, Alexandria Bay, N. Y. Robert E. Kintner, president of the network, announced yesterday.
Problems related to network radio and television will be discussed at the meeting as well as the web's fall and winter advertising and promotional plans. Representing the
(Continued on Page 5)

Rhode Island Station Charts Hurricane

WERI, Westerly, Rhode Island, proved to be a public service operation as a hurricane moved up the East Coast on Monday.
When Westerly appeared to be in the possible path of another hurricane this week, WERI went into action to help keep people calm. The station remained on the air several hours after its regular sign-off, all
(Continued on Page 2)

Midwest Football Sked Featured In 2 Cities

Expansion of theater television this fall was forecast in the trade yesterday with a minimum of 10 theaters expected to have equipment installed for use in connection with football, fights and other special events, RADIO DAILY learned yesterday. Leading the theater TV ex-
(Continued on Page 5)

Increased Listening Of News Indicated

Four out of five New Yorkers listen to two or more radio news broadcasts every day, and their favorite news station is WOR, according to a survey released by the station yesterday.
More than 95 per cent of men and women in the New York metropolitan district hear at least one news-cast every day while 81 per cent hear two or more casts daily. In
(Continued on Page 4)

Lawton Gives Testimony In Support of Richards

Los Angeles—Strongest evidence for KMPC's affirmative case was presented at the FCC hearing in Los Angeles Monday by Fleetwood Lawton, radio news analyst. Corroborating and strengthening the testimony of 11 previous witnesses called
(Continued on Page 4)

Will Air Views

Ted Kirkpatrick, managing editor of Counterattack which published the controversial "Red Channels," naming 151 show business people reported to have Communist affiliations, has consented to appear on the Mutual network's "Reporters Roundup" Thursday, Sept. 14, at 9:30 p. m. EDT. He will be the target of a panel of newsmen.

RADIO DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Irv Hamlin, Representative
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Andrew H. Older, Chief 6417 Dahlonga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Ginny Evans, Manager
Suite 419, 333 No. Michigan Avenue
Phone: Franklin 2-3238

ROME BUREAU
John Percicari
Ludovisi 16

FINANCIAL

(September 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	10 3/4	10 3/8	10 3/4	+ 3/8
Admiral Corp.	27	26 1/4	27	+ 3/4
Am. Tel. & Tel.	154 3/8	154 1/4	154 3/8	+ 1/8
CBS A	31 3/4	31 1/2	31 3/4	+ 1/4
CBS B	31 3/4	31 3/4	31 3/4	+ 1/8
Philco	39 7/8	39 1/4	39 7/8	+ 1/8
RCA Common	17	16 3/8	17	+ 1/2
RCA 1st pfd.	71 1/4	71 1/4	71 1/4	+ 1/4
Stewart-Warner	16 1/2	15 3/4	16 1/2	+ 1/2
Westinghouse	32	31 1/8	32	+ 3/8
Zenith Radio	51 3/8	50 1/4	51 3/8	+ 1 1/8

NEW YORK CURB EXCHANGE

DuMont Lab.	18 1/8	17 7/8	18
Hazeltine Corp.	19	19	19
Nat. Union Radio	3 3/4	3 3/4	3 3/4	+ 1/4

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12	13 1/2

Joins KLRA Staff

Little Rock, Ark.—Oscar Alagood, former public service director of WKY, Oklahoma City, has joined KLRA as promotion manager.

it's the FIFTH
on the FIFTEENTH

★ **COMING AND GOING** ★

RAYMOND F. GUY, head of radio and allocations engineering at NBC, also president of the IRE, now is on an extensive tour of IRE territories from coast to coast.

CAROLINE BURKE, of the production staff at NBC, has left for a 10-day vacation at Edgarton, Martha's Vineyard.

LILY PONS and ANDRE KOSTELANETZ arrived in New York yesterday aboard the French Line's "Liberte."

JOE HOLBROOK, formerly sports director of WPAV, Portsmouth, Ohio, has arrived in Columbus, same state, and has taken over his new duties as announcer on WBNS-TV.

MORRIS NOVIK, radio and television consultant, and MRS. NOVIK, are in Mexico City for a vacation. On Sept. 17 they'll go to Dallas, Tex., for the national convention of the A. F. of L.

LILLY BLAKE, of the special events department at WNYC, today will leave with her husband by plane for Bermuda.

TIM HERBERT and DON SAXON, comedy team, are appearing at the Albee Theater in Cincinnati. Tomorrow they'll return to New York for their CBS-TV show.

JOEFFREY BENNETT, Chicago sales representative for the RCA Victor Custom Records sales division, has left on a field trip through Indiana, Tennessee and Kentucky.

LOWELL THOMAS, Columbia network commentator, is in Hershey, Pa. He'll broadcast today's program from the Hotel Hershey.

C. ALLEN BENGTON, general manager of WINR, Binghamton, N. Y., a visitor this week at the station relations department of NBC, of which the station is an affiliate.

WILLIAM E. WARE, president of KSTL, St. Louis, Mo., in New York this week for conferences with his station reps.

JEAN EYRES, star of the "Bonny Maid Versatile Varieties" on NBC-TV, is spending a couple of days in Washington, D. C.

CARROLL HANSEN, sports director and commentator on KCBS, San Francisco, is back from his vacation and back on the job.

JACK LACY, disc jockey on WINS, on Sunday will leave for a vacation in Europe. He'll be back October 16.

CLIFFORD E. GREENLAND, account executive for Associated Program Service's station relations department, leaving on a two-week business trip to New York and western Pennsylvania.

BARBARA WELLS, women's commentator on WOR, on Friday will leave for Paris, where she'll record her observations and interviews with celebrities, which will be flown to New York for daily broadcasts. Miss Welles will return Sept. 17.

World Broadcasting Lists New Pacts And Renewals

The World Broadcasting System, Inc., announces the following 12 contracts with newly affiliated stations, and 50 renewals and extensions of existing contracts for World's programs and features:

The new contracts include WSB, Atlanta, Ga.; WCOL, Columbus, O.; WILM, Wilmington, Del.; KBKW, Aberdeen, Wash.; WDSU, New Orleans, La.; KVAS, Astoria, Ore.; WSIX, Nashville, Tenn.; WIEL, Elizabethtown, Ky.; WCRI, Scottsboro, Ala.; KCOW, Alliance, Neb.; CFGP, Grade Prairie, Alberta, and WLDM, Detroit, Mich.

Renewals and extensions have been signed with WQAM, Miami, Fla.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WRAW, Reading, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WCKY, Cincinnati, O.; WSBA, York, Pa.; WGBI, Scranton, Pa.; KGEM, Boise, Idaho; KNPT, Newport, Ore.; KOPR, Butte, Mont.; WNOP, Newport, Ky.; KCID, Caldwell, Idaho; KBKR, Baker, Ore.; WSVS, Crewe, Va.; WMAR-TV, Baltimore Md.; WMTC, Jackson, Ky.; WLAW, Lawrence, Mass., and WFYC, Alma, Mich.

Also WTIK, Durham, N. C.; WHTC, Holland, Mich.; KUVY, Norman, Okla.; WBNS-TV, Columbus, O.; WGNS, Murfreesboro, Tenn.; WFMW, Madisonville, Ky.; WVJS, Owensboro, Ky.; KVMV, Twin Falls, Idaho; KFJI, Klamath Falls, Ore.; KOVO, Provo, Utah; KLO, Ogden, Utah; WERE, Cleveland, O.; WBRE, Wilkes Barre, Pa.; WAZF, Yazoo City, Miss.; WHIR, Danville, Ky.; KGY, Olympia, Wash.; WCTA, Andalusia, Ala.; KSRV, Ontario, Ore.; KID, Idaho Falls, Idaho; WAVU, Albertville, Ala.; WMBI, Chicago, Ill.; WHCU, Ithaca, N. Y.; WGAA, Cedartown, Ga.; WRLD, West Point,

Rhode Island Station Charts Hurricane

(Continued from Page 1)
the while being in direct contact with the U. S. Weather Bureau in Boston, the U. S. Coast Guard, state and local police.

The entire course of the hurricane was plotted and reported to people in the area, the reports intentionally worded to allay fears as the hurricane passed out to sea.

"Tune In." Police Urge
Westerly police appealed through the local press to the people to keep tuned to WERI throughout the evening for all official hurricane reports.

The station received the official thanks of the local Red Cross chapter, other officials and many of the local citizenry for its work in helping allay fears. One listener expressed her thanks this way: "It's such a comfort to know that our own local station is keeping us advised of everything that's going on tonight."

As the edge of the storm swept over Westerly, WERI cooperated with the local power company in giving reports of downed power lines and in urging people to report wires blown down. Many such reports were relayed to power company officials by WERI.

Wedding Bells

Walter Bennet, WOR trade news editor in the publicity department, will be married to Miss Joy Post of White Plains on Saturday Sept. 16. After a honeymoon to be spent in Nantucket—two weeks—they will make their home in Katonah.

Ga.; WTOG, Savannah, Ga.; WHLS, Port Huron, Mich.; WEED, Rocky Mount, N. C.; WHEB, Portsmouth, N. H.; CHSJ, St. Johns, N. B., and CKWX, Vancouver, B. C.

**W-I-T-H
AGAIN 1ST
IN RADIO
AUDIENCE***

WITH 23.8 →

STATION A 23.6 (NETWORK) →

STATION B 21.4 (NETWORK) →

STATION C 15.5 (NETWORK) →

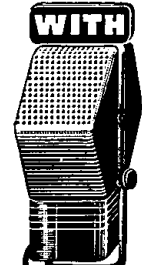
STATION D 9.6 (NETWORK) →

**Rates For 125 Word Spot
Announcement, Class A, One Time:**

- WITH \$16**
- STATION A \$55**
- STATION B \$50**
- STATION C \$70**
- STATION D \$30**

COMPARE! COMPARE! COMPARE!

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



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

AGENCY NEWSCAST

... personnel, sponsors and notes

EUGENE VAN HOUTEN, Management Counselors Inc., will be the director of the Better Selling Clinic of the Advertising & Selling course, conducted by the Advertising Club of New York. Among those who will serve as leaders at the various meetings are: Lloyd W. Stearns, Metropolitan Life Insurance Company; J. E. Nidecker, Cities Service Oil Companies; James J. Jacobson, Marketing Consultant; Louis T. Montant, Jr.; Eagle Picher Company, and F. K. Doscher, Lily-Tulip Cup Corporation.

W. MARSHALL LEE COMPANY, advertising agency, has been organized by Winston M. Lee, with headquarters in the Quimby Auditorium Bldg., Fort Wayne, Ind. Quimby Theaters Chain has retained the agency to handle public relations programs of the chain, and also supervise the management of the Quimby Auditorium. Lee was with Superior Advertising, Inc., for the last eight years, serving as president for the past three years.

JEROME F. SEEHOF has joined The Biow Company as copy supervisor. He formerly was vice-president and copy chief at Dancer-Fitzgerald-Sample.

ATTITUDES, INC., has been appointed public relations counsel for Murphy-Lillis, Inc., producers of motion pictures for industrial and advertising purposes, including films recently created for Chesterfield and Firestone.

THE GARDNER ADVERTISING COMPANY has announced its resignation of the advertising account of the New York Stock Exchange, which it has handled for the past five years.

JOHN C. DOWD, INC. has been appointed advertising counsel for CeLect Baking Company of Boston. Promotional effort will be focused primarily on the CeLect "Twin-Pack" bread. Agency was also named to handle advertising of Town and Country Homes.

LEON A. FRIEDMAN has announced the formation of an advertising agency under his own name. He was formerly vice-president of Chernow Company. On the staff of the agency, located at 34 East 40th St., N. Y. C., are Sylvester Freund, production manager; Roma Rudd, copy chief, and Paul Blumenthal, art director.

FRANK W. NYE has been appointed an account executive in the New York office of Wilhelm-Laughlin-Wilson & Associates. He was formerly assistant advertising and promotion manager of Ideal Publications.

BLAINE-THOMPSON COMPANY, INC. has appointed two new vice-presidents; Philip Solomon and Fred Golden. Solomon is an account executive for Warner Brothers Pictures and Golden is in charge of the theatrical department.

DR. D. MORGAN NEU has joined the television research department of Daniel Starch and Staff to conduct a continuous study of the internal characteristics of TV commercials. The study will be an extension of Starch's established monthly TV Report and is designed to supply detailed data on the relative effectiveness of various elements and treatments currently used in TV commercials.

CLIFFORD H. SHIRLEY has been named manager of advertising and sales promotion of the U. S. Tires division of the United States Rubber Company.

GILBERT ADVERTISING AGENCY has acquired two new accounts, Milady Brassiere & Corset Company and Roxanne Swimsuit Company.

THOMAS L. YOUNG, manager of KWAT, Watertown, S. D., has announced the appointment of Robert S. Keller, Inc., New York City, as sales promotion representative. The Keller organization also has been engaged for the same purpose by KATL, Houston, Tex.

MacLEOD & GROVE, INC., Pittsburgh, has elected to vice-presidents: C. M. Morley, Edward T. Parrack and W. Stanley Redpath, all account executives of agency.

RONZONI MACARONI COMPANY will increase its advertising campaign utilizing radio, television, newspapers and magazines. Emil Mogul Company, Inc. is the agency.

THE SWEETEST DAY promotion committee in New York City will launch a large radio, television, newspaper and exploitation drive to focus attention on the "Day," set for October 12.

WOMEN'S ADVERTISING CLUB of Des Moines, Iowa, has been admitted to membership in the Advertising Federation of America. The A.F.A. charter will be presented to the club by Mrs. Helen Carroll Corathers, Julius Mathews Special Agency Inc., and A.F.A. v-p and chairman of its council on women's ad clubs, at a special meeting for Sept. 19th.

Stork News

A son, their third child, was born to Mr. and Mrs. Albert A. Grobe of White Plains, New York, on Friday, Sept. 8, in New York Hospital. Grobe is production manager of WQXR.

Here's the Sensational
LOW-PRICED WESTERN

That Should Be On Your Station!

MODEL DAIRY REPORTS ...

300%
SALES INCREASE
WITH

"CISCO

KID"



Model Dairy, of Owensboro, Kentucky, hired "Cisco Kid" as a milk-products salesman. Against tough competition—in three months—their sales showed a 300% increase! "Cisco Kid's" merchandising program pulled over 7,000 requests for Model Dairy in a few weeks' time! Dealers phoned ... demanding Model Dairy milk! Youngsters crowded the company's office for "Cisco Kid" giveaways.

SENSATIONAL PROMOTION CAMPAIGN

... From buttons to guns —is breaking traffic records!

LOW PRICED!

1/2-Hour Western Adventure Program ... Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

"Cisco Kid" can do a great selling job for your sponsor. Write, wire, or phone for details. It's a TERRIFIC story!



Excise Tax Raised On Sets In Canada

(Continued from Page 1)
on automobiles from 10 to 15 per cent.

Radio sales continued to move in July at a brisker pace than 1949, the Radio Manufacturers' Association of Canada reports. July producer sales stepped up from 44,067 sets in July last year to 44,798. And in the first seven months of this year 348,070 sets were sold against 345,069 in the same period of 1949.

On the other hand record players did not move as fast as last year. July sales of record players were 1,148 units, compared with 2,974 in July, 1949. In the first seven months sales of 11,891 record players fell short of the comparable 1949 figure of 14,907 units.

Inventories of both products showed considerable expansion at July 31. Radio inventories jumped 66,416 sets from 149,816 sets last year to 216,232. Radio player stocks advanced from 7,191 units to 11,059.

Lawton Gives Testimony In Support of Richards

(Continued from Page 1)
to testify for station KMPC and G. A. Richards, Lawton said KMPC was a very fine station with excellent reputation for impartiality and fairness, both in news and in the treatment of political, religious and racial groups. Lawton said his judgment was a composite of opinion of 50 to 60 people in radio and in business with whom he had discussed the reputation of KMPC and Mr. Richards. "In fact," Lawton said, "KMPC's reputation for fairness has never been impugned. I can't imagine anyone with Mr. Richards' fine reputation for success in the radio business would be stupid enough to do the things referred in these charges."

Lawton, who broadcast "Analysis of the News" over KMPC from December 1946 to February 1949, said Richards never told him what to include or exclude on his news commentaries.

LeBlang Joining CBS-TV

M. H. LeBlang joins WCBS-TV on September 18 as assistant to Robert Patt, promotion manager for WCBS and WCBS-TV. LeBlang will handle WCBS-TV promotion while Catherine Whitfield will continue as Patt's assistant in radio promotion. LeBlang comes from Sponsor Magazine where he was promotion manager and space salesman.

McGee & Molly Returning

Fibber McGee and Molly return to the NBC network Tuesday, Sept. 19, at 9:30 p.m., EDT, under new sponsorship, the Pet Milk Sales Corporation. The broadcast marks the start of the 16th season for Jim and Marian Jordan, who have been portraying the title roles since 1935.



By SID WHITE

Man About Manhattan. . . !

● ● ● **TAKING THE NEWS PULSE:** Don't be surprised if the New York City council takes early action toward preparing a law which would regulate the TV servicemen operations in the N. Y. area. City fathers have been stirred by Radio Daily's expose of TV service irregularities plus the present series of articles in the World-Telly. . . . The network censors are rehearsing for a nervous breakdown worrying over what Paulette Goddard will wear on Bob Hope's TV'er. . . . B'way grapevine has come up with the rumor that a gasoline sponsor has offered a news commentator's contract to J. Parnell Thomas, recently released from prison. . . . Grace Hayes, Peter Lind's mom, and a great comedienne in her own right, due here for a TV setup. . . . Billy Rose's next big plum will be a huge musical swim show for the 1951 San Diego Fair which will have a monumental TV background. . . . Remember May Singhi Breen and Peter de Rose? They may come out of retirement to do their act for a tele show over NBC. . . . Nat Polen, usually a reporter on "The Big Story," has been signed to play a reporter on the Sept. 15th TV ann'y show. What Nat wants to know, Mr. Alexander, is: Is he being promoted? . . . Joe E. Lewis threatens to toss his hat into the mayoralty ring. Promises to kiss all the babies—especially those over 18. In fact, he swears he'll become so famous for kissing that people everywhere will say: "Boy, what a kisser!" . . . Lee Cooley has resigned from McCann-Erickson to become producer-director of the Perry Como Chesterfield show.

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● ● ● Radio and TV support of the United Nations has reached an all-time high in the U. S. since the Korean outbreak, a U. N. spokesman revealed yesterday. More than 1,000 stations have scheduled U. N. programs for fall and the nets are devoting more time than ever to the cause of peace. Credit for the radio interest here to a degree must go to Benjamin Cohen, assistant secretary general, Peter Aylen, director of radio and Dorothy Lewis, program co-ordinator for domestic radio. They have worked closely with U. S. radio and television and engendered a lot of good will for the cause of peace.

★ ★ ★

● ● ● **TALK OF THE TOWN:** The brand new robin egg blue Lincoln Lido that Herb Sholdon is sporting these days. Herb rates his success. A very clever fella, indeed. . . . The typographical error in a recent B'way col'm which had Sandy Scott being subpoenaed to testify against his ex-boss, Art Franklin, in his \$50,000 breach of contract suit against the "Gentlemen Prefer Blondes" star, Yvonne Adair. The col'm originally item'd that Sandy would testify against Yvonne—who was his sweetheart for four years before her marriage to millionaire orchid king Harold Patterson. (What grist for the tabloids there'll be during the trial). . . . If daddy Bing sez okay, the four Crosby lads will decorate a TV kinoscope of their own—without him. But Bng, up until Gary's phenomenal success on their recent platter, preferred his sons to shy away from showbiz, except as a hobby.

★ ★ ★

● ● ● About 10 per cent of the actors with movie ambitions who've tried out on "H'wood Screen Test" have made the grade, which is par for the course, according to the current issue of Look mag. The series, now starting its 3rd year on TV, presents promising young thespians and bids H'wood scouts look them over. Among those who've stepped from the show into H'wood contracts are Nikki Duval, Ralph Clanton, 8-year-old Tommy Rettig, Joel Marston, Pat Wymore (Mrs. Errol Flynn-to-be) and Robert Sherwood.

★ ★ ★

Increased Listening Of News Indicated

(Continued from Page 1)
addition, 55 per cent hear three newscasts and 34 per cent listen to four or more.

Data for the survey was gathered by The Pulse Inc., who found that 27.9 per cent of the men and women in New York and suburbs prefer WOR newscasts. The pattern of preference is followed closely by men and women, the study shows. Among men, 28.6 per cent prefer their news over WOR, while women show a preference for the station with 27.2 per cent.

The survey also shows that more news programs are now heard each day by the average New Yorker than were heard two years ago. Comparing the findings of the current survey with a similar one made in 1948, the station researchers found that while percentages of persons hearing more than one, two or three newscasts daily is about the same, the number hearing four or more radio news programs each day has grown considerably. Due, in part to the Korean crisis, the percentage of metropolitan New Yorkers who tune in news at least four times a day has jumped more than 16 per cent.

WOR presents 60 quarter-hours of straight news reporting every week, in addition to numerous commentaries and analyses as well as capsule news periods to keep listeners abreast of developments throughout the day. Newscasts are prepared and broadcast under the supervision of Dave Driscoll, director of News and Special Features for the station.

Casting Company To Expand

Doris Sharp Television Casting Inc., announced last week, has taken over the already established Registry Casting, Children's Talent Registry and Visual Casting Directory and will function as one direct source for the placing of talent, it was revealed yesterday.

In the new enterprise, Doris Sharp will be associated with Marjorie Morrow, for eighteen years casting director for CBS. Personal representation will be an integral part of the company which will maintain offices in New York and Hollywood.

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SATTLE'S DEPT. STORE 7 YRS.

MARTIN BLADES 8 YRS.

ABC Advisory Group Meet Next Monday

(Continued from Page 1)

work headquarters at the meeting will be: Edward J. Noble, Chairman of the Board; Mark Woods, Vice-Chairman of the Board; Robert E. Kintner, President; Ernest Lee Juncke, Jr., Vice-President in charge of stations; James Connolly, director of AM Station Operations; Leo Brandt, director of TV station operations; John H. Norton, Vice-President in charge of the Central Division; Earl E. Anderson, Vice-President; Joseph A. McDonald, Vice-President and general attorney; Leonard Reeg, national director of programs; and Charles Ayres, national sales director.

The members of the Stations Advisory Committee, who will attend the meeting are: Roger Clipp, Chairman, WFIL, Philadelphia; J. P. Williams, WING, Dayton, O.; E. K. Artenbower, KCMO, Kansas City, Mo.; Henry P. Johnston, WSGN, Birmingham, Ala.; Harold Hough, WJAP, Forth Worth, Tex.; Frank Sherman, KUTA, Salt Lake City, Utah; Archie Morton, KJR, Seattle, Wash. and Owen Urledge, WQAM, Miami, Fla.

Nelsen Ratings Show Mysteries In The Lead

(Continued from Page 1)

are led by "One Man's Family" with "The Lone Ranger" in second place and "News of the World" following.

Week-days, "Ma Perkins" advanced from fourth to first place, with "Romance of Helen Trent" continuing in the No. 2 spot. In third place was "Our Gal, Sunday."

On Sundays, "True Detective Mysteries," "The Shadow" and "Martin Kane, Private Eye" held their respective positions in the first three places. Saturday programs, at the same time, were respectively, "Armstrong Theater," "Stars Over Hollywood" and "Grand Central Station."

Sinn Honored

John L. Sinn, president of the World Broadcasting System, Inc., this week accepted a Veterans of Foreign Wars of the United States "Award of Merit" to WBS for producing the transcribed "Americanism" series, "Forward America," featuring Walter Huston readings from famous American literature and speeches.

The award, presented by newly elected VFW Commander-in-Chief, Charles C. Ralls, was in the form of a plaque, which lauded World as producers of a program which contributes toward a fuller understanding of the American way of life via "... dramatic rediscovery of America's forward progress and greatness."

Ten Theaters To Feature Large Screen TV This Fall

(Continued from Page 1)

expansion program is United Paramount which will have equipment in operation at the Tivoli and State Lake theaters in Chicago; Radio City theater in Minneapolis and the Michigan theater in Detroit. The New York Paramount theater pioneered in TV operations and has had the service in operation for sometime.

Paramount's midwest TV theater experiment will get underway on

T.O.A. Goes To Bat

TOA (Theater Owners of America), as the first move in its campaign to reverse the ruling of the baseball council banning theater TV pickups of this year's World Series, yesterday decided to forward to Baseball Commissioner A. B. "Happy" Chandler a protest against the action, calling it "a discrimination against the motion picture industry, an industry which has contributed substantially to the popularization of baseball throughout the country."

September 30th, when the Ohio-Illinois football game will be viewed on the large sized screen at the Tivoli and State-Lake theaters. On the same date the Michigan-Michigan State game will be viewed on the screen of the Michigan Theater in Detroit. In Chicago, Paramount will use their own TV film production equipment at the State-Lake and will use RCA equipment at the Tivoli. The Paramount system will also be used at the Michigan theater in Detroit.

Movie Men Will Eye Results

Robert O'Brien, secretary-treasurer of theater operations for United Paramount, said yesterday that their arrangements with Big Ten football for exclusive showings of the games on the theater screens will be watched with considerable interest both by the TV and movie industry. The box office reaction to football in the middle west will probably be a good insight into the

Miss America On NBC-TV

Yolande Betbeze, Alabama girl who was crowned "Miss America" at Atlantic City last Saturday, will make her first television appearance Friday of this week when she appears on the "Bonny Maid Versatile Varieties" program over NBC-TV from 9-9:30 p.m.

Crawford Heads WOR Sales

Effective Oct. 1 William Crawford, account executive for WOR, will succeed John P. Nell as sales manager of the station, it was announced yesterday by R. C. Maddux, vice-president in charge of sales. Nell will take a six months leave of absence due to ill health.

Senate Group Votes Full "Voice" Budget

(Continued from Page 1)

which had previously been voted by the House.

The Administration had asked \$82,000,000 in appropriations, also authority to use \$15,000,000 in ECA counterpart funds to step up the radio, film, library and other aspects of the "Voice" program.

The House had voted the full amount of counterpart funds, but cut the appropriation by \$19,344,150. The Senate committee, in voting the full amount, cut the appropriation request slightly but boosted the ECA counterpart fund sufficiently to offset this.

The new funds are in addition to \$32,700,000 already approved by Congress for the program. All the money is for use in the current fiscal year, ending June 30, 1951.

Of the new funds, slightly over \$11,000,000 will be used for the motion picture division.

Republican Chairman On ABC

A special address by Guy Gabrielson, chairman of the Republican National Committee, in which he will discuss the "Issues of 1950," will be aired over ABC and its affiliated stations on Thursday, Sept. 14 at 10:45 p.m., EDT., and over WJZ at 11:15 p.m., EDT.

drawing power of TV in theaters, he said.

In New York yesterday, RKO Theaters, Inc., through Sol A. Schwartz, executive vice-president, announced plans to convert the RKO Fordham in the Bronx into a TV theater. The equipment will be installed by RCA and will be an instantaneous direct projection theater system and will be ready early in October. It is probable that RKO will make a bid for television presentation of the World Series baseball games.

Coupled with the expansion of TV in theaters, Richard F. Walsh, international president of the IATSE, operators and stage hands union, announced that projectionists from Manhattan, Brooklyn, Albany, Chicago and Los Angeles, this week began taking a course in RCA-TV projection. Walsh hailed the course as "keeping its members abreast of all new technical developments in their field."

Other theater TV installations have been made by the Fabian and Century theater circuits in the Greater New York area and these circuits also have hopes of giving patrons large screen showing of the World Series this year.

Forty-niners

In a survey of listening audiences in 11 Indiana counties (10:00-10:30 PM for a period in July) WOWO's percent-of-listening-homes hit the 49 mark twice... and never fell below 44. This survey by Edward G. Doody & Co. for Centlivre Brewery (through Westheimer & Block) again indicated that WOWO delivers three times as many listeners as any other station in this important Midwestern market-area! For availabilities, check WOWO or Free & Peters.

FORT WAYNE

ABC AFFILIATE

WOWO



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

PROMOTION

Circus Toys For Kiddies

Canada Dry will launch a premium promotion directed to children early in October. Drive to promote ginger ale will be supported by extensive advertising on television and in the Sunday comic papers. Premium is a group of six specially designed circus toys which go into action when pulled by a cord. Two coupon labels on quart bottles of Ginger Ale plus 25 cents entitles any kid to the whole set. The promotion is also intended to help merchandise the company's ABC-TV show "Super Circus." The toys carry this title and will be demonstrated in action on film commercials in four successive Sunday telecasts, which will be carried over 37 TV stations.

Football Guide

An attractive football guide is being made available to dealers by the receiver sales division of Allen B. DuMont Laboratories, Inc., as a sales promotion aid. According to Calvin Affleck, sales promotion manager, the guides are part of a "football" package which includes a silk screen window streamer and attractive counter dispenser for dealers use. The booklet, 7½ by 4 inches, contains complete college and professional football schedules, rules, records and other gridiron data. DuMont TV receiver lines are featured prominently in the guide.

"Most Typical Fans"

Baseball's "Gus Fan" will be saluted by Mutual on its "Game of the Day" broadcasts. Currently, sportscasters Al Helfer and Art Gleason are asking listeners to submit their nominees for the honor of representing "Gus Fan." From the entries, a baseball personality will select the three most typical fans. As a reward they will be the guests of Mutual at the forthcoming World Series games. All nominations must be submitted by Wednesday, Sept. 20. The winners will be announced on the last baseball "Game of the Day" broadcast Saturday, Sept. 30. In addition, a "Gus Fan" will be selected from each of the more than 300 stations carrying the MBS broadcasts, and awarded baseball souvenir charms.

Something For The Files

A bright yellow cardboard replica of a small model TV set is the newest program promotion feature being distributed by ABC. Inside the set are various colored folders containing publicity and promotion material on the network's TV shows for use by affiliate stations.

Werrenrath, Jr., In Uniform

Producer Reinald Werrenrath, Jr. is the first member of the NBC-Chicago television staff to be recalled to active duty with the armed services. Werrenrath is a lieutenant in the Naval Air Corps.

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 September 1-7, 1950

Title	Publisher
A Little Bit Independent	Bregman-Vocco-Conn
All My Love	Mills
Bewitched	Chappell
Bonaparte's Retreat	Acuff-Rose
Can Anyone Explain	Laurel
Can't We Talk It Over	Advanced
Count Every Star	Paxton
Daddy's Little Boy	Beacon
Don't Rock The Boat Dear	E. H. Morris
Dream A Little Dream Of Me	Words & Music
Golden Sails On A Sea Of Blue	Goday
Goodnight Irene	Spencer
Home Cookin'	Famous
Hoop-Dee-Do	E. H. Morris
I Cross My Fingers	United
I Didn't Know What Time It Was	Chappell
I Don't Care If The Sun Don't Shine	Famous
I Love The Guy (I Love The Girl)	Shapiro-Bernstein
I Wanna Be Loved	Supreme
I'll Always Love You	Famous
La Vie En Rose	Harms
Let's Do It Again	Robbins
Mambo Jambo	Peer
Mona Lisa	Paramount
Nevertheless	Chappell
Play A Simple Melody	Berlin
Sam's Song	Sam Weiss
Sometime	Witmark
Thinking Of You	Remick
Third Man Theme	Chappell
Why Fight The Feeling	Paramount

Second Group

Title	Publisher
All Dressed Up To Smile	Bourne
Beloved Be Faithful	Leeds
C'est Si Bon	Leeds
Cincinnati Dancing Pig	Old Hickory Music
Daddy From Georgia Way	Life Music
Darn It Baby That's Love	Chappell
Friendly Star	Feist
Gone Fishin'	Feist
Harbor Lights	Chappell
Honestly I Love You	Shapiro-Bernstein
I Didn't Slip, I Wasn't Pushed, I Fell	Remick
I Still Got A Thrill	Words & Music
If You Were My Girl	Duchess
I'll Build A Dream House	Campbell
Let's Choo Choo Choo To Idaho	Robbins
My Foolish Heart	Santly-Joy
No Other Love	Walt Disney
Old Piano Roll Blues	Leeds
Our Little Ranch House	Lombardo
Our Vory Own	Spitzer
Sentimental Me	Knickerbocker
Sweetest Words I Know	Life Music
Tonight Be Tender To Me	Life Music
You Wonderful You	Millor

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NEW BUSINESS

KFAR-KENI, Alaska: The Michigan Sun Broadcasting Company stations KFAR in Fairbanks and KENI in Anchorage, Alaska announce new and renewed schedules from the following national concerns:

Joint Bus Lines, through Belmont & Hohman, Seattle, will launch 50-word spot announcements on both stations starting September 6, 1950. The Joseph Schlitz Brewing Company through Young & Rubicam New York, renews its schedule of three quarter-hour newscasts per week on KFAR, Fairbanks, and five quarter-hour sportscasts per week on KENI, Anchorage. Schedule covers 13 weeks, starting September Milwaukee Road, through Roch Williams & Cleary, Chicago, starts schedule of 50-word spot announcements on KFAR and KENI, beginning September 26. Woolrich Woolen Mills, through Hutchins Advertising Company, Rochester, New York, launches schedule of 50-word spot announcements on KFAR, Fairbanks. Schedule starts September for 13 weeks.

KCBS, San Francisco: Pacific Brewing and Malting Co. (Wieland Beer) has signed for a 52-week announcement schedule. Four Wheel Brake Service & Aligning Co. has signed for a 52-week announcement schedule. John Callagher Advertising is the agency. Golden Gate Steamship Lines has signed a participation schedule, using "Party the Palace," "This is San Francisco," "Waitin' for Weaver," and the "Jar Todd Show." Beaumont & Hohman is the agency.

WOR, New York: Cook & Durbin Paint Corporation of Newark, N. J., through A. W. Lewin Co., New York City, on Kate Smith Sings, Monday from 11:45 a.m. to noon, effective Sept. 11. Mennen Company, shaving products, renews Melvyn Elliott, News, Mon., Wed., Fri., to 7:15 a.m., through Duane, Jones Co., New York (long term contract effective Sept. 25). American Progressive Insurance Company, for health insurance, sponsors Henry Gladstone, News, Sundays, 11 to 11:30 a.m., through Furman, Feiner & Co. Inc., New York. American Tobacco Co., long term contract for schedule of announcements six days a week (Mon.-Sat.) various shows, through BBD & O.

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Siren Sounds Out On Radio-TV Shows

(Continued from Page 1)
 would abide by the defense order. ABC, meanwhile said they had no programs which utilized sirens in opening or closing formats if sirens were used they would be an integral part of the broadcast telecast and only on for a few seconds.

Principal sufferer from the ban will be "The Texaco Star Theater" on NBC-TV, which ushers in Milton Berle with a cacophony of wailing sirens. Another sufferer will be the long time favorite, "Ringbusters" over CBS which has used the siren technique for many years.

Furthering compliance with the new Civil Defense Law, NBC announced yesterday that memos had been sent to all producers and directors of NBC shows to immediately drop sirens from all future programs. At the same time the network sent the same information to advertising agencies placing business over the network AM or FM. Some of the shows expected to be affected include "Lights Out," "Martin Kane, Private Eye," "Richard Diamond, Private Detective," and "Sam Spade." It was also recalled that the forthcoming Kraft Theater show included a scene with engines screeching down the street, and that the scene would be changed.

Mutual said that the network had a show in which sirens were featured as a trademark, but that upwards of a dozen shows will be scrutinized carefully to comply with the new law. WOR with several shows, including "Boston Blackie," "Mystery Is My Hobby," and "Box Office" will comply fully with the new provisions.

Named WPAT Program Head

Paterson, N. J.—Don Kerr has been named program director of WPAT, and he will supervise all matters concerning copy, library, public service, commercials ETs, announcing staff, publicity and promotion where it involves airtime, engineering where it involves airtime and overall matters concerning special events and news. Kerr began his radio career at WHK, Cleveland, in 1930, later moved to WOR as staff announcer-producer. In 1934 began a five-year contract as feature announcer-producer at WMCA, and in 1940 joined CBS. After four years of overseas military service, he became manager of WKWF, Key West, Fla. and later joined WAAT and WATV.

Joins WKY Staff

Oklahoma City, Okla.—Marjorie Schimid, graduate of UCLA and the NBC Institute in Hollywood, has joined the continuity staff at WKY, succeeding Betty Jean Givens. Schimid was associated with WHW at Altus and KLPR in this city before joining WKY.

★ ★ TELE TOPICS ★ ★

COMBINED talents of Jane Wyatt and Lee Bowman in the leading roles of the TV adaptation of "The Awful Truth" on NBC-TV Monday got Robert Montgomery's "Lucky Strike Theater" off to a fairly entertaining start. Miss Wyatt as a sophisticated divorcee endowed with charm, was delightful and Bowman as her ex-husband proved equally entertaining as he portrayed the role of the man about to be ensnared by the feminine wiles of his ex-wife. Donald Curtis, as the Oklahoma oil man, who sought the hand of the divorcee also turned in a plausible performance. Montgomery as a host was exuberant as he spoke of the theater and the program's scheduled productions.

TODAY'S TV personality:

If service stars were being awarded to men who learned TV production the hard way, MYRON P. KIRK, vice-president and executive director of radio and TV at the Kudner Agency, Inc., would certainly be among the recipients. Kirk, who had a hand in launching Olsen & Johnson last year and has been one of the inspirational personalities behind Milton Berle's "Texaco Star Theater," trained for the TV



obstacle course through experience in the banking, brokerage, agency, theater, radio and movie business. From 1938 to 1941 he was in Hollywood as a vice-president of United Artists. Kirk joined the Kudner agency in 1941 as director of radio and later became v.p., in charge of radio and television. Current TV programs handled by the agency include Martin Kane—Private Eye, Admiral's "Lights Out" and the "Texaco Star Theater."

THE Salmaggi opera troupe has been signed for one-hour telecasts of all the operas in the company's repertoire by Wilbur Stark-Jerry Layton Productions to be packaged for the coming season. . . . Sister Kenney will fly to New York today for one of her rare video appearances on Art Ford's two-and-a-half-hour benefit show for the "Sister Kenney Fund" tonight on WPIX. Starring on the benefit are: Jack Carter, Lee Tracy, Harry Hershfield, Peter Donald, Jack Barry, David Burns, and Fritzi Scheff, among others. . . . John Gart has resigned as musical conductor for the Robert Montgomery Lucky Strike Theater. . . . Chick Vincent is the package producer behind WJZ-TV's latest innovation "Kitchen Kapers," which premiered Monday in the 12:00 noon slot. . . . Morey Amsterdam, who was one of the judges of the "Mrs. America" contest, will have the winner, Mrs. Betty McAllister, for her first TV appearance on "Broadway Open House" on the 18th.

ROBERTA Quinlan is being eyed by West Coast tele "big" who may soon try luring her away from the Kleig lights of Gotham. . . . Bob Hope's third full-hour show for Frigidaire over the NBC tele web Thursday night will cancel the network's "Believe It Or Not" at 8:00 p. m. and "Hawkins Falls" at 8:30 p. m. . . . The Korean war has put a big damper on the National Television and Electronics Exposition scheduled to take over in Manhattan on Sept. 23rd under the aegis of Fromer-Kram Expositions. So far, the backers haven't stated whether or not they'll try to pull it off again next year. . . . 16 stations of the CBS-TV web have signed (to-date) to carry the new thriller, "Amm-i-dent Mystery Playhouse," which premieres on Sept. 19. . . . Herman Hickman, Yale's well-known grid coach, made his tele debut last week over WNHC, New Haven, on his own show, sponsored for the coming season (6:45-7:00 Fridays) by Marlin Razor Blades and Marlin Guns. After Oct. 1, Hickman adds a CBS show to his tele sideline, going on as a panel member on "Celebrity Time" (10:00-10:30 p. m., hosted by Conrad Nagel and also starring Kyle McDonnell).

SONGS WITH THE LARGEST TV AUDIENCES (Survey Week Of Sept. 1-7)

THE TOP 5 SONGS OF THE WEEK

Hoop-Dee-Doo	E. H. Morris
I Cross My Fingers	United
I Wanna Be Loved	Supreme
Stars And Stripes Forever	J. Church Co.-Hill & Range
Thrill Is Gone	Crawford

THE 5 FAVORITE STANDARDS OF THE WEEK

Anchors Aweigh	Robbins
Darktown Strutters Ball	Feist
This Is The Army Mr. Jones	Berlin
Tico Tico	Chas. K. Harris
Why	Feist

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NBC Adding Fourteen Stations To TV Web

(Continued from Page 1)
 comprising NBC's interconnected network by October. Coupled with 16 non-interconnected stations, the network will service a total of 63 stations.

Those joining the interconnected network during the month of September are: WFMY-TV, Greensboro, N. C.; WBT, Charlotte, N. C.; WMBR-TV, Jacksonville, Fla.; WSB-TV, Atlanta, Ga.; WBRC-TV, Birmingham, Ala.; WAVE-TV, Louisville, Ky.; WFBM-TV, Indianapolis, Ind.; WOC-TV, Davenport, Iowa; WOIT-TV, Ames, Iowa; KSTP-TV, Minneapolis-St. Paul, Minn.; WOW-TV, Omaha, Neb.; WDAF-TV, Kansas City, Mo.; WSM-TV, Nashville, Tenn.; and WTTV, Bloomington, Ind.

Edwards Augments Staff For Radio-TV Program

(Continued from Page 1)
 and Mort Lewis will do the AM stanza, with Al Simon, Paul Edward, and Mel Vickland handling ideas for both shows. Simon will also act as coordinator for Edwards in TV filming, and Al Paschall will stage the TV shows. Dick Gottlieb, who, among other things, handles liaison between Edwards and the city of Truth Or Consequences, New Mexico, assists in the TV production. Ed Bailey is radio director, Graydon Rank and Ann James assisting.

Jane Garrison heads the secretarial staff, with Virginia Simms and Tasula Lynn as script secretaries. Sue Clark heads publicity; and Jack Harvey, Axel Gruenberg, and Carl Wester, who form Trio, Inc., are in charge of filming. Five shows are already in the cans. Four of the first eight AM shows will be aired from service camps.

"Yankee Kitchen" Bows

Hartford, Conn.—The half-hour program, "Yankee Kitchen" made its debut over WDRC on September 11th. The show will be heard from 4:30 to 5 p.m., and features Ken and Carolyn in a daily review of women's fashion, cooking, household and other feminine news. The program will be heard Monday through Friday at the same hour over WDRC. "Yankee Kitchen" originates in Boston.

Extends Schedule

Hollywood—Coming closely on the heels of its first anniversary, Los Angeles television station KFCA-TV, Monday, entered the afternoon programming field by presenting "The Jack Gregson Show" from 2:30 to 4:30 p. m., PST, on a Monday through Friday schedule of participating commercial programs, Frank Samuels, vice-president in charge of the Western Division of ABC, revealed.

COAST-TO-COAST

Sponsoring Stamford Games

Stamford, Conn.—The Yale and Towne Manufacturing Co., producer of Yale locks and hardware, will sponsor a series of ten local high school football games over WSTC and WSTC-FM beginning September 23rd. This marks the eighth consecutive year that Yale and Towne has sponsored the games. The programs will be broadcast Saturday afternoons at 2 p.m.

Establishes Recording Service

Philadelphia, Pa.—Expansion of KYW's recording facilities to include all types of commercial recordings, pressings and tapes, plus use of additional station facilities and personnel has been announced by L. R. Rawlins, manager of Westinghouse KYW. The service also provides use of sound effects, organ, staff producers and talent, if desired, and the station's modern studios.

"Hey Bob" Begins 3rd Year

Des Moines, Ia.—The children's audience participation show, "Hey Bob," which teaches safety the sugar-coated way, launched its third straight year on KRNT on the first of September. Again the show is being presented under the joint sponsorship of KRNT and The New Utica clothing store. The half-hour broadcasts originate on Saturday mornings from the stage of the Paramount Theater. The program, built around a man-sized dummy which symbolizes the traffic menace, has won two National Safety Council awards, the Alfred P. Sloan award, and the Variety Award. Emcee Bill Riley won the local Safety Council Award last spring for his safety promotion work.

Sweeney, Bradley Promoted

Los Angeles, Calif.—Kevin B. Sweeney has been named general sales manager of the Radio Division of Earle C. Anthony, Inc., and John Bradley has been appointed to the new position of assistant sales manager, according to an announcement by KFI and KFI-TV. Sweeney will continue to supervise all sales and promotion activity of both KFI and KFI-TV, reporting directly to the president and general manager. In his new position, Bradley will be in charge of Southern California sales activity for KFI-TV, supervising the local KFI-TV salesmen and reporting to Sweeney.

Biz Men Get Radio Lessons

Cleveland, O.—WSIS recently conducted a unique experiment by inviting 35 members of the Junior Chamber of Commerce of this city to literally "take over" station operations for an entire day. This group of young business men took their places before the microphone, announcing, programming, record shows, reading news, in addition to planning six special programs for the occasion, while the WSIS staff men had a well-earned vacation.

WINDY CITY WORDAGE

By GINNY EVANS

Walking down Rush Street the other evening we heard some familiar piano notes coming out of Harry's New Yorker. We went in and sure enough our friend Jack Gardner was sitting behind the piano, playing as great as ever. Jack has some new records coming out on the S & D label. . . . Edythe Adams was chosen Miss U. S. Television in the contest finals at the Chicago Fair last week. She represented WPIX in New York City. Chicago's entry, Kathy Collin, placed second. . . . Willie Shore will pinch hit for Bill Farrell on Bill's television show next week. . . . Central Ice Cream Company has renewed sponsorship of Adventure Time on WENR-TV.

It was a pleasure to walk into the MCA building yesterday and see Pete Pyer back from vacation. Pete's our favorite elevator operator and talking to him will make anybody's day brighter. . . . Randy Brown and Mary Kaye headline Hall of Fun, which bowed last Wednesday on WGN-TV. The show, a telephone quiz and audience participation for youngsters, is sponsored by Royal Master Tops. . . . What will they do next? John Meck, president of Scott Radio Laboratories, has a mobile telephone in his automobile so he can keep in touch with everyone all the time.

Jack Naylor, associate editor of Television Information, is back in town from New York. Jack hit most of the major TV cities in the East, setting up outlets for the new book. . . . Two Ton Baker will sub for Tom Moore on the "Tom Moore Show" next week. Tom will be making a personal appearance tour in Wisconsin and the Dakotas.

WENR-TV will celebrate its second anniversary on September 17th. The beginning of the third year will find the station with 70 live productions and 73 hours of telecasting weekly. . . . Don Miller, sales manager of WCBS in New York City, was a WBBM visitor last week as was Milton Allison, WBBM sales representative in New York. . . . The Encyclopedia Britannica, which is supposed to have all the answers, came to Quiz Kid Joel Kupperman for help last week. Always glad to oblige, Joel solved a math problem that had the Britannica staff and top engineering experts stumped for over six months. His time? Ten minutes!

Fahey Flynn will be heard in a new weekly sports report program on WBBM starting September 23rd. Allied Florists Association will sponsor the show. . . . A bow to Art Lyons who's playing such a fine clarinet at Jazz Ltd. Wish we could hear him oftener. . . . Harold Trudeau, one of Chicago's best photogs, has now branched out into filming television commercials.

Don McNeill's eldest son Tom seems to be jinxed on Labor Day. Two years ago he had polio, last year he broke his arm and to top it off, this year he broke a bone in his back at football practice. Next year the youngster swears he's staying close to home on the three day holiday. . . . Another Chicagoan with a broken bone in her back is Buff Cobb, who's in St. Luke's hospital following an accident last week. In the meantime, Mike Wallace is carrying on alone on their Chez Show.

We're looking forward to seeing pretty Peggy Taylor on TV. Pogygy, who's been in Chicago less than two months, already has two TV shows and plans for more. She's Dorothy Shay's prologo. . . . Al Bonson, outstanding Negro disc jockey, is taking a well-earned vacation. Al is spending a month touring California, Mexico and Cuba. . . . Hank Sylvorn wonders why Chicago TV has channels. He figures we should have Great Lakes!

BEHIND THE MIKE

WHEN the Johnny Olsen show played the Shamrock Hotel in Houston, Alan Sands had the job of interviewing Glenn McCarthy for material for the show. New was a Johnny Olsen guest in better humor, for that morning, a McCarthy well came through with a most 2000 barrels daily.

NBC dancing star Ray Maloi readying a disc jockey show. (Say who isn't?)

Edith Fellows returned from the coast last week to prepare her new television act which will include a great deal of ballet dancing of her part.

Crooner Richard Hayes being screen-tested by Paramount.

Robert Q. Lewis told Dick Contino that he was afraid the Navy was going to call him in as Arthur Godfrey's replacement.

Mrs. Arthur Murray's "Party Time" becomes an hour show on WABD starting Oct. 15th.

Kay Armen makes her nite debut at the Latin Casino in Philadelphia Monday nite.

It's a boy, Anthony Andrew, for the Johnny Guarneris at N.Y. Infirmary.

Sammy Kaye getting lucrative offers for the publishing rights his "Sunday Serenade Book Poetry" which he is currently printing himself.

Arlene Francis suffering from severe case of hay fever.

Cora and Bill Baird's forthcoming Broadway musical may force them to curtail some of their TV activities.

Winston Stores On WPIX

Albert Black Productions has inked Winston Television Stores two 26-week contracts on WPIX. Sunday afternoon, October 8, will be the kickoff date for "Hollywood Quideo," a film quiz with audience participation. Hal Tunis and Marie Carter will mc for Black.

On Oct. 19th, following the Garden basketball games, the Black organization will air "The All Sports Quiz" on WPIX. Tunis and Miss Carter will do the quizzing on the telephone, for Winston Television Stores.

Black will continue with the "Alan Dale Show" on CBS-TV for another 39 weeks, with Winston picking up the tab.

College Series On WPCF

Panama City, Fla.—Eleanor Whitlaw, WPCF program director, recently completed a series of broadcasts on her Fashion's program with girls going away to college. Discussion included "What parents expect of daughters," boys, curriculum rush week, clothing, etc. Girls who participated were selected by a College Advisory Board set up by the sponsor. The board members invite girls who go to college for the first time this fall, to join them at the microphone and ask questions.

RADIO TELEVISION DAILY

VOL. 52, NO. 52

NEW YORK, THURSDAY, SEPTEMBER 14, 1950

TEN CENTS

UPTURN IN RADIO INTEREST STRESSED

Zworykin Honored By IRE; Other Awards Made

RCA Scientist To Receive '51 IRE Honor Medal

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

NAB District 14 Hears 'Editorializing' Plea

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

Howell himself has broadcast (Continued on Page 7)

Demonstrate Triple Use Of 'FM Multiplexing'

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

(Continued on Page 7)

New Champ?

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

BBC Listener Lands In Court

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

AM-FM Coverage For Sept. 19 UN Meeting Signal Corps Seeks Civilian Employees

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

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

Drake Joins NAB Staff In Station Relations Post

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

RTMA Meet Opens Monday; Parts Div. Chairmen Named

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

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

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

Wall St. Journal Survey Reveals Radio Gains

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

Frigidaire To NBC-TV Every Fourth Sunday

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

With Colgate - Palmolive - Peet opening the series with the success- (Continued on Page 6)

Zenith Profits Rise In First Three Months

Estimated net consolidated profits for Zenith Radio Corporation and its subsidiaries for the first three months, ended July 31, 1950, of its fiscal year, amounted to \$766,954 after federal income tax provision, depreciation, excise taxes and re- (Continued on Page 6)

TV Marathon

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

RADIO DAILY

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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

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

ROME BUREAU
John Percicari
Ludovisi 16

FINANCIAL

(September 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	103 3/4	105 3/8	103 3/4	— 1/8
Admiral Corp.	27 3/8	26 7/8	26 7/8	— 1/8
Am. Tel. & Tel.	152 1/4	152 1/4	152 3/8	+ 1/8
CBS A	31 3/4	31 1/2	31 1/2	— 1/4
CBS B	31 3/8	31 3/8	31 3/8	— 1/8
Philco	40 3/8	39 7/8	40	+ 1/2
RCA Common	17 3/8	16 7/8	17 1/8	+ 1/8
RCA 1st pfd.	74 1/4	74 1/4	74 1/4	—
Stewart-Warner	16 1/4	16	16	+ 1/8
Westinghouse	32 3/4	32 1/2	32 1/2	+ 1/2
Zenith Radio	52 1/4	51	51	+ 3/8

	Bid	Asked
DuMont Lab.	18	17 3/4
Hazeltine Corp.	19	18 3/4
Not. Union Radio	3 3/8	3 3/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12 1/2	13 3/4

Davis Named Chairman Of Ad Council Committee

(Continued from Page 1)

Evans Clark, executive director, The Twentieth Century Fund, The latter, heading the Council's public policy committee, recently resigned as chairman of the advisory body in order to handle increased responsibilities at The Twentieth Century Fund. Clark will remain on the committee in the capacity of vice-chairman, and also will serve as a director-at-large on the Council's board of directors.

Davis, who has been a member of the committee for the past four years will bring to the chairmanship a broad experience in finance, business, government service and in the fields of public interest and general welfare.

IRE '51 Medal To Zworykin; Fellowships Given 41 Others

(Continued from Page 1)

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



ZWORYKIN

The research activities of Dr. Zvorykin and the group of scientists working with him have been by no means confined to television but included many phases of electronics and electron optics. This work led to the development of many interesting and important devices, including various forms of secondary emission multipliers and image tubes. The intensive study of electron optics by this group led directly to research in electron microscopy. After several years of concentrated effort, Dr. Zvorykin and his group developed an electron microscope capable of providing fifty to one hundred times the useful magnification of an ordinary light microscope.

Dr. Zvorykin's research in electronics and electron optics contributed greatly to the war effort. In the Spring of 1934—five years before the start of World War II—Dr. Zvorykin formulated plans for an airborne television system to serve in guiding radio-controlled flying torpedoes. Research work on the project progressed steadily and before the United States entered the war, considerable success had been achieved in the development of practical airborne television apparatus. The results were revealed in March, 1946, in an airborne television demonstration at the U. S. Navy Air Station, Anacostia, D. C.

Active In World War II

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

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

At present, Dr. Zvorykin is di-

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

Fellowships Listed

Those named for the grade of Fellows in IRE are:

Robert Adler, Research Engineer, Zenith Radio Corporation, Chicago, Ill.; J. G. Brainerd, Associate Professor, University of Pennsylvania, Philadelphia, Pa.; C. G. Brennecke, Head, Electrical Engineering Dept., North Carolina State College, Raleigh, N. C.; R. D. Campbell, Engineer, American Telephone and Telegraph Company, New York, N. Y.; R. W. Deardoff, Transmission and Protection Engineer, The Pacific Telephone and Telegraph Company, Portland, Oregon; John H. De Witt, Jr., President, Radio Station WSM, Inc., Nashville 3, Tenn.; Harold F. Elliott, Consulting Engineer, Palo Alto, Calif.; Clifford G. Fick, Head, Television Division and Research Laboratory, General Electric Company, Schenectady, N. Y.; E. L. Ginzton, Stanford University, Calif.; William M. Goodall, Member of Technical Staff, Bell Telephone Laboratories, Inc., Deal, N. J.; John T. Henderson, Research Physicist, National Research Council, Ottawa, Ont., Canada; C. J. Hirsch, Chief Engineer, Hazeltine Electronics Corporation, Little Neck, L. I., N. Y.; William E. Jackson, Chief, Radio Development Division, Civil Aeronautics Administration, Indianapolis, Ind.; J. B. Johnson, Physicist, Bell Telephone Laboratories, Inc., Murray Hill, N. J.; A. G. Kandoian, Head, Radio and Radar Components Division, Federal Telecommunication Labs. Inc., Nutley, N. J.; C. E. Kilgour, Research Consultant, Crosley Division of Avco Corporation, Cincinnati, Ohio; T. J. Killian, Science Director, Office of Naval Research, Washington 25, D. C.; J. B. Knox, RCA Victor Company, Ltd., Montreal, Que., Canada; V. D. Landon, Research Engineer, RCA Laboratories, Princeton, N. J.

Also George Lewis, Assistant Vice-President, International Telephone and Telegraph Company, New York, N. Y.; Harry R. Lubeck, Director of Television, Don Lee Broadcasting System, Hollywood, Calif.; David G. C. Luck, Research Engineer, RCA Laboratories Division, Princeton, N. J.; John F. Morrison, Technical Staff, Bell Telephone Laboratories, Inc., Whippany, N. J.; G. A. Morton, RCA Laboratories, Inc., Princeton, N. J.; G. W. Olive, Chief Engineer, Canadian Broadcasting Corporation, W. Montreal, Que., Canada; O. W. Pike, Manager of Engineering, General Electric Company, Schenectady, N. Y.; L. E. Reukema, Professor of Electrical Engineering, University of California, Berkeley, Calif.; H. W. G. Salinger, Research Physicist, Farnsworth Research Corporation, Fort Wayne, Ind.; Otto H. Schade, Research Engineer, RCA Victor Division, Harrison, N. J.; Dominic F. Schmit, Vice-President in Charge of Engineering, RCA Victor Division, Camden, N. J.; W. E. Shoupp, Westinghouse Electric Corporation, Pittsburgh, Pa.; P. F. Siling, Engineer-in-Charge, RCA Frequency Bureau, New York, N. Y.; H. R. Skifter, President, Airborne Instruments Laboratories, Inc., Mineola, L. I., N. Y.; B. R. Teare, Jr., Head, Dept. of Electrical Engineering, Carnegie Inst. of Technology, Pittsburgh, Pa.; Gordon N. Thayer, Transmission Development Engineer, Bell Telephone Laboratories, Inc., New York; Henry P. Thomas, Engineer, General Electric Company, Syracuse, N. Y.; William C. Thms, Radio Development Engineer, Bell Telephone Laboratories, Inc., Whippany, N. J.; Ernst Weber, Polytechnic Institute of Brooklyn, Brooklyn, N. Y.; R. H. Williamson, Assistant Section Engineer, General Electric Company, Syracuse, N. Y.; W. T. Winttingham, Technical Staff, Bell Telephone Laboratories, Inc., Murray Hill, N. J.; G. A. Wootton, Professor of Physics, Director, Eaton Laboratories, McGill University, Montreal, Que., Canada.

W-I-T-H AGAIN 1ST IN RADIO AUDIENCE*

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

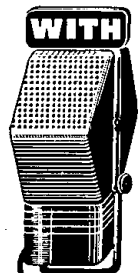
STATION D 9.6 (NETWORK)

Rates For 125 Word Spot Announcement, Class A, One Time:

WITH \$16
STATION A \$55
STATION B \$50
STATION C \$70
STATION D \$30

COMPARE! COMPARE! COMPARE!

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



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

'New Lease On Life' For Radio Forecast

(Continued from Page 1)

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

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

Kintner Quoted

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

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

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

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

AM And FM Coverage For Sept. UN Meeting

(Continued from Page 1)

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

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

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

RTMA Meet Opens Monday; Parts Div. Chairmen Named

(Continued from Page 1)

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

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

Section Chairmen Listed

Following are the section chairmen appointed by Chairman Zender:

Antenna—G. O. Benson, Premax Products Div., Chisholm-Ryder, Co., Inc.

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

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

Fixed Capacitor—W. Myron Owen, Aerovox Corp.

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

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

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

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

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

Socket—Lester W. Tarr, Cinch Manufacturing Corp.

Speaker — Matt Little, Quam-Nichols Co.

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

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

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

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

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

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

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

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

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

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

Executive Committees To Meet

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

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

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

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

New Groups Formed

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

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

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

Signal Corps Seeks Civilian Employees

(Continued from Page 1)

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

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

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

Takes WKRC-TV Post

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

The stars of today and tomorrow are *Yours for more Sales* ... with the new era in

Thesaurus

"The Tex Beneke Show"



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



recorded program services

Radio Corporation of America
RCA Victor Division

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

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



“war front — h



...e front"



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

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

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

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

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

WAR FRONT—HOME FRONT", ANOTHER EXCITING 'RADIO FIRST' BY **mutual** ... THE FIRST NETWORK FOR NEWS

Frigidaire To NBC-TV Every Fourth Sunday

(Continued from Page 1)

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

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

Three Agencies To Place Gray's Increased Budget

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

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

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



By SID WHITE

Man About Manhattan. . . !

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



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



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



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



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

Theater Man Predicts Moving Of TV To UHF

Washington Bureau of RADIO DAILY

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

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

Zenith Profits Rise In First Three Months

(Continued from Page 1)

serve for contingencies. This compares with net consolidated profit for the same period a year ago, \$170,945 after a deduction of \$251,300 representing amortization of goodwill incident to acquisition of a subsidiary.

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

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HENRY GREENFIELD, Mgr. Director N. Y. 19

NAB District 14 Hears 'Editorializing' Plea

(Continued from Page 1)
 "editorials" for years on KFXX, and Junction, Colo., most of the period in spite of the FCC's "May-never edict" which was reversed a year. He was a leader nationally in the fight to have the prohibition against editorializing removed.

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

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

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

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

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

Accidentally, the convention was invited to coast on the "Game of the Day" baseball broadcast on KJL, of which KGL, here, is an affiliate.

Crusade Documentary

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

★ ★ TELE TOPICS ★ ★

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

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



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

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

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

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

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

Demonstrate 3 Uses Of 'FM Multiplexing'

(Continued from Page 1)
 velopment Corporation at the Reeves Sound Studios, New York.

Under multiplex transmission, regular FM programs can be beamed to the listeners in the area of the transmitter while at the same time, two subcarriers superimposed on the same wavelength will be carrying additional radio services such as facsimile, transit radio, Muzak music service, etc., according to William S. Halstead, president of Multiplex. The high fidelity of the FM broadcasts will be unimpaired and listeners at home will have no idea that the same wavelength bringing in their FM programs is also carrying two additional radio broadcasts.

Multiple Development Corporation has been conducting a series of test trials over their experimental transmitter KE2XKH, New York, for some time. They are now awaiting final FCC approval before marketing the system.

The system will be of considerable value in the FM broadcasting, television, private radio communications and specialized broadcast service fields, Halstead said.

For example, an FM relay network may air a program to one leg of the network, while at the same time another program is carried back over the same wavelength to another segment of the network. This eliminates the costly line charges, as well as providing additional services without having to use additional channels.

The system will be of material aid, Halstead said, in providing new communications channels in the overcrowded mobile communications field, particularly in the large urban centers such as New York City, Chicago and Los Angeles.

Multiplex should also prove to be a boon in the war emergency communications setup where wire communications may be seriously overburdened or disrupted, he reported. The multiplex equipment, which is adaptable to existing FM receivers and broadcast transmitters, will provide a number of channels for wide-area dissemination of teletype, facsimile of voice communications addressed to traffic control centers, defense groups or the military on fixed points or in mobile units without interference with public broadcast transmissions by these stations.

Drake Joins NAB Staff In Station Relations Post

(Continued from Page 1)
 take the post of the late Walter Huffington.

In his new post Drake will devote full attention to membership solicitation and field contact with NAB members. He will report directly to Ryan and during the first month will divide his time between the Washington and New York offices of NAB getting acquainted with the association's office operations.

COAST-TO-COAST

KFI-TV Children's Show Awarded
Los Angeles, Calif. — "Children Should Be Heard" the television show emceed by Harry Koplan on KFI-TV each Monday from 7:30 to 8:00 p.m. received a special commendation as an educational program by the California Teachers Association — Southern Section. Lionel DeSilva, executive secretary of the association, presented the Shield of Merit plaque to Koplan for his show. The award by the CTA is the first ever to be presented to any television program for its educational qualities.

Former All-American Joins KFAB
Omaha, Neb.—"Blue" Howell has joined the KFAB sports staff, it has been announced by Lyell Bremser, sports director for the station. "Blue" will do color and analysis for Bremser at all KFAB University of Nebraska football broadcasts this fall. Howell was an All-American in 1928, later became coach at LSU and still later at Yale University. Howell's broadcast activity will be in addition to his position as City Manager of Omaha for the Woodmen of the World.

Golf Tourney Recorded
Crewe, Va.—WSVS and WSVS-FM were on hand with remote equipment and tape recording equipment at the Golf Association Annual Tournament held at Lawrenceville. Station manager John Sadler taped interviews and color at the end of the first round and then at the conclusion of the tournament. Tournament officials and participants were interviewed. The tournament broadcasts were arranged through the co-operation of several Lawrenceville merchants in the public interest. Teams and players participated from all major communities in Southside Virginia.

Potato Contest Results
Canton, O.—E. D. Fisher of Fisher Farms, Bolivar, was the winner of the first WHBC Potato Contest and received a twenty-five-dollar Savings Bond for having grown the largest potato in the WHBC listening area. Fisher's prize winning potato weighed 2 pounds 4 3/4 ounces. The judging for the contest was done by Mart Vernon, who is connected with the Stark County Department of Weights and Measures. The award was presented by John Baker, WHBC's farm editor.

To Air Coaches Roundtable
Indianapolis, Ind. — On Friday, September 15th, Tom Carnegie, WIRE sportscaster, will take the mike to the Columbia Club for another annual meeting of the Kiwanis Club Football Coaches Roundtable. The program will be co-emceed by Bill Fox of the Indianapolis News. Guest coaches will be Tony Hinkle of Butler, "Stu" Holcomb of Purdue, "Moose" Krause of Notre Dame and Clyde Smith of Indiana.

★ ★ RECORDS ON PARADE ★ ★

By TED PERSONS

RADIO DAILY'S "Jockey Jury" scans the brand-new record releases and picks those most likely to succeed.

BOB CLAYTON, WHDH, Boston, Mass.
"In My Arms," Mitch Miller (Columbia)
"Orange Colored Sky," Nat "King" Cole (Capitol)
"Forbidden Love," Vic Damone (Mercury)
"Bill Bailey, Won't You Please Come Home," Jimmy Durante-Eddie Jackson

(M-G-M)
"Can't Seem To Laugh Any More," Sylvia Froos (Jubilee)
"I'm In The Middle Of A Riddle," Kay Armen-Anton Karas (London)
"The Red We Want Is The Red We've Got," Ralph Flanagan (RCA Victor)
"I Only Need \$999.999.99," Freddie Hall (Coral)
"I'm Forever Blowing Bubbles," Gordon Jenkins-Artie Shaw (Decca)
"Save Your Sorrow For Tomorrow," Frank Petty Trio (M-G-M)

ART FORD, WNEW, New York, N. Y.
"Waiting For The Train To Come In," Perry Como (RCA Victor)
"Music Maestro, Please," Frankie Laine (Mercury)
"High On The List," Bing Crosby (Decca)
"Molasses, Molasses," Larry Clinton (Discovery)
"Lullaby In Boogie," Tommy Dorsey (RCA Victor)
"Lucky, Lucky Me," Evelyn Knight (Decca)
"Lover Come Back To Me," Peggy Lee (Capitol)
"Three Little Words Medley," Andre Previn (RCA Victor)

EDDIE GALLAHER, WTOP, Washington, D. C.
"Tea For Two," Doris Day (Columbia)
"Patricia," Perry Como (RCA Victor)
"Nevertheless," Paul Weston (Columbia)
"Dream Girls" Album, Tony Martin (RCA Victor)
"Orange Colored Sky," Nat "King" Cole (Capitol)
"Au Revoir Again," Mitch Miller (Columbia)
"In My Arms," Mitch Miller (Columbia)
"Harbor Lights," Ralph Flanagan (RCA Victor)
"Thinking Of You," Martha Tilton (Coral)

EDDIE HUBBARD, WIND, Chicago, Ill.
"He Can Come Back Any Time He Wants To," Evelyn Knight (Decca)
"Our Lady Of Fatima," Kitty Kallen-Richard Hayes (Mercury)
"Nevertheless," Frankie Laine (Mercury)
"Just Say I Love Her," Johnny Desmond (M-G-M)
"Can't We Talk It Over?," Andrews Sisters (Decca)

DAVE MILLER, WPAT, Paterson, N. J.
"Maul Chimes," Jerry Byrd, (Mercury)
"I Regret To Say Aloha," Jerry Byrd (Mercury)
"Kaulano O Hilo Hanakahi," Jerry Byrd (Mercury)
"Be Mine Sweetheart, Be Mine," Jerry Byrd (Mercury)
"Pig Pig," Burl Ives (Columbia)
"I'm The One Who Loves You," Elton Britt (RCA Victor)
"St. Louis Blues," Lenny Dee and the Dee Men (Decca)
"Don't Even Change A Picture On The Wall," Lee Morse (Decca)

GENE NORMAN, KFVB, Hollywood, KFMB, San Diego, Calif.
"You've Got Me Crying Again," Billy Eckstine (M-G-M)
"In My Arms," Mitch Miller (Columbia)
"Easy Go," Stan Kenton (Capitol)
"I'm Forever Blowing Bubbles," Gordon Jenkins-Artie Shaw (Decca)
"I Love The Guy," Sarah Vaughan (Columbia)
"Nevertheless," Andre Previn (RCA Victor)
"Memories Of You," Hugo Winterhalter (RCA Victor)
"Pennies From Heaven," Woody Herman (Capitol)
"How High The Moon," Duke Ellington (Columbia)
"My Silent Love," Dick Haymes (Decca)

PRESSING BUSINESS: Walter Rivers, Capitol Records Eastern Div. A. & R. man, is going into the field, to introduce the sensational album, "Voice of the Xtabay," by Yma Sumac, the gal with the four octave range. . . . Dinah Shore a guest on the Bob Hope TV show tonight. . . . The Frank Sinatra-Ben Blue show will teevee-off Saturday night, Oct. 7th. . . . The special material delivered by Frank Loesser on the Mitch Miller side, "In My Arms," was finished minutes before he went on mike. . . . Johnny Parker, Capitol Records artist, is making the deejay circuit.

AGENCIES

WALTER A. LOWEN, head of the Walter Lowen Placement Agency, will be director of the copy clinic of the Advertising & Selling Course conducted by the Advertising Club of New York. Among those who will serve as heads of various meetings are: George L. Miller, R. T. O'Connell Company; Alfre Eichler, The Biow Company; Sidney H. Giellerup, Marschalk & Pra Company, Inc.; Roger Purdon, W. J. Weintraub & Company, Inc.; James L. Breslow, Macy's; and Carleton Spier, BBD&O.

J. M. HICKERSON, INC., has been absorbed by Albert Frank-Guenther Law, Inc., and J. M. Hickerson has been elected president of the latter agency, it was announced by Emmett Corrigan, chairman of the board. The merger will become effective October 1. The Hickerson firm, with offices in New York, Chicago and Detroit, was formed by the new AFGL president in 1953. Hickerson succeeds Frank J. Reynolds, who has been upped to vice chairman of the board.

BENNETT MOODIE has joined the copy department at Geyco Newell & Ganger, Inc. He was formerly copy chief on consumer accounts for Geare-Marston, Inc., Philadelphia.

JOSEPH G. STANDART, JR., has been appointed to the Detroit office of Kenyon & Eckhardt, Inc. He becomes general assistant to Dick Miller, vice-president in charge of the agency's Detroit office.

ACADEMY OF ARTS AND SCIENCES and its top executives will be honored by AMPA at a luncheon some time in October. Charles Brackett, president of the Academy will be awarded an AMPA "Oscar."

WILLIAM A. BARTEL, account executive of Ellington & Company, Inc., has been appointed a vice president of the agency. He has been with the agency since 1954 and before that was vice-president and director of the John H. Cairns Company.

Dics Jockeys Write For FREE SAMPLE RECORDS

No. 1201, "SHAKE SHAKE" backed by "I SHOULDN'T LOVE YOU BUT I DO"

No. 1202, "I'M LOST" backed by "SAINT LOUIS BLUES"

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JUdson 6-2232

RADIO TELEVISION DAILY

VOL. 52, NO. 53

NEW YORK, FRIDAY, SEPTEMBER 15, 1950

TEN CENTS

TV IN PLAY FOR HOUSEWIFE AUDIENCE

Sponsor Emphasizes Force Of Radio As Medium

Tobacco Company Executive Is AM Minded

Bolstering the belief that radio is the best buy in the advertising media field, dollar for dollar, the Brown and Williamson Tobacco Company is budgeting its entire 1950-1951 Raleigh Cigarette advertising program into radio, with only one or two minor exceptions, William S. Cutch-

(Continued on Page 5)

Okay 2 New Stations; Other FCC Activities

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday okayed two new stations, one to operate unlimited time with 100 watts in Crossett, Ark., on the 1240 band, and the second with 500 watts daytime only, on the 1360 band. Permittee for the latter is the Capital City Broadcasting Company, Menomonee, Wis.

The Commission permitted KCNA
(Continued on Page 5)

Baltimore FM Station Suspends Operations

Baltimore—WFBR-FM suspended operations on September 9, it was announced by John E. Surrick, vice-president and general manager. The station was forced to close because of "continuing lack of interest on

(Continued on Page 4)

To Transmit Color

At the request of TV set manufacturers, WCBS-TV will transmit a color test pattern for one hour daily (10-11 a.m., Monday through Friday) from Sept. 18th until the end of the month. The FCC has given experimental authorization to the transmissions which will be used by manufacturers to test their modified receivers.

Closed Meeting Of RTMA's TV Group

Vital discussions of the FCC's decision on color television were conducted secretly in a closed meeting of the television committee of the Radio and Television Manufacturers Association here yesterday, meeting in the Henry Hudson Room of the Hotel Roosevelt. Especially under consideration were recommendations to the board of directors of the RTMA (who meet Monday) to tell whether they (the manufacturers) will equip new TV sets with special units to enable them to be adapted to CBS color telecasts. The problem of obsolescence of current black-and-white sets was also reported to be discussed, however, the TV committee's conclusions were withheld, possibly until the board meeting on Monday.

Bergen On CBS-TV For Holiday Series

Edgar Bergen and Charlie McCarthy will debut on Thanksgiving afternoon a half-hour show over CBS-TV sponsored by Coca-Cola Company, it was announced yesterday.

Other Bergen-McCarthy TV programs will follow on selected holiday dates to be announced later.

The first program will have an all-star cast including Mortimer Snerd, but Bergen is undecided whether to use Podine Puffington, new glamour girl partner, or Effie Klinker.

Mitchell To Address Jersey Broadcasters

Asbury Park — Maurice E. Mitchell, manager of news sales development for the NBC network, will address the opening day meeting of the Third Annual Radio Institute of New Jersey broadcasters convening at Asbury Park, September 28 and

(Continued on Page 2)

Quaker Net To Carry Political Speeches

Philadelphia—More than 30 stations of the Quaker network will join key station WFIL in broadcasting campaign speeches of Republican and Democratic candidates for Pennsylvania's top political offices, beginning this week and continuing on a Monday-through-Friday basis through November 6.

GOP campaigners, headed by Gov. James H. Duff will broadcast on the network Mondays, Wednesdays, and

(Continued on Page 2)

Shortage Of Engineers Forecast At Meeting

Glenwood Springs, Colo.—Third and final day of the 14th district meeting concluded Wednesday afternoon with both morning and afternoon sessions devoted to workshop discussions, with fifty stations represented and participating in discussion with Al G. Meyer, chairman;

(Continued on Page 4)

Muzak 'Narrowcasting' Plan Drawing Industry Opposition

Washington Bureau of RADIO DAILY
Washington—Strong industry opposition to the "narrowcasting" proposal advanced last week by Muzak was developing here yesterday, with the matter expected to go formally before NAB general manager William Ryan within the next few days. Possibility of an NAB statement to the FCC has been broached informally among members of the NAB's

FCC committee, and members of the committee will be furnished copies of the memo to go before Ryan. They may decide to recommend to the NAB board that the association go on record against the principle of subscription radio.

The matter is expected to come before the board of directors of Transit Radio some time during next

(Continued on Page 7)

Day Programming Upped For Fall And Winter

Forecasts of daytime television programming for the Fall and Winter indicate networks will give the vast "housewife" audience a varied fare of quiz and personality shows in the early afternoons and blocks of children's programs in late afternoon. Locally, woman-appeal programs

(Continued on Page 5)

Radio Interest Up In Canadian Area

Montreal—Spot surveys made at the Canadian National Exhibition—"sounding board" of Canadian public opinion—indicate that there is approximately 40 per cent greater interest in radio receiving sets than was the case last year, according to W. T. Burnham, general sales manager of Stromberg - Carlson Co. Limited, Toronto.

Figures released recently by the

(Continued on Page 7)

CBS O & O's To Meet Here Starting Monday

The annual four-day meeting of managers of CBS owned and operated stations, represented by Radio Sales, will be held in the Carlton Suite of the Ritz-Carlton Hotel, New York, starting Monday, Sept. 18, it

(Continued on Page 4)

To Radio City

New York headquarters of the RCA International Division, Radio Corporation of America, will be moved from 745 Fifth Avenue to the RCA Building in Radio City, it was announced yesterday. The new offices of the division, formed in 1945 to supervise foreign sales and other activities of RCA outside U. S., will be opened Monday.

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TELEVISION DAILY

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JOHN W. ALICOATE : : Publisher

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

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CHICAGO BUREAU
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Phone: Franklin 2-3238

ROME BUREAU
John Perciarelli
Ludovisi 16

FINANCIAL
(September 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	10 7/8	10 3/8	10 3/4	+ 1/8
Admiral Corp.	27 1/2	26 3/8	27 1/4	+ 1/8
Am. Tel. & Tel.	152 5/8	152 1/4	152 1/4	+ 1/4
CBS A	32	31 1/4	32	+ 1/2
CBS B	31 3/8	31 3/4	31 7/8	+ 1/4
Philco	40 1/2	40	40 1/2	+ 1/2
Philco pfd.	91	90 3/4	90	+ 2
RCA Common	17 1/4	16 3/4	17 1/4	+ 1/8
RCA 1st pfd.	74 1/2	74 1/2	74 1/2	+ 1/4
Stewart-Wagner	16	15 3/4	16
Zenith Radio	51 3/4	50 3/4	51
NEW YORK CURB EXCHANGE				
DuMont Lab.	18 1/4	17 3/8	18
Hazeltine Corp.	19 7/8	19 1/2	19 1/2	+ 3/8
Nat. Union Radio	3 7/8	3 3/4	3 3/4	+ 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12 1/2	14

Survey Comm. To Meet
The Special Test Survey Committee, headed by Dr. Kenneth Baker of BMB, which was set up to pass on the methods and results to be obtained from a survey of the radio listening audience in the San Francisco Bay area will hold its third meeting today.

The committee is expected to give a look at the requested extra tabulations supplied by C. E. Hooper, Inc., and The Pulse, Inc., which the committee asked for at its last meeting early this month.

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

KGW PORTLAND OREGON

ON THE EFFICIENT 480 FREQUENCY

CLASSIFIED NATIONALLY BY EDWARD PETER & CO.

★ **COMING AND GOING** ★

EDGAR BERGEN, he of the well-known duo featured on CBS, has arrived from Hollywood for a few days in New York.

JACKIE KELK, the "Homer" of "The Aldrich Family," has returned from the West Coast, where he attended the premiere of the musical, "Little Boy Blue," of which he is the co-author.

BARNEY KEEP, disc jockey on KEX, Portland, Ore., on Monday will leave for New York. Next Wednesday he'll guest on the Robert Q. Lewis program.

JOHN P. NELL, sales manager of WOR, is taking a six-month leave of absence because of an asthmatic condition.

RUTH CRANE, women's director at WMAL and WMAL-TV, Washington, D. C., is in town to confer with officials of ABC. She'll be here over the week-end.

CHARLES CALEY, general manager of WMBD, Peoria, Ill., is back at the station following a short trip to New York.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, will be in Chicago next week for the meeting of the Mutual network board of directors.

GORDON HAYES, of the CBS Radio Sales Chicago office, a visitor in Boston this week with Wilbur S. Evans, assistant general manager of WEIL.

WILLIAM CHERRY, owner of WPRO, Columbia network outlet in Providence, R. I., in New York on station and network business.

HARRY SEDGWICK, owner of CFRB, Toronto, Ontario, was welcomed this week at the New York offices of CBS.

ARTHUR HULL HAYES, vice-president of CBS in San Francisco and general manager of KCBS, to New York for meetings with managers of Columbia-owned stations and to confer with CBS officials.

Mitchell To Address Jersey Broadcasters

(Continued from Page 1)
29, it was announced by Carl Mark, president of NJBA.

The Institute, sponsored jointly by the NJBA and Rutgers University, will include clinics on radio sales, news and programming. The members will also discuss the role of New Jersey radio stations in the State's civil defense plan.

The broadcasters will hear a report on the progress being made to link their stations to the civil defense setup. NJBA's Civil Defense co-ordinator, James Howe, general manager of WCTC, New Brunswick, will report on the FM relay system geared to blanket the state in an emergency.



MITCHELL

Quaker Net To Carry Political Speeches

(Continued from Page 1)
Fridays from 7:15 to 7:30 p.m. until Oct. 20. Beginning Oct. 23 and continuing through Nov. 6, the Republican candidates will air their speeches over 32 stations five times a week at the same time.

On Tuesdays and Thursdays for the duration of the campaign, the Democratic nominees will be heard over the network in 15-minute programs originating from various cities and towns in the state. As key station of the network, WFIL originated a 30-minute program of late primary election returns last May.

Town Meeting From Air Bases
ABC will bring "America's Town Meeting" directly to U. S. airmen, originating six network broadcasts from U. S. Air Force bases in this country and Alaska, beginning with next Tuesday's program, Sept. 19 at 9:00 p.m., EDT. Platform speakers of national reputation will be presented in debates on issues of national and international importance.

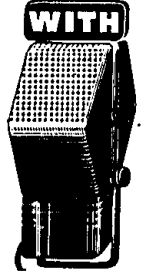
W-I-T-H
AGAIN 1ST
IN RADIO
AUDIENCE*

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

Rates For 125 Word Spot Announcement, Class A, One Time:

WITH \$16
STATION A \$55
STATION B \$50
STATION C \$70
STATION D \$30

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



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

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. Campoau, President

it's the
on the

5th
15th

The secret is out. AVERY-KNODEL is 5 YEARS OLD on the 15th OF SEPTEMBER.

Five years of representing one of the greatest group of stations in the country is not much, chronologically. But, A-K is awfully proud of the *growth* of those stations and the part it has had in that growth.

Five years of serving America's time-buying agencies is not a *long* time. But *length* of service is not as important as *quality* of service. And agencies in all parts of the country have rated AVERY-KNODEL among the *leading station reps*.

Five years is a deceptive figure if measured in average performance. But, AVERY-KNODEL is never satisfied with average performance. That's why some of the country's smartest stations are turning to . . .

Avery-Knodel, inc.

New York • Chicago • Atlanta
San Francisco • Los Angeles

KGGM	Albuquerque
WGAC	Augusta
KERO	Bakersfield
WKBW	Buffalo
WAYS	Charlotte
WJJD	Chicago
WSAI	Cincinnati
WMSC	Columbia
KDAL	Duluth-Superior
KFRE	Fresno
KILO	Grand Forks
WJEF	Grand Rapids
WCOG	Greensboro
WFBC	Greenville
KULA	Honolulu
KTHT	Houston
WMBR	Jacksonville
WKZO	Kalamazoo
WROL	Knoxville
WLOK	Lima
WIBA	Madison
WMAW	Milwaukee
WDGY	Minneapolis
KOMA	Oklahoma City
WIRL	Peoria
KOIN	Portland
WFCI	Providence
WHBF	Rock Island-Quad Cities
KROY	Sacramento
KALL	Salt Lake City
KVSF	Santa Fe
KJR	Seattle
KMA	Shenandoah
KSOO	Sioux Falls
KTUL	Tulsa
WRUN	Utica-Rome
WBRY	Waterbury
KXEL	Waterloo
KFBI	Wichita
WILK	Wilkes-Barre

INTERMOUNTAIN NETWORK

WMBR-TV	Jacksonville
WKZO-TV	Kalamazoo
	Battle Creek, Grand Rapids
WHBF-TV	Rock Island-Quad Cities

NEW BUSINESS

WXGI, Richmond, Va.: Natural Gas Company of Virginia, has contracted for the 8:55 a.m. news on Mondays, Wednesdays, and Fridays. Ryan Motor Company has contracted for the 7:55 a.m. newscast on Mondays, Wednesdays, and Fridays. Rexair Circulating Company has contracted for the 8:55 a.m. newscast on Tuesdays, Thursdays, and Saturdays. Atlantic Rural Exposition, Inc., through Hogue Advertising, Roanoke, Va., has contracted for 50 spots for the month of September.

WCBS, New York: I. J. Grass (soup mixes) purchased 3 participations per week on alternate days in the Monday thru Saturday Housewives Protective League program for 52 weeks effective September 18 through Charles Silver & Company, Bosco Company, Inc., New York, for Bosco Chocolate Milk Amplifier, contracted for Tuesday, Thursday and Saturday announcements in the Margaret Arlen program for 13 weeks effective September 12 through Robert W. Orr & Associates, Inc.

Shortage Of Engineers Forecast At Meeting

(Continued from Page 1)

eight stations of the district report they are short of first class licensed engineers, mostly due to re-calling of reserves and others feel a shortage is imminent, since one or more of their engineers are in reserve at this time.

Much discussion of destructive competitive practices between stations in same market, particularly rate cutting. Successful program ideas were exchanged, particularly those for dept. stores.

Editorializing was discussed, as was broadcasting's part in national defense.

Baltimore FM Station Suspends Operations

(Continued from Page 1)

the part of the public," Surrick said.

The station went on the air on November 23, 1948, with 15 hours of daily duplicate programming. The hours of operation were cut to six on August 14, 1949.

Several tests were made to get the reaction of the public to the new station, but the interest of listeners proved to be insignificant, Surrick reported.

SALESMAN WANTED

For Radio Station WGMR—New Rochelle. Call for Appointment. New Rochelle 6 8220.



By SID WHITE

Man About Manhattan. . . !

● ● ● **FRIDAY-DREAMING:** Fred Allen taking singing lessons for his video debut. . . If and when Bing makes a TV appearance, it'll be on the Ken Murray stanza. . . Phil Silvers being paged for the lead in the TV version of "Whoopie," on the P&G Theater. . . "20 Questions" troupe leaving for Boston right after tonight's TV session here for a one-shooter up there. . . Bill Gargan has a rah-rah variety show up his TV sleeve. . . Why the hush-hush on why Dinah Shore will not get the role she was skedded for in "Show Boat"? . . . Mutual is asking Lou Holtz to come out, come out, wherever you are. . . Aside to Orson Welles: If you think that famous broadcast you once did was the all-time radio startler, wait till the tuner-inners get a load of that upcoming Arch Oboler shocker revolving around the fini of the planet called Earth. . . Luscious Elaine Williams (one of TV's loveliest) will brighten up the Martin & Lewis stanza this Sunday nite. . . B. P. Schulberg, one of the original H'wood pioneers, has entered the video picture with his own independent producing organization. One of his first productions will be to film his son's (Budd) novel, "The Harder They Fall," with Primo Carnera starred. . . No. 1 topic of conversation in H'wood TV circles is the cry of Sid Middleman, head of H'wood Imperial Pictures, who flatly says that kinescopes are murdering the TV film producer.

★ ★ ★ ★

● ● ● **IF I WERE MR. BIG:** Moppets who parrot adult talk would be spanked with a lollipop, and authors who write such sophis dialogue for kids would be forced to memorize Shaw. And I don't mean Artie. . . Disc jocks, unlike little children, should be heard and not seen. . . Punitive measures (like shaving their scalps) would be applied to puny-voiced sopranos who essay "My Hero." . . Mugging would be rationed and violators would be Bastilled. . . I'd ban those didactic frozen-pussed commentators who speak as if they are casting pearls before the listening swine. I'd rather remain a dope and do without 'em.

★ ★ ★ ★

● ● ● **ONCE OVER LIGHTLY:** Even accomplished actors do it. Robert Montgomery started his intro to "The Awful Truth" with the expression: "Behah!"—then quickly switched to the good old American "Behah!" The Lucky Strike Theater, incidentally, suffers from lack of imaginative directing as contrasted with the rival "Studio One." We suggest that students of technique observe the Lucky Strike show, which bases too much of its operation on moving pictures ideas and "Studio One," which is sheer television geared for television viewers. This is no reflection on the Lucky Strike program which is adequate. However, tomorrow's television will have to be more than adequate. . . Commander Loowl, of DuMont, believes that film will become a major factor in television, mainly because of the time differential and the fact that the coaxial cable is far from covering the country like a blanket. Thus, when there are two stations in one town and only one can use the cable, film will be vital for the other station. . . Dan Seymour, of "Wo, the People," covered up excellently when the Madison Square Park could not come in on the wonderful "Crusade for Freedom" broadcast recently. Seymour acted like a real pro. Adrian Spies, incidentally, wrote the show which featured such groats as Gon'l Clay, Admiral Halsey, Raymond Massey, Rodgorn & Hammerstein, etc.

★ ★ ★ ★

● ● ● **STREET SEEN:** Clem McCarthy & Frank Gallop trying to outrace a fading green light on 6th Ave. & 50th St. . . Mae West giving that come-hither look to a young steak at Frankie & Johnny's. . . Zero Mostel at the Little Club trying to figure out why H'wood is making a movie menace out of him.

CHICAGO

By GINNY EVANS

ERNE SIMON will start his new TV show on WENR-TV September 21st from 10:30 to 11 p.m. Aptly titled "Simply Simon," the show will feature Chet Roble and his trio and vocalist Shirley Richards. TV Forecast will sponsor the show.

Norman Kraeft has been appointed director of farm broadcasting of WGN. Kraeft, who replaces Hal Totten, was formerly a WGN announcer. Hal Totten is now manager of station KOKX in Keokuk, Iowa.

"The Pet Shop" returns to WNBQ September 16th at a new time—5 to 5:30 Saturday afternoons. A contest to name the new monkey on the show will be featured on the first program. The winning youngster will receive a bicycle.

The "Chez Paree Revue" will bow on WGN-TV September 16th. Telecast direct from the stage of the Chez Paree, the show will feature comedian Dave Dursten and vocalists Jim Dimitri, Joyce Sellers and Meryl Weber. Sponsored by the Chicagoland Nash Dealers, Geyer-Nowell and Ganger is the agency.

Tom Foy, well known Chicago sports writer and producer, has rejoined the WBBM staff. He will write and produce sports programs for the station.

Don Getz has taken over the newly created position of sales service representative of WGN and WGN-TV. Charles A. Wilson replaces him as sales promotion manager of the stations.

Bill Bell, sriptor of the WBBM "Gold Coast Show," has been made a deputy sheriff of Lake County, Illinois.

"Play or Pay," starring Tommy Bartlett, will bow on WBBM in October.

CBS O & O's To Meet Here Starting Monday

(Continued from Page 1)

was announced yesterday by J. Kelly Smith, CBS vice-president in charge of station administration.

The sessions are held annually to discuss mutual problems and future plans. This year's meeting will embrace both AM and TV matters for the first time. A highlight of the sessions will be a demonstration of the CBS color television system on Tuesday.

OFFICE SPACE FOR RENT

1 Block from Radio City

Ideal office space, approx. 20 x 20 with high ceiling and 3 windows, facing North and West, on 23rd floor.

For full details, phone:

J. J. Jennings, Manager,

ABBEY HOTEL

151 W. 51st St., N. Y. C. CI 6-9400

Radio Best Buy In Advertising Field

(Continued from Page 1)

vice-president and advertising director for the company, told affiliated NBC stations in a closed circuit talk yesterday.

Promotion, Publicity Theme

The NBC closed circuit on which Cutchins spoke was devoted to discussing promotion and publicity plans for Art Linkletter's "People Are Funny" program, which will be heard on Tues. nights from 10:00 to 11:00 starting Sept. 19, and in a 2nd broadcast, Saturdays 7:30 to 8:00 p.m., starting Sept. 23 over 72 NBC east coast stations.



CUTCHINS

The reasons for Brown and Williamson Tobacco Company's unprecedented move of having a second broadcast of a major nighttime broadcast were outlined by Cutchins in his talk to the affiliates. Part of his reference to radio's pre-eminence as the greatest advertising medium follows:

Stresses Strength Of AM

"You know there is a great deal of talk nowadays about TV pushing radio right off the front porch. Well, I want each and every one of you to know that we at Brown and Williamson do not subscribe to that theory. We have the greatest admiration for TV and consider it a strong and important new medium, but it doesn't take a Professor Einstein or a comptometer to figure out that AM radio is still the best in the advertising media field. In my part of the country, when a guy goes off the deep end with a statement such as that I have just made, somebody usually jumps up and says, 'Put your money where your mouth is,' Friends, that is just what we at Brown and Williamson are doing. Every dollar—except a couple of minor exceptions—of our 1950-1951 advertising budget for Raleigh cigarettes is going to be spent with you in AM radio. Every dollar—with one or two minor exceptions—of our 1950-1951 budget for Raleigh cigarettes is going to be spent with you."

Gannett's Bangor Station Granted Frequency Shift

W. P. Gannett, president of the Gannett Broadcasting Services, announced a change in frequency for radio station WGUY in Bangor, Maine, from 1450 kc to 1230 kc. This represents a 57 per cent increase in signal efficiency,

Increased Daytime TV Skeds Aimed At Housewife Audience

(Continued from Page 1)

giving household and shopping hints and feature films will dominate the largest percentage of video air time given to any one type of programming.

Headlining NBC's afternoon picture after September 25th will be a new Ransom Sherman show in the 3:00-3:30 p.m. slot. The half-hour following is open, at present, unless NBC cops the much-coveted million-dollar General Foods package starring Bert Parks in a new quiz show. Reports say ABC and DuMont are offering to juggle their tentative daytime schedule (except for time sold) in any possible way to snag the GF interest, it being one of the best bets for additional afternoon time purchases. Kate Smith's hour from 4:00-5:00 p.m. will immediately precede an hour of children's shows, including: "NBC Comics" from 5:00 to 5:15, "Panhandle Pete and Jennifer" (5:15-5:30), and "Howdy Doody" (5:30-6:00). Unofficial reports say the network will not expand its programming to hours earlier than 3:00 p.m. until the first of the year. Locally, WNBT programming will commence at 9:30 a.m., with the largest time allotment to any one show during the daytime going to Kathi Norris' show (10:00-11:00) of household and shopping suggestions, which is preceded by Josephine McCarthy's cooking program at 9:45.

DuMont Expanding

DuMont network, which started daytime programming on a full scale in Nov., 1948, will contrast its morning shows of household service programs with a new roster of afternoon programs which will include "name" personality stanzas, soap operas, audience participation shows, and a light musical show. The latter programs, when finally scheduled, will give local station WABD continuous programming from 9:30 a.m. until signoff time at night. The new afternoon innovations will mark a return for the DuMont network to afternoon programming which was scheduled from December, last year, until April of this year then discontinued for the baseball season. At present, the network televisions from 12:00 noon until 2:00 p.m., then resumes at 5:15 p.m. with "Time For Reflection." Children's programs, including "Serial Theater," "Small Fry Club," "Magic Cottage," and "Captain Video," will continue in the block from 5:30 until 7:30 p.m.

"Shopper" Show Expanded

Expansion of the hour-long "Your Television Shopper" program (11-12, Mon.-Fri.), WABD will add a group of specialists who join Margaret Johnson, emcee, in presenting new features entitled: "See It First on DuMont," "Fashions," "The Mature Woman," and "The Male Point of View." As of Oct. 2, Abraham & Straus department stores of Brooklyn will pick up the tab for a half-

hour portion of the program on a thrice-weekly basis.

Line-ups of afternoon shows at CBS are being kept flexible in the event of another time purchase between now and early October (2nd or 9th) when they are reported to get underway. Crowded into the tentative schedule as likely probabilities are: the Garry Moore Show (an hour-long), and five half-hour stanzas: "Meet Me at the Astor," starring Johnny Johnston; "Fun-fare," featuring Tim Herbert and Don Saxon; Robert Q. Lewis (show not yet revealed); "Look Your Best" (thrice weekly); and "Meet Your Cover Girl" (twice weekly). "The Homemakers' Exchange," "Vanity Fair," "Lucky Pup," and "Life With Snarky Parker" complete the afternoon schedule, which will begin at 1:00 p.m.

ABC Announces Plans

Plans for expansion of ABC-TV's daytime programming into hours earlier than 5:00 p.m. (its present weekday schedule, when "Mr. Magic" is seen) are still in the talking stages and not likely to materialize before the first of the year, reports say. WJZ-TV is already televising on weekdays from 11:30 a.m. ("The Fitzgeralds") until 11:00 p.m., with no immediate plans to expand that schedule. Also holding to their present schedules for at least the autumn months are WATV (televising from 1:30 p.m. until 12:00 midnight, with the larger percentage of afternoon programming being consumed by feature films) and WPIX (12:30 p.m. until 1:00 a.m.). Commencing October 2nd, WOR-TV will televise consecutively from 10:00 a.m., scheduling home-service programs in the morning hours, music and variety shows in early afternoon, and a block of children's shows in late afternoon and early evening. Announcement of the completed schedule will be made next week, according to Julius F. Seebach, v-p in charge of program operations.

New Ad Plan For Wash.

Effective Oct. 16 Washington Transit Radio and the Washington drug trade will enter into a new merchandising and advertising plan. Participants will include the District of Columbia Pharmaceutical Assn., Washington Transit Radio, and three drug wholesalers—The Henry B. Gilpin Co., The District Wholesale Co. and the Washington Drug Exchange.

Under the new plan, Transit Radio will establish two half-hour periods daily, Monday through Friday, to be known as "Your Drug Store Hour." Advertisers of drug products or items sold in drug stores are offered participations in these time periods and each advertiser has an exclusive franchise for the duration of the contract.

Okay 2 New Stations; Other FCC Activities

(Continued from Page 1)

Tucson, Ariz., to shift from the 1340 to the 580 band, changing power from 250 watts unlimited to five kilowatts day, 500 watts night.

KAVR, Havre, Mont., was permitted to shift from the 1240 to the 910 band, upping its power from 250 watts, unlimited, to one kilowatt, unlimited, with engineering conditions to meet.

The FCC issued an ad hoc committee report yesterday on multiple sources of interference to TV. The highly technical document referred particularly to the general allocation of channels and utilization of the UHF. Persons desiring to be heard on these issues will be permitted to file by September 26 appearances at the TV hearings getting under way here October 2.

Reed Back From Korea

Jack Reed, Mutual correspondent just returned from two months in Korea, will substitute for Harrison Wood on tonight's broadcast, 11 to 11:15 p.m. EDT, to report his firsthand observations on the Korean situation.

Send Birthday Greetings To—

- | | |
|--------------------|-------------------|
| September 15 | |
| Phil Brito | John Conte |
| William Hord | J. J. Robbins |
| T. F. Seawell | Jas. Wallington |
| September 16 | |
| Mary Hunter | Andy Russell |
| September 17 | |
| Ruth Girard | Gabriel Heatter |
| Mary Charles | Alice Yourman |
| Bob Holz | |
| September 18 | |
| Joe Bradley | Joan Ellis |
| Mildred Fenton | Bill Fields |
| Sherman K. Gregory | E. E. Hill |
| Ann Lester | Don Shaw |
| Walter White, Jr. | John Rider |
| September 19 | |
| Aaron S. Bloom | Dick Fishell |
| Josephine Forbes | Betty Garde |
| Janice Gilbert | Anice Ives |
| Curt Purnell | Willard Robinson |
| Mildred O'Neill | Brent O. Guntz |
| September 20 | |
| Frank Du Val | Daniel Duncan |
| Mary McKim | Billy White |
| Joy Burnett | Andrea Lord |
| Milton Starr | William J. Morris |
| September 21 | |
| Del Courtney | Fred Irving Lewis |
| Joy Toney | Allen Stock |
| William Hunter | Ted Nelson |
| Reginald K. Harris | Lloyd Shaffer |

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By TED PERSONS

SWEEPING THE COUNTRY!

All My Love
French Title "BOLERO"

MILLS MUSIC, INC.

1619 Broadway, New York 19

GREAT STANDARDS TODAY!

SEEMS LIKE OLD TIMES
COQUETTE
SNUGGLED ON YOUR SHOULDERS

LEO FEIST, INC.

15 GREAT RECORDS ABOUT YOUR FRIEND



ST. NICHOLAS MUSIC INC.

1619 Broadway, New York 19, N. Y.

Another BMI Pin-Up Hit!
IT'S LOVE

Published by Simon House

Recorded by

Toni Arden (Col) Denise Darcel (Lon)
Phil Brito (MGM)

Licensed exclusively by
BROADCAST MUSIC, INC.

Recorded by all the major labels
The TUBBY THE TUBA Song
Copies Orchestrations

General Music Publishing Co., Inc.
400 Madison Ave. New York City

• • • GAZETTE: Al "Jazzbo" Collins came into town for the Chesterfield show to participate as deejay from KDYL, Salt Lake City. On Wednesday he dropped in to see some colleagues at WNEW, and, as it happened, the contract of one of said colleagues expired that very day. Yesterday, at 2:30, Al conducted his first broadcast for his new employers, WNEW. . . . "Mona Lisa" has been boosted into the No. 1 position in London now that "King" Cole's there (at the Palladium). . . . Stan Kenton and band start touring next week. . . . Rosa Rio will compose and direct the music on ABC's new radio daytime serial, "Peace of Mind," starting Sept. 18 at 2:45 p.m. . . . The next BMI program clinic takes place Sept. 18th and 19th. . . . Connie Haines, this week, inked a new long-term contract with Coral Records.

☆ ☆ ☆ ☆

• • • The Poop Deck: To Judy, from the Jockeys! Jack Lacy (WINS), Ted Brown (WMGM), Bill Williams (WOV), Martin Block (WNEW), Alan Stuart (WMCA), Bob Poole (Mutual Network) and Skitch Henderson (WNBC) are observing "Judy Garland Week," arranged among themselves as a tribute to her, by playing daily her records from the "Summer Stock" M-G-M album. . . . The United States Brewers Foundation (this is not a garment designed to suppress a beer muscle but an organization of 85 per cent of the nation's brewers) is plugging the Vaughn Monroe recording of "The Beer That I Left On The Bar." . . . Mindy Carson's next release, "A Rainy Day Refrain" and "Looks Like A Cold, Cold Winter," are being heralded as the best she's done to date. . . . Nat Shapiro points out that "Au Revoir Again," the flip-side to Mitch Miller's "In My Arms," is the perfect deejay program sign-off. . . . Long-hair in theater—long line at box office! The Roxy in New York is gloating over the greatest gross for the Labor Day week in its history as a result of the unprecedented appearance—on its stage of the New York Philharmonic-Symphony, assisted by Eileen Farrell and conducted by Dimitri Mitropoulos.

☆ ☆ ☆ ☆

• • • Clark Harrington, who resolves more conflicts than the U. N. by virtue of his job as head of the CBS music clearance department, must harbor in his bosom (you should pardon the expression) a conflict not so easy to cope with. It stands to reason—when he has to clear so much pop, bop and slop for performance and he, himself, the writer of ditties like "Is Not Spring For Lovers Made" (to which Lily Strickland wrote the music) and, in the sacred field, "Thanks and Reward" (music by Amber Roobenian). The former is published by Carl Fischer and the latter by Alice Remsen. . . . Leroy Anderson's "Sleigh Ride," published by Mills Music, was recorded last year on Victor Red Seal by Arthur Fiedler and the Boston Pops Ork. This first recording of the tune was released late in 1949 and because it was regarded as seasonal by the other disceries was allowed to go its merry way alone to the tune of over 200,000 pressings. This season the story is different, says Sidney Mills, general professional manager. "Sleigh Ride," with a Mitchell Parish lyric, is being snowed under with records: thirteen, so far to date, including versions by Ethel Smith, the Andrews Sisters, Freddie Martin, Percy Faith, Johnny Desmond, Harry Geller and Leroy Anderson, himself.

☆ ☆ ☆ ☆

• • • Now that Guy Mitchell's new sides have been announced, it's about time we mentioned the terrific job he did on his last release, "No Other Love." . . . And, while we're at it, a few other likes: the George Shearing album, Kaye's "Sugar Sweet," Dinah's "Dream A Little Dream Of Me," Joe "Fingers" Carr's "Cincinnati Dancing Pig." . . . Patti Page displays an acute case of Laine-itis on "The Right Kind of Love."

☆ ☆ ☆ ☆

Proven Hits!

IT ISN'T FAIR
I STILL GET A THRILL
DREAM A LITTLE DREAM OF ME
THE NIGHT IS YOUNG
(And You're So Beautiful)



WORDS & MUSIC, Inc.

1619 Broadway, New York 19, N. Y.

PUNKY PUNKIN'
THE HAPPY PUMPKIN



PAXTON MUSIC

1619 BROADWAY • NEW YORK 19, N. Y.

3 For The Money!

"I SHOULDN'T LOVE YOU BUT I DO"

Recorded by

Buddy Hawkins—SKYSCRAPER
Bobby Marshall—ABBEY

"DON'T SHOOT THE BARTENDER"

(He's Half Shot Now)

KORN KOBBLEERS—MGM

"THE ELEPHANT ROCK"

Records Soon To Be Released

OSTROW MUSIC PUB. CORP.
1650 Broadway, New York, N. Y.

I HURT INSIDE
FOR EV'RY KISS

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.

Stepping Out!
VAGABOND SHOES

Jefferson Music Co.

1619 Broadway New York City

Radio Interest Up In Canadian Area

(Continued from Page 1)
Bureau of Statistics of the Dominion Government seem to confirm this trend. More sets were sold in the first six months of 1950 than in the previous year.

Mr. Burnham said the basis of the greater interest is the improvement in the sets themselves by Canadian manufacturers, in the field of tone reproduction and more artistic cabinet designing and finishing.

"Stromberg-Carlson retailers and owners state that for the past few years principal interest has been in the actual scope of radio reception," said Mr. Burnham. "But, more and more, people are playing records on radio combinations and this has focused attention on tone quality to a much greater degree."

"Almost A Study"
With many people, it has become almost a study. On the newer, finer combinations, owners are hearing upper and lower registers of music which were mute on their older, smaller-type sets, it has brought about a new awakening to the beauties of the music that good records contain and of which listeners were formerly unaware."

In Montreal, the increased interest in the new, more complete radios is particularly apparent according to those whose business it is to make a study of such trends. Mr. Burnham is in Montreal for a few days to address sales meetings of his staff.

Downey Back On CBS Oct. 7 For Coca-Cola

Morton Downey, who made his radio debut with CBS back in 1930, returns to the network Saturday, Oct. 7, from 10:30-11:00 a.m., EST, to begin a new CBS series, "Refreshment Time."

In addition to the singing of Downey, "Refreshment Time" will feature The Skylarks, singing group composed of two girls and three boys, and, as its first guest, the eminence vocalist Kitty Kallen, who appeared in the Broadway production of "Finian's Rainbow" and has sung with such top name band men as Jack Teagarden, Jimmy Dorsey and Harry James.

"Refreshment Time" will be sponsored by Coca-Cola, with whom Downey has been associated the past eight years.

Knut Stammer is producer-director of "Refreshment Time." Ray Morgan will announce. Gordon Auchincloss is the writer.

★ ★ TELE TOPICS ★ ★

DON McNEILL brought the tried-and-true formula of ABC's radio "Breakfast Club" to television Wednesday night under the title of "Don McNeill's TV Fan Club." The full-hour program on ABC-TV measured by his radio standards lacked the informality, spontaneity and folksy value of his radio show, yet holds promise of developing into one of TV's best family shows. McNeill as a TV emcee is unquestionably a great personality and will grow on his audience as the season unfolds. His premiere of Wednesday night seemed hampered a bit by a stilted situation where he sat at a desk. Perhaps this may be overcome by Don moving about more and working closer to his audience. Sophisticated **Gloria Swanson** brought the magnetism of her name and personality to the show but was not the only one who commanded attention. **James Carmine**, Philco executive, for instance, was amusing as he tore up the commercial and adlibbed with McNeill about the fine character of the show; **Patsy Lee**, Pert and talented, proved telegenic and sang her songs with ease; **Sam Cowling**, McNeill's able radio stooge, was funniest when he mimicked a puppet but the incident was nearly lost by poor camera work and timing; **Cliff Peterson**, producer, proved he could be a comic, too, and even **Eddie Ballantyne**, the orchestra leader, contributed his personality to the fun making. **Johnny Desmond**, singer, the other featured member of the cast, gave a creditable performance and televised well. **Ivor McLaren** was the producer; **Grover J. Allen**, director, **Frank Koerner**, technical director and **Bob Murphy** the announcer. Next week **Victor Borge** will be the guest artist on the McNeill show.

TODAY'S TV Personality:
Soft spoken **CARLETON D. SMITH**, director of NBC-TV operations, is one TV executive who was thoroughly schooled in radio, public relations and government affairs before he became a full-time executive in the video field. Carleton started in radio in 1929 as an announcer on WDBJ, Roanoke, Va., while continuing as executive secretary of the American Automobile



Association. In 1931, he joined NBC as a Washington announcer and in 1933 when NBC leased WMAL was appointed assistant manager of the Blue Network station. He was NBC's presidential announcer during 12 years of President Roosevelt's administration and supervised the early experimentation with TV by NBC in Washington. He assumed his present post Feb. 16, 1948.

HEDDY LAMARR'S video debut will be on CBS-TV's "Toast of the Town" Sunday night, replacing **Gloria Swanson**, who was reported yesterday as being ailing. The Swanson will be on the show the week following, however. . . . **Billy Gilbert** is the star of a new tele show on film which is being premiered around town for potential sponsors and the press. . . . **Bob Hope's** deal with **Frigidaire**, reported yesterday as being a single shot for October 29th, will more than likely wind up being a contract to appear once every eight weeks for the coming year, rotating with **Bobby Clark**. . . . **Morton Downey's** initial show on the new CBS-TV series "Star of the Family" will have **Morey Amsterdam**, **Ramona Lang**, and the **Ink Spots** as side kicks next Friday night (22nd, 10:00 to 10:30 p.m.). . . . **Martha Raye** and **John Conte** will render **Cole Porter's** music on NBC-TV's "Musical Comedy Time" when it rings up the curtain on "Anything Goes" on October 2nd. (9:30 p.m.). **Jeannette MacDonald**, **Wilbur Evans**, and **Helena Bliss** will be among the future stars on such musicals as "The Chocolate Soldier," "Whoopie," **Rio Rita**, and "The Merry Widow."

THE Jake LaMotta-Laurent Dauthuille fight in Detroit for the world's middleweight title, in which the Bronx Bull gave it a Hollywood finish by knocking out the foreign challenger with thirteen seconds to go was neither broadcast nor televised. Despite the ban the gate was a disappointing \$71,694 against a predicted "over the \$100,000 for sure," and in a town where LaMotta is a great favorite. There's one that can't be blamed on the "at home" audience. . . . **Ed Sullivan's** old nickname of "Stoneface" got another working over last Sunday night when cartoonist **Chester Gould** (who does "Dick Tracy") sketched a new character for his comic strip on the "Toast of the Town" show. Saying it would be a combination of "Flatop" and "Purple Face," Gould sketched what he'd call "Stoneface"—none other than Sullivan.

PABST may have copped the **Louis-Charles** fight for \$125,000 (with additional costs coming to \$200,000), but one source has it that **Kaiser-Frazer** offered \$250,000. **Louis** and **Charles** wanted the extra dough of the K-F offer, but the **IBC** is reported to have preferred the **Pabst** offer, since the **Blue Ribbon** boys are steady customers when it comes to buying tele rights. . . . **Robert Freyer**, new CBS casting director, has appointed **Archer King** and **Michael Meads** as his assistants. **King** produced **Melvyn Douglas'** play "Three Blind Mice" on Broadway last season. . . . Odds are now two to one that **CBS** goes into daytime tele programming on October 9th. . . . **WGN-TV** brought off a new review last night titled "Chez Paree" and starring **Dave Durston** (Thursdays, 7:30-8:00).

'Narrowcasting' Plan Draws Industry Fire

(Continued from Page 1)
month. Memo to go to **Ryan** is said to be under preparation by **Ed Sellers**, NAB's FM director, and to emphasize arguments that subscription radio is not in the public interest and that authorization of such a service will hurt sales of FM sets and sales of time on FM stations. Extent to which the arguments might also be applicable to phone- vision was not known, although one informed source said it seems that some of the same arguments might apply equally to the subscription video service.

Muzak asked last week for an okay for a system of subscription radio on the FM band similar to what it had asked in 1944 and 1945. At the same time it sought to hasten a Commission determination of the propriety of function radio services such as **Transit Radio**, **storecasting** and other such schemes.

Lever Sponsor Godfrey For 15 Minutes On CBS

Beginning Monday, Oct. 2, **Arthur Godfrey** will be heard on CBS an additional 15 minutes daily. New starting time for the **Godfrey** programs will be 10:00 a.m. (CBS, 10:00-11:30 a.m., EST, Mon. thru Fri.). **Lever Brothers Company**, for **Spry** and **Rinso**, will sponsor the added quarter-hour.

Other companies represented by **Godfrey** include **Pillsbury Mills Inc.**, **Wildroot Co., Inc.**, **Gold Seal Company**, **National Biscuit Company** and **Liggett & Myers Tobacco Company**—**Chesterfield Cigarettes**.

Drackett Buys On WFIL

Philadelphia—The **Drackett** Company will sponsor participation announcements for **Drano** and **Windex** in the **WFIL** "Mary Jones" program on Mondays, Wednesdays, and Fridays, beginning September 18. Agency for the account is **Young & Rubicam**.

Directed primarily toward women listeners in the **Philadelphia** area, the "Mary Jones" show presents timely comments and interviews with guest celebrities Monday through Friday from 1:30 to 2 p.m.

Will Telecast Games

Boston — **WNAC-TV** will telecast eight local gridiron games of **Boston College** as well as three **Notre Dame** games from **New York** and an **Army** and a **Navy** football game in its video coverage of the 1950-51 pigskin season. All B. C. games will be presented by the **Atlantic Refining Company**, while the **Notre Dame** classics will be sponsored by **Chevrolet** and the **Army** and the **Navy** games, respectively, will be telecast by the **Esso Standard Oil Company**.

Top Program Bet!
HAPPY FEET
Cromwell Music, Inc.
129 W. 52nd St. New York City

COAST-TO-COAST

Special Food News Feature

Philadelphia, Pa.—WJMJ is presenting the "Food News Digest" twice weekly on the "Ruth Chilton Chats" program. The special series features Arthur Edward Dennis, local attorney, who was War Food Administration counsel during World War II, and is counsel for many food trade associations. He is publisher, editor and writer of authoritative food articles and food law. The purpose of the Food News Digest is to bring first hand information on the Control Bill and its provisions, rationing, price controls, etc., as they will effect the consumers and food merchants in this area.

Heavy News Schedule Sold

Vineland, N. J.—WWBZ has increased its news schedule and is now broadcasting twenty-five newscasts a day on the hour and half-hour, with twenty of them sold to local, regional and national advertisers. The new set-up went into effect August 15th. A week later Baltimore Markets signed for 10 newscasts per day for 52 weeks to publicize the opening of their new half-million dollar super market in this city. Fred M. Wood, general manager of the station, says audience reaction has been excellent and he expects to further expand the news coverage of the station when WWBZ goes full time.

KVOO Calls Blood Donors

Tulsa, Okla.—Ken Miller, KVOO news editor, recently made an urgent plea on his "News and Views" program for blood for the local Red Cross Bank. Lethargy on the part of the donors had caused the blood bank supply to get the dangerously low level of less than one dozen pints. Miller spent most of his fifteen-minute program explaining this situation, and asking for at least fifty people to go to the Red Cross and make a donation of one pint of blood. The next day eighty persons arrived at the blood bank to give blood; the day after sixty more came.

Sponsoring Symphony Series

Washington, D. C.—"The Hour of Fidelity," a full-hour program of symphonic selections available on LP recordings, will be sponsored weekly by Delort Radio Engineering Company, manufacturers of custom built High-Fidelity music systems. The broadcasts will be presented weekly Sunday afternoons at 12:15 p.m. on WASH-FM.

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

on "RADIO BALTIMORE"
WBAL
Contact
EDWARD
PETRY CO.

AGENCY NEWSCAST

... personnel, sponsors and notes

ERNEST A. HOLMES, formerly research director of the Chicago office of Young & Rubicam, has been appointed research director of Warwick & Legler, Inc., New York City. Harry Way, previously in charge of research, has been made director of media.

C. L. MACNELLY, previously an account executive with Pedlar & Ryan, has joined Ted Bates & Company in a similar capacity.

ESTELLE MENDELSON has joined Dancer - Fitzgerald - Sample, Inc., as a member of the copy-writing staff. Miss Mendelsohn was formerly copy chief of Sherman & Marquette.

R. T. O'CONNELL COMPANY has been appointed to handle the advertising of Taylor & Fallar, New York, manufacturers of Di Sartomen's ties.

LEVALLEY, INC., of Chicago, will handle advertising for Virginia Parks, Inc., cosmetics manufacturer.

ROBERT G. KILGORE has been appointed manager of government operations for Reeves Soundcraft Corporation. He was formerly general manager of Techno Scientific Co.

KAL. EHRLICH & MERRICK, Washington, D. C., have appointed K. Alfred Ehrhardt, Ryland W. Meade and Richard C. McNeil to the layout department.

PEIRCE L. ROMAINE has been appointed an account executive in the New York office of Avery-Knodel, station representatives. He was formerly a vice-president of Paul H. Raymer Co.

PHILO T. FARNSWORTH, vice-president and director of research of the Capehart-Farnsworth Corporation, will address the San Francisco Press Club at a special meeting today, Sept. 15. The meeting will mark the opening of the microwave TV-relay circuit linking San Francisco and Los Angeles.

CARL LEVIN, formerly with the Washington staff of the Herald Tribune, has been appointed public relations and information chief of the Washington, D. C., branch of William H. Weintraub & Company, Inc.

JOHN C. STROUSE has joined Kenyon & Eckhardt, Inc. as an account executive. He was previously with Dancer-Fitzgerald-Sample and Young & Rubicam.

BEHIND THE MIKE

MONTE PROSER is proud of a new "discovery"—Don Ameche whom he pacted as star of his "Holiday Hotel" program on ABC. It may be difficult to look upon Ameche as a discovery, but it was Proser who saw the television possibilities of the star and persuaded him to leave H'wood behind to take the leading role in his TV production. With Ameche's looks, singing and general talent, Proser thinks he'll be sure a sensation in TV that NBC will grab him for its Sunday or Wednesday night constellation line-up.

Handsome Andy Roberts' gal from Virginia, who've been looking forward to his personal appearance at the Hampton Nat'l Festival, a due for a shock. Andy, who will reign as King Neptune, will wear beard and wig for the role during the 3-day celebration.

"Hand In Glove With Fashion" the slogan adopted by the National Glove Group for its campaign during Nat'l Glove Week starting October 23rd.

Glenn Langan in from H'wood appear with Louise Albritten "The Other Woman" on Armstrong Circle Theater.

Sherry Allison peddling TV adaptations of Damon Runyon's "Sho Tales."

**Public Service Series
Set By University**

New Orleans—A series of programs of a public service and educational nature will be produced by Louisiana State University for broadcast over WNOE, New Orleans, on a regular basis beginning September 17, it was announced.

The series includes one weekly half-hour program on Sundays and two 15-minute programs Monday-through-Friday.

The inaugural broadcast, Sunday, Sept. 17, at 1 p.m. will present LSU president Harold W. Stoke discussing "What Can We Hope From Education?" Each program of the Sunday series will offer a key university administrator speaking on a timely topic. Supplementing the broadcasts will be music by the faculty and students of LSU's School of Music, and interviews with distinguished visitors.

On weekday mornings at 6:30 a.m. starting September 18, WNOE will air an agricultural service program, "Adjusting Louisiana Agriculture to the '50's" will be the theme of these broadcasts to be given by specialists from the College of Agriculture and the Agricultural Extension Service.

Directed to the state's younger students will be the afternoon program, carried by WNOE from LSU's "School of the Air" project direct to elementary classrooms throughout the state.

• faces • facts • figures • wins •

**SHOWS DESIGNED
FOR YEAR 'ROUND SELLING**

THE ART SCANLON SHOW
6:00 - 9:15 AM

CHARLIE STARKE'S MUSIC SHOPPE
10:00 - 12:00 Noon

LISTEN TO LACY
12:30 - 2:00 PM
4:30 - 6:15 PM

MUSIC IN THE NIGHT
8:15 - 10:30 PM

WINS 1010 on the dial WINS

WINS
50KW NEW YORK

CROSLY BROADCASTING CORPORATION

faces • facts • figures • wins • facts • faces • figures • wins • facts • faces • figures • wins • facts • faces • figures • wins •

RADIO TELEVISION DAILY

VOL. 52, NO. 54

NEW YORK, MONDAY, SEPTEMBER 18, 1950

TEN CENTS

RTMA GROUP HITS CBS-TYPE COLOR-TV

Super Selling Bureau Urged At NAB Regional

Benefits Cited By Caley; Approval Is Unanimous

Indianapolis — The NAB 14th district meeting unanimitously got behind the plan for creation of a new super-selling bureau for the industry, as it wound up an enthusiastic meet here. The plan was presented to about 70 delegates gathered in the Lincoln Hotel, by Charles C. (Continued on Page 6)

Broadcasters Gather For CBS Convention

The annual four-day meeting of managers of CBS O & O's and stations represented by Radio Sales, opens today in the Carlton Suite of the Ritz-Carlton Hotel. The sessions are held annually to discuss mutual problems and future plans for CBS. This year's meeting will embrace both AM and TV matters, and will include a demonstration of CBS (Continued on Page 7)

Goodwill Stations Name Three To New Posts

Detroit — Effective immediately, George Cushing, vice-president of WJR and news editor of the station, will become head of public affairs and advertising in addition to his newsroom duties, it was announced on Friday by John F. Patt, president (Continued on Page 2)

"Dracula" Cast

Bela Lugosi will be the only star on a forthcoming hour-long show over WPIX on Sept. 18th. Lugosi will offer bits of narration to complement showings of many of his old movies. Seen on Thursdays, 8:30-9:30 p.m.: "Murder and Bela Lugosi" will be the first film show on TV to also have the star of the film version in person.

It's Commander Godfrey Now

Pensacola, Fla.—President Truman appointed Lieutenant Commander Arthur Godfrey, USNR, a senior officer with the rank of Full Commander in the United States Naval Reserve, it was announced by headquarters, Naval Air Training Command, Naval Air Station, Pensacola, Fla., Friday. Vice-Admiral John Dale Price, Chief Naval Air Training, who administered the oath to the popular CBS radio and TV star at Pensacola, was the first to congratulate him. Commander Godfrey has taken leave of his executive radio chores to serve two weeks of active duty with the Navy. He is taking the orientation course in the Naval Air Training Command.

Aim At \$85,000,000 For Signal Corps Fund

Washington Bureau of RADIO DAILY
Washington—The Senate is working to complete action on an appropriations bill including authorization for the increase of spending for radio equipment by the Army Signal Corps up to about \$85,000,000. No breakdown of spending plans was given in the hearings on the legislation, except that overall figures made it apparent that present emergency orders by the Signal Corps have not reached alarming (Continued on Page 7)

Woolley Leaves NBC For Inter-Mountain Post

The resignation of Easton C. Woolley, director of NBC radio station relations, to enable him to accept the position of executive vice-president of the Intermountain Broadcasting and Television Corporation, was announced on Friday (Continued on Page 7)

Candidates Advised To Use Radio And TV

Advising party officials on both national and local levels that "radio can be the most powerful campaign weapon you've got," the publicity division of the Democratic National Committee in Washington has issued a radio and TV handbook compiled by Kenneth D. Fry, associate director of publicity and radio director.

In advising the candidates to use radio freely the handbook says: "From the start of your campaign (Continued on Page 7)

Special Committee Adjourns To October

The Special Test Survey Committee, headed by Dr. Kenneth Baker, which met last Friday at BMB headquarters, adjourned without coming to any decision as to the best method of showing the actual listening habits for the San Francisco Bay (Continued on Page 2)

'Voice' Expansion Under Way; Benton May Ask \$300 Million

Reacting swiftly to the grant of funds approved Monday by the Senate Appropriations Committee, the Voice of America has begun the scheduling of new programs which will expand its broadcast operations from the present 30 hours a day to 54 hours daily by the end of June 30, 1951, it was disclosed yesterday. At the same time it was learned that the VOA will receive \$48,000,000 of the \$97,212,000 grant allotted by the administration to the State Department's truth campaign. The Korean schedule is among the top items to be covered in the Voice's expansion program. The government radio currently beams a one-hour broadcast daily into Korea. Within the coming month the Voice will add an additional 15 (Continued on Page 2)

Urges FCC Defer Its Request For Production

The FCC on Friday was urged by the the Radio-Television Manufacturers Association to reconsider its request for prompt production of CBS-type color-television sets. In a letter to Wayne Coy, chairman of the Commission, the television committee of the association expressed strong (Continued on Page 5)

Asks Industry, Public Join To Better Radio

Washington Bureau of RADIO DAILY
Washington — Improvement of American broadcasting is a job for the public and broadcasters, acting in concert, Commissioner Frieda B. Henlock of the FCC told the National Association of Women Lawyers at a meeting here Friday. She dwelt at great length upon the various directions in which FCC au- (Continued on Page 6)

Announce RTMA Group Committee Membership

Makeup of a new 16-member sales managers committee was announced Friday by Chairman Glenn W. Thompson of the RTMA set division. Heading the new group will be Clifford J. Hunt of Stromberg-Carlson. The body will meet today (Continued on Page 5)

Knighted By King

Peter L. Jensen, president of Jensen Industries, Inc., Chicago, received the Order of Knight of the Flag from King Frederick on his recent trip to Denmark. Mr. Jensen was recognized for his contribution to the field of radio. He is also the founder of the Magnavox Co. and head of Jensen Industries, Inc., phonograph needle manufacturers.



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

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Irv Hamlin, Representative
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Phone: Franklin 2-3238
ROME BUREAU
John Perdicari
Ludovisi 16

'Voice' Expansion Under Way; Benton May Ask \$300 Million

(Continued from Page 1)

minutes, and by the end of the year will be broadcasting an hour and 45-minutes daily.

To increase the scope of its broadcasts to Russia, the VOA is scheduling programs in each of eight splinter languages spoken in the Soviet Union. They are Georgian, Estonian, Lithuanian, Latvian, Azerbaijani, Turkoman, Armenian and Uzbek. Each language program will be a daily half-hour broadcast. Programs already are being aired in Ukrainian. The full schedule will be in effect by June, 1951, an official stated.

The expansion program also calls for increases ranging from 15 minutes to an hour each, in the daily programs being beamed in 24 languages, including English.

The new schedule will permit VOA to broadcast programs in 11 other languages in which it is not now operating.

Under the appropriations, the Voice with its present personnel of 600 will be housed in one building in New York City. At present the government radio is operating from three buildings in the city.

Plans also call for an increase in

personnel, covering all phases of broadcasting including writing, announcing and engineering. Of special need are persons expert in the Russian languages.

Washington Bureau of RADIO DAILY

Washington—Three hundred million dollars to permit the "Voice of America" to "roar like a lion" will be asked of Congress in January by Sen. William Benton of Connecticut—if he is still a member of Congress at that time. Referring to the approval by the Senate of a \$97 million fund for the VOA, Benton—who faces a tough battle for a two-year term in the Senate—commented yesterday that "with leadership and ideas the Senate action may raise the Voice of America from a cat's meow to a dog's bark. But what we need is a lion's roar."

Senator Benton credited President Truman, Secretary of State Dean Acheson, Gen. George C. Marshall, Gen. Dwight D. Eisenhower, Bernard Baruch, David Sarnoff and Gen. Walter Bedell Smith with playing an important part in getting Congress to approve the original State Department request.

Special Committee Adjourns To October

(Continued from Page 1)

Area. Next meeting will be held during the first week of October.

The committee was formed at the request of KJBS, San Francisco, and was to determine whether the methods employed by C. E. Hooper Inc. or by The Pulse, Inc., in measuring audience, should be used as standard for the area listening.

Since formation of the committee, the body has extended the scope of its investigations and has agreed that instead of setting up any one service method as a standard, it would prefer to investigate all types of measurements, including the telephone coincidental, the diary, the roster recall, the house-to-house coincidental, the continuous mechanical or electronic methods and others currently in use.

Gets CBS Promotion

Eldon Hazard has been named assistant sales manager of the network sales department of CBS, it was announced Friday by John Karol, CBS sales manager. Hazard has been associated with CBS sales since January, 1940. Before joining CBS he was a radio account executive with BBD&O.

Joins WAPI-WAFM-TV Staff

Birmingham, Ala.—Everett Holle has joined WAPI and WAFM-TV as an announcer and will assist with programming duties. Holle came to his position from WHMA in Anniston.

Goodwill Stations Name Three To New Posts

(Continued from Page 1)

of the "Goodwill Stations," WJR, WGAR, and KMPC.

Cushing has been associated with WJR for the past nine years. His Sunday "In Our Opinion" half-hour has been an outstanding public service program and he will continue as moderator of the show when it returns to the air in October. Before joining the station, Cushing was a member of the Detroit News staff, editor of The Detroitier and advertising manager of the Hudson Motor Car Co. and Graham-Paige.

At the same time Patt and Carl E. George, general manager of WGAR, announced the appointment of John B. Garfield as sales manager of the Cleveland station. Garfield joined the station in 1940. In another realignment, Robert B. Forker was named regional sales manager for Ohio, except Cleveland.

LIBEL

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Plagiarism • Piracy • Copyright

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OUR UNIQUE EXCESS POLICY
provides adequate protection
Surprisingly Inexpensive.
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W-I-T-H AGAIN 1ST IN RADIO AUDIENCE*

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

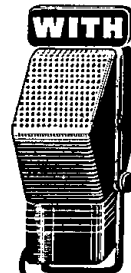
STATION D 9.6 (NETWORK)

Rates For 125 Word Spot Announcement, Class A, One Time:

WITH \$16
STATION A \$55
STATION B \$50
STATION C \$70
STATION D \$30

COMPARE! COMPARE! COMPARE!

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



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

FINANCIAL

(September 15)

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, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, DuMont Lab., Hazeltine Corp., Nat. Union Radio.

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

BMI Named In Action

A suit was filed in U. S. District Court for the Southern District of New York last week by four music publishers charging Broadcast Music, Inc., with violation of the anti-trust laws. The plaintiffs in the action are Joseph Nuccio, doing business as Crestwood Music Publications, Perry Alexander, Clement Tamraz and Beatrice Reynolds as administratrix of the estate of Robert Reynolds.

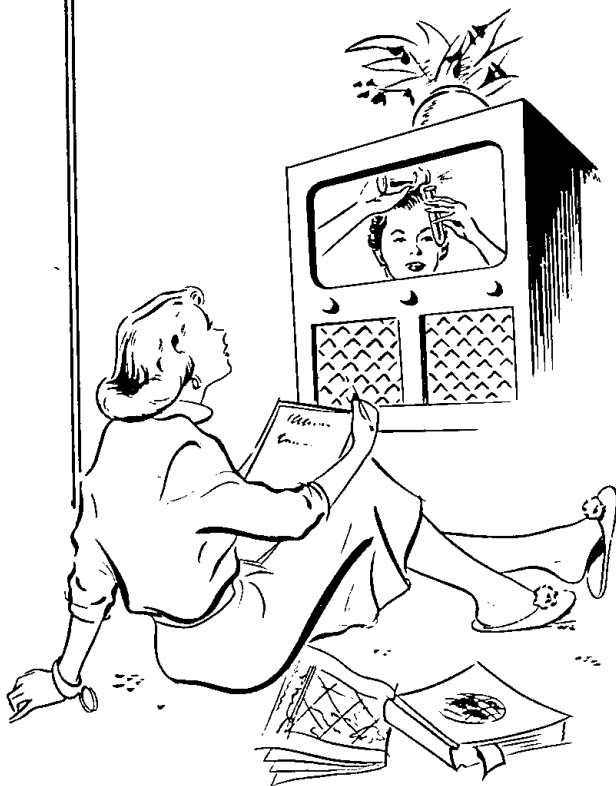
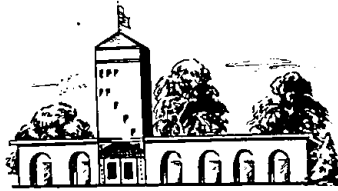
Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

another first for WWJ—The Detroit News

...TV goes to college!



WWJ-TV and the University of Michigan have announced completion of plans for a series of televised home-study courses this fall . . . the first venture into the field of university education by any TV station.

The entire academic resources of the university and the production and transmission facilities of the station were pledged to its success. Initial plans call for lectures on history, fine arts, music and the fundamentals of the natural sciences to be illustrated with all the visual aids employed in undergraduate instruction. The television "classes" will even be taken into research laboratories, workshops and rare book vaults usually barred to all but a few accredited students.

Those who enroll by the payment of a nominal fee to the university will be eligible for examinations and "certificates of recognition."

Mark this up as another in the long list of "firsts" credited to WWJ during its 30 years' existence. It adds immeasurably to the prestige and community confidence which WWJ has always enjoyed, and which has always proved so beneficial to its advertisers.

FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

LOS ANGELES

By IRV HAMLIN

ADMIRAL RADIO, sponsoring the Rams games over KNBH, is putting on a sustained drive appealing to football fans to attend the Rams' home games, to the extent of urging the potential customer to lay off television in order to keep the games on video. Ray Cox of Admiral made the first appeal, declaring that if TV fans bought but one ticket per season, everybody would be in clover.

John R. Markey, formerly with Stewart, Lovick and McPherson, Toronto, Canada, has joined KNBH as an account exec. Markey has also been affiliated with organizations in England.

Natalie Kalmus will go CBS one better at the annual Pomona Fair by showing a special tinted film at her TV booth.

John Guedel has signed Johnny Greene as gag man and scripter for "People Are Funny." Greene, former "Blondie" scripter, replaces Bob Dawn, who is devoting most of his time to Groucho Marx's AM and TV shows.

Commodore Productions' "Hopalong Cassidy" series moves over to CBS from Mutual on October 1st, under sponsorship of General Foods.

CBS Pacific Network has signed a five year pact with the Pasadena Junior Chamber of Commerce to air the annual Junior Rose Bowl games. If TV rights are granted, the network has first option.

Reed Browning is set as permanent announcer for the Jimmy Wakeley show over ABC.

KTLA boasts eight of L.A. top ten video shows, according to the August Videodex report. The same report claims the station owns an average of 43.9 per cent of the L.A. audience. No figures on number of set owners checked by this outfit.

Eileen Barton off to New York to film an audition for her NBC show, "Eileen Sings Again."

Liberty Music Shops Buys WQXR Series

Liberty Music Shops of New York City will sponsor a serious music program over WQXR three times weekly beginning today, Sept. 18, from 9:05 to 9:28 p.m.

The program, featuring record releases from international recording centers, will be aired Mondays, Tuesdays and Thursdays. The series, titled, "Library of Music" will also preview new recordings.

The contract for 52 weeks was placed through Advertising Guild.

SALESMAN WANTED

For Radio Station WCNR—New Rochelle. Call for Appointment. New Rochelle 6-8220.



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Both NBC and CBS are hot on the trail of Tennessee Williams for the TV rights to his "The Rose Tattoo," which Tennessee wants Elic Kazan to do for the movies. . . . One of the bigger film studios is reported weakening in its ban against its stars appearing on television. . . . Has Tommy Dorsey given his bandmen two weeks notice? . . . Morey Amsterdam helping Buddy Rogers prep his nite club act. . . . Ernie Harwell must be jealous of Dizzy Dean. The other afternoon he announced: "And he lifts a ground ball wide of first base." . . . Radio and TV personalities are more and more going in for side-line businesses, trademarking merchandise with their names. . . . Tony Martin getting double the salary Dick Haymes got for the "Contented Hour." . . . Shirley Burke, for years with Gale, Inc. and before that with the Theater Guild, opening up her own literary agency. . . . Chas. Michaelson, Inc. coming out with a new series of open-end 5-minute TV films tagged "Capsule Mysteries." Series will call for 260 films, with John Ridgeley being starred in all. . . . Jack Carter to star in a series of 2-reel comedies by Drake Productions for both theater and TV release. First, written and directed by Jack himself, will be tagged "A La Carter." . . . Joe E. Lewis sez he wants to be Mayor of N. Y. so's he can meet that gal, Gracie Mansion.

★ ★ ★ ★

● ● ● THE MORNING MAIL: "Dear Sid," writes WIP's Ben Gimbel. "In your col'm of Sept. 12th, you quote a letter from Shelly Dobbins about cigarette commercials. Here's a queer one that is on the air in Philadelphia now. An announcer named Campbell has recorded spot announcements for Chesterfields. He announces his name on the recording. It sounds like this: "This is Bill Camel, your Chesterfield reporter!"

★ ★ ★ ★

● ● ● QUOTABLE QUOTES: This is the year of the comeback—Gloria Swanson, Mae Murray and now me.—Jack Paar. . . . Prices might be lower if some women practiced shelf-control.—Harvey Stone. . . . Television is based on the belief that there are a lot of people with nothing to do, willing to waste their time watching people who can do nothing.—Fred Allen. . . . I'm an ordinary sort of fellow, forty-two around the chest, forty-two around the waist, ninety-six around the golf course, and a nuisance around the house.—Groucho Marx. . . . After watching coast television for a few weeks, I'm convinced the only program that are rehearsed are the wrestling matches.—Lisa Kirk.

★ ★ ★ ★

● ● ● Louis D. Snader, the California film man, is crashing the TV wilderness here with a two million dollar pocketbook and an idea of producing 3-minute TV musical films. He plans a library of 960, of which 60 have already been completed with some of the top names in the business. Films are both 35 and 16mm. and will serve as the basis of any TV station disc jock operation or can be strung together for a 15 or 30-minute stanza. Snader will be headquartered at the Waldorf for another two weeks demonstrating his stuff.

★ ★ ★ ★

● ● ● Our old pal, Herb Moss, rates a pock on both cheeks for the outstanding production job he's done on Jan Murray's "Songs For Sale"—a program that snuck in as an AM summer replacement and remains to be the foundation show of CBS' Friday nite AM schedule. Jan, meanwhile, starts a new TV series Sat., Oct. 7th from 11 to midnite (also produced by Herb) which will be a completely different show. Indications point to sponsorship in both media before that date rolls around.

AGENCIES

LEE COOLEY will resign as director of television for McCann-Erickson, Inc., effective October 2, to become producer-director of the Perry Como TV show for Chesterfields. His replacement has not been chosen.

J. F. OBERWINDER, president of D'Arcy Advertising Co., St. Louis, will be chairman of the committee of judges supervising this year's national high school essay contest on advertising, sponsored by the Advertising Federation of America.

WILL BURGESS & COMPANY will handle circulation promotion for Cue Magazine. Radio and TV spots and participations will open the campaign.

CHAMBERS & WISWELL, INC., Boston, will inaugurate an extensive advertising campaign for Habitant soups, employing radio and television among other media.

LYSBETH TEE BLANKENSHIP has joined the copywriting staff of Dancer-Fitzgerald-Sample, Inc. She was formerly associated with Robert Orr Associates.

ROBERT MURRAY, previously with the Adam Young Company and WAVZ, New Haven, has been appointed to the radio & TV department of The Branham Company, New York City.

ARTHUR G. RIPPEY & COMPANY, Denver, has been elected to membership in the American Association of Advertising Agencies, Inc.

VERNON H. VAN DIVER has been appointed a specialist in industrial marketing and advertising for Schuyler Hopper Co. He will continue to service the accounts he was handling at Van Diver Crowe, Inc., which is being dissolved.

PHYLLIS DUSKIN has been named director of radio and television for Ray-Hirsch Company.

ROBERT J. ROSS becomes an account executive and member of the plans board of Kaufman & Associates, Chicago.

JOHN EDWARD HELD has been appointed editor of Buy-Way, Crosley Broadcasting Corporation's merchandising trade paper. He has been assistant editor since 1948.

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1 Block from Radio City

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ABBEY HOTEL

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AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Monday, September 18, 1950

RTMA GROUP HITS CBS COLOR

Larger TV Tubes Lead Production

Washington—RTMA reported Friday that nearly half the cathode ray tube sales to setmakers in July represented rectangular tubes, and that 60 per cent of the tubes were 16 inches or larger in size. The information on rectangular and round tubes was included in the monthly report for the first time, with 47 per cent of the total rectangular. Tubes 15 inches or less accounted for only 15 per cent of the total, with 19 per cent of the total was 19 inches or larger.

Vacation shutdowns actually cut sales of picture tubes to about 40 per cent below the June totals. The daily volume was 341,940 units valued at \$9,133,745, compared with 36,942 units valued at \$15,054,810 in June.

Gets Added Duties

Robert Patt, director of advertising and promotion for WCBS, will operate in a similar capacity for CBS-TV, effective immediately, according to an announcement by Richard Swift, general manager of the New York stations of CBS. M. H. LeBlang will assist Patt in the TV station promotion, while Catherine Witfield continues as assistant of AM promotion.

Television Committee Says Production Of Receivers Or Adapters At This Time Would Hurt Industry; Meeting Of Ass'n Directors To Start Today

(Continued from Page 1)

opposition to the making of sets—or converters—for Columbia, insisting that such production would injure, not only the industry, but also the medium of color-TV, itself. Manufacturers, said the committee, should be given more time to study the entire field and situation.

Principal objection to the CBS polychrome system, said the committee, is the inability of Columbia to offer the larger-size picture now available on black-and-white television receivers. It was stressed that the public more and more is demanding the larger picture and cannot become reconciled to the small-size screen.

Meet At Hotel Roosevelt

Members of the board of the RTMA will meet today at the Hotel Roosevelt in New York for a three-day session which promises to be one of the most important meetings in the history of the manufacturers organization. An important problem on the agenda, in addition to the FCC's color-TV report, will be the industry attitude on defense production.

Most knotty problem to be acted upon is the TV-color situation. The RTMA group is charged with the responsibility of deciding whether they will go along with the FCC recommendations and make adapters for use in receiving the CBS

color transmissions or will hold out for perfection of an electronic color system before altering the present black-and-white TV set production schedules.

On the subject of defense production the RTMA is expected to ask Government that the organization be allowed to set up their own schedules of production diversion to Government electronic needs. Most manufacturers feel, according to reports, that with their World War II experience in Government production, they are geared to resume electronic production for the Signal Corps, without disturbing the present day radio and TV set production too much. Just what form the RTMA recommendations to Government will assume remains to be seen.

Dr. Baker Is Chairman

Dr. W. R. G. Baker of General Electric is chairman of television committee which will submit recommendations to the full RTMA board on the FCC color decision. These recommendations will be discussed Monday.

Other committees of the RTMA who will meet include the Sales Manager Committee and the Set Division's Executive Committee. They will consider a proposed code of ethics covering set advertising and sales practices.

Component Shortage Hitting TV Mfg'rs

The shortage of critical components for television receivers coupled with the tremendous surge in consumer buying is expected to curtail considerably the production of private brand TV sets, according to some trade observers.

Already one of the largest manufacturers of private brand TV receivers has notified its retail accounts that such production is being terminated, it was learned.

The company reasoned that the sales volume of receivers manufactured under its own name has grown so large that the private brand business is no longer justified. It also decided that critical components should go into its own sets.

It was also reported from various sources that the smaller TV set manufacturers will gradually be squeezed out of business because of shortages and rising cost of parts.

Announce RTMA Group Committee Membership

(Continued from Page 1)

in New York to consider a proposed code of advertising and selling ethics for TV sets.

The membership includes the following: Stanley M. Abrams of Emerson, A. A. Brandt of G. E., William Dunn of Belmont Radio Corp., V. C. Havens of Crosley, William H. Kelley of Motorola, E. G. May of Sentinel Radio Corp., Allan Mills of RCA Victor, John M. Otter of Philco, Stewart Roberts of Magnavox, R. J. Sherwood of Hallicrafters, Raymond P. Spellman of Arvin Industries, Walter L. Stickel of DuMont, E. L. Taylor of Stewart-Warner, L. C. Truesdell of Zenith, and J. F. Walsh of Westinghouse.

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Chicago College Installs TV Studio Equipment

Chicago—A contribution to the field of television is being made by Columbia College with the beginning of its fall term with the opening of one of the nation's most professional and complete college television studios. New equipment costing approximately \$100,000 has been installed in the studios making the Columbia College television the best equipped in the country. The college is located in the Fine Arts Building.

Crawford Gets Promotion As G. E. Executive

James M. Crawford has been named manager of the General Electric apparatus department's transformer and allied product divisions. J. W. Belanger, assistant general manager of the department, has announced. Crawford, who has been manager of the department's large motor and generator divisions, succeeds Robert Paxton, recently appointed manager of manufacturing policy for the company. Crawford will be located at Pittsfield, Mass.

New Transmission System

Washington—The use of ordinary enameled wire in place of coaxial cables or rigid wave guides for the transmission of ultra-high-frequency signals is forecast in a report now available from the Office of Technical Services of the U. S. Department of Commerce. The novel UHF transmission means, developed by Dr. Georg Goubau for the Army Signal Corps, utilizes the hitherto-unexploited principle that non-radiating cylindrical surface waves can be guided by a conductor that is coated with a dielectric layer, or the surface of which has been otherwise modified, for example, by being threaded.

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NAB Regional Urges Super Selling Bureau

(Continued from Page 1)

Caley, vice-president and general manager of WMBD, Peoria, and a member of the five-man NAB board committee which created the original proposal. Caley was introduced to the group of broadcasters by George J. Higgins, general manager of WISH, Indianapolis, eighth district director.

Caley said, with regard to separating the new office from NAB, that "we need a separate entity for many reasons, one of the most important is this: in the past, as I have served on the board, there have been frequent efforts to develop a broader horizon for the association's sales promotion effort. Each time, our attention was diverted to other policy problems and this vital objective of the association suffered."

The proposal was unanimously endorsed after a half-hour question-and-answer period. A resolution proposing endorsement was presented by Joseph Higgins, WTHI, Terre Haute. Its adoption was moved by Harry Bitner, general manager of WFBM and WFBM-TV, Indianapolis, seconded by Lester Lindow, WFDF, Flint, general manager. Bitner was predecessor to Higgins as eighth district NAB director.

Milton Greenebaum, general manager of WSAM, Saginaw, Mich., along with Lindow and others, expressed enthusiastic support of the plan but, at the same time, emphasized the need for establishment of a procedure which would guarantee the continuance of a "strong NAB."

Earlier in the afternoon session of the first day's meeting, Higgins presented Justin Miller, NAB president. Judge Miller reported on current aspects of the national defense picture, particularly as they related to radio and television.

G. A. C. Halff

San Antonio—G. A. C. Halff, San Antonio (Tex.) business and radio pioneer, died in a local hospital Sept. 11 of complications following an operation Sept. 2. He would have been 71 on Sept. 20. Funeral services were held Sept. 13 with interment in Temple Beth-El Cemetery.

Halff was chairman of the board of Southland Industries, Inc., owners and operators of radio and television stations WOAI and WOAI-TV. A pioneer in many fields of endeavor, he founded WOAI in 1922 and guided its progress from a 500-watt to a 50,000-watt station. Last year—Dec. 11, 1949—he introduced television to San Antonio with the official inauguration of WOAI-TV.

The Land of the Free

Dramas of American Opportunity
This week: Jeanne Eagels

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

THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

TAKING cognizance of the upturn in radio listening and billings, the Wall Street Journal in a lead story, last week, indicated that "old man radio has taken a new lease on life." The story went on to say that advertisers who, early in the summer, indicated they were through with radio, are coming back this fall and others are increasing the amount of money they will spend in radio in the coming season. In analyzing what sparked radio's comeback the paper said: "Broadcasters attribute it to several factors. Most important is the sharp upturn in radio listening following the outbreak of the Korean war."

Expansion of theater television this fall was forecast in the trade with a minimum of 10 theaters expected to have equipment installed for use in connection with football, fights and other special events. Leading the TV expansion program is United Paramount which, it was announced, will have equipment in operation at the Tivoli and State Lake Theaters in Chicago; Radio City theater in Minneapolis and the Michigan Theater in Detroit. In New York RKO announced plans to convert the RKO Fordham into a TV theater.

Pulse Inc. reports for the July-August period revealed that in five of the ten cities for which the research firm releases listening figures newscasts were among the "first ten" programs. A year ago newscasts made the select list in only two cities. For Cincinnati, "McCarthy News" occupied the No. 1 daytime spot and in New York the reports gave "Prescott Robinson News" the No. 2 position and "Harry Clark News" the No. 3 spot.

Expansion of the "Voice of America" program was assured when the Senate Appropriations Committee voted the full amount requested by President Truman. In approving the entire budget the committee restored the 20 per cent cut which had previously been voted by the House. The "Voice" will now get the full \$82,000,000 in appropriations and the authority to use \$15,000,000 in ECA funds to step up the radio, film, library and other aspects of the program.

Forecasts of daytime TV programming for the fall and winter, made in a RADIO DAILY survey, show that the networks will give the vast "housewife" audience a varied fare of quiz and personality shows in the early afternoons and blocks of children's programs in late afternoon.

Bolstered by the belief that radio is the best buy in the advertising media field, William S. Cutchins, vice-president and advertising director of the Brown and Williamson Tobacco Company, for Raleigh Cigarettes, announced that virtually the entire advertising budget for the 1950-1951 season will be spent in radio.

Dr. Peter C. Goldmark, director

of the CBS laboratories which developed the CBS color television, was made vice-president in charge of engineering research and development. John W. Elwood, general manager of KNBC, NBC O & O in San Francisco, announced he will retire on Oct. 1 after twenty-five years service with the network. U. A. "Jake" Latham was appointed general manager of WKRC-TV. Melvin Drake, former vice-president and station manager of WDGY, Minneapolis, was named director of station relations department of the NAB.

ABC announced four new affiliates: WGL, Fort Wayne, Ind., WEAR, Pensacola, Fla., WJON, St. Cloud, Minn., and WTTS, Bloomington, Ind. Meanwhile, the FCC granted four CP's for new stations as follows: KUHF, University of Houston, Texas, as non-commercial educational FM; to Lycoming Broadcasting Co., Williamsport, Pa.; to Delaware County Broadcasting Corp., Walton, N. Y., and to Jules J. Paglin, New Orleans, La.

CBS landed the radio and TV rights for the Louis-Charles heavyweight championship fight. Sponsor will be Pabst Blue Ribbon Beer, reputedly paying \$125,000 for the rights, plus another \$50,000 for network radio and TV facilities.

Asks Industry-Public Join To Better Radio

(Continued from Page 1)

thority influences programming in general ways, but stressed the Commission's responsibility to avoid direct censorship pressure upon broadcasters.

Miss Hennock spoke also of the importance of getting educational institutions into broadcasting and TV on a non-commercial basis. She spoke of such added competition as "new blood" which "would prove a great stimulus for the production of better programs."

3 NBC Shows Change Times

Three NBC radio programs will take new time spots effective Monday, Sept. 25. All are currently heard Mondays through Fridays:

"News of the World," now presented at 7:15 p.m., EDT, will be heard in the new spot at 7:30 p.m. EST. The program will continue to be rebroadcast to the West Coast at 11:15 p.m., EST.

"Pure Oil News" now broadcast at 7:45 p.m., EDT, will be heard at 7:00 p.m., EST, with H. V. Kaltenborn Mondays, Wednesdays and Fridays, and Richard Harkness Tuesdays and Thursdays (NBC except WNBC).

"One Man's Family" will change from 7:00 p.m., to 7:45 p.m., EST.

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SHORTS—KINESCOPIES

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Los Angeles 12, Calif.

Tel. MADISON 6-1925

Broadcasters Gather For CBS Convention

(Continued from Page 1)
 For television process tomorrow. CBS key executives attending or participating in the meetings will be: Frank Stanton, resident; Joseph P. Ream, executive vice-president; Brian Murphy, vice-president and general executive; Peter C. Goldmark, vice-president in charge of engineering research and development; Hubbell Robinson Jr., vice-president in charge of network programs; J. Kelly Smith; J. L. Van Valkenburg, vice-president in charge of network sales; Louis Hausman, vice-president in charge of sales promotion and advertising; Earl Burkland, general sales manager, radio sales; Edward DeGray, executive assistant to J. Kelly Smith; Oscar Katz, director of research; Edward Shurick, AM market research counsel; Arthur Duram, TV market research counsel; and Edward Wood, general manager of the Housewives Protective League Program Services Inc.

Columbia-owned stations personally attending the sessions includes: John Ackerman, assistant general manager, WBBM, Chicago; E. H. Shomo, general manager, KMOX, St. Louis; Merle Jones, general manager, KNX, Los Angeles; Columbia Pacific Network; Harold E. Folsom, manager of New England operations; Wilbur Edwards, assistant general manager, WEEL, Boston; G. Richard Swift, general manager, WCBS and WCBS-TV, New York; Arthur Hull Hayes, vice-president in charge of San Francisco office and CBS; Eugene Wilkey, general manager of WCCO, Minneapolis-St. Paul; Edwin Ackelaw, general sales manager, KNX and Columbia Pacific Network; and Don Miller, sales manager, WCBS, New York.

CBS radio sales personnel attending will be: Fred Mahlstedt, general service manager; Gordon Hayes, western radio sales manager; Sam Diggers, Chicago TV sales manager; H. H. Holtshouser, southern radio sales manager; William Shaw, eastern sales manager—AM; George Dunham, eastern sales manager—TV; Ralph Patt, sales manager, Detroit office; and Herbert Carling, manager of radio sales development, Cleveland, Ohio.

Lim At \$85,000,000 For Signal Corps Fund

(Continued from Page 1)
 Portions from the standpoint of preference with production of civilian radio and TV equipment. Maj. Gen. Kirk B. Lawton, Deputy Chief Signal Officer, said the Signal Corps has an inventory of about \$1.2 billion worth of equipment—but that much of that will be useless because post-war discoveries have rendered it out of date.

★ ★ TELE TOPICS ★ ★

BOB HOPE, already established as a top TV personality, added new laurels to his entertainment record Thursday night when he starred in the third edition of his "Star Spangled Revue" on NBC-TV for Frigidaire. Hope, unlike some comics who rely upon slam-bang, mugging routines for laughs, moved through the hour with gracious restraint and made the most of some very funny situations. The comedian had the support of such names as Dinah Shore, Lucille Ball and Bob Crosby and aside from contributing excellent entertainment on their own these artists gave Robert some solid assists in hilarious skits. Lucille Ball as the woman mayor and Bob as her henpecked husband gave an amusing travesty on Life in New York City Hall; Dinah Shore, as attractive and charming as ever, was in fine voice and gracious in her support of Hope in the skits; Bob Crosby, who has come a long way since his days as a singer with Anson Weeks band, was especially entertaining in his take-off of Brother, Bing, with Hope, impersonating Gary Crosby in a duet with his dad. The funniest routine of the evening was the comedian in the role of a surgeon about to perform an operation for the benefit of the TV cameras. Bob Crosby was the patient and Dinah Shore an attendant nurse. The action was fast and Hope's gags hilarious. At one time the comic opined: "I'm so good I think I'd better get a license." The routines of the Jack Cole dancers was an artistic contribution to the show with fine settings, lighting and camera work. Television programming is growing in stature.

★ ★ ★ ★
TODAY'S TV Personality:
 Charged with the responsibility of supervising Philco's TV programming as well as taking an active part in the company's promotional and merchandising policies, H. PIERSON MAPES, radio and TV director of the Hutchins Advertising Co., Inc., New York, is one of the busiest executives in the TV field. Mapes came to TV via the advertising and merchandising field. He first joined the



★ ★ ★ ★
 May Radio and Television Corp., a Philco distributor in 1930. By 1933 he had risen to the position of sales promotion and merchandising manager and in 1935 he moved from the May organization to the Hutchins Agency. In his present executive post Mapes handles the Philco Television Playhouse on NBC-TV and last week had a hand in the launching of the new Don McNeill TV Club on the TV network of ABC.

★ ★ ★ ★
JIMMY DURANTE will give one-third of all his future earnings (including those from his forthcoming TV show on NBC-TV) to the widow of Lou Clayton, his manager and long-time friend who died recently. . . . Neil Hamilton's "Hollywood Screen Test" series over ABC-TV is the next to be picked up by Hollywood for a series of movie shorts starring the youngsters who've been signed for movies as a result of their appearances on the show. . . . Warner Brothers will reissue two of Jean Muir's oldies, "As the Earth Turns" and "A Midsummer Night's Dream." . . . Jessica Bradley, who's been managing the Oscar Bradley ork (for radio and TV) since her husband died, has landed the deal for Van Camp's "Little Show," marking the ork's first new contract since Oscar's death. . . . Tele rights to the Earl Carroll Vanities and George White Scandals are reported to have been tied up by Broadway agent Howard Hoyt. . . . Mel Allen and Jim Britt have been selected by DuMont to announce the Notre Dame games for the coming season. . . . John Charles Thomas headlined DuMont's "Cavalcade of Stars" on Friday night (10-11), replacing Jan Peerce who was previously announced for that spot. The event marked Thomas' first bow on television.

★ ★ ★ ★
RONALD REAGAN, prexy of the Screen Actors Guild, telegraphed Gen. Lucius B. Clay today that the 8000 actors and actresses of the SAG (both motion picture and tele) are enlisting in the "Crusade for Freedom," stating that the members will give their full support in the fight against "Communist lies and treachery." The message was signed by Reagan in behalf of SAG's board of directors who have just voted the decision. . . . Nelson Oimstead's script "The Vine that Grew on 50th Street" will be seen on Philco's "TV Playhouse" with Olmstead in the lead. The title bears shades of Betty Smith's tree in Brooklyn. . . . Emerson Radio & TV picked up their option on "The Clock" after the show copped a Nielsen rating of 30.9 per cent. . . . Clifton Fadiman, host of CBS-TV's "This Is Show Business," is reported to be shocking his script writers by reading entire scripts in a couple of minutes; the reason being, Fadiman has the freak ability to read whole paragraphs as other people read sentences, a knack he developed as a book reviewer.

★ ★ ★ ★
ALAN YOUNG, star of his own show on CBS-TV, has turned screen writer by collaborating with his two writers, Leo Solomon and Dave Schwartz, on a screenplay titled "Cyclone Smith," about a college prof who becomes a "rain-maker." . . . Don Russell joins the cast of DuMont's "Country Style," seen on Saturdays, 9-10 p.m., in the role of the "town factotum"—i.e.: the character who hogs the show.

Candidates Advised To Use Radio And TV

(Continued from Page 1)
 In radio, remember you are working up to a climax . . . pouring on the power in a crescendo that must hit maximum coverage, interest and intensity on, or just before Election Day."

In admonishing the candidates to plan their campaign, buy time and schedule programs the booklet suggests:

"For instance start with, say, a straightforward 15-minute program, explaining your aims and plans. Then, as you go along, add more programs—or time; perhaps mixing in some brisk five-minute, and some half-hour broadcasts. Toward the end add 'chain breaks' and 'spots'—and continue adding as many as you can, day and night to hit all groups."

Declaring that "on a practical average, television today costs about four times more — per thousand people reached—than radio," the booklet says that "TV exerts much more power on its audience . . . stirs far more interest . . . gets up to five or six times more active response."

The booklet urges candidates to have the skilled professional help of a good advertising agency staff in preparing radio and TV copy. It is pointed out that the Democratic National Committee has engaged the Biow Company, Inc., to handle all radio-television time purchases on a national scale.

Woolley Leaves NBC For Inter-Mountain Post

(Continued from Page 1)
 by Harry C. Kopf, vice-president of NBC.

Woolley's resignation from the national network will become effective Nov. 1, and he will assume his new duties at that time. S. S. Fox, president of Intermountain, announced Woolley's appointment as executive vice-president of that corporation and his election as a member of its board of directors.

Woolley joined NBC in 1931 while studying at Columbia Law School and has spent 19 years with the network. A native of Salt Lake City, he holds a Bachelor of Arts degree from the University of Utah and received his law degree from New York University. He is a member of the Bar, New York State, and also is admitted to practice before the FCC.

Danny Thomas Signed

Danny Thomas has been signed by NBC-TV to join Ed Wynn and Jimmy Durante in rotating as star of the Wednesday night comedy cavalcade, seen from 8-9 p.m. Thomas, long-time comedy star of stage, screen and radio, makes his first appearance Oct. 11, following Wynn, who appears Oct. 4, and preceding Durante's performance Oct. 18.

When television won its wings

How multiple uses for airborne cameras and equipment were revealed by experiment

No. 10 in a series outlining high points in television history

Photos from the historical collection of RCA

• Put a television camera in the nose of an observation plane, and generals—many miles away—can watch and direct the course of a battle. Such, in World War II, was one of the suggested uses of airborne television as an “optic nerve.”

Feasible? Absolutely—yet this is only one of the many ways in which television can serve in fields outside those of news and entertainment. The entire subject of the use of television cameras and receivers in the air has been carefully investigated by RCA.

Not too long ago, at the time when plans for our inter-city television networks were in discussion, the



RCA Laboratories in Princeton, N. J., as seen from the air. New uses for television—including, for example, its adaptation to aviation—are one part of this progressive institution's research program.



Mounted in the nose of an airplane, special RCA airborne television equipment will give ground observers a sharp, clear, bird's-eye view of land and sea.

idea of making telecasts from planes high in the air was proposed.

From New York, a plane equipped with a television receiver, set off on a flight to Washington—200 miles away. When above Washington, at an altitude of 18,000 feet, passengers in the plane clearly saw Brig. General David Sarnoff, of RCA, talking to them from Radio City! Later, RCA placed a camera and transmitting equipment in an airliner, and a bird's-eye view of New York was successfully telecast to observers below!

It has also been proposed by authorities, that a television camera might be used as the “eye” of a guided missile. Placed in a rocket's nose it would let a distant operator see where the missile was headed. If need be he could steer it in any direction to hit a moving target.

But less on the destructive side, and more important to us now, are the possible uses of television in “blind flying” conditions, when airports would normally be closed in from bad weather. With a television receiver in the cockpit, and a transmitter sending information from the landing field ahead, the pilot could clearly see conditions on runways and approaches—come in with far greater security than when guided by radio alone!



Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION

RADIO TELEVISION DAILY

VOL. 52, NO. 55

NEW YORK, TUESDAY, SEPTEMBER 19, 1950

TEN CENTS

OPPOSITION VOICED TO NEW FM PLAN

South African Commercial Radio Successful

Report On Web Indicates Growth Of New Service

Johannesburg, S. A.—Commercial programming on the "Springbok Radio," network sponsored by the South African Broadcasting Corporation, is paying off with 85.46% of the web's weekly hours revenue producing, Cameron McClure, head of the commercial service, announced yesterday. (Continued on Page 5)

TV Receiver Prices Expected To Be Raised

Washington Bureau of RADIO DAILY
Washington—It became nearly official over the weekend that TV set prices will be hiked to cover the cost of a new ten per cent manufacturers' excise levy. House and Senate conferees agreed that this measure would go into the new tax bill due to go to the White House for signature this week. Final okays by (Continued on Page 7)

Autumn Shows Rated By Hooper In 12 Cities

First Hooper ratings of the new season on five shows returning to their network positions gave the following percentages, based on a last 12-city program popularity. "Philco TV Playhouse" rated a 32.4 (Continued on Page 2)

Series Spots Sold

All available spot-announcement time-slots preceding the forthcoming World Series broadcasts and telecasts have again been purchased by the Benrus Watch Company. Spots will augment Benrus' present schedule, advertising virtually the same features as are featured on the NBC-TV program, "Saturday Night Revue."

FM Station Opens AM Service

Ashland, Ohio—Radio station, WATG, first commercially licensed FM station in the state, added AM service yesterday when it commenced full-time broadcasting operations. The new service was formally dedicated with Louis Bromfield, author, farmer and conservationist, throwing the switch on the AM transmitter at 8 p.m. The station is owned and operated by Robert M. Beer and Edgar Koehl, co-publishers of The Ashland Times-Gazette.

RTMA Board Meets; Will Discuss Color-TV

Members of the Radio Television Manufacturers Association gathered at the Roosevelt Hotel in New York yesterday to discuss their attitude on the FCC's color TV report; to consider a code which would clean up unscrupulous practices in TV advertising and service and to consider the Government's requirements for electronic production. Just what course the RTMA will take on the color TV issue is not clear at this time. It is highly probable that the three-day meeting will (Continued on Page 6)

French Tourist Office Buys On N. Y. Outlets

Under an expanded radio budget, the French National Tourist Office begins this week to sponsor programs over two New York City stations, WQXR and WNEW. The French Tourist Bureau is presenting a 15-minute musical program. (Continued on Page 2)

Program Directors Here For BMI Clinic

The fourteenth annual BMI program directors' clinic which opened yesterday when the clinic was called into session at 10:00 a.m. at WNEW will continue today with both morning and afternoon sessions. The meeting was opened yesterday by Dorsey Owings, chairman of BMI, following which Richard Pack, program director of WNEW welcomed the delegates. Feature of the morning session was a special address, "The up-to-date BMI story," given by Carl Haverlin, president of (Continued on Page 7)

KRIZ Joining Liberty As Phoenix Outlet

Phoenix—KRIZ here will make its air debut on Oct. 2 as an affiliate of the Liberty Broadcasting System. Station, a 250-watter, will operate on 1230 kilocycles and will be the sixth radio outlet in town. Howard M. Loeb, owner and general manager, (Continued on Page 4)

U. N. Meet Will Be Covered By 200 Radio, TV Analysts

Over 200 radio and TV commentators, technicians and other communications officials will be on hand at Flushing Meadow, L. I., to cover today's momentous meeting of the United Nations General Assembly, U. N. officials revealed yesterday. The gathering of radio and TV personalities will include representatives from France, England, Cuba and Canada and Mexico, as well as the domestic networks of the United

States. In addition, staff members of the Voice of America, Armed Forces Radio and the foreign services of the British Broadcasting Corporation, and the French Broadcasting System will be there. In all, 20 countries will be represented by radio correspondents, it was learned. U. N. Radio through the facilities of the BBC, CBC and VOI, will cover all parts of the world with 24 hours of broadcasting a day while (Continued on Page 5)

Rural Radio Web Files Protest With FCC

Washington Bureau of RADIO DAILY
Washington — Muzak was accused at the weekend of seeking to kill FM as a separate radio service in order to protect its own "more costly wire line service." Rural Radio Network, including four owned and operated and ten affiliated FM stations in New York and Northern Pennsylv- (Continued on Page 5)

Improvement Noted In TV Advertising

A marked improvement has developed in the advertising and selling practices of radio, television and home appliance industries in New York during the past two months since the adoption of the BBB's fair practice standards, according to a progress report just made public by Hugh R. Jackson, president of the BBB of New York City. Leading manufacturers, distributors, dealers and service companies (Continued on Page 7)

Radio & TV Workshop Planned By NRDGA

A radio and television workshop will be conducted by the National Retail Dry Goods Association in the Hotel Statler, New York, on September 20. (Continued on Page 4)

Fish Story

Eye witness reports and recordings of the activities at the 7th Annual International Tuna Cup Matches, starting Sept. 21 will be aired during WOR-Mutual's "The Rod and Gun Club of the Air," 8:30 p.m. Teams from the U. S., Argentina, Brazil, Britain, Chile, Cuba, Denmark and Sweden will compete in the matches.



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

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WEST COAST OFFICES
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Irv Hamlin, Representative
6425 Hollywood Blvd. Phone: Gladstone 8436

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

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

ROME BUREAU
John Percival
Ludovisi 16

FINANCIAL

(September 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/8	10 3/4	10 3/4	1/8
Admiral Corp.	29 1/4	28 5/8	28 5/8	1/8
Am. Tel. & Tel.	152 3/4	151 7/8	152 3/4	+ 1 1/8
CBS A	34	33	33	1/8
CBS B	33 1/2	33	33	1/8
Philco	42 5/8	41 3/4	41 3/4	1/8
Philco pfd.	92 1/2	92	92 1/2	+ 1 1/2
RCA Common	18 3/4	17 3/4	17 3/4	1/4
Stewart-Warner	16 5/8	16 1/8	16 1/8	3/8
Westinghouse	33 1/4	32 3/4	33 1/8	1/8
Zenith Radio	54 3/4	53 1/8	53 1/8	3/8
DuMont Lab.	18 1/2	18	18 3/4	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	20 3/4	20 5/8	20 5/8	- 1/8
Nat. Union Radio	4	3 7/8	3 7/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	13	14 1/2

Symphonette To Resume

Beginning Monday, Oct. 2, "The Longines Symphonette," popular musical program, will be heard Monday through Thursday over ABC at 10:35 p.m., EST, according to an announcement made yesterday.

Mishel Piastro will act as conductor and musical director of the program. Frank Knight will continue as host of the symphonette while Alan Cartoun will be the program's producer. Victor A. Bennett Co., is the agency.

Met. Indies Meet In St. Louis

Members of the Association of Independent Metropolitan Stations will meet in St. Louis, Oct. 16-18. William E. Ware, president of KSTL, the host station, made the announcement yesterday.

COMING AND GOING

O. B. HANSON, vice-president of NBC in charge of engineering, was in Washington yesterday. Today he's in Princeton, N. J., attending a meeting at the laboratories of RCA.

CHRIS J. WITTING, general manager of the DuMont Television Network, left yesterday by plane for Cincinnati, where he'll attend the regional meeting of DuMont affiliates in the State of Ohio.

GEORGE V. DENNY, JR., moderator on "America's Town Meeting," heard on ABC, off to Anchorage, Alaska originating point of a program that will be one of six broadcast from various Air Force bases.

LEE RUWITCH, vice-president and general manager of WTVJ, Miami, has left for a vacation at his home town in Minnesota. He'll spend part of the holiday in Chicago.

CHARLES B. H. VAILL, director of sales promotion at WEEL, Boston, is vacationing in Connecticut and upper New York State.

HERMAN M. GURRIN, administrative assistant for the CBS development group, left Friday for Akron, Ohio, to discuss acoustical problems with officials of Firestone Tire and Rubber Co.

LAURENCE SCHWAB, JR., who'll direct the opening of "Musical Comedy Time" on NBC-TV, Monday, Oct. 2, spent his vacation at the family summer home at Montauk and now is back at the network.

CLARK GEORGE, sales head in San Francisco for the Columbia Pacific Network, has taken military leave to re-enter the Navy as a lieutenant. OLE MORBY, who formerly held the position, has returned from the Los Angeles CBS headquarters to take over once again.

SHERLING OLIVER, radio and television producer, left yesterday for Florida, where he'll submit to John H. Perry, Jr., plans for a four-station TV hook-up.

WILLIAM A. TAYLOR, radio editor of the Musical Courier, and his wife, GLADYS AXMAN, have returned aboard the S. S. Liberté from a tour of France and Italy.

ALAN YOUNG on Sept. 29 will fly to Cleveland, where he will tee off the \$75,000 exploitation campaign for his CBS-TV show, sponsored by Kroger Stores.

HARRY ACKERMAN, executive head of production at CBS, has arrived in New York from Hollywood.

ROBERT VAN SCHAICK, of RADIO DAILY'S facts-and-figures department, is back at his desk after having spent a week touring through New Jersey, Pennsylvania, Delaware, Maryland, Virginia and Washington, D. C.

TED MALONE, the "Roving Reporter" on ABC, and TED HANNA, "Your Business Reporter" for the NAM, have left by plane for Birmingham, Houston, Los Angeles and Portland to cover the "Industrial Mobilization" story for their respective NAM programs.

Autumn Shows Rated By Hooper In 12 Cities

(Continued from Page 1)
per cent on its opening performance (September 10) and captured 57.9 per cent of the TV-audience in the 12 cities selected by Hooper.

"Saturday Night Revue" on its September 9 bow-in rated 28.0 and had 63.6 per cent share of the TV-audience during the Jack Carter Show (8-9 p.m.). On the 9:00-10:30 portion, "Your Show of Shows," starring Sid Caesar and Imogene Coca, the rating was 32.4 with 66.9 per cent share of the television audience.

"Kukla, Fran and Ollie," during their second week back (Sept. 4-8), rated 10.4 and pulled 34.2 per cent share of the TV-audience, while "The Aldrich Family" rated 14.4 per cent and held 40.9 per cent of the TV-audience on its first two broadcasts of the season (September 3 and 10).

AFA Group Hear Report On Impact Of Television

Mobile, Ala.—Seventy-five delegates in attendance here at the annual Seventh District convention of the Advertising Federation of America were told that video is not cutting advertising in newspapers. "Television money is essentially fresh money and is not coming from radio, newspapers or any other media," J. S. Stolzoff, Milwaukee, Wis., told the group. Stolzoff is vice-president in charge of radio and television for Cramer-Krasselt Company, Milwaukee.

When asked where the money for television was coming from, Stolzoff said it was from separate appropriations.

French Tourist Office Buys On N. Y. Outlets

(Continued from Page 1)
gram over WQXR Mondays, Wednesdays and Fridays at 10:45 p.m., starring Jacques Fray, concert pianist. The show "Rendezvous in France," features popular French songs interspersed with comments by Fray on the music and the country. The series began yesterday.

Beginning Sunday, Sept. 24, at 5 p.m., the tourist office will sponsor a weekly half-hour musical over WNEW, titled, "France Calling," the show will present on records the best in pop French tunes featuring such well-known personalities as Maurice Chevalier, Edith Piaf, Jean Sablon and Charles Trenet. A highlight of each show will be a 3-minute shortwave interview of an American celebrity visiting Paris. Berty Wayne will emcee.

The agency for French National is L. H. Hartman Company, Inc. of New York.

Shaindlin To Guest

Jack Shaindlin, musical director for M.G.M.'s "Theresa" will guest on the "Tex and Jinx" show Tuesday and Wednesday Sept. 19 and 20 over WNBC. Shaindlin who played the piano for the silent movies at the age of 15 will discuss his 25 years of making music for motion pictures.

Stork News

Robert Patt, director of advertising and sales promotion for WCBS and WCBS-TV, is the father of a daughter born Sunday to Mrs. Patt at Lawrence Hospital in Bronxville, N. Y. Baby, which is the Patts' second child, weighed in at eight pounds, nine ounces.

W-I-T-H AGAIN 1ST IN RADIO AUDIENCE*

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

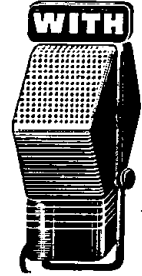
STATION C 15.5 (NETWORK)

STATION D 9.6 (NETWORK)

Rates For 125 Word Spot Announcement, Class A, One Time:

WITH \$16
STATION A \$55
STATION B \$50
STATION C \$70
STATION D \$30

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



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

for the record...

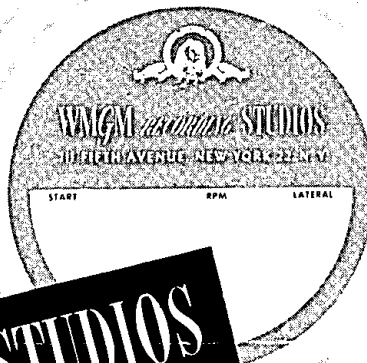
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For every type of high fidelity recording,
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Studios serve the entire recording industry.

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offer complete facilities for: Recording • Editing
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CHICAGO

By GINNY EVANS

ERNIE SIMON just signed a new contract with WJJD that calls for an additional hour of air time in the morning—he'll now be heard from 7 to 10—and no afternoon shows. Simon is dropping the afternoon slot in order to devote more time to television.

The Kukla, Fran and Ollie troupe payed a flying visit to Atlanta last week as part of the new RCA Victor 45 promotion. The Kuklapolitans have recorded their version of "Happy Mother Goose" for Victor and are working on a special Kukla, Fran and Ollie album.

WBBM announcer Jim Campbell back from vacation. He took a 5,000 mile drive through the West.

Morrison Wood is being kept mighty busy these days. In addition to his production duties at WGN, he's directing and producing the Chicago Tribune fashion show and working on a new cook book. His first collection of recipes, "With a Jug of Wine," is now in its third printing.

Passing through town: Gertrude Berg, Chares Boyer, Leon Errol and Cecil B. DeMille.

The "Chicago Theater of the Air" begins its 11th season on the Mutual network October 21st. Thomas L. Thomas and Nancy Carr will star in "The Vagabond King."

ABC-TV's new Studio N in the Daily News Building was put into operation September 18th.

Radio & TV Workshop Planned By NRDGA

(Continued from Page 1)

ber 28 and 29, it was announced yesterday.

The workshop will take up all aspects of radio and television advertising and promotion, programming and selling, as related to the retailer. Color television will be discussed. Also, the presentation of merchandise on live TV shows. The closing session will feature a live demonstration of the construction of a TV program.

Several radio and television station executives will speak at the various meetings. They include Ivor Kenway, vice-president of ABC; James M. Gaines, vice-president and director of O & O stations for NBC; Eugene S. Thomas, manager of TV operations for WOR-TV, and Charles L. Kelly, director of programs for WMAL-TV. C. E. Hooper will also be heard.

SALESMAN WANTED

For Radio Station WGMR—New Rochelle. Call for Appointment. New Rochelle 6-8220.



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Spearheading what appears to be the biggest Oct. in WNBC's history is the sale of the 7-7:30 slot 5-times-weekly to Longines Symphonette, which shifts over from WOR on Oct. 2nd. (Take a bow Dick Close and Berry Long). . . . Despite the war situation, the production of video sets is now approaching the 200,000-per-week mark. (What's more, one-third of the present set owners are contemplating buying a 2nd receiver, according to a recent survey. The kids, you know). . . . Jock MacGregor finally shaved off that beard. (Seems a boy mistook him for an old man and got up and gave him his seat in the subway the other day). . . . Rob't Merrill will do 3 pictures for Paramount. . . . Which reminds us, Peter Lind Hayes sez he has an offer to go to H'wood and make some old films for television. . . . Jan Murray house-shopping in Westchester. Television seems to agree with Jan, by the way. Six months ago he weighed 140. Today he packs 195. . . . Nick Kenny to do a daily TV series from his Mirror offices. . . . Ben Brady, who did the Dinah Shore and Ginny Simms shows, joins Ken Murray as an associate producer-writer. . . . Ed Byron hired a couple of extras for a mob scene on "Mr. D.A." At dress rehearsal, one of them didn't show up—but sent along a stand-in.



● ● ● Milton Berle, feeling a little restless the other p.m., dropped by "B'way Open House" and did a surprise ad-lib bit with Jerry Lester for the studio audience after the program had gone off the air. Studio response was so overwhelming that Miltie suggested an exchange of guest shots which will probably start late in Oct.



● ● ● **ONCE OVER LIGHTLY:** Watching a CBS-TV film feature the other p.m., we clocked 4 commercials within the first 20 minutes. Isn't this overdoing it a bit, old chaps? . . . The movies ain't gonna love Martin & Lewis for that deadly satire on the empty theaters. (Coming from Paramount contract players, it was about as funny as the Dodgers dropping a double-header in B'klyn). . . . Our idea of sheer genius is the guy that first thought of pairing up Sid Caesar with Imogene Coca. This is a dream combination. . . . The Lucky Strike commercial is now a production which, in time, may supersede the popularity of Hopalong Cassidy—but, isn't it too long? . . . As we see it, eventually the Stevens Bros. will enter television as nobody will be able to recall the lineup of sponsors without a scorecard. . . . Jack E. Leonard scored nicely on "This Is Showbiz" Sunday. Clifton Fadiman holds this program together so deftly that it is both pleasant and instructive to watch. . . . Alan Young continues to be one of the most refreshing personalities in TV.



● ● ● When "20 Questions" was in Boston over the weekend, Art Van Horne was the house guest of his old boss, Gene King. Art asked King's nine-year-old daughter, Betsy (who has her own program up there via WCOP) to read the script to him. Betsy replied that she would on one condition—that he spend Sat. morning doing her 5th grade, long division homework for her.



● ● ● Leonard Lyons reports that Loo de Forest, the pioneer radio man, sent a copy of his book to Gen'l Sarnoff with this inscription: "To David Sarnoff, the Father of Radio." The good Gen'l wrote back: "There have been so many people claiming to be the Father of Radio, that there is doubt now as to the legitimacy of the offspring."



SAN FRANCISCO

By NOEL CORBETT

NEW salesman at KFRC is Seymour Whitehaw. He was formerly with Foster and Kleiser here and with Transocean Air Lines in New York.

This seems open season for local station headmen to hit for Gotham. Arthur Hull Hayes, CBS veepee is in the big city attending a meeting of managers of Columbia-owned stations. William D. Pabst is there on station and Don Lee network business.

Hal Wolf's KNBC "Sports Desk" is the first Saturday afternoon Bay Area sportscast on the air with all the major football scores. The show is sponsored by American-TV, Inc. through the Walter McCreery, Inc. ad agency.

Jose Ferrer was the guest on Jane Todd's KCBS program when he was here, as was Paula Morgan, a glamorous gal playing in Tennessee Williams' "Summer and Smoke."

The Saints and Sinners All Star Revue for their Milk Fund Drive, heard on both KSFO and KPIX-TV, netted \$10,000 from listeners tuning in. Sponsors who fill the two-hour Saturday night spot relinquished their time and local entertainers donated theirs.

Pacific Brewing & Malting Company (Wieland's Beer) has signed for a 52-week announcement schedule with KCBS. Honig-Cooper is the agency.

KRIZ Joining Liberty As Phoenix Outlet

(Continued from Page 1)

eral manager of KRIZ, formerly was co-owner and manager of WFDF, ABC affiliate in Flint, Michigan, and at one time was staffer on KQV, Pittsburgh.

Six-man sales staff of KRIZ will be headed by Jack Gregory as commercial manager. Until recently he was national sales director of KOOL and previously was associated with KPHO as commercial manager.

Program director Larry Jones switched over from KOOL, where he served as continuity director since 1947. He has also headed continuity department at KPHO.

WRITER, DIRECTOR, PRODUCER SEEKS POSITION

as television production man in New York Agency or Network.

Seven years New York Theatre, Ten years radio (network and agency) experience.

Write RADIO DAILY, Box 174. 1501 Broadway, N. Y. 18

Commercial Shows Successful In Africa

(Continued from Page 1)

Monday. The commercial radio service was inaugurated by government consent last May after having been exclusively a non-commercial NBC styled operation for some twenty-five years.

Medical Supplies Listed

Medicines and medical appliances including hearing aids account for twenty sponsorships on the network and is the top category in sponsorships. Rating next with 17 sponsors are soaps, shampoos, cleaners and hair preparations. Third in popularity among sponsorships are general food products including beverages. Next come musical instruments, radio sets, records and home appliances.

In reporting the commercial progress of the web McClure revealed that during the first week of transmission 71.59 per cent of Springbok radio air time was revenue producing. Of the 113½ hours of transmission during the first week in May, 52 were sold as program channels and 29 were spot channels. 11.45 per cent of the programs were packaged in South Africa and 17.63 per cent were fully produced indigenous material.

Bilingualism a Problem

"A unique and problematical factor was the bilingualism of the transmission," McClure said. "Of the 12 hours of programs which were sponsored, 45 were in English; 4¼ in Afrikaans and 2¼ were bilingually presented. The S.A.B.C., however, in accordance with its duty to both official languages of the country, maintained strict parity in regard to all service announcements, promotional announcements and station call letters."

Lever Brothers, Sterling Products Coca Cola are listed among the American export sponsors who are buying time on the new South African network. Big state advertisers of South Africa are also included. They include the wool board and the S. A. citrus exchange.

Named WIL Sales Mgr.

St. Louis—N. "Nick" Pagliara, veteran St. Louis radioman, has been named national sales manager of radio station WIL, St. Louis, Mo., it was announced by L. A. Benson, president and general manager. Pagliara, who has been associated with the radio industry since its infancy, is backed by more than 25 years of radio experience. He formerly was general manager of station WEW, St. Louis, from 1940 to 1950. Prior to that, he served as program director of the West Virginia Network, in Charleston, West Virginia, from 1935 to 1940. Before joining the network, from 1925 to 1935, he was on the staff of station WHEC, Rochester, New York, where he broke into radio as a singer but later turned to announcing, programming and directing.

RRN Says 'Narrowcasting' Would Kill FM As Medium

(Continued from Page 1)

vania filed a sharp opposition to the recent Muzak petition asking the Commission to rule quickly on the legality of functional music schemes such as Transit Radio and Storecasting and to okay Muzak's own pig-squeal radio subscription scheme, now renamed "Narrowcasting."

Muzak's declaration that FM has failed to "provide a new and distinctive service" in competition with AM drew the RRN fire as "wholly invalid."

Merely because FM broadcasting has not in the past five years achieved all the goals predicted for it by its most optimistic supporters is no reason that this superior medium of aural broadcasting must be written off as doomed—admittedly FM broadcasting has had some growing pains and is not as healthy in some areas as might be desired. However, that is no justification for Muzak's proposal for a misguided FM euthanasia.

"The way to cure FM's ills is most assuredly not by killing the service."

RRN said FM had suffered immediately after the war because sets were not good enough to provide static free reception without very sensitive tuning—but that manufacturers overcame this problem. The same problem would recur if subscription radio should be authorized on FM, said RRN.

FM listeners without patented devices would receive a "pig squeal" each time they dialed a channel upon which a sound was superimposed for a subscription radio service. The obnoxious nature of this "pig squeal" would diminish the value of FM broadcasting to the listener. The average listener informed of the purpose of the "pig squeal" would have a general opposition to FM upon the realization that before the receiver he had purchased could obtain one or more of the FM channels designed to serve his area, a certain tribute would be exacted from him. In fact, prospective purchasers of FM sets hearing this squeal at a demonstration of the set, and upon being informed that the cost of the set was only a license to pay for a further service,

would in many cases be discouraged from purchasing an FM set at all. To the uninformed, the "pig squeal" might be regarded as "static," thereby destroying the work which RRN and others have done in heralding FM as a static-free service. Thus FM as a broadcast service would suffer a serious setback.

RRN objected that Muzak labelled functional music, Transit Radio and Storecasting as "Narrowcasting" along with Muzak's proposed non-broadcast subscription radio service.

"The lumping of these services under the same title is grossly misleading," said RRN. "The other specialized services permit a perfectly satisfactory receivable broadcast signal on any home FM receiver and may well render a special or general type of program service highly desirable to the home audience. RRN takes no issue with such uses of FM facilities for broadcast purposes. It does object to the establishment within the FM broadcast band of a specialized service for hire, which will injure FM broadcasting."

Senator Commends Radio

Washington — The "outstanding public service" rendered by WDEL, Wilmington, Delaware, was lauded in glowing terms in yesterday's Congressional record by Sen. Robert Frear of Delaware. In addition, Frear declared that WILM, WAMS, WDOV and WTUX, other radio outlets in the state, "have been most loyal public servants."

"They are a source of great pride to Delaware citizens, and they are splendid examples of public service organizations which contribute greatly to the American way of life."

Frear said his weekly broadcasts over WDEL since he came to the Senate two years ago have brought in a great deal of comment and advice from voters of the state, and that "these views have been an invaluable source of information and guidance to me in reaching decisions on many important issues." He paid tribute also to the all-round public service efforts of the station.

UN Cover To Include 200 AM, TV Analysts

(Continued from Page 1)

the General Assembly is in session. The UN coverage will be aired in 30 languages.

Interest in the U. N. coverage this year is heightened by the participation of cameramen assigned to take footage for TV and movie newsreels. In this connection U. N. has cameramen assigned to make their own permanent recording of some of the proceedings.

NBC-TV, CBS-TV and ABC-TV will participate in the pooled networks telecast of today's opening meeting, which will be televised by the TV remote crew of CBS-TV.

ABC will air the proceedings live over its radio network as will WNYC, New York. Other networks and stations will be on hand to record highlights for late broadcasts and to report on the developments for subsequent newscasts.

Stork News

A 7-pound baby girl, their second child, born to Mr. and Mrs. Walter Cronkite at Doctors Hospital, Washington, D. C., Friday, September 15. Father is a member of the CBS Washington news staff.

A boy, their fifth son, born to Mr. and Mrs. Bill Leonard at Harkness Pavilion, Friday morning, September 15. Leonard is featured on the WCBS series, "This Is New York."

Carver Elected To Board

Des Moines, Iowa—F. O. Carver, news director of WSJS, Winston-Salem, N. C., was elected to the Board of Directors of the National Association of Radio News Editors, yesterday. He was elected to fill the interim vacancy caused by the resignation of John Bills, formerly of WQAM, Miami, Florida.

SONGS WITH THE LARGEST TV AUDIENCES (Survey Week Of September 8-14)

THE TOP 5 SONGS OF THE WEEK

- | | |
|--|--------------|
| Bewitched | Chappell |
| Enjoy Yourself | E. H. Morris |
| I Didn't Slip I Wasn't Pushed I Fell | Remick |
| Mona Lisa | Paramount |
| Sam's Song | Sam Weiss |

THE 5 FAVORITE STANDARDS OF THE WEEK

- | | |
|-------------------------------------|---------------|
| Brazil | Southern |
| Mama Inez | E. B. Marks |
| Mimi | Famous |
| O' Man River | T. B. Harms |
| Waitin' For The Robert E. Lee | Alfred-Harris |

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WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
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HENRY GREENFIELD, Mgr. Director: N. Y. 19

RTMA Board Meets; Will Discuss Color-TV

(Continued from Page 1)

result in the board's drafting of a letter to Wayne Coy, chairman of the FCC, setting forth the viewpoint of the membership. On this count, it was erroneously reported in RADIO DAILY yesterday that the RTMA television committee had sent a letter to the FCC on the color TV issue. The letter, which opposed the manufacture of converters for CBS' TV color system, came from the Television Manufacturers Association, of New York, headed by Michael L. Kaplan, president of the Sightmaster Corp. This organization operates independently of RTMA.

"Regulation W" Described

Analysis and discussion of the new government ruling called "Regulation W" (the Federal Reserve System's clamp on installment buying which raises the deposit made on TV sets to 15 per cent) was conducted during the meetings yesterday by the Sales Managers Committee. The general conclusion was that a very large percentage of the deposits on TV sets to-date have exceeded the 15 per cent minimum and will continue to do so. Thus, the sales managers did not anticipate any decline in set sales. Other resolutions of the sales managers included a recommendation for consideration and adoption of the advertising and selling code which the group has forwarded to the advertising committee. Concerning the dealer and sales development program formerly proposed, a sub-committee of three men was appointed by the sales managers to investigate the feasibility of such a program. They were: Glen Truesdale of Zenith, Gerald L. Hartman of Belmont, and R. J. Sherwood of Hallicrafter.

Other Groups Meeting

Other groups meeting yesterday were: Antenna Section Parts Division; Ceramic Sect. Parts Div.; Fixed Register Sect. Parts; Inter Association Committee, Transmitter Div.; Metal Stamping and Metal Specialties Parts Div.; Market Research Committee, Set Div.; Service Committee, Set Div.; and the Variable Register Sect. Parts. Today's meetings will be consumed mainly by the advertising committee, the financial committee, and the commercial equipment committee.

Wreck 'Voice' Mast

An explosion wrecked a "Voice of America" antenna at Bothany, O., yesterday morning, the State Department reported. The blast toppled a 165-foot tower supporting the antenna, causing an estimated \$6,000 damage. The antenna was one of several used to beam program to Europe and the Middle East. The FBI is investigating possible sabotage.

COAST-TO-COAST

WSTC Spot Series Set

Stamford, Conn. — Celebrities of stage, screen, radio and television living in this area will be featured in a series of programs and spot announcements for the local Community Chest drive over WSTC and WSTC-FM beginning late this month and continuing on through October. Entertainers to appear on the series are Bud Collyer, Elmer Rice and Betty Field, Jackie Kelk, William Gaxton, Don MacLaughlin, Alex Raymond, Peggy Wood, Bert Parks, Alan Bunce and wife Ruth Nugent, and Gordon Allison. Ben West, known professionally as "The Singing Cowboy," has composed lyrics for ten songs, based on old folk melodies, to be used in this series.

New Religious Series On WEEI

Boston, Mass.—Rabbi Samuel I. Korff of Temple Kehillath Jacob of this city has been invited by Fred Garrigus, public affairs director of WEEI, to broadcast a series of six half-hour inspirational messages on Sundays at 10:30 a.m. The series started on Sunday, Sept. 10, with Rabbi Korff taking as his topic "The Fullness of Living." The Rabbi's talks will be supplemented by selections from the Jewish liturgy of the season.

Music Shows Bow On WRLD

Lanett, Ala. — Milton Lawrence has debuted a new show on WRLD featuring a half-hour of music, news, trivia, and notes on music and musicians, and heard Monday through Friday at noon. Another new record show on WRLD is being presented by Roy McAllister and spotlights western and folk music. McAllister broadcasts the show at 2:30 p.m. five days a week.

County Jail to Hear Radio

Evansville, Ind. — Hubert Caraway, manager of Commercial Music, Inc., has announced that FM speakers will be installed in the cells of the County Jail for the enjoyment of approximately 60 "guests." In addition an AM "tuner" will be installed. Over the FM speakers the prisoners will hear music about two hours each day. Rev. Reveal's broadcasts from the Rescue Mission and heard over WGBF will also be on the listening menu for the prisoners.

New WKY Football Series

Oklahoma City, Okla.—Jim Lookabaugh, former Oklahoma A. and M. football coach, is now conducting a football predictions program entitled, "Lookabaugh's Lookout," over WKY from 7 to 7:15 p.m. each Friday. On each program, Lookabaugh attempts to guess the winning teams of the major games to be played the following day. He also interviews prominent sports figures.

New WINX Musical Director

Washington, D. C.—Claudia Warren has joined WINX as musical director succeeding Ruth Farwell, who resigned. Claudia was formerly associated with WBER in Marion, North Carolina.

Joins WMBG Staff

Richmond, Va.—WMBG announces the appointment of Newton Thomas to its announcing staff. Thomas, a local man, has had prior experience at WXGI in the Old Dominion's Capital City. He will replace Lee Jackoway who has returned to his studies at the University of Miami.

Margo Wines Airing News

Pittsburgh, Pa.—Margo Wines has signed a 52-week contract with WWSW to broadcast the "Radio Newsreel" a full hour of news, Monday through Saturday, 11 p.m. to midnight. The format of the program features staff announcers Jan Andres and Phil Zinkand at the mike, with station's AP wire and affiliated Post-Gazette editorial facilities as sources for complete international, national, state, local and sports news.

Announces "Bingo" Winner

Montgomery, Ala. — Owen Vandervort, a polio victim at St. Margaret's Hospital, played "Musical Bingo" from his hospital bed to become the winner of \$850 in prizes. The program was broadcast over WMGY, local Liberty Broadcasting Company outlet. Vandervort's wife is also a hospitalized polio victim.

England Town Councillor On WSTC

Stamford, Conn.—Horace G. Twilley, town councillor of Stamford, England, appeared with Mayor Geo. T. Barrett of this city on a special program over WSTC and WSTC-FM. The councillor, who was visiting the Connecticut namesake of his home town, presented greetings from Stamford, England, and compared notes with Mayor Barrett on the two municipalities. Twilley was presented a transcription of the program, by WSTC officials, for airing in England.

Annual Journalism Awards By WHCU

Six editors of New York and Pennsylvania weekly newspapers were honored with prizes when WHCU, Ithaca, the Cornell University station paid their fourth annual tribute to grass roots journalism last week-end. A total of one hundred weeklies were in the competition.

Started four years ago with forty papers, the annual awards now cover the service area of the Rural Radio Network (FM). The awards stem from WHCU's Sunday program, "Radio Edition of The Weekly Press," a program which has been widely copied in other parts of the country.

Awards Listed

First prize for editorial leadership went to The Ontario County Times-Journal. Second prize in this category was awarded the Vestal News with the third prize going to the Gouverneur Times. For promoting local community programs, the Cobleskill Times was the winner. Second prize was given to the St. Lawrence Plaindealer while a Pennsylvania paper, the Mid-York Weekly, was awarded third prize.

Board of judges for the competition included Alexander F. (Casey) Jones, executive editor, Syracuse Herald-Journal, Katherine Douglas Pringle, and her husband Henry F. Pringle, Pulitzer Prize Winner, Dr. William I. Myers, dean of Cornell University's Agricultural College and Eric Severeid, chief of CBS Washington news bureau. The presentations were made by Michael R. Hanna, general manager of WHCU and the Rural Radio Network.

WGNR Opening Set

WGNR, new FM station in New Rochelle, N. Y., scheduled to begin operations Sunday, Sept. 23, has announced several new staff additions.

Edward Voss has been appointed chief engineer, Ray LaPolla has been named news director and Allan Glass was made continuity director. The announcing staff will comprise Jack Jordan, Art Elmon, Steve Fischer and Dean Howard.

WGNR will broadcast on 1460 kc, daytime, from studios at 524 North Ave.

**10 hrs.
55 min.**

AMERICAN

to LOS ANGELES



THE MERCURY—DC-6 SKYSLEEPER SERVICE
Lv. Midnight EDT—Ar. 7:55 a.m. PDT

Improvement Noted In TV Advertising

(Continued from Page 1)

the metropolitan area have cooperated with the Better Business Bureau in the application of the standards for the advertising and selling of radios, television receivers and service, and home appliances, have the newspapers and other media, Jackson said. The code became effective July 15.

The standards have also begun to make a definite impression on TV service contractors, it was disclosed. Once the code went into effect, more and more service companies involved in consumer complaints have begun to heed the advice of the Bureau. But it is still too early to ascertain what general improvement has developed in the servicing field, an official reported.

The number of inquiries and complaints in the radio and television field rose tremendously in July and August, the report showed, with the greatest majority of these concerned with inefficient service. But the increase in complaints was attributed mainly to the large amount of publicity afforded the Bureau in connection with the launching of the standards and the distribution of the consumer pamphlet, "Things You Would Know About the Purchase and Servicing of Television Sets." Another important factor was the bankruptcy of one of the largest TV service companies, Capital Television Corporation. The report revealed that the number of complaints rose from 242 in May to 1,054 in August. Inquiries which only amounted to 180 in May reached 758 last month.

"The job is by no means completed," Jackson pointed out, "but considerable improvement has been apparent in the two months since the introduction of the standards."

"With the continuing cooperation and support of all responsible elements in the industry," he continued, "the Bureau is confident that the present improved level of advertising accuracy can be maintained and exceeded during the coming months."

CA Names Field Head Of ET, Syndicated Sales

A. B. Sambrook has been appointed field sales manager of RCA's Resaurus & Syndicated Programs, was announced last week by Donald J. Mercer, manager of RCA corded program services. Sambrook, who assumes his new duties immediately, joined the World Broadcasting System in 1933, served as station relations manager that organization until January 1949, when he became commercial manager. His most recent assignment prior to joining RCA was at the Frederic W. Ziv Company's sales headquarters in Cincinnati, Ohio.

★ ★ TELE TOPICS ★ ★

It was Martin and Lewis all the way on the Colgate Comedy Theater on NBC-TV Sunday night and the antics of the comedians were reminiscent of Milton Berle, Olsen & Johnson or a day in a psychopathic ward. During this marathon of merrymaking televiewers were not only sustained by the slap-stick suspense but learned just how durable Jerry Lewis really is for he weathered pummeling, falls and assorted roughing on the hands of his partner, Dean Martin, and other characters who walked in and out of comedy situations. Martin & Lewis may not be the most original comedians in TV but they are showmen with a zest for being funny. They were riotous in the opening scene when they turned a formal party into a brawl and again very funny in the scene where televiewers got a camera view of proceedings in their dressing rooms. Another highlight was the burlesque movie theater routine in which the inroads of TV on the movie box office was emphasized. Weakest portion of their full hour was the "Frankie and Johnnie" finale in which Martin narrated in song and Lewis as 'Johnny' got his just due. There was too much dancing and Marilyn Maxwell was not too convincing in the role of "Frankie." Perhaps Martin & Lewis should have some talent support to diversify and round out their hour. They'll return in three weeks. In the meantime Fred Allen will hold down next Sunday's spot and Eddie Cantor will repeat on the following Sunday.

TODAY'S TV Personality: Schooled in theater and movie production before entering the TV field, **WORTHINGTON C. MINER**, manager of CBS-TV program development, has become one of video's top producers with "Studio One," "The Goldbergs" and "Mr. I. Magination" listed among his production accomplishments. Tony had won considerable distinction in the theater



before he entered television. He became interested in theater production in 1925 and joined the staff of Guthrie McClintic, Broadway producer. In 1929, he became a director and from then until 1938 directed such hits as "Five Star Final," "Reunion in Vienna," and "Father Malachy's Miracle." Tony joined CBS-TV in '39 and has been a vital part of its progress ever since.

"**COLGATE COMEDY THEATER**" pulled a rating on NBC-TV of 35.6 per cent Sunday night, according to a special report of the American Research Bureau, who also tabulated a rating of 23.3 per cent for "Toast of the Town." The reports were based on viewing in four cities, N. Y., Chicago, Washington, and Cleveland, with a total viewing percentage of 63.4 per cent. . . . Next video rating of interest will be the one on Fred Allen's appearance on the Colgate stanza coming up (the 24th) since it marks not only Allen's debut (who has always been willing to give a commentary on how video should be done, until now) but also that of Samuel C. Fuller, executive producer, who's also a radio veteran. . . . With a heated battle on over which tele network is going to get what time slots on the two AT&T channels to Boston, that city is reporting TV set coverage of 490,000, says joint release of WNBC-TV and WBZ-TV.

BESS MEYERSON, "Miss America of 1945," who is the only "Miss America" to make the grade into show business and stick there, has a new show over WPIX coming up in the 1:30-2:00 p.m. spot, bankrolled by Associated Food Stores (a Long Island chain). Bob Kennedy, who played "Curly" in "Oklahoma" on B'way, will co-emcee. . . . DuMont's research experts reveal that in all the web's competitive markets (cities where there are more than one channel), DuMont was "first" in 62 per cent of these cities. . . . Scripters Joel Sayer and Finis Farr have been signed by William Gargan to do a series of the "Martin Kane, Private Eye" shows. . . . Andy Russell and his wife, Della, will audition a Mr. and Mrs. tele show here before their opening at the Capitol Theater on Oct. 3. . . . Ross Elliott has been landed by Bing Crosby Enterprises for three half-hour video films for the "Fireside Theater" series. . . . Carl Breneman, brother of the late Tom Breneman, is reported to be lined up by producers Mastersen-Reddy-Nelson for a new tele vehicle.

KEN MURRAY takes over in Carnegie Hall on Saturday night, holding the title of chairman of the entertainment division for the American War Blinded Veterans All-Star Show. . . . Dick Haymes, commuting by plane from H'wood for DuMont's "Star Time" tonight at ten. . . . Mary Hartline, vaguely known to tele viewers as the curvaceous lass who tosses a baton before a band on ABC-TV's "Super Circus" premiered her new show, "Mary Hartline's Party," over WENR-TV yesterday in the 5:00-5:15 spot (live-a-week). . . . Talent who crash into ABC-TV's new "Showtime U.S.A." show will kill two birds with one stone, since producer Vinton Freedley is not only ANTA proxy but is credited with producing a larger percentage of B'way shows of the past decade than other producers care to admit. . . . Savarin Coffee has plunged into sponsoring video by picking up the tab on a Saturday night quarter-hour over WNBT, which will have Ben Grauer giving the news and introducing newsreels, commencing Sept. 23 (10:30-10:45 p.m.).

Program Directors Here For BMI Clinic

(Continued from Page 1)

BMI. Afternoon sessions included talks by Sydney M. Kaye, veepee and general counsel for BMI on copyright hints and pitfalls and a talk on building the 'teen-age audience by Van Fox, producer-director for NBC.

Among those attending the clinic are:

Jack Pollio, CKWS, Kingston, Ontario; Yvonne Dorey, WAAAT, Newark, N. J.; Dan Petix, WAZL, Hazelton, Penn.; Al Walker, prog. dir., WCAW, Charleston, W. Va.; Barbara Randall, librarian, WCBS, New York, N. Y.; Harvey Olson, WDRC, Hartford, Conn.; Wm. A. Vaughn, prog. dir., WBYK, Cumberland, Md.; Mr. and Mrs. Dave Rodman, WEIM, Fitchburg, Mass.; Adrian K. Knight, prog. dir., WERD, Atlanta, Ga.; Ed Bryant, prog. dir., WFBL, Syracuse, N. Y.; Ed Penny, prog. dir., WFGM, Fitchburg, Mass.; Helen Bauer, Jack Stock, Charles J. Keys, WFIL, Philadelphia, Penn.; Ernie Tannen, prog. dir. and E. J. Wilson, WGAY, Silver Spring, Md.; James P. McCourt, news editor, WGCH, Greenwich, Conn.; and Carl L. Flower, prod. mgr., WHAY, New Britain, Conn.

Bruce Blake, prog. dir., WHKK, Akron, O.; Bob Nelson, prog. dir., WHTC, Holland, Mich.; Irv Peiser, music dir., WMID, Atlantic City, N. J.; Esther Rauch, lib., WMT, Cedar Rapids, Ia.; Bob Vesel, prog. dir., WMT, Morristown, N. J.; Jim Ryerson, sta. mgr., WUUU, Greenville, S. C.; A. Richardson, WNYC, New York, N. Y.; George Gingell, music dir., WRBL, Columbus, Georgia; Barry Sherman, prog. dir., WSCR, Scranton, Penn.; David Hale, prog. dir., WSPB, Sarasota, Fla.; and Wayne H. Latham, prog. dir. and Alan Tindal, mgr., WSPR, Springfield, Mass.

Also, Jack Ellsworth, mus. dir. and Sal D'Joseph, lib., WYNA, Newark, N. J.; Frank Stevens music lib., WVOM, Brookline, Mass.; John E. Hill, prog. dir., WWJ, Detroit, Mich.; Robt. G. Holmes, prog. dir., WWHN, Rochester, N. H.; James W. Higgins, asst. sta. mgr., WWHY, Watertown, N. Y.; Fred Daiger, prog. dir., WXXW, Albany, N. Y.; and Addison Armor of WXXW; E. Freer Wilson, WGCH, Greenwich, Conn.; and Roger Wayne, music dir., WHLT, Homestead, L. I., N. Y.

Prices Of TV Receivers Expected To Be Raised

(Continued from Page 1)

the two Houses of Congress were expected to go through without difficulty.

The TV tax, bitterly fought by the setmakers, had been proposed originally by the administration last winter. The House refused to impose it, however, although it did retain the ten per cent levy on radio sets.

Reluctantly, the Senate Finance Committee voted to impose the new tax, which it hopes will bring in more than \$40 million. It said it feels the new levy is justified because TV should bear a tax burden of the same nature as that borne by broadcasting and motion pictures.

The House conferees on the bill agreed to accept this new levy over the weekend, and no trouble is seen in winning passage and enactment into law.

Trucking Service Moved

Detroit — Larry Bennett has moved the Theater Trucking Service, Inc., office to a suite in the Film Exchange Building.

AGENCIES

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES has announced the chairmen of the seven group meetings for this year's Annual Eastern Conference to be held October 31 and November 1 at the Roosevelt Hotel, New York. J. Davis Danforth of BBD&O is in charge of the convention. The various meetings and their chairmen are: Creative, Walter Weir of Walter Weir, Inc.; Mechanical Production, Ernest Donohue, BBD&O; Research, Sherwood Dodge, Foote, Cone & Belding; Radio & TV Production, Myron Kirk of Kudner Agency, Inc.; Management, Fletcher D. Richards of Fletcher D. Richards, Inc.; Marketing and Merchandising, Lawrence Valenstein, Grey Advertising, Inc.; Media, Linnea Nelson of J. Walter Thompson Co., for radio and TV time buying, and H. H. Kynett, The Aitkin-Kynett Co., for buying of printed media.

TOM LAWSON ASSOCIATES, point-of-sale advertising company, has announced the additions to the firm of Everett Hoffman, instructor at Pratt Institute and Cooper Union, and Jeff Markell, instructor in advertising at Seton Hall University.

H. B. HUMPHREY COMPANY of Boston announces the fall advertising campaign for Gorton's of Gloucester, producers of canned salt codfish. Advertising will include radio, trade papers and newspapers.

BRADFORD COLLINS, previously with McCann-Erickson, will join the San Francisco office of Brisacher, Wheeler & Staff.

COWAN & COOPER STUDIOS at 147 East 50th St., New York City, is a new art service company formed by Rael Cowan, designer and illustrator, and Tony Cooper, art director and production consultant.

CHESTER C. DAVIS, president of the Federal Reserve Bank of St. Louis, has been named chairman of the Advertising Council public policy committee.

HUGUENIN COMPANY, INC., advertising agency, moves today to larger offices at 9 South St., New York City.

EDWARD BLAKEMAN STUDIO has moved to 52 West 57th St., New York City.

Reports For Duty

Al Mann, program director and producer at KVER, Albuquerque, New Mexico, has reported for active duty in the Navy Reserve. Mann is en route to the Far East. Raquel Marquez, Spanish program director of the station, and secretary to Wm. Kemp, KVER, president, since the station was founded three years ago, has assumed Mann's duties at KVER.

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 September 8-14, 1950

Title	Publisher
A Little Bit Independent.....	Bregman-Vocco-Conn
All My Love.....	Mills
Bewitched.....	Chappell
Can Anyone Explain.....	Laurel
Can't We Talk It Over.....	Advanced
Cherry Stones.....	Robbins
Daddy's Little Boy.....	Beacon
Dream A Little Dream Of Me.....	Words & Music
Goodnight, Irene.....	Spencer
Harbor Lights.....	Chappell
Home Cookin'.....	Famous
Honestly I Love You.....	Shapiro-Bernstein
I Cross My Fingers.....	United
I Didn't Slip I Wasn't Pushed I Fell.....	Remick
I Don't Care If The Sun Don't Shine.....	Famous
I Love The Guy (I Love The Girl).....	Shapiro-Bernstein
If You Were My Girl.....	Duchess
I'll Always Love You.....	Famous
La Vie En Rose.....	Harms
Let's Do It Again.....	Robbins
Mambo Jambo.....	Peer
Mona Lisa.....	Paramount
Nevertheless.....	Chappell
No Other Love.....	Walt Disney
Our Very Own.....	Spitzer
Play A Simple Melody.....	Berlin
Sam's Song.....	Sam Weiss
Sometime.....	Witmark
Sweetest Words I Know.....	Life Music
Thinking Of You.....	Remick
Tonight Be Tender To Me.....	Life Music
Touch Of Your Lips.....	Santly-Joy
Tzena Tzena Tzena.....	Undetermined
Why Fight The Feeling.....	Paramount
You Wonderful.....	Miller

Second Group

Bonapart's Retreat.....	Acuff-Rose
Brazilian Sleigh Bells.....	Mutual Music
C'est Si Bon.....	Leeds
Cincinnati Dancing Pig.....	Old Hickory Music
Count Every Star.....	Paxton
Daddy From Georgia Way.....	Life Music
Darn It Baby That's Love.....	Chappell
Do I Worry.....	Melody Lane
Friendly Star.....	Feist
Golden Sails On A Sea Of Blue.....	Goday
High On The List.....	Burke-VanHousen Assoc.
Home.....	Mills
Hoop-Dee-Dee.....	E. H. Morris
I Wanna Be Loved.....	Supreme
Just Say I Love Her.....	ABC
Keep Your Eyes On The Stars.....	Campbell
Life Is So Peculiar.....	Burke-Van Housen Assoc.
Nola.....	Sam Fox
Old Piano Roll Blues.....	Leeds
Roses.....	Hill & Rango
Thoro Will Never Be Another You.....	E. H. Morris
You're Not In My Arms Tonight.....	Santly-Joy

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BEHIND THE MIKE

VVLADIMIR SELINSKY, musical director of "The Big Story," was represented for one solid hour on NBC the other nite. He was musical director for the "\$64 Question" and for the "Meet Me In St. Louis" show.

Jean Carroll giving her 5-year-old daughter, Robin, an early start in showbiz. They'll guesstar together on Jack Barry's "Juvenile Celebs."

Dennis James chosen as one of the nation's Ten Best Dressed. Ann McCrey, one of the "Versatile Varieties" cuties, screen-tested by Goldwyn.

Larry Douglas and his wife, Oona White, auditioning a new TV show, "Backstage B'way."

TV's Carl King so busy his biggest problem is taxes. It should happen to us.

Cathy Mastic will break in her new act at the Rainbow Inn in New Brunswick, N. J. on the 22nd. (Her Admiral platter, "Dream A Little Dream Of Me," has hit the 100,000 mark).

Bobby Colt making his local nite club debut at the Queens Terrace.

Outstanding rookie boxer and wrestler of the year will receive the Guy Lebow-Loew's Theater "Cup of Champions" next month. Plan is to make the awards semi-annually with the possibility of telecasting the event.

Kay Armen had to cancel out of Berle's TV preem because of a nite club commitment at the Latin Casino in Philly.

Tucson, Arizona's femme disc jock, Dusty Bruce, here to tour shows, niteries, radio guest shots, etc. for a couple of weeks.

Don Gillis, NBC's producer-composer whose Symphony 5½ has twice been played by Toscanini, is writing a symphonic suite based on Alvy West's "Blue Rhumba" theme.

Jim Boles got a "kick" out of "Sunset Blvd." the other p.m. Banged up against a metal ash stand in the Music Hall lobby and splintered the bone above his left ankle.

The Modernaires are up for a two-picture deal with Columbia because of their recent socko personal appearance at the Paramount here.

Movie Stars Parade editor, Diane Lurvey, weds insurance man, Geo. Higgins, on the 30th.

Grey Lockwood, director of The Clock, shooting two fifteen-minute films a day for the Joe Di Maggio show.

Rolly Bester celebrates (her lucky number the 13th) TV show by appearing as the femme lead in "The Big Story" on NBC-TV.

Betty Alexander in from Hollywood to do several TV shows.

Lee Sullivan will play the lead in Brigadoon for "The Theater Guild of the Air" in Cleveland Oct. 1.

Hal Freedman, producer of Broadway Open House, will bring the entire cast with Morey Amsterdam to Mitchel Field to entertain the air force personnel.

Library

DEFENSE BULLETINS' START MONDAY

Mitchell Resigns NBC Post; Will Join Muzak

Former BAB Chief Leaves Network For APS Post

Maurice B. Mitchell, who left Broadcast Advertising Bureau to become a sales executive with NBC, yesterday resigned his network post and became general manager of the Associated Program Service of Muzak Corporation. Mitchell's NBC resignation was confirmed at network

(Continued on Page 5)

McBride Program To WJZ From WNBC

Mary Margaret McBride, now in her 17th year of broadcasting, is leaving WNBC, key station of the NBC web in New York, and will become a program feature on WJZ. It was announced by ABC yesterday.

In making the announcement ABC indicated that plans are being worked out for an additional radio network and television program as

(Continued on Page 3)

Ziv Acquires Studios For Coast Production

West Coast Bureau of RADIO DAILY

Hollywood—The Frederic W. Ziv Company and its affiliate, Ziv Television Programs, Inc., have obtained a five-year lease on a substantial portion of The California Studios,

(Continued on Page 5)

Honored

Toots Shor, emulating doings at the Stork Club, placed an orchid on the shoulder of Mrs. Dave Rodman, bride of the program manager of WEIM, Fitchburg, Mass., at the BMI program director clinic luncheon yesterday. The Rodmans are spending their honeymoon at the BMI clinic and will return to Fitchburg tomorrow.

TV Covers UN Opening

Television triumphed as a spot news public service medium yesterday with the pooled coverage of the United Nations General Assembly opening at Flushing Meadows, L. I. The combined facilities of NBC, CBS, and ABC, brought the dramatic events in picture and story as Brig. General Carlos Romulo rapped the gavel for the proceedings to get under way. Televiewers had a ring side seat at history in the making. They saw Secretary of State Dean Acheson in whispered conversation with Ambassador Warren Austin; caught Mrs. Franklin Delano Roosevelt adjusting earphones and heard fiery Foreign Minister Andrei V. Vyshinsky of Russia plead the case of Communist China. They viewed Foreign Minister Ernest Bevin of Great Britain studying the TV camera setup and saw couriers of many nations moving about as delegations watched the assembly proceedings.

NAB Regional Okays Sales Promotion Unit

Cincinnati—Nearly 100 broadcasters of NAB's Seventh District yesterday endorsed the board plan to set up a separate sales promotion agency.

The resolution was adopted by the broadcasters from Ohio and Kentucky after a report by Allen M. Woodall, general manager of WDAK, Columbus, Ga., visiting NAB board director who is a member of

(Continued on Page 7)

Gertrude Lawrence Cast For CBS-TV Opposite Berle

Competing with Milton Berle on Oct. 10th for CBS-TV will be Gertrude Lawrence, starring in the premiere telecast of the new hour-long drama sponsored by Prudential Insurance. As yet, the show has no title and no supporting actors have

(Continued on Page 2)

Decision Forecast In WBAL Matter

Washington Bureau of RADIO DAILY

Washington—A reported shift in the FCC deadlock over the try by Drew Pearson and Robert S. Allen to take over the facilities of WBAL, Hearst radio's 50-kilowatt station in Baltimore, is expected to result in an early decision in the four-year-old case. The Commission has been tied up in a 3-3 stalemate, with Commissioner Robert F. Jones not

(Continued on Page 2)

August Record Broken By Tele-tone Shipments

Tele-tone Radio Corporation reported yesterday a record breaking shipment of radio and TV receivers valued at more than 2½ million dollars for the month of August.

S. W. Gross, president of the TV manufacturing firm, declared that

(Continued on Page 5)

Cuban Radio-TV Operations To Open New York Office

Plans to open a New York office to further the television and radio interests of Union Radio, Cuban network operation, was announced yesterday in New York by Gaspar Pumarejo, director of Union Radio, at a luncheon tendered him and his staff at the Savoy Plaza Hotel by the RCA International Division. Senor Pumarejo has been in New

York the past week with 14 staff writers, news commentators, program directors and sportscasters, studying television operations preparatory to opening their new TV station in Havana.

In announcing the New York office, the Union Radio director said that Irving Later of New York City

(Continued on Page 6)

Advtg. Council And NAB Producing Wartime Aid

Washington Bureau of RADIO DAILY

Washington—Next Monday will see the first of a series of defense bulletins to be sent all broadcasting stations in the United States by NAB. To be released "when needed," the bulletin will brief broadcasters on Government and private defense programs, and will centralize information on

(Continued on Page 3)

CBS Re-Aligns Sked For Sunday, Daytime

Extensive realignment of the CBS Sunday daytime radio schedule for the fall season was announced yesterday by Hubbell Robinson, Jr., vice-president in charge of network programs. Most of the changes will take place September 24 and October 1. The new line-up is based on the CBS program board policy of "continuous re-examination of the

(Continued on Page 6)

Football Coach Heard As Richards' Witness

West Coast Bureau of RADIO DAILY

Hollywood—Hartley "Hunk" Anderson, former Notre Dame player and coach, now coaching the Chicago Bears, threw a hard block into the FCC case against G. A. Richards

(Continued on Page 2)

Heads FCC Dept.

Washington—Joseph Nelson is now acting chief of the TV branch of the office of the general counsel of FCC, succeeding John McCoy. McCoy left this week to head the legal department of the Fort Industry Company, licensees of radio stations in Michigan, Indiana, Georgia and Florida, with offices at Birmingham, Mich.

RADIO DAILY TELEVISION DAILY

Established Feb. 9, 1937

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FINANCIAL (September 19)

NEW YORK STOCK EXCHANGE table with columns for High, Low, Close, Net Chg. and various stock symbols like ABC, Admiral Corp., Am. Tel. & Tel., etc.

NEW YORK CURB EXCHANGE table with columns for Bid, Asked and various stock symbols like DuMont Lab., Hazeltine Corp., etc.

Carrying University Games Youngstown, O.—The entire football schedule of Ohio State University will be broadcast exclusively in this city over WKBN, Don Gardner, WKBN sportscaster, will do the play-by-play with the five home games at Columbus on the airways at 2:00 p.m. and the "away" games taking to the mike at 2:15 p.m. Gardner will travel to Bloomington, Minneapolis, Evanston and Champaign to pick up the Buckeyes' out-of-town frays.

HERBERT LEROY RICE AGENCY RCA Building — Suite 1017 30 Rockefeller Plaza Leading Insurers in the Radio and Advertising field for over 20 years. INSURANCE Telephone: Cl. 7-1456

Football Coach Heard As Richards' Witness

(Continued from Page 1)

Monday with strong testimony supporting the station owner. Anderson said he had known Richards for 25 years and had coached the Detroit Lions professional football team in 1939 under Richards' ownership. Under direct examination of Joseph W. Burns, attorney for KMPC, WJR and WGAR, Anderson said, "I have heard Mr. Richards discussed throughout the country by owners of other teams, business men and sportsmen. We believe he is one of the greatest American sportsmen living today. "Mr. Richards is a great American citizen. He has done a great many things for the youth of America. His reputation for honesty and integrity is very good."

Denies Prejudice

Refuting FCC inferences that Richards was anti-semitic, Anderson testified Richards hired Jewish players and a Jewish trainer for his championship football teams. He explained that a trainer occupies a trusted position on any team and that he is usually a liaison between player and coach.

Anderson also testified he never heard about Mr. Richards being prejudiced against any racial or religious groups.

Gertrude Lawrence Cast For CBS-TV Opposite Berle

(Continued from Page 1)

been cast. Miss Lawrence's latest role was in the film version of Tennessee Williams' play, "The Glass Menagerie," opening soon at Radio City Music Hall.

Pontiac Will Sponsor ABC-TV Football Pix

The nation's top football games will be culled by the ABC television network for presentation (on film) over "All-American Game of the Week," which will be sponsored by the Pontiac Motor Division over the complete network, as of Sept. 26th. Scheduled for Tuesdays in the 8 to 8:30 p.m. slot, "All-American Game of the Week," will be carried then by all the inter-connected stations, and on selected Tuesdays and Wednesdays by the cities outside the cable area.

The inter-sectional contest between Michigan State and Oregon State on Sept. 23rd will be the first presentation on the 26th. Following that, the clash between Ohio State and Southern Methodist, which will be played on Sept. 30th, will be shown on Oct. 3rd. A board of acknowledged football experts will choose the succeeding games.

Produced by Sports Vision, Inc., the program will be narrated by West Coast commentator Bud Fisher; MacManus, John & Adams is the agency.

Say FCC Shifts Opinion Re Pearson-Allen-WBAL

(Continued from Page 1)

participating because of his battle with Pearson at the time of his appointment to the Commission in 1947.

Just who has shifted could not be learned, with lawyers for both sides waiting anxiously to see how the case will be decided.

The proceeding was brought pursuant to the FCC's blue book, with Pearson and Allen charging that WBAL programming is poor in comparison to what they could provide. Because they can give better service to the public, they argue, the WBAL renewal should be refused and the channel given to them.

The Commission is expected to come forth soon, too, with a decision not to adopt a uniform policy of dealing with applicants whose records include violation of anti-trust laws in other industries. This was the subject of a hearing this spring, and is a question which has plagued the Commission for many years. Motion picture companies are especially concerned, with their future activities in TV broadcasting very much at stake.

The Commission is expected to refuse to adopt any uniform policy, instead notifying the industry that it will treat each case individually. At the same time, it is expected to comment on the competitive picture among AM, TV and motion pictures, warning that in determining among various applicants for TV licenses it will at all times seek to guarantee the most competitive situation it possibly can.

New Stafford 'Voice' Show Will Aim At Youth Abroad

Jo Stafford will be featured on a new world-wide "Voice of America" radio program to help tell the world about freedom and how it works.

The show will be prepared and beamed especially for young people throughout the world to counter the untruths about democracy being broadcast by Communist propagandists. To be launched in about two weeks, it will be aired over the expanding facilities of the "Voice of America" and via cooperating stations in other countries.

While the program will include songs by Jo, the format will also feature comments on youth activities in the U. S. as well as a personal message from Miss Stafford.

WLAW Program Head Honored

Lawrence, Mass. — Frederick P. Laffey, program manager of WLAW, has been honored by the departments of the Army and Air Force with the presentation to him of a "Certificate of Appreciation" for his efforts in having the program "Voice of the Army" broadcast over WLAW for many weeks. The presentation was made by Captain Robert J. Green, public relations officer of the Army and Air Corps recruiting service in Boston.

W-I-T-H AGAIN 1st IN RADIO AUDIENCE

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

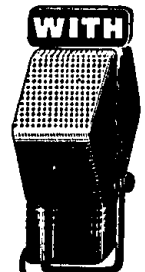
STATION D 9.6 (NETWORK)

Rates For 125 Word Spot Announcement, Class A, One Time:

- WITH \$16 STATION A \$55 STATION B \$50 STATION C \$70 STATION D \$30

COMPARE! COMPARE! COMPARE!

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



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

Defense Bulletins' To Stations Monday

(Continued from Page 1)

Defense matters from Government agencies — including the military, Treasury, NPA and other sources. The Government information will be channeled through the office of White House adviser John Steelman. NAB has arranged to work with the Advertising Council in preparation of the bulletin, and said yesterday that:

"The council will be extremely helpful in developing information projects into concise, factual campaigns which call for definite public action and which will be suitable for broadcast presentation. Requests for help will be measured against the criteria which all public interest projects must meet in order to receive council support."

Other Activities Planned

In addition, the council will also supply information and material on public interest campaigns conducted by private, or non-government organizations that are also closely related to mobilization and defense, and, at the request of NAB, will provide sample spot announcements on each campaign included in the defense bulletin. Announcements will be written by top-flight copy writers in the various advertising agencies that volunteer their skills and talents to advertising council campaigns. Stations not only may use the spots as written, but also may sell them for local sponsorship if they desire.

Nat'l Kids Day Salutes Scheduled By 3 Webs

Special programs saluting National Kids' Day sponsored by the Kiwanis Clubs of America will be broadcast this week over ABC, CBS and MBS.

A half-hour transcription featuring some of the top stars of radio will be aired over both ABC and Mutual. The "National Kids' Day" program presenting Bing Crosby, Bob Hope, Edgar Bergen, Dinah Shore, Roy Rogers, Ralph Edwards, Walter O'Keefe and Jimmie Fidler will be presented by ABC tonight at 9 p.m., EDT. MBS will broadcast the show an hour-and-a-half later, at 10:30 p.m., EDT. Don Murdock, president of Kiwanis International, will be heard in a brief message.

On Saturday, Sept. 23, at 5 p.m., EDT, the CBS Public Affairs department will present a special half-hour program headlined by Dennis Morgan and Jimmie Fidler. The broadcast will originate from the Burbank Memorial Auditorium of John Burroughs High School, Burbank, Calif. Rex Turner, governor of the California-Nevada district of the Kiwanis International will speak on the program which will feature music by a youth symphony and chorus.

AGENCY NEWSCAST

... personnel, sponsors and notes

JOHN H. PINTO and **ADRIAN BRYAN KUHN** have joined the radio and TV copy department of Cecil & Presbrey, Inc. Pinto was formerly with MCA and Mrs. Kuhn was most recently copy chief of Norman D. Waters & Associates.

WILLIAM L. WERNICKE has been named television director of Morey, Humm & Johnstone advertising agency. He was previously director of TV for Stanley-Neal Productions.

NELSON C. HAHNE has joined the art department of the Dayton, O., office of Geyer, Newell & Ganger, Inc., as assistant art director. He had been art director at Parker Advertising Company of Dayton.

BUCHANAN & COMPANY, INC. has been appointed to handle advertising for the Sherry-Netherland Hotel of New York.

DICK GERSH and **MARGIE KARAN** have joined the Buddy Basch Office, New York City.

JEROME N. GLOGAU has resigned as vice-president of Malcolm Advertising Agency, Inc.

J. R. DAVIS has resigned as vice-president in charge of sales and advertising for the Ford Motor Company, due to ill health. He will continue as a vice-president and member of the company's board of directors.

FRANKLIN, TERTIN & TRAGERMAN, INC., of New York City, to handle television promotions for Hecht Brothers department store; May, Stern Company, Pittsburgh; and L. Fish Furniture Chain, Chicago.

MARTIN W. JACOBSON has been appointed a vice-president of Moss Associates, advertising agency. He was formerly an account executive with General Outdoor Advertising, Inc.

SIFTON FRIEDMAN has been named director of advertising for the Benrus Watch Co. He was formerly in charge of advertising for several leading manufacturers of men's and women's apparel in New York and Philadelphia.

R. A. JUUSOLA, formerly supervisor of industrial engineering, has been appointed plant manager for the weld, wire and small parts operations for the Parts Division, Sylvania Electric Products, Inc.

CHARLES SAWYER, Secretary of Commerce, will be principal speaker at the 41st annual meeting of the ANA to be held at the Drake Hotel, Chicago, September 25 through the 27th.

FREDERICK W. ZIV COMPANY and its subsidiary, Ziv Television Programs, Inc., have secured a five-year lease on a large portion of The California Studios in Hollywood. The deal is reported to have cost Ziv \$100,000, plus "additional substantial sums" to be paid during the next five years.

ELLINGTON & COMPANY has been appointed to handle the advertising in this country of the Festival of Britain, 1951. The Festival will present Britain's contribution to civilization in terms of science, inventions, industry and architecture. Main exhibition will take place in London.

R-TMA has appointed a 16-man committee to consider a proposed code of ethics regarding advertising and selling of TV receivers. Group headed by Clifford J. Hunt of Stromberg-Carlson Company, is made up of radio and TV sales managers.

NEEDHAM & GROHMANN, INC. to handle Nestea, a soluble tea product marketed by The Nestle Company, Inc.

McBride Program To WJZ From WNBC

(Continued from Page 1)

well as the daily 1 to 2 p.m. period on WJZ.

Officials of ABC declined to re-eval the terms of the contract with Miss McBride but said it was a long-term agreement.

During her 17 years in radio, Mary Margaret has had interviews with more than 12,000 personalities. At present her daily program on WNBC is said to have approximately 30 sponsors. ABC reports that 17 sponsors have already agreed to continuance of their participation on the WJZ programs.

Youth Program Returns

Detroit, Mich. — The 70-voice chorus and vocal groups of WJR's "Make Way For Youth" program returned to the air after a brief summer hiatus last Sunday, September 17th. The program originates each week from the Goodwill Station and is fed to the entire CBS network. The chorus is composed of local teen-agers from a score of high schools. Lending professional support to the talented teen-agers is the full 24-piece WJR orchestra conducted by musical director Paul LaVoie.

for profitable selling **INVESTIGATE**

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



The Mailbag

Claims FM First

"I have read with some surprise a report in your issue of September 14th entitled "Demonstrate Triple Use of FM Multiplexing" in which the statement is made:

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

"For the sake of the record, may I point out that FM multiplexing is not new. On November 24, 1934, four separate signals were transmitted by me from the Empire State Building in New York City to Hadonfield, New Jersey, some 80 miles away. An account of this transmission together with the full explanation of both the AM and FM sub-carrier technique is contained in my original FM paper published in the Proceedings of the Institute of Radio Engineers in May, 1936.

"In an article in the April, 1950, issue of FM-TV Magazine entitled "Multiple Program Transmission" Mr. William S. Halstead, who conducted the demonstration you report, is good enough to point out that the method is not new and to quote from my U. S. Patent No. 2,104,012 (Issued January 4, 1938) which explains the advantages of the FM over the AM subcarrier.

"I would appreciate your publishing this communication in order to keep radio history straight."

Sincerely yours,
Edwin H. Armstrong

Brown Named WHOK Mgr.

Lancaster, O.—J. E. (Jack) Brown has been appointed general manager of WHOK. Brown has been principal of the local high school for three years and was a communications officer in the U. S. Navy during World War II. He succeeds Morton K. (Rusty) Parker who resigned from the station.

Appointed To Sales Post

Baltimore, Md.—WFBR has made the announcement that William S. Pirie, Jr., has been appointed director of sales for the station.



By SID WHITE

Man About Manhattan. . . !

● ● ● **TAKING THE NEWS PULSE:** The Cowan and Whitmore advertising agency, one of the nation's leading mail order firms, has wired Milton Berle an offer of \$50,000 for his TV show for 52 weeks, representing a total of \$2,600,000. Berle, meanwhile, is asking \$22,000 to do guest shots now. . . . Is Pat O'Brien's nite club act really his TV showcase? . . . Van Heflin still trying to get out from under the pile of radio and TV scripts which have snowed him under ever since he arrived in Manhattan. . . . One of the major music publishers has caused much eyebrow lifting because the firm feels that wax spinners no longer affect song sales and will contact them sparingly from here on. . . . Billy Rose, they tell me, is planning to promote bull-fights here next season providing he can lease an arena and get an okay from the City Fathers. . . . Ginger Rogers taping a series of her favorite passages from the Bible for American Bible Society broadcasts. . . . One of the biggest feuds in the music biz today involves a bandleader and his ex-arranger who is now recording carbon copies of his ex-boss' discs. Same instrumentation, same phrasing, etc.

★ ★ ★ ★

● ● ● June Gardner, coloratura soprano, and a five-time winner on CBS-TV's "By Popular Demand," almost caused a near riot last week when the meter showed that she had been nosed out by the comedy team of Kane & Murphy. The audience booed the verdict for several minutes. Miss Gardner, herself, charged that a recording of the program showed the applause for her was more than for the comedy team and blames the decision on a faulty meter.

★ ★ ★ ★

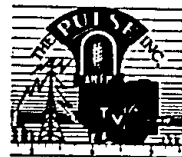
● ● ● Russ Hodges set for the radio blow-by-blow on the Joe Louis-Ezzard Charles fight. Ted Husing, natch, will be on the TV end. As a matter of fact, don't be surprised if this pair of sports aces is signed up to handle all the fights for Pabst. And speaking of Russ, here's a little tidbit we ran into that's gonna come as a nice surprise to our boy. Russ has been picked by the Sporting News this year to receive their annual "Baseball Announcer of the Year" award. (And, if you don't think he rates it, look what he's done for our Jints).

★ ★ ★ ★

● ● ● **IN ONE EAR:** Stan Brody, formerly publicity director of the Center Theater, will handle special publicity for its opening as a TV theater for NBC. . . . Morey Amsterdam signed for the Paramount Theater starting Oct. 18th. . . . Jean Carroll goes into the Latin Quarter on Oct. 2nd. . . . Jan Murray, a red-hot Yankee fan, always carries a portable radio in his daughter's baby carriage so's he doesn't miss an inning while out walking the baby. . . . Floria Zabach's coinage for John Kieran: Intelligent-gentleman.

★ ★ ★ ★

● ● ● **ONCE OVER LIGHTLY:** Jack Carter, an ebullient and gifted comedian, deserves better material than they've been feeding him. Unless a television comic has the blessing of pantomime such as is given to Sid Caesar, Jerry Lewis or Imogene Coca, the stress is, of necessity, on the comic concept in the sketch. That's no easy job week in and week out. . . . Fellow I know went for a can of beer during "Show of Shows" last week and missed 32 commercials. Looks to us as if the entertainment is beginning to get in the way. But, seriously, the superfluity of commercials is bad. . . . NBC and Martin & Lewis haven't heard the end of that empty theater satire in their TV preem yet. The rumblings from the movie industry are getting louder and you can watch for some fireworks to explode.



**YOU DON'T NEED
\$1,000,000 TO DO
RADIO RESEARCH**

AUDIENCE COMPOSITION

Pulse now includes audience composition as part of its regular radio audience research. The number of listening homes to a program is only a part of the audience size index. Another part is the composition of the people listening to the program.

This composition is reported by the number of men, women, "teens" (12-18), and children (11 and under) listening per home.

If you were selling beer, which audience composition would you prefer?

	NUMBER PER 100 LISTENING HOMES			
	Men	Women	Teens	Children
Program A . . .	65	92	24	31
Program B . . .	82	99	18	11

This kind of radio research is reasonably priced. Yes, you don't need a million dollars to buy this.

Look for this column on the third Wednesday in October—October 18—for another example of Pulse research—reasonably priced for its clients.

THE PULSE INCORPORATED

15 West 46th Street
New York 19, N. Y.

THE VOICES OF ADAM HATS 8 YRS.

JINGLES

that don't

JANGLE!

OUR PRODUCTION SERVICE
is also available to produce
YOUR jingle or Spots.

Relieve yourself of ALL detail.
Write, wire, or call today!

'Lanny & Ginger' GREY

1300 Madison Ave., New York 28
AT. 9-4020

YONKERS RACEWAY

SATTEL'S DEPT. STORE 7 YRS.

MARTIN BLADES 8 YRS.

NEW BUSINESS

**Mitchell Joins Muzak Corp.
As APS General Manager**

CHICAGO

By GINNY EVANS

(Continued from Page 1)

SEPTEMBER 23rd broadcast of the "Gene Autry Show" will originate on CBS from Chicago.

Tito Guizar, Johnny Desmond, Cliff Norton and Dave Garraway are among the many radio personalities who will honor Morris B. Sachs at a testimonial dinner September 24th. Sachs was named "Man of the Year" by the Committee for the Development of Chicago Talent.

September 20th marks the beginning of the sixth season of broadcasting by the Chicago Symphony Orchestra over WCFL. The Chicago Title and Trust Company is the sponsor.

WABD, New York: The Manufacturers Trust Company, Bristol-Myers, Inc., and the Elgin National Watch Company will air commercials for fifty-two weeks. Manufacturers Trust, through McCann- Erickson, Inc., will run through August 30, 1951, and be seen on Thursdays at 9:30 p.m. Bristol-Myers will sponsor one-minute announcements for their Ipana Toothpaste on Fridays at 9:30 p.m., ending September 7, 1951. Doherty, Cliford and Shenfield Inc., placed the account. Elgin's contract for twenty-second announcements on Thursdays at 7:30 p.m. will start September 28 and ends September 9, 1951. J. Walter Thompson Company handled the account. The United Fruit Company, through Batten, Barton, Durstine and Osborne, Inc., will participate on "Kitchen Fare" for thirteen times starting with the September 20 telecast and ending on December 15. The five-minute program, film and live demonstration, will promote the company's bananas. Also through BDO, Penick and Ford Limited, Inc. will renew their one-minute announcements for My - T - Fine Chocolate Pudding on Tuesdays at 1:00 p.m., starting October 3 and ending on March 27, 1951.

Additional sales announced by gallery included 60 one-minute and twenty-second spots for the P. Lorillard Company's Old Gold Cigarettes through Lennen & Mitchell, Inc., starting September 25 and concluding December 1; 13 one-minute announcements for the Croton Watch Company, Inc. on Fridays at 1:00 p.m., through the B. D. Iola Company, Inc.; 13 one-minute film participations by the Bisceglia Brothers Wines Corporation on Thursday evenings, through St. Georges Keyes, Inc., starting September 18 through December 21; 39 twenty-second spots for the S. A. Schonbrunn and Company's Savarin Coffee on Wednesdays at 1:30 p.m. through Lawrence C. Gumbinner Advertising Agency, Inc. through June 6, 1951; 13 participations by Bayuk Cigars Incorporated on Thursday evenings ending on November 30 through the Neal D. Vevey Company.

WXGI, Richmond, Va.: Ruppert Brewing Company, through Biow Agency, has renewed heavy schedule of five half-hours, and 72 spots weekly, for 52 weeks. Reed's Millinery Shops, through Walter McCreery Agency, San Francisco, 24 spots weekly. Rockingham Clothes for Men, 30 spots weekly, 13 weeks. Five half-hours per week, starting October 2nd, through Marfree Advertising, Chicago, for White Cross Hospitalization. Contract placed with station by station rep, Martin J. McGeehan. New fall programming for the station includes: The Consumer Digest from 2-2:30 p.m., starting October 2nd. Program is being sponsored by Luckhardt Super

headquarters and his new association was announced by H. E. Houghton, president of Muzak.

Mitchell's move came as a surprise to the trade. He resigned in a letter to Joseph H. McConnell, president of NBC, on Monday, after a month's association with the network sales organization. In resigning he is reported to have said that he sought an association which would give him more latitude in sales and promotion.

In announcing Mitchell's association with Muzak, president Houghton said: "With the APS library becoming a more and more integral part in the building of radio and television programs, I know 'Mitch' Mitchell will be invaluable in aiding broadcasters to create additional sales and greater profits."

Mitchell became director of BAB, a service of NAB, early in 1949 after having resigned the position of general manager of WTOP, CBS outlet in Washington. He had previously served the station as sales manager and sales promotion manager. Prior to entering radio in 1945 he had spent 12 years in the newspaper business as advertising and promotion executive posts.

Mitchell is widely known in

broadcaster circles for his work in the interest of BAB. During the past year he was billed at all NAB district meetings as giving "Mitch's Pitch," a sales promotion plan for radio.

Later as the director of BAB operations in New York he expanded his activities to the TV field. At the time of his BAB resignation two months ago an effort was made by broadcaster members of NAB to get him to reconsider and remain with BAB. He elected, however, to move over to the sales department of NBC.

**Ziv Acquires Studios
For Coast Production**

(Continued from Page 1)

formerly the Enterprise Film lot in Hollywood.

The transaction involved \$100,000 in cash, plus "additional substantial sums" to be paid over the next five years. Ziv will take possession of the property on October 15 and begin active production of radio programs and television films on November 1.

The agreement allows the transcription company complete use of studio facilities, including sets, lights, wardrobe and makeup rooms, etc., as well as the administration building. The latter will be utilized by Ziv as the main office for the combined west coast operation of the company and its three affiliates: Ziv Television Programs, Inc.; World Broadcasting System, Inc., and Cisco Kid Productions, Inc.

**August Record Broken
By Tele-tone Shipments**

(Continued from Page 1)

this figure represents the largest in Tele-tone's manufacturing history for radio and TV receivers sold and shipped to distributors and dealers in a one-month period.

Markets. Luncheon from the Cosmopolitan, sponsored by the Cosmopolitan Restaurants, will be aired from 12:30-1:00 p.m., effective October 2nd.

MEET OUR BARNEY



TONIGHT

AT 9:30

(EDT)

Tonight the whole nation will get a chance to discover what makes Barney Keep so popular in Portland! Barney will be guest disc jockey on Robert Q. Lewis' program... the only one from Portland selected to date. Barney's regular KEX program (3:35-4:00 PM Monday through Friday) keeps winning more and more friends in the big Portland market. For participations, check KEX or Free & Peters.

KEX PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

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

CBS Re-Aligns Sked For Sunday, Daytime

(Continued from Page 1)

network program structure and its individual programs."

Included among the major changes is the insertion of a half-hour recorded digest of Arthur Godfrey's weekly daytime shows at 4:30 p.m. The New York Philharmonic-Symphony Orchestra will be scheduled at an earlier time, from 1 to 2:30 p.m. The Philharmonic's concerts will be taped to eliminate stage waits and pauses, and shorten intermissions. Dimitri Mitropoulos will continue as conductor and musical director during the 28-week season which begins October 22.

Also on tap for the 1950-51 season is the addition of a group of late Sunday afternoon programs of broad family appeal. Besides Godfrey, they include "Escape," a prize-winning adventure program, "Make-Believe Town," which portrays life in fabulous Hollywood; and "Earn Your Vacation," audience participation program.

The periods between 11:30 a.m. and 1 p.m., heretofore devoted to public affairs subjects, will embrace four news, news analysis and discussion programs of closely related significance.

The Sunday evening schedule remains intact with "Our Miss Brooks" leading off at 6:30 p.m., followed by Jack Benny, Amos 'n' Andy, Edgar Bergen, Red Skelton, "Meet Corliss Archer," Horace Heidt and the "Carnation Contented Hour."

Will Expand Activities Of Col. Lecture Bureau

Plans to expand the Columbia Lecture Bureau's activities co-incident with new appointments, was announced yesterday by Arthur Judson, president.

Eastman Boomer, for many years associated with Judson in the concert business, has joined the Lecture Bureau as vice-president in charge of special attractions. Edna Giesen will continue as head of the bureau under the title of vice-president and managing director. Theodosia Wood, well-known throughout the lecture field, has been appointed sales manager.

WRITER, DIRECTOR, PRODUCER SEEKS POSITION

as television production man in New York Agency or Network.

Seven years New York Theatre, Ten years radio (network and agency) experience.

Write RADIO DAILY, Box 174, 1501 Broadway, N. Y. 18

California Commentary

By IRV HAMLIN

● ● ● Ralph Edwards has found the perfect medium for his Truth Or Consequences, no doubt about that. What his fans missed in the past years audibly, he now makes up for visually. He's a master of quick wit, can handle the toughies easily, and now has the added protection of editing, which incidentally, was a bit rough on his first film. But that's a minor item. Edwards will add a sadly needed snap and zing, in other words, showmanship, to the medium of TV.

Hollywood

★ ★ ★ ★

● ● ● Marching bravely into the field is Lou Snader, who has unveiled a series of 3-3½-minute 35mm. shorts, designed to cover every conceivable musical taste in the nation. From King Cole to Welsley Tuttle is a big jump, but Snader, along with associates Duke Goldstone and Phil Moore has painstakingly invested in excellent production values, careful camera work, and top notch talent. Over 80 shorts are now in the cans, with something like 900 more to follow in the next year. If the remainder of production is on a par with those shown the press, Snader Telescriptions should prove a bonanza to TV stations throughout the nation.

★ ★ ★ ★

● ● ● Bill Anson and KLAC-TV have called it a day, although Bill claims he was loaded with commercials, while other station personalities were having their difficulties. Don Feddersen's only comment has been to assign discer Bob McLaughlin to the late evening video spot with a show called "Midnight Jamboree," featuring guest talent. Anson, now free from a seven year pact (with options) from KLAC-TV, will probably switch to KTTV before too many weeks are gone. . . . Big Doings attend the 10th anniversary of the Society of Television Engineers at the Hollywood Roosevelt. FCC commissioner George Sterling, as guest of honor, giving the dope straight from the shoulder to assembled AM and TV brass.

★ ★ ★ ★

● ● ● Now that the Waukegan Wit has finally been set for his four CBS-TV shows, we shall actually see the rebirth of good solid comedy action by a master at the game, a guy who has never forgotten his vaudeville maxims. No format as yet, but you can bet your bottom dollar he will not deviate too greatly from his AM format. . . . Mrs. Eleanor Roosevelt talked about son James over KTTV in an effort to boost his gubernatorial chances, Al Gordon of KFVB doing the interviewing. . . . LOP is back on the air after a summer hiatus. First guest was long-time favorite, Doris Day. . . . How many chimpanzees are now emoting on New York TV? Here, in normal, introverted L. A. we boast of two, owned body and soul by TV'ers. Jim Hawthorne and Bill Welsh both have been making the most of their new assistants, with no murmur from AFRA forthcoming.

★ ★ ★ ★

● ● ● Margaret Whiting and her manager, Bill Burton have gone their separate ways after five years of association. . . . "Let George Do It" has been renewed for another year over KHJ-Don Lee Web of 45 stations, Bob Bailey still eating as "George." . . . Muzzy Marcellino (romombor?) has been set as musical director on the "Life With Linkletter" show by John Guodel, thus adding new laurels to his fabulous career. This is the first time in many years Muzzy has settled down and forgotten about one nighters. . . . KFVB has given the American Legion a series of 15-minute periods for "American Legion Reports." . . . Fay Hammond, L. A. Times fashion expert recently returned from Paris, now tells L. A. video audiences what it's all about in Paris fashion circles, along with Joan Gray of KTTV. . . . Bob Halter is now KNX morning program supervisor, and Frank Goss and his nows will now be sponsored by Camels—Goss, that is, unless he is yanked back into the Air Force.

RCA Hosts Cubans At N. Y. Luncheon

(Continued from Page 1)

will be in charge. Headquarters will be on the mezzanine floor of the Warwick Hotel and Later will represent the Cuban radio and TV interests in all commercial contacts here.

Tentative plans call for the opening of the TV station in Havana on October 5th. The date is to coincide with the opening of the baseball season there. In addition to operating the TV station, Union Radio has a network of 14 radio stations which covers the island.

Among the staff members of the Cuban operations who were guests at yesterday's RCA International luncheon were: Rene Molina, Mr. and Mrs. Rafael Ramirez, Mrs. C. C. Ponce de Leon, Miss Maruja Garcia, Carlos Robreno, Dr. Sara Rodriguez, Castor Vispo, Francois Bagner, Esteban Sainz Pujol, Miss Maria Julia Casanova, Juan Gonzalez Ramos and Oscar Hernandez. The New York representative of Union Radio, Irving Later, joined the group at the Savoy-Plaza as did several members of the Cuban press in the United States.

Baking Firm On WBNS

Columbus, Ohio — Paul Davies Chevrolet will sponsor the series "Wes Fesler Talks Football," at 8 p.m. Friday on WBNS. Each week coach Fesler will discuss the progress of the Ohio State University team, review the previous week's game and look ahead to the next contest. Also taking part in the broadcast will be his chief assistants and scouts.

The broadcasts of the Buckeyes nine-game schedule will be sponsored by the Omar Baking Co., with Bill Corley as play-by-play announcer and Irwin Johnson doing color commentary. The first game is Sept. 30.

FLY UNITED'S
Mainliner
Strato cruiser
TO HAWAII!

JUST 24½ HRS.

On Oct. 9—the finest of all Strato-cruisers—direct to Hawaii from Los Angeles as well as San Francisco.

Connecting DC-6s from New York.

UNITED AIR LINES

Durable Goods Study On TV Homes Issued

Based on a sample of 764 interviews and designed to reflect present TV ownership in the New York Metropolitan Area, Advertest Research has just released its special study on "Durable Goods in TV Homes." The survey is the fifth in the series released by the research firm and provides a solid base against which future studies in this category can be placed and inspective analyses made.

Sample From N. Y. Area

The sample used is drawn from a radius of 50 miles around New York, with controls exercised as to distribution of interviews by area and economic groups, so that the total sample represents, as accurately as possible, TV ownership in the area. In addition, a quota control was placed so that the sample would be composed of home owners and renters in accordance with census estimates for the New York Area.

Objective of the study was to ascertain the following information regarding a series of durable goods categories.

1. Ownership of Goods.
2. Goods now owned purchased prior to TV ownership.
3. Goods now owned purchased since TV ownership.
4. Ownership by brands.
5. Goods now owned, purchased prior to TV ownership by brand.
6. Goods now owned, purchased since TV ownership by brand.

Interviewing was conducted during the first week of August, 1950, and it is planned that the same survey will be repeated next year.

The following categories of durable goods was selected for inclusion in the survey: air conditioning units, automatic dishwashers, automatic ironers, automobiles, home freezers, radios, refrigerators, vacuum cleaners, and washing machines. In addition, categories where infrequent purchases are the rule, were also covered.

In the survey, 42.3 per cent of the TV families have purchased at least one durable item since the set entered the home. At the same time 20.4 per cent of the families have purchased two or more durable goods.

The study further revealed that the 764 TV families now own 3,749 units of the above listed durables of which 14.5 per cent have been purchased since the TV set entered the home.

The study also shows an interesting change in leadership in the breakdown of ownership goods in purchases made before acquisition of a TV set and afterwards.

Robert Hall Spots On WMCA

Robert Hall Clothes has begun sponsoring a heavy spot campaign over WMCA, New York. Firm will air 60 announcements weekly under a 52-week contract. Frank B. Sawdon, Inc., is the agency.

★ ★ TELE TOPICS ★ ★

PRESENTATION of Arthur Godfrey's "Talent Scouts" on CBS-TV Monday night using a kinescope recording was a good example of the shortcomings of kines as a substitute for live programming. The kine of the Godfrey show was necessitated by Arthur's absence in Florida where he took a Navy refresher course as a reserve officer. Main fault was the washed out appearance of Godfrey on close-ups and the same condition when featured artists appeared to present song numbers. It was evident, too, that in making this recording for delayed telecasting the show lacked the informality and flexibility of a live Godfrey program. One gained the impression that the artists were doing a recording job rather than entertaining a live studio audience. TV has a long way to go in improving the quality of kines and films if it expects to measure up to the standard of the movie theater screen.

TODAY'S TV Personality:

WALTER CRAIG, vice-president in charge of radio and television for Benton & Bowles, Inc., N. Y., recalls with pleasure his role in "No No Nanette" in 1925 and likes to reminisce about the theater. Leaving show business, Craig became program director of the World Broadcasting System and left this company to form his own independent production firm. After eight as an independent producer,



Craig became radio director of Street & Finney and served in that capacity for two years. He then joined Ed Noble's station, WMCA, as program director and in 1942 became an executive of Benton & Bowles. The agency's current TV programming includes, "Mama," "Life Begins at Eighty," Robert Q. Lewis, a half-hour of "Show of Shows" and a new full hour musical show on NBC-TV for Procter & Gamble.

BENJAMIN COHEN, assistant secretary general of the U. N., and bridge expert

Eli Culbertson meet Sunday night on CBS-TV's "People's Platform" for the third consecutive year to debate the issue: "Is the U. N. successful?" For the safety of the nation, the safety of CBS' reputation, and the future good health of those concerned, there can be but one answer. . . . Fred Robbins, ex-Baltimore lawyer who turned disk jockey over WITH, WINS, and WOV, now has a half-hour variety stanza over ABC-TV on which he's a video talent scout. Titled "The Robbins Nest," the show is sponsored by a lingerie company and gets under way on Sept. 29 (11:00 p.m.). . . . Video sets in the Baltimore coverage area now number 207,729, as of Sept. 1st, reports say. . . . 20,000,000 viewers are expected to be grabbed by DuMont's coverage of the Notre Dame games which will be telecast in 43 cities from Boston to Omaha, setting a record in cities linked on video.

HENRY FONDA will be emcee on the premiere telecast of ABC-TV's "Show-time, U.S.A." on Oct. 1st (7:30 p.m.); while the first-lady of the B'way Blue Book, Helen Hayes, ushers in Carol Channing, Grace and Paul Hartman, and Alec Templeton to round out the cast. . . . Ivy League football kicks off on NBC-TV on Sept. 30 (1:45 p.m.) with the coverage of the Princeton-Williams game, followed on Oct. 7 by Harvard-Columbia. . . . Eugene Jones, one of the Jones twins, ace photogs for NBC-TV in Korea, has been hospitalized aboard a Navy hospital ship, suffering from a shrapnel wound incurred during the initial Marine landing. . . . After a year's run to iron out the kinks, "Mr. I. Magination" will have a sponsor in the control booth Sunday night (CBS-TV, 6:30 p.m.). Nestle's Chocolate. . . . Aristidi Sigismondi, veteran actor-vaudevillian who's now playing on WPIX's "Leave It To Papa" every Thursday, has a son doing well on video too, singer Alan Dale. . . . Workmen on the Empire State Building tele tower have now completed the base for the new antenna to be used by five stations.

CHICO MARX tele vehicle over ABC-TV has been renamed "The College Bowl" as a switch from "The Sugar Bowl." Chico tees off on Oct. 2, 9:00 p.m. . . . Ezra Stone and Lester Hammell (who's been with the Wm. Morris Agency for 20 years) will soon be producing video shows for sale through Wm. Morris. . . . Old Spice Shave Cream and Guild Wine are bankrolling two quarter-hour stanzas of sports chatter before and after CBS-TV's selected Columbia, Army, and Navy home football games on Saturdays, effective Sept. 30. Curt Gowdy does the gabbing. . . . Ernie Simon, the curbstone cut-up of WENR-TV, ushers in a new variety show tomorrow night (10:30 p.m., CDT) titled "Simply Simon." . . . Franklin Pulaski, who left the "TV Telephone Game" after 164 shows, is now in rehearsal for one of the DuMont daytime shows. . . . Joe DiMaggio's tele show on NBC, "Lionel Clubhouse," will have the slugger answering queries on "the best way to grip the bat" and "the safest way to slide"—which should draw as much heated dispute among the experts as among the kiddies. Debut is Saturday, 5:30-5:45 p.m.

NAB Regional Okays Sales Promotion Unit

(Continued from Page 1)

the five-man board committee which drew up the plan for the new organization.

Gilmore Nunn, president of the Nunn Stations, Lexington, Ky., presided at the session in his capacity as director for the Seventh District.

James D. Shouse, Crosley board chairman and NAB director-at-large representing large stations, opened the session yesterday by reminding broadcasters of their "great responsibilities in these critical times."

Recalling that his station, WLW, had paid more than \$100,000 to NAB over the years, Shouse said:

"Sometimes we in broadcasting wonder why we support a trade association? But on sober reflection, we find it is often the intangibles and the imponderables that most specifically justify an association. I know this—that today WLW is still able to pay its dues and will continue to do so; that it is a free radio station in our economy, just as your stations are free."

Praises Association

Shouse appealed to non-members present at the session to consider joining the association and "placing their influence and economic aid in the ranks with other broadcasters supporting NAB."

Shouse introduced Robert Burton, BMI vice-president, who reported on the present status of that organization.

Burton was followed by Robert K. Richards, NAB public affairs director, who presented a 40-minute membership sales film prepared by his department.

Justin Miller, NAB president, opened the Monday afternoon session with a report on activities of the headquarters staff, followed by a detailed analysis of the defense situation as it affects American broadcasting.

NAB's Richard P. Doherty, director of employee-employer relations, concluded Monday's session.

Lee Hart, assistant director of BAB, which will be replaced by the projected independent sales organization, told the delegates Tuesday about current NAB sales aids for use of members and pledged "continuing services of the bureau which have proved so helpful to members during the last two years."

Charles Batson, NAB's TV director, conducted a seminar on TV during the morning.

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COAST-TO-COAST

WICC Special Farewell Event

Bridgeport, Conn. — The special events crew of WICC will cover the departure of the first local inductees to the Armed Forces when the men leave September 20th. On hand for the event will be Mayor Jasper McLevy, Selectman Harry B. Flood of Stratford, and Selectman Demill Kinnie of Fairfield. Superintendent John A. Lyddy is arranging for the local Police Drum Corps to supply the martial music. Representatives of Veterans of Foreign Wars and the American Legion of this city, Fairfield and Stratford also will lend their support. John Montgomery, WICC's chief announcer and Jim Evans, program director, will arrange interviews with city and town officials and the inductees from their respective districts.

WCCO Promotes Woodbury

Minneapolis, Minn. — Robert E. Woodbury has been named WCCO sales service manager. It was announced by Gene Wilkey, general manager of the station. Woodbury joined the station in 1936 as a page boy and was promoted to his present position after working as commercial editor and traffic manager.

Pressmen Views Aired On WMID

Atlantic City, N. J. — Newsmen and photographers from all over the country aired their views on the Miss America Pageant over WMID on a week-long series of special pageant programs titled "Pageant Press Party." The programs were moderated by Don Rich. Among reporters and lensmen on the show were Harold Anderson, Dean of Pageant Reporters; Jack Botkin, AP photo editor; Dale Betke, Tulsa, Okla., World; Lois Fagan, Harrisburg, News-Patriot; Ronnie Van Tine, Phila. Bulletin; Jerry Foley, Memphis Press Scimitar; Ed Jerry, Acme Telephotos; Sonny Gottlieb, INP; Jack Blum, Paramount Newsreel; Reese Smith, INS; Joe Grossman, London Ont., Times; Carlo Sardella, Atlantic City Tribune, and others.

Bud Riser Inducted

Crewe, Va.—Clarence "Bud" Riser, commercial representative for the Southern Virginia Regional Stations, WSVS and WSVS-FM, has been called to active duty with the Headquarters of the Virginia Military District in Richmond. Riser was a member of the Army Reserve.

Ted Work On WINX Staff

Washington, D. C.—Ted Work has joined the WINX announcing staff. Ted was formerly associated with WEAM in Arlington and was sports director at WTPR, Paris, Tennessee. At WINX Ted will share the honors on the daily "Bandstand" show and will act as Mister Sandman on the Sunday night feature "Dreamland."

★ ★ RECORDS ON PARADE ★ ★

By TED PERSONS

RADIO DAILY'S "Jockey Jury" scans the brand-new record releases and picks those most likely to succeed.

MARTIN BLOCK, WNEW, New York, N. Y.

- "Can Anyone Explain?" Ella Fitzgerald-Louis Armstrong (Decca)
- "I'm Afraid To Love You," Kay Armen (London)
- "Goofus," Les Paul (Capitol)
- "Life Is So Peculiar," Andrews Sisters-Bing Crosby (Decca)
- "The Tubby The Tuba Song," Danny Kaye (Decca)
- "Dear Little Boy Of Mine," Sinatra (Columbia)
- "I'm Forever Blowing Bubbles," Gordon Jenkins-Artie Shaw (Decca)
- "A Load Of Hay," Doris Day (Columbia)
- "Molasses, Molasses," Lenny Carson and the Whiz Kids (Discovery)
- "I'll Build A Dream House," Vera Lynn (London)

SKITCH HENDERSON, WNBC, New York, N. Y.

- "Dear Little Boy Of Mine," Frank Sinatra (Columbia)
- "Wobblin' Goblin," Rosemary Clooney (Columbia)
- "A Rainy Day Refrain," Mindy Carson (RCA Victor)
- "Patricia," Perry Como (RCA Victor)
- "Life Is So Peculiar," Andrews Sisters-Bing Crosby (Decca)
- "Molasses, Molasses," Lenny Carson (Discovery)
- "Organ Grinder's Swing," Sy Oliver (Decca)
- "Do I Worry," Russ Morgan (Decca)
- "I'm Forever Blowing Bubbles," Gordon Jenkins-Artie Shaw (Decca)
- "Look For The Rainbow," Fran Warren (RCA Victor)

ERNIE SIMON, WJJD, Chicago, Ill.

- "Home," Nat "King" Cole (Capitol)
- "Show Me The Way To Get Out Of This World," Peggy Lee (Capitol)
- "Watchin' The Trains Go By," Perry Como (RCA Victor)
- "Cincinnati Dancing Pig," Red Foley (Decca)
- "Orange Colored Sky," Nat "King" Cole (Capitol)
- "The Red We Want Is The Red We've Got," Ralph Flanagan (RCA Victor)
- "Our Lady Of Fatima," Kitty Kallen-Richard Hayes (Mercury)
- "Let's Do It Again," Margaret Whiting (Capitol)
- "I'm Forever Blowing Bubbles," Gordon Jenkins-Artie Shaw (Decca)
- "You've Got Me Crying Again," Billy Eckstine (M-G-M)

JERRY STRONG, WINX, Washington, D. C.

- "I'm Forever Blowing Bubbles," Gordon Jenkins-Artie Shaw (Decca)
- "Thinking Of You," Martha Tilton (Coral)
- "Life Is So Peculiar," Andrews Sisters-Bing Crosby (Decca)
- "Mr. Touchdown U.S.A.," Hugo Winterhalter (RCA Victor)
- "This Is My Country," Vaughn Monroe (RCA Victor)
- "Watchin' The Trains Go By," Perry Como (RCA Victor)
- "In My Arms," Mitch Miller (Columbia)
- "A Load Of Hay," Doris Day (Columbia)
- "Powder and Paint," Tommy Tucker (M-G-M)
- "Four Twenty A. M.," Bill Farrell (M-G-M)

PRESSING BUSINESS: The Sept. 28th stanza of the "Robert O. Lewis Show" on CBS will be quite an occasion because participating will be Edward Wallerstein, president of Columbia Records which sponsors the show, and Andre Kostelanetz, who has sold more than 20,000,000 records on the Columbia label. . . . RCA Victor is launching an all-out "45" promotion drive via its new radio program, "The \$64 Question," the "Kukla, Fran and Ollie" teevee show (which it sponsors Monday and Friday nights), newspaper and magazine advertising, and its own dealer publication, "Good News." The big heave is designed to establish "45" as the standard of the industry. . . . Milton R. Rackmil, Decca Record prexy, announces agreement with Rogers Majestic Radio Corp. of Toronto whereby the latter will handle distribution of Coral and Brunswick records throughout Canada. . . . Mercury Records is waxing mercurial over the "new" Eddy Howard sound on "I'm Forever Blowing Bubbles." . . . Billy Eckstine and George Shearing will make their joint appearance in New York at Carnegie Hall on Nov. 11th. . . . The managers of Loew's Theaters in those towns where M-G-M's star twosome are scheduled to appear are pitching in to help the local distributors and dealers promote the sale of Eckstine and Shearing records. M-G-M exploitation men in the area are helping too. . . . Eileen Wilson and Don Cherry duet on a couple of sides just cut for Decca. . . . Watch for an out-of-this-world Crosby version of "Harbor Lights." . . . Sophie Tucker spent yesterday making several recordings for Mercury.

BEHIND THE MIKE

DUNCAN RENALDO and Leo Carillo setting up a big tour to help promote "Cisco Kid" TV series in which they co-star.

World Broadcasting System's "Forward America" rated an "Award of Merit" from the V.F.W. The five bombers have discovered Ben Harriman's new Aquarium Cafe in the Somerset Hotel.

G. A. C. has signed Milo Boulton and his "Original Animal Hour" TV show. Two candy sponsors are bidding for the series.

Gordon MacRae made 17 appearances on disc jockey shows in the Met area during his 3-week stint at the Strand.

Doris Day cancelled her vacation plans at the last minute. She was due to fly to N. Y. this week.

Sammy Kaye has established a perpetual golf putting trophy for Tin Pan Alleyites which was won this year by Murray Luth, professional manager of Paramount Music.

Guy Lombardo inked the 3 Cavaliers to a long-term pact for his East Point House Restaurant.

Elliot Lawrence buzzed back into N. Y. after a two-month road trip.

Margaret Phelen spent over \$3,000 on her wardrobe for her St. Regis engagement.

Al Helfer is inaugurating his "Game of the Week" football coverage via Mutual on Sept. 23rd when he will sportscast the game between Oregon State and Michigan State at East Lansing, Mich.

Bert Knapp has started a new Sports Roundup series on WMCA twice daily—at 7:30 in the morning and 11:05 at nite, Monday through Friday. All periods are sponsored by Simon Ackerman.

Mrs. C. S. Eythe, of Mars, Pa., mother of screen star, Bill Eythe, is a Tello Test fan and her interest paid off when KDKA Tello Tester, Bob Powell, called her to ask "What is the city of magnificent distances?" She replied, "Washington, D. C." and received a check for \$175.

Maria Dorn, the alluring newcomer in TV, will appear on "Detective's Wife" as the heavy.

The Weather Seal "Sports Page," a new 10-minute TV show, starts on WPIX this week. Guy Lebow heads the festivities which consist of late ball scores, interviews and sports predictions.

Gallagher, Washington DJ, Signs Also For Baltimore

Washington — Eddie Gallaher, Washington disc jockey, has signed an additional contract that will give him more than seven hours weekly on WITH, Baltimore.

The new Gallaher series, which starts immediately in the Maryland metropolis, will be heard from noon to 1:15 p.m. daily and will take to the air with an initial list of more than 25 commercial clients, many of which are the same ones who sponsor him in Washington.

RADIO TELEVISION DAILY

PL. 52, NO. 57

NEW YORK, THURSDAY, SEPTEMBER 21, 1950

TEN CENTS

RTMA DECLINES STAND ON COLOR-TV

50% Expansion In TV Coaxial Cable Announced

14 Cities Added To 28-City Web Of Stations

The Long Lines department of the American Telephone & Telegraph Company, will make a 50 per cent increase, Sept. 30, in the number of cities connected with TV networks, it was announced yesterday. Expansion will be the largest since the eastern and midwestern (Continued on Page 7)

New Adv. Standards Released By BBB

The Association of Better Business Bureaus has reissued its set of voluntary standards for advertising, "consumer credit," it announced yesterday. The standards call upon advertisers to voluntarily avoid all advertising messages which offer installment loans or installment credit on any basis prohibited by the government's Regulation W, which went into effect Monday. The standards are the same as (Continued on Page 7)

Home-Buyer Comments On Program Selling

A general lack of enthusiasm and thorough knowledge of house-built programs is being displayed by low-radio stations at their sales presentations before agencies, according to Linnea Nelson, chief radio (Continued on Page 2)

Anniversary

WERD, all-Negro station in Atlanta, Ga., will observe its first anniversary on October 3 with the station showing a profit in the first year of its operations. Adrian K. Knight, program director, said in New York yesterday. Knight came to New York to attend the BMI program directors clinic which was held during the past three days.

Stalin Bulletin Misinterpreted

Montreal—CBC will take no action on a Sunday night radio broadcast over station CHLP which caused some excitement here with a fictitious bulletin announcing the death of Premier Stalin of Russia. Maurice Gaudrault, CBC district supervisor, said he had made a study of the text and did not think there was anything reprehensible in the broadcast. The fictitious bulletin was part of radio show, written and produced by Jean Bradley, which told of the Russian premier's life. An announcement before and after the broadcast said it was fictitious.

Gold Medal Buys Two Network Shows

Gold Medal Flour will sponsor "Hymns of All Churches" on fifty stations of the Keystone transcription network, it was announced yesterday by Dancer-Fitzgerald-Sample, Inc., and Noel Rhys, Keystone web executive. The series will be used to advertise Gold Medal Flour.

Another sponsorship by the flour company was also announced yesterday. Cal Tinney, Oklahoma humorist, will be heard a series of five times weekly programs over 40 stations of the ABC network. Program is titled, "Cal Tinney Is On." Tinney will originate his programs in Tulsa, Okla.

Revenue Of CBS Up For First Seven Months

PIB figures for network radio July 1950, show that CBS leads the field with a total gross revenue of \$4,515,645, an increase of 19.5 per cent over the corresponding period (Continued on Page 8)

Upsurge In Radio Business Reported By WNBC In N. Y.

Reporting an upsurge in radio business both in the spot and programming fields the past few weeks, Ted Cott, general manager of WNBC, New York, yesterday released a record amount of new business for the key station of the NBC web. In announcing the new business, Cott revealed that radio listening generally was up and that news programs showed the greatest gains

Okay 4 New Stations; Other Activity At FCC

Washington Bureau of RADIO DAILY
Washington—Four new stations have been authorized by the FCC, with the applicants including Mendocine Broadcasting Company, Ukiah, Calif.; Bay Broadcasting Company, North Bend, Ore.; Beckley Newspapers Corp., Beckley, W. Va.; and United Broadcasting Company, Richmond, Va. The first two will operate on the 1340 band with 250 watts unlimited, the Beckley station (Continued on Page 4)

Downey Party At Stork Heralds CBS-TV Show

Morton Downey greeted old friends of the press at a luncheon party tossed for him yesterday at the Stork Club by Kelvinator and Geyer, Newell and Ganger agency. The occasion was to herald Downey's return to TV on CBS when he will premiere Kelvinator's new show, "Star of the Family," on Friday night.

Puts Issues Up To Mfr. Members In Letter

The board of directors of the Radio and Television Manufacturers Association, meeting here yesterday, declined, as a group, to provide the Federal Communications Commission with an answer as to whether its members would, or would not, build television sets to reflect (Continued on Page 6)

Political Business Will Be Set Soon

With off year elections being held this November for local offices throughout the country and with a House of Representatives to be elected plus Senatorial contests, a survey of major stations and networks revealed yesterday that while numerous inquiries have been received, few, if any, commitments have been made up to this time. Networks said yesterday that while it is expected that paid politi- (Continued on Page 8)

NAB President Comments On Bethany Tower Blast

Washington Bureau of RADIO DAILY
Washington—NAB President Justin Miller, commenting yesterday on blast in the Bethany radio tower, said it spotlights the great importance of radio in the global warfare for the mind of man. Miller is a (Continued on Page 4)

Sporty Guests

Harry Markson, managing director of the International Boxing Club, will be the headline guest on Sam Taub's "Hour of Champions" program over WMGM Saturday, Sept. 23 from 12:30 to 1:00 p. m. Other outstanding individuals on the program include Ted Gibbons, racing secretary of the Yonkers Raceway, and Jeanette Haberfeld, fashion consultant.

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WEST COAST OFFICES Ethel Rosen, Office Manager Irv Hamlin, Representative
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CHICAGO BUREAU Ginny Evans, Manager
ROME BUREAU John Percicari, Ludovisi 16

FINANCIAL

(September 20)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Announcer Joining WQXR

Paul Brentnon will join the announcing staff of WQXR, New York, effective September 24. He had been a CBS announcer in Chicago for seven years...

Observe Newspaperboy Day

Indianapolis, Ind., Saturday, October 7th has been set aside as National Newspaperboy's Day. In observance, WIRE will broadcast a five minute transcription...

COMING AND GOING

L. MARSLAND GANDER, radio editor of the London Daily Telegraph, will arrive at Idlewild Airport today from England.

MORT NUSBAUM, early-morning luminary and emcee at WHAM, Rochester, N. Y., is in town. He plans to spend the forthcoming week-end in our midst.

LILIAN BLAKE, publicity gal at WNYC, has returned from Bermuda, where she and her husband spent their vacations.

JOE HASEL, American network sportscaster, tomorrow will leave for Chicago to cover the football game between the Philadelphia Eagles and Chicago Cardinals.

S. JAMES ANDREWS, assistant to the president of Maxon, Inc., and head of radio and television for the agency, has left for Hollywood, where he'll spend two weeks supervising production of several Hank McCune TV programs for Peter Paul, Inc.

EARL MULLIN, publicity director of the American network, has returned from Chicago, where he attended the premiere of Don McNeill's television show...

ELMER DAVIS, American network commentator, has arrived from Washington to attend the United Nations sessions.

AL HELFER, Mutual network sportscaster, is leaving for East Lansing, Mich., to handle the play-by-play description of Saturday's gridiron tussle between Oregon State and Michigan State.

HARRY WISMER, American network sportscaster, has arrived from Detroit.

MARTIN AGRONSKY, commentator on ABC, has arrived from Washington.

HENRY UNTERMAYER, GIL JOHNSON and BILL SHAW, of CBS Radio Sales, visited recently at WEEI, the CBS owned-and-operated station in Boston.

Time-Buyer Comments On Program Selling

(Continued from Page 1)

and television time buyer for J. Walter Thompson.

Speaking before the 14th annual BMI program directors clinic Tuesday morning at WNEW, New York, Miss Nelson pointed out that "some of the enthusiasm in station-built programs appears to get lost between the producer and the actual sales presentation."

Another common fault Miss Nelson found was that the new sales offerings were not given enough of a build-up. In many cases, the time buyer added, "we have to dig around ourselves, to produce enough detailed information about the program."

Miss Nelson suggested it was up to the producer to create good commercial programs and to insure that salesmen were thoroughly equipped with the complete background of the show.

Local stations should also bear the cost of programs in mind, Miss Nelson said, pointing out that national advertisers generally buy time on many stations and must keep within a budget. Too high an asking price could cost the station a sale.

Television, the time buyer added, is glamorizing the advantages of film programs. Radio stations, she said, should do likewise with recorded and transcribed programs.

Harry T. Feeney

Harry Thomas Feeney, father of Harry Feeney, trade news editor of CBS in New York, died Monday at his home after a brief illness. He was 53 years old and had been a reporter for the past 36 years with The World-Telegram and Sun.

He is survived by his wife, the former Frances O'Neil; five children; three grandchildren and two brothers.

Funeral service will be held Monday, with a high mass of requiem to be offered at St. Vincent de Ferrer R. C. Church, East 37th St., at Glenwood Road, Brooklyn. Burial will follow in Calvary Cemetery.

Gale Lauds Advertisers For Aid In Int'l Situation

Chicago—Speaking yesterday before the Chicago Federated Advertising Club, Samuel C. Gale said yesterday: "American advertisers, their agencies, and all the media of mass communication have raised their sights to help solve some of the international problems which confront U. S. citizens today."

Gale reported on two new Advertising Council campaigns with international force: the United Nations Day project, and the Crusade for Freedom, both of which will reach their climax on United Nations Day, Oct. 24. He also reported that two other international campaigns are in the "study stage" at present.

New Show On WJW For Bruce MacDonald

Cleveland, O.—A bit of afternoon philosophy moves into the schedule over WJW as Bruce MacDonald, head of the station's news department, inaugurated a new show featuring human-interest stories and random observations. The show, entitled "Bruce's Scrapbook," is heard Monday through Friday at 3:15 to 3:25 p.m.

Women's Show On New Time

Amarillo, Tex.—The Homemaker Show, a KFDA feature for women listeners, has been moved from 10:00 a.m. to 1:15 p.m., and will continue to be conducted by Elizabeth Merchant. The program gives air hints on sewing, cooking and also certain times are given to visiting guests from various sections of the country who contribute ideas of interest to women listeners.

Wedding Bells

Sidney Guber, eastern division sales manager of Charles Michelson, Inc., New York transcription firm, has announced his engagement to Elaine Plotkin of Brooklyn.

W-I-T-H AGAIN 1st IN RADIO AUDIENCE

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

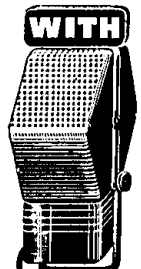
STATION D 9.6 (NETWORK)

Rates For 125 Word Spot Announcement, Class A, One Time

WITH \$16
STATION A \$55
STATION B \$50
STATION C \$70
STATION D \$30

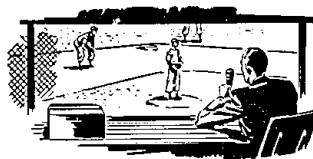
COMPARE! COMPARE! COMPARE!

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



* HOOPER RADIO AUDIENCE INDEX, JULY 1950; TOTAL RATED TIME PERI

Meet Jimmy Powers— ... people salesman!



As a sportswriter for twenty-five years, Jimmy Powers learned how to *write* to interest people. His newspaper column "The Powerhouse" has had a readership rating of 63% Men, 13% Women—probably the highest rating of any sportswriter.

As a radio commentator for the last ten years, Jimmy Powers learned how to *talk* to interest people. He's one of the best liked, most respected and listened-to of the sportscasters.

On TV, Powers was a natural . . . an audience grabber from the start, and an action getter for sponsors. Powers sells for sponsors because he knows how to sell people . . . And he's only one of the scheduled staples on WPIX—the station where TV is a proven sales medium. Ask any WPIX man to show you his successful case histories!

WPIX has the world's richest metropolitan market, with the highest TV reception—more than 1,400,000 sets among 4,000,000 families . . . and a record of getting results. Whether you're getting your feet wet in TV for the first time . . . or want to try out a network program . . . WPIX is the place to learn how to use TV properly, and profitably!

WPIX, the New York News station . . .
220 E. 42nd St., New York City, MU 2-1234

WPIX — metropolitan showcase

Okay 4 New Stations; Other Activity At FCC

(Continued from Page 1)
will be on the air daytime only with 250 watts on the 735 kc band, and the Richmond station will operate daytime only with one kilowatt on the 990 kc band.

The Commission also okayed a boost in power from one to five kilowatts day, with a change from directional to non-directional antenna, for WHLL, operating on the 1600 band in Wheeling, W. Va.

WORA, Mayaguez, P. R., was permitted to boost its power from one to five kilowatts and install a new transmitter.

The Commission also gave its okay in several station transfers. Edwin H. Estes' purchase of a half-interest in WETO, Gadsden, Ala., from Cary Lee Graham for \$5465 was approved, with Estes and Graham to operate as a partnership.

Mike Allen Barrett bought control of KTFY, Brownfield, Texas, paying \$6670 to Sterling Jake Parish for 45 per cent and \$2000 to Esther Constance Parmalee for ten per cent.

H. E. Moore was permitted to assign his license for WGSV, Guntersville, Ala., to a corporation in which he will have a one-third interest, for a consideration of \$12,000.

H. W. Anderson, already a 45.6 per cent stockholder, took control of WVOT, Wilson, N. C., by buying another 15.2 per cent interest from C. E. Leeper for \$7500.

Thomas E. Barker bought for \$4472 the half interest of Thomas B. Buchanan in WSNS (FM), Sanford, N. C. Barker thus becomes sole owner of the station.

The FCC announced that it has reconsidered its earlier turndown of the application by WBSC, Bennettsville, S. C., for a change in facilities from the 1400 to the 1550 band, with power to go from 250 watts unlimited to 10 kw day and 5 kw night, with engineering conditions. The application was granted yesterday.

NAB President Comments On Bethany Tower Blast

(Continued from Page 1)
member of the President's five-man committee on international information programs.

He declared that "whether or not this is sabotage, its occurrence at this time when our forces in Korea are enjoying successes which should be reported to the people of the world is significant to all of us. At least, it reminds us that it can happen here, and illustrates again the critical importance of this vast system of education."

WFEC Airs New A.M. Show

Miami, Fla. — WFEC announces that "The Morning Express," a daily disc jockey program has recently been added to the station's morning schedule. The program, emceed by Terry Johnston, features "blues" music on records, 7:00 to 8:45 a. m.



Man About Manhattan. . . !

● ● ● Don't be surprised if the Paramount concept of electronic color may be the answer to the present color TV situation. Paramount technicians have been secretly experimenting with a 20-inch electronic picture tube on the 9th floor of the Paramount Building in N. Y. Right now they are using the CBS color TV pattern transmissions from 10 to 11 ayem as a demonstration of the quality of their color picture. Engineers from the FCC are reported to have recently viewed the Paramount color operations.

★ ★ ★ ★

● ● ● THE MORNING MAIL: "Dear Sid," writes Paul Gardner, our favorite mag scribe. "Riddle me this. The other nite, the visual part of my set wasn't working but I decided to tune in on the Garry Moore show anyway and just listen to it. Now in that long period of one hour—and just listening to the show—I bet I didn't miss a single laugh. Sid, I don't believe this is par for the course. A TV show that can be enjoyed just as much without the viewing certainly isn't geared for television. In my book, just as much stress should be placed on the viewing as the listening. Or am I wrong?"

★ ★ ★ ★

● ● ● PERSONALITY PARADE: The national magazines have just discovered Ted Collins, it seems, because of his fantastic (and expensive) forays into pro football, with the Satevepost, Collier's and Look reading profiles on him. The citizens of Radio Row, however, need no introduction to the fabulous Collins. The combination of Kate's chirping and Collins' producing is irresistible to any sponsor with a long memory and a loose buck. Most important facet, however, of the five million dollar TV deal with NBC, which kicks off Monday, is Kate's decision to sing "live" once again, and their daily one-hour stanza commits the duo, often accused by pals of taking things too easy, to the most rigorous schedule on TV—not excluding that Man Godfrey's. Ted, who is responsible for a fist-full of radio "firsts," has confirmed predictions that he'll tear down the Iron Curtain between television and H'wood—just as he once did between radio and films years ago. It was Ted who sold Darryl Zanuck on what was then considered sure-death for a picture—a radio condensation. The film, spurred by the impetus of Kate's hefty Hooper, was a box-office smash and the other studios quickly jumped on the bandwagon. H'wood and radio shook hands and called off the feud. Now he's done it again. On his kickoff show, he and Kate will feature condensations on film of the unreleased "Fuller Brush Girl," which stars Eddie Albert and Lucille Ball.

★ ★ ★ ★

● ● ● AROUND TOWN: Referring to our recent item that a H'wood studio plans to film the story of television, RCA's Ed Bragdon phoned to say that RCA-Victor will be very happy to co-operate in every detail with their old museum pieces, files, facilities, etc. Dick Cooper, in charge of old and new display, is the man to contact. . . . The Morey Amsterdams planning to adopt a 4-year-old girl. . . . ABC's Leonard Reeg has some big expansion plans in mind for Joe Franklin, our favorite platter spinner in the nostalgia dep't. Thinks, as we do, that Joe has acquired that rare Martin Block knack of making every disc and announcement sound important. . . . How's about some major label taking over Cathy Mastiche? She's been doing some terrific warbling for Admiral. . . . Next issue of Look will carry a feature yarn plus pix of lovely Sydney Smith and her lovelier daughter, Allison. Pop is Lee Cooley. . . . Bill Corum and Virginia Peine being mentioned, along with Johnny Johnston, for emcee roles in the new "Stork Club" setup.

Upsurge In Business Reported By WNBC

(Continued from Page 1)

minute periods of Skitch Henderson sold to June Dairies; the New York Central Railroad increased time on WNBC by three 15-minute periods; sale of a half hour to a association of New York Savings Banks; purchase of five half hour of Longines-Wittnauer; extension the Italian Swiss Colony wine ne sponsorship for two days at the adding of three more week programs; General Foods and Zen Hearing Aid participation in the Skitch Henderson early morning show, and five participation period by Motorola in the Henry Morgue program.

Among the clients who have purchased new schedules of static break announcements or spots are Lincoln-Mercury; Premier Food Beaumont (Four Way Cold Tablets National Carbon for Prestone; Luc Strike; Simoniz and the New York Herald Tribune.

NBC Lists New Members Of 10 And 20-year Club

At NBC's annual outing during the past week, twenty-five new Ten-Year members and thirty new Twenty-Year members were added to the Ten-and Twenty-Year Club of the network.

The new Ten-Year Club members are: John Tiedeman, Victor Bar Joseph Costello, Henrietta Grid Helen Davis, Evelyn Varian, De ton Butt, James Richards, J. Dougherty, Gordon Mills, Phil Porterfield, George Wallace, Norman Cash, Paul Knight, N. Freddie Weihe, Jean Smith, Ed Schabbehar, Robert Guthrie, Robert Stanton, Edward Whitney, Arthur Anderson, Henry Bomberger, Howard Eitelbach, Robert Butt and Walter Law.

The new Twenty-Year Club members are: John Royal, Anna Valenzano, Theodore Zaer, Roland Lynn Harry Olsen, Magnus Opsal, James Wood, Hugh Beville, Louis Anderson, Joseph Kiernan, Margaret Leonard, Valerie Sparks, Benjamin Baer, Thomas Baricak, Thomas Bevis, Ben Grauer, Hugh Gunn, William Hoar, Isabel McGeary, William Paisley, Frank Surowitz, William Young, Peter Zalantis, Francis Sprague, Margaret Hadley, Charles Phelps, Felix Ghirlando, Howard Gronberg, Harvey Gannon and Earl Harder.

Lou Webster Tests Pies

Boston, Mass.—Lou Webster, a sociate editor of WEEI's New England Almanac Show, is one of the three official Apple Pie Testers at the Annual Apple Pie Contest at the Topsfield Fair. Webster comes from a long line of apple pie connoisseurs. His ancestral farm at Blackstone on the Mass.-Rhode Island border famous for its apples, and the ladies of the Webster family have been equally famous as apple pie maker.

AGENCY NEWSCAST

... personnel, sponsors and notes

KENNETH D. TWYMAN has been appointed director of the brewery and beverage division of Ruthrauff & Ryan, Inc. He was formerly director of sales and advertising for Red Top Brewing Company of Cincinnati.

JOSEPH CREAMER, advertising and promotion director of WOR, New York, has been named chairman of the radio and TV clinic of the Advertising and Selling Course sponsored by the Advertising Club of New York.

ASSOCIATED ENTERPRISES of Los Angeles has appointed Manhattan Advertising for its Eastern television campaign.

FULLER & SMITH & ROSS of Cleveland, through Pathescope Productions, has produced five television film spots for Super Kem-Tone paints.

CHAMBERS & WISWELL, INC. of Boston will handle advertising for the New York, New Haven & Hartford Railroad.

STEVE STRASSBERG has been named publicity manager of Eagle Lion Classics.

ERIC JOHNSTON, president of the Motion Picture Association of America, has been named general chairman of Brotherhood Week, to be nationally observed next February 18 to 25, under sponsorship of the National Conference of Christians and Jews.

EDWARD V. SNOWDON has been appointed by MCA Artists, Ltd., to direct its expanding program of concert activities.

REHBOCK, HOLLINGER & WALLIS, INC. is the new corporate name of Rehbock-Hollinger Advertising, Inc. The added name is Harold Wallis, art director and vice-president.

CLAIRE BAUMAN and **SELMA ROBINSON** have formed their own agency, Claire Advertising, 95 Madison Ave., New York City. Miss Bauman was formerly with Avedon-Gilbert and Miss Robinson previously was with Apex Specialty Products.

REX CEDAR ADVERTISING has moved to new offices at 32 Broadway, New York City.

DAVID HOWARD, formerly with Levy Advertising Agency, Newark, N. J., has joined Nathan Fein Advertising as copy director.

RAYMOND SILKA has been named art director of Artists Advertising Company.

STANLEY L. NAMM has dissolved Namm-LaRoe, Inc., advertising design, to join McLaren Parkin, Kahn, Inc.

WILLIAM E. KOERTING, vice-president in charge of foreign sales for Miles Laboratories, Inc., will speak before a meeting of members of the Export Advertising Association at the Shelton Hotel, New York City, on September 27.

Jack White Appointed News Editor At WJR

Detroit — Jack White, newscaster of WJR, has been named news editor by Worth Kramer, vice-president and general manager of the Goodwill Station. He succeeds George Cushing, vice-president, who has taken over administrative duties with the station.

Jack White came to Detroit in 1926 from St. Catharines, Ontario, to enter the University of Detroit School of Commerce and Finance. He began his career in radio in 1934 as an announcer on CKTB. Three years later he was an announcer of sports and news events over CKLW. He joined WJR in '39 and has been a member of the Goodwill Station staff since that time except for three years in the United States Army.

White at present is public information officer on Brig-Gen. Clyde E. Dougherty's staff of the 21st Armored Division of the United States Reserve.

He was appointed assistant news editor of WJR in 1948.

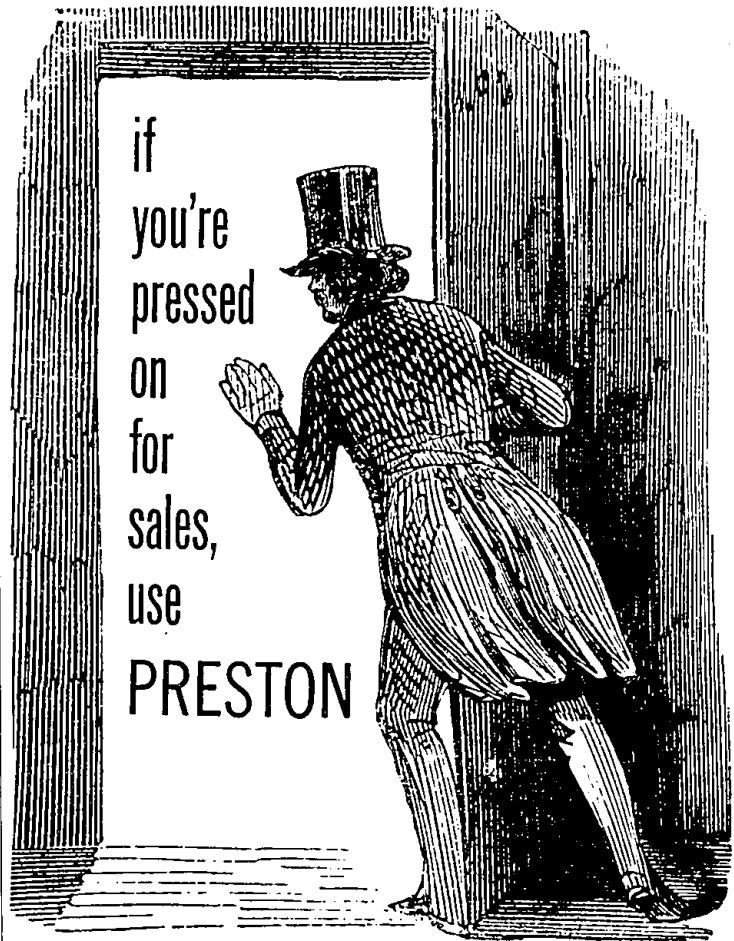
Tidewater Sponsorship Saluted On NBC Friday

Groucho Marx, Jack McCoy, Ken Carpenter and Don Wilson will be among the radio stars who will be heard saluting the return of the Tide Water Associated Oil Co. broadcasts of major Western college football games to NBC's Western network on Saturday, Sept. 23. The half-hour program, entitled "The Football Kick-Off," will be broadcast Friday, September 22 and will be heard on the network at 6:30 p.m., E.D.T.

Jeff Cravath, University of Southern California head football coach, and Frank McCormick, executive director of the Pacific coast conference, will provide the sports flavor with comments on the forthcoming season.

Radio announcers Ken Carpenter and Don Wilson will be heard recalling the NBC broadcasts of West coast football that pioneered such programs in years past.

Jack McCoy will emcee and Robert Armbruster and the NBC Radio City Orchestra will provide the musical background.



if
you're
pressed
on
for
sales,
use
PRESTON

For the pea-sized sum of \$100.00 per minute (imagine, \$100.00 per minute on a station that, during the day and during the night, brings its advertisers into the homes of more families at a lower-cost-per-thousand than any other station heard in Metropolitan New York) Walter Preston, gifted radio veteran, can be bought by you, and you, and you.

Here's an unusual — we're using restraint — WOR bargain. Here's a man who can bring you people like ... Leonard Bernstein, Jane Froman, Dorothy Kirsten, Oscar Hammerstein II, Robert Merrill, Frank Parker, Jo Stafford, Alec Templeton, etc.

WOR

write, wire
or phone

— that power-full station

at 1440 Broadway, in New York

CHICAGO

By GINNY EVANS

ON Sept. 11th the "Tom Wallace Show" changed its name to "Fun and Features." Along with the new title is a new emcee—George Menard, an easy-going, friendly sort of guy who's pleasant to watch. Teamed with Menard is Inkie Jorgenson, who's really gained poise and TV know-how since she was chosen "Miss Tavern Pale" last year. George and Inkie conduct the unrehearsed interviews in a capable manner and the unhurried pace makes for good viewing. Betty Whitney delivers the commercials for Oster products and artist Bruce Newton presents each guest with a portrait sketch made during his interview. Ted Liss produces the show for the Ivan Hill agency.

Jose Ferrer and Donald Woods were among the many personalities who appeared to congratulate Toni Gilman on the first anniversary of her "Our Gal Toni" telecast.

Vern Brooks, WGN-TV director of operations, is in Europe for a three-week vacation tour of England and France.

Bert Parks On WSTC Show

Stamford, Conn. — Bert Parks, master of ceremonies of the "Stop the Music" show and a native of Greenwich, will appear in a special program to aid in a drive to raise funds to combat Multiple Sclerosis, on WSTC and WSTC-FM, Tuesday, September 26 at 6:00 p. m. Also to be heard on special programs will be singer Mac Morgan and Ben West, of New Canaan, "The Singing Cowboy." They will be heard on September 25 and 27 broadcasting at 6:00 p. m.

Kellogg Plugs Molasses

Kellogg Company in co-operation with the makers of New Orleans Molasses, has launched a highly supported related item promotion: Molasses All-Bran Muffins with raisins. Joint advertising and promotion plans call for spot announcements throughout the country, in addition to an extended newspaper campaign. Related items being promoted in the drive include Kellogg's All-Bran, molasses and eight other grocery items in the muffin recipe.

WRITER, DIRECTOR, PRODUCER SEEKS POSITION

as television production man in New York Agency or Network.

Seven years New York Theatre, Ten years radio (network and agency) experience.

Write RADIO DAILY, Box 174, 1501 Broadway, N. Y. 18

RTMA Board Defers Action On Color-TV Stand Of FCC

(Continued from Page 1)

bracket transmission standards which would prevent future sets from becoming obsolete in the event that the CBS color system is finally adopted. In a letter to T. J. Slowie, secretary of the FCC, RTMA president Robert Sprague said the decision would be left to the individual manufacturers.

Basis of the RTMA decision was given in Sprague's letter stating: "The Association has never attempted to, and cannot, require its members to build, or refrain from building particular sets or sets with particular capabilities. So far as this Association is concerned, the decision whether to build sets incorporating bracket standards must be left to the individual determination of each manufacturer." This was in reply, the letter stated, to paragraph 152 of the FCC's report on color television which suggested that RTMA "should, as a group, provide the Commission with the answer..."

RTMA has volunteered, however, to forward to its membership copies of the FCC's report "promptly and without comment." The individual manufacturers will then have until September 29th to decide whether or not they will manufacture sets which will be compatible with the CBS color system while the FCC makes a final decision in choosing a color system for the industry. Should manufacturers not agree to manufacture sets with bracket transmission by that date, the FCC has stated that it will order final adoption of the CBS color system.

Set Guarantees Considered

Regarding the subject of manufacturers' guarantees on television sets, an RTMA spokesman indicated the trend is definitely toward a general adoption of the ninety-day guarantee, which has always existed in the radio-manufacturing industry. Previously a conflict arose when some TV set manufacturers decided to give a one-year warranty on sets, which was at variance with manufacturers of console models who would give a 90-day guarantee on radio sets and would have preferred giving the same guarantee on the TV set.

Vote to Adopt Code

Adoption of a code of advertising and selling ethics was also voted by the RTMA executive committee, copies of which are now being circulated among the members. While no requirements could be made, the adoption of this code will constitute a standard of advertising and selling by which reliable manufacturers can (if they choose to) formulate their policies. This will come before the board when it meets on November 15th at the Waldorf-Astoria.

Appointment of E. W. Merriam to the chairmanship of the service committee was voted by the board of directors, acting upon the recom-

mendation of the committee members. Also in connection with TV servicing, an RTMA spokesman revealed that the Association reaffirmed its stand against municipal licensing of service companies. General feeling expressed by the members during the meeting was that competition alone is cleaning up the abuses of television servicing.

Also appointed by the board during the day's proceedings was Herbert W. Clough, v-p of Belden Manufacturing Co., to the post of RTMA representative to the Parts Show Corporation Board, replacing Robert Sprague.

Will Aid Anniversary

Appropriations of funds were voted by the board on two bills: one to provide the advertising committee with funds to conduct a promotion campaign on the 30th anniversary of broadcasting, which will be marked this Fall. The advertising committee also voted a large number of TV sets to be given away in various cities as prizes in the "Voice of Democracy" contest, now running for the fourth year.

Authorizing Robert Sprague to name a committee of three members, the board answered a request from Morris S. Novick, spokesman for the FM Broadcasters Committee, to confer with the FM committee on the problem of FM promotion; i.e.: whether or not manufacturers would be willing to tie-in FM in their advertising to the effect that sets without FM are obsolete. Another committee was authorized by the board to investigate the feasibility of having a comprehensive study prepared on the technical contributions of the industry in the development of television and frequency allocation plans.

Salute To U.N. Assembly On WOR Friday Night

Secretary of State Dean Acheson, Brig. Gen. Carlos P. Romulo and the new President of the United Nations' General Assembly, Nasrollah Entezam of Iran, will be heard over WOR, New York, when the station broadcasts "New York City's reception to the United Nations General Assembly" tomorrow, from 10:30 to 11 p. m. The broadcast will originate from the Waldorf-Astoria, with Grover Whalen as master of ceremonies.

Beatty Show Expanding

Hollywood — The "Clyde Beatty Show," transcribed Commodore production now being played by stations in six Western states via Mutual, and soon to go coast-to-coast, has hit a new high with a Nielsen rating of 11.4. Show is sponsored by Dr. Ross Dog Food Co. and produced by Shirley Thomas.

NEW BUSINESS

WHAS - TV, Louisville, Ky.; WHAS-TV News, 6:30-6:45 p.m., sold to the Citizens' Fidelity Bank and Trust Company of Louisville for two nights a week. (Tuesday and Thursday). Signoff news program, formerly sponsored three nights a week by the Greater Louisville First Federal Savings and Loan Association, will go to seven nights a week October 2, and effective that night the sponsor will take the show across the board. "Story of the Week," a Sunday night film summary of the week's news events in Louisville, has been purchased by Louisville Motors, Inc., (Ford). The 15-minute program is seen at 10:00 p.m. Sundays. Tri-City Oldsmobile of Louisville has signed up for 30-minutes of an hourly film review of all eleven University of Kentucky football games. "Walton Calling" audience - participation show on WHAS-TV (Monday, 7:30-8:00 p.m.) will be backed by Will Sales (jewelers) effective October 2. Show stars Jim Walton in TV adaptation of "Coffee Call."

Warner Back At WMAL

Washington, D. C.—Albert Warner, newsman, returned to his microphone last week, at 7 p. m., September 18th, over WMAL. Each day, Monday through Friday, Warner is heard in "Congress Today," an analysis of what the legislators in the Capitol are doing. Warner has been on vacation. During his absence Gunnar Back, newsman, has been heard at that time. Back has his own Monday-through-Friday news analysis at 7 a. m. broadcast over WMAL.

Joins WNEW Research

Suzanne Roehr has joined WNEW, New York, as assistant in the research department.

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

TV Cable Expansion Announced By AT&T

(Continued from Page 1)

TV networks were joined in January, 1949, and will add 14 cities to the present 28 city networks. The extension will carry live network TV as far south as Jacksonville, Fla., and as far west as Omaha, Neb.

The route extensions will give network service to 19 more TV stations covering areas populated by about 12 million people. The present Bell system network serves 54 stations with an estimated population of about 60 millions.

The additional routes, in some areas coaxial cable and in others radio relay, will raise the total channel mileage to about 17,000—an increase of more than 4,000 miles.

Five In Southeast

Five of the new network cities are in the southeast — Greensboro and Charlotte, N. C.; Jacksonville, Fla.; Atlanta, Ga.; and Birmingham, Ala. Other cities include Indianapolis, Ind., Louisville, Ky., Rock Island, Ill., Davenport and Ames, Ia., Omaha, Neb., Kansas City, Mo., and Minneapolis and St. Paul, Minn.

The five southeastern cities will be joined to the network by means of coaxial cable. To provide this service, Long Lines added special equipment to an existing coaxial cable which will also carry telephone messages.

In the midwest, network service will be fed to Indianapolis from Dayton, Ohio, by radio relay. From Indianapolis the service swings south to Louisville over the "coax."

Network service to the area west of Chicago is made possible by the completion of the new radio relay route from that city to Omaha. This route is an extension of the New York-Chicago radio relay route which went into service on Sept. 1.

Davenport and Ames will be joined to the main route by means of short radio relay hops. Rock Island and Davenport will be joined to the net at the latter city by special cable. Des Moines, without TV at present, will serve as a connecting point for a coaxial cable which extends to Minneapolis and St. Paul. Kansas City is joined to the network at Omaha by "coax."

Since Sept. 30 falls on a Saturday, it is expected that football games will be among the first programs to reach the expanded "live show" audience.

Biblical Program Resumes

Starting the fifth year of broadcast dramatizations of the Teachings of Christ, "The Greatest Story Ever Told," will return to the ABC network on Sunday, Sept. 24 at 5:30 p.m. EST.

The series is presented by the Good Year Tire and Rubber Company to further stimulate the precepts of tolerance and understanding. It has received acclaim from clergymen and laymen of all faiths. First program will be the dramatization of "The Daughter of Jairus."

★ ★ TELE TOPICS ★ ★

MILTON BERLE—Mr. Television of seasons past—looked like an aging champ returning to the ring for another fling at the title—upon his return to NBC-TV for Texaco on Tuesday night. It was the Berle of old, seconded by spotty support, trying to fight his way back in the face of challenging comedy competition on other network shows. It was the same spontaneous Uncle Miltie getting into virtually every act, mugging, whistling and generally dominating the entire 60 minutes. Berle can be happy in the thought that the Minneville Harmonica Rascals were present with the wonderful little harmonica player, Johnnie, whose gestures and facial expressions brought some real humor to the show. The appearance of the distinguished motion picture actor, Charles Coburn, helped somewhat, but not sufficiently to shape the show into a well rounded hour's entertainment. The singing contribution of Eileen Farrell, dramatic soprano, was the artistic highlight of the show yet this talented artist seemed somewhat misplaced in the hodgepodge of slapstick comedy. Robert Alda was an energetic straight man in the insurance office skit which produced some funny situations as Berle underwent a physical examination. Summing up the opinion of a number of viewers, Texaco better expand the budget and give Berle greater support if Mr. Television is to retain his title in this highly competitive season of 1950-1951.

TODAY'S TV Personality:

NICHOLAS E. KEESELEY, vice-president in charge of radio and television for Lennen & Mitchell, Inc., Agency, is "Nick" to a legion of friends in the industry. Nick was born in Philadelphia in 1910 and took his first job in the agency field with N. W. Ayer & Son back in 1928. In 1943 he became CBS program sales head, later he opened own artist agency, joining Lennen & Mitchell,



Keeseley was instrumental in setting up the agency's TV department. Today Keesley has a hand in the production of the Old Gold Amateur Hour on NBC; "Stop The Music" on ABC-TV and the Tidewater Oil news program featuring George Putnam on DuMont. In addition he has been active in the production and placement of TV spots for Old Gold, Luster Cream, and other sponsors.

GLORIA SWANSON, who will be seen and heard as guest on "Toast of the Town" this Sunday (after postponing last week's appearance because of illness) is also booked for "Stop the Music" on Sept. 28. Speculators are now wondering whether "guesting" pays better than your own video vehicle. . . . Network officials about town met again yesterday to squabble over allocation of AT&T facilities. Result: nothing accomplished and AT&T still refuses to attempt a settlement. . . . Video borrowed from Hollywood again last night, pulling off a sneak preview of "Fireside Theater" at the Trans-Lux Theater along with the scheduled movie. The show was Bret Harte's story "Miggles," produced by Bing Crosby Enterprises. . . . The National Television Review Board, of which Mrs. Clifton Utley (member of the Board of Education) and George Jennings (Director of Radio) are members, is publishing recommended shows in three categories: for adults only, for the family, and for children. Recommended on Sept. 12 for the family (thus drawing the largest audience) were: "Ransom Sherman Show," "Who Said That?" "Parade," and "Voice of Firestone."

JOHN CROSBY, in typical Crosby fashion, bursts into opinionated print in the October issue of McCall's magazine in a piece called, "Are We Letting Television Go To . . . ?" The article might otherwise have been entitled: "A Shrine to Frieda B. Hennock of the FCC" since it heartily applauds her crusade to awaken educators to their responsibility regarding video. . . . Ben Brady, veteran Hollywood radio writer and executive, has signed as associate producer-writer for the "Ken Murray Show." . . . Milwaukee scored an all-time monthly high in sale of TV sets last month with 16,489 sales, increasing the coverage of WTMJ-TV to 145,557. . . . Godfrey has a new singing "discovery" named Julius La Rosa, found while Commander Godfrey was pulling two weeks of active duty with the Naval Air Training Command. . . . "Cvalline" has grabbed the tab in Chicago for "Sandy Strong," a kiddie fantasy over WENR-TV at 5:15 (five-times weekly).

BUDDY ROGERS' video show will be held up a few weeks while Mal Boyd, Rogers' and Mary Pickford's personal manager, is recovering from abdominal surgery in a Hollywood hospital. . . . Thomas L. Thomas has been snagged by the "Voice of Firestone" to sing Monday night, marking the first concert from NBC-TV's Center Theater, which flings open its doors on Friday. . . . A checkup of various major and independent theater circuits in the Metropolitan area revealed that Milton Berle's appearances on the TV show Tuesday night did not show the anticipated dent in local box offices. . . . Jerry N. Jordan, the University of Pa. grad student who's been doing studies of the sports box office as regards the effect TV has made, was authorized by a vote of the RTMA board of directors yesterday to do a supplemental report covering this season's baseball games.

New Adv. Standards Released By BBB

(Continued from Page 1)

those put into effect by the ABBB during the last war, and which were reissued in September, 1948, it was reported.

The present Federal Reserve Board regulation, like its predecessors, does not include control of advertising, it was pointed out by Kenneth Barnard, manager of the Chicago BBB and chairman of the committee on installment contracts. He observed that business previously gave almost 100 per cent support to these standards, thus obviating the need for the Federal Reserve Board to extend the provisions of the regulation to include advertising.

Member Bureaus to Participate

Facilities for applying the standards will be provided by the Association's 91 member Bureaus and by individual business groups which again have signified their intention of voluntarily supporting the recommendations, it was disclosed.

Victor H. Nyborg, ABBB president, said the Association is prepared also to set forth again in simple language recommendations on complying with credit regulations.

The Association's management has been studying the overall problem and is ready to set up special committees when required to meet the nation's wartime efforts, he declared.

Cover Ten Points

The ABBB's standards for advertising consumer credit cover ten points which include requirements that no advertiser shall make any statements about credit terms which is "false and misleading" or which tends to "frustrate" Regulation W. Advertisers may not use any message which states or implies that loan or credit terms, permitted by the regulation under special circumstances or in limited cases, are generally available. Installment credit may not be called a "charge account."

Neither may an advertiser state "no down payment."

Theater TV Purchases Army-Navy Grid Classic

The 1950 Army-Navy football classic will be shown on theater television it was revealed yesterday by S. H. Fabian, prexy of the Fabian theater chain. Being played this year on Dec. 2, 1950, at the Municipal Stadium, Philadelphia, the game will be picked up on television by one of the networks under the sponsorship of Gillette Razor, who has not as yet picked a web. Arrangements for theater television of the Army-Navy game were made by Captain H. H. Caldwell, Director of Athletics for the Naval Academy and host for the game, and Nathan L. Halpern, television consultant to Fabian Theaters.

COAST-TO-COAST

Summerfield Joins Lowell Institute

Boston, Mass.—Jack D. Summerfield, national president of Alpha Epsilon Rho, honorary radio fraternity, has joined the staff of the Lowell Institute Cooperative Broadcasting Council as a producer. Summerfield came to the Council from the University of Texas, where he was employed by Radio House and the Department of Speech while attending the University. At Texas, Jack produced "On the Spot", discussion program which last year won a first award at Ohio State Institute for Education by Radio.

WDRG Aids Local Boy

Hartford, Conn.—A letter from a young teen-ager to WDRG, disclosed for the first time a few days ago the plight of 8-year-old Dickie Covey, local boy, who was burned critically in a grass fire five months ago. He has been in the hospital since then and will be there for many months. WDRG began the Dickie Covey Fund on its "Needle Club" program conducted by Jack Zaiman, and gave daily promotion to a benefit for young Dickie given by his neighbors Sept. 15th in a local high school.

Announces New Rate Sked

Coffeyville, Kans. — A new rate schedule to become effective October 1, 1950, almost coincident with a power increase to 10,000 watts, has been announced by KGGF. This will be the station's first rate revision since January 1, 1942. Operational costs have risen sharply since that time, but rates have been purposely held down until the station's new transmitting facilities and increased power are ready to be put into operation. Present advertisers using KGGF, and those placing schedules before October 1, 1950, will receive present rates until September 30, 1951. The announcement was made by Robert L. Pratt, station manager.

Amer. Legion Series On KFVB

Hollywood, Calif. — "American Legion Reports" is the title of the new series which recently made its debut on KFVB in the 8 to 8:15 p. m. slot. The series is designed to cover activities of the American Legion, in connection with the National Convention in Los Angeles early in October. Interviews with outstanding figures in the Legion and civic and national leaders will also be featured. "American Legion Reports" is under the direction of the Radio Liaison Committee of the American Legion Convention Committee, headed by Al Charnie, of the Motion Picture Producers Association.

Joins WJMO Staff

Cleveland, O. Jim Sigman, former sales manager of WTNS, Co. has joined the sales staff of WJMO.

PICTURE OF THE WEEK



Reinald Werrenrath Jr., NBC Chicago producer and first member of the Chicago staff to be recalled to active duty with the armed services, says goodbye to John Whalley (left), NBC Chicago comptroller, and I. E. Showerman, vice-president. Werrenrath is to report for duty aboard a U. S. Navy aircraft carrier.

Political-Time Pacts Will Be Signed Soon

(Continued from Page 1)

cal business will be offered, it was too early for commitments to be made at this time, especially so in New York where the line-up of candidates is not definitely set. This, of course, has to do with the mayoralty candidacy of Acting Mayor Impellitteri who has filed under the Experience Party banner.

Requests from the various political parties for information as to when public service broadcasts will be available have been received by stations and networks alike. So far, in New York the only confirmed broadcasts set are on WNBC, Sept. 25 for the Citizens Committee for Corsi and a series of broadcasts contracted for the Liberal Party in October and November.

Revenue Of CBS Up For First Seven Months

(Continued from Page 1)

last year. Second place was held by NBC with a revenue of \$4,455,431, while ABC was credited with \$2,275,133 and Mutual with \$1,057,200. Percentage changes were: NBC up 1.6, ABC off 18.4 and Mutual off 6.7.

For the seven months to date, PIB figures show CBS gross to be \$40,587,495, up 8.7 per cent; NBC, \$37,305,474, off 1.3 per cent; ABC, \$21,700,145, off 17.0 per cent and Mutual network \$9,550,844, off 16.3 per cent.

BEHIND THE MIKE

THE TV version of "The Aldrich Family," which drew a lot of publicity lately, should stay in the limelight if for no other reason than the outstanding job Jackie Kelk is turning in as "Homer." In fact, he has practically superceded "Henry Aldrich" as the star of the show. Jackie is the perennial teen-ager, which has given him an idea for an autobiog which Duell, Sloan and Pearce will publish.

Radio played a leading role in the promotion for the preem of "The Men" last week in Dayton, Ohio. Betty Ann Horstman, town's leading women's topics commentator for WING, promoted the film for an entire week with a contest. WHIO's Lou Emm, sidewalk interviewer, featured publicist Irving Shiffrin and disc jocks gave the score a wide play with plenty of title plugs.

Bud Collyer taking over the emcee chores on "Break the Bank" on AM, continuing as well as the host on the TV show.

So enthused are Drake Productions over "A La Carter," a 2-reel video film starring Jack Carter, that they are rushing the script to a sequel titled "Magna Carter."

Sponsors eyeing Dusty Bruce, Arizona disc jockey now visiting here.

The stars of today and tomorrow are

Yours for more Sales

...with the new era in *Thesaurus*

Johnny Desmond stars on

"The Music of Manhattan"

with Hugo Winterhalter's Orchestra

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

LIQUOR ADVERTISING ON STATIONS

CBC's Board Tables TV Station Applications

Canadian Network Reserves TV Decisions

Vancouver, B. C.—A. D. Munton, chairman of the Canadian Broadcasting Corporation's board of governors, said here yesterday, that the board will not consider applications for television from private stations until after the Massey Commission on Arts and Sciences makes its report. The

(Continued on Page 7)

Freeze' End Unlikely This Year, Is Belief

Washington Bureau of RADIO DAILY Washington—Prospects for lifting the TV freeze this year dimmed somewhat as the FCC announced yesterday that it has continued for two weeks the reopening of its TV hearings. The delay in the opening of sessions on allocation of channels for TV was occasioned, it was said, in order to permit more time for preparation by the FCC staff, as

(Continued on Page 3)

TV Commercials Preferred To Radio, Starch Reports

Almost 83 per cent of television set owners are reported to have found TV commercials more pleasing than radio commercials, and less than 2 per cent felt the other way around, according to a recent

(Continued on Page 7)

Will Aid Community Fund Drive

The four major networks will combine to present the "Red Feather Roundup" which launches the 1950 Community Chest campaign on Friday, Sept. 29, from 10:00 to 10:30 p. m., EST. President Truman will participate in the program making a special radio address from the rally of Community Chest chairmen at the Shoreham Hotel in Washington. Charles E. Wilson, president of General Electric company, will respond to the President's address in behalf of the Red Feather campaign. Name talent of radio and TV will also participate in the program.

Protestant Group Approve Radio-TV

The Protestant Radio Commission, representing 17 denominations and eight Protestant interdenominational agencies, yesterday approved plans for a new television program series and three new radio series to begin production within the current year. The programs, designed to show the activities and contributions of the Protestant church to American life, will include a transcribed series of well-known hymns, a pro-

(Continued on Page 2)

Heavy News Schedule Bought By Drug Company

Washington Bureau of RADIO DAILY Washington—WWDC, independent station, announced yesterday the signing of the biggest contract in local history for sponsorship of radio news shows. Beginning Monday, October 9, Peoples Drug Stores will sponsor 24 news broadcasts a day (Mon. through Sat.) and five news broadcasts on Sunday over WWDC. The

(Continued on Page 3)

Cable Allocations Dispute Continued

Washington Bureau of RADIO DAILY Washington—The FCC told DuMont yesterday it would be "premature and inappropriate to intervene . . . at this time" in the matter of allocation of time on Bell system intercity TV cables for TV networking. DuMont wrote the commission several weeks ago after a bitter spat with Bell system and NBC and CBS officials regarding the availability of time on the cables.

A conference of the four major

(Continued on Page 7)

Ziv Reports New Sales And New Salesmen

A flock of new sales and the appointments of several new salesmen were announced yesterday by the Frederic W. Ziv Company. Named to represent Ziv's transcribed program service are Warren H. Bearden, G.W.P. Atkins and Don Reynolds. Bearden's sales territory will include key cities in Georgia and Eastern Tennessee, Atkins will handle the State of Ala-

(Continued on Page 2)

Schenley Placing Copy In Alaska And Hawaii

The ban against hard liquor advertising, long an unwritten law of the broadcasting industry, has been broken. Since last Monday, hard liquor products of Schenley International Corporation have been advertised daily over radio in Alaska and Hawaii, it was disclosed yesterday. Schenley,

(Continued on Page 3)

Top Industry Figures To Aid Polio Benefit

Eight top radio and TV stars have joined the "million dollar talent" show to be staged for the Sister Kenny Foundation by the radio-television industry at the Paramount Theater, Tuesday, Oct. 3, at 8:30 p.m. Contributing in the industry's effort to raise more than \$30,000 at the benefit for polio aid will be comedian Eddie Cantor, singer Frank Sinatra, emcee Bert Parks,

(Continued on Page 2)

Fifty Witnesses Heard In Richards' Defense

Hollywood—Bob Kelly, KMPC sports director since 1946, was the 50th witness called by G. A. Richards attorneys in the current FCC hearings on the license renewal applications of KMPC, WJR and

(Continued on Page 3)

Gov't Reports Gross, And Net Of 704 Radio, TV Companies

Washington Bureau of RADIO DAILY Washington—Seven hundred and four (704) broadcasting and television firms have reported to the Government a total income for the year 1947 of \$353,109,000, which sum represents a net income of \$57,569,000, it was reported yesterday by the U. S. Treasury Department. Income taxes paid by the 704 com-

panies amounted to \$20,399,000, the report revealed, dividends in cash or assets other than their own stock totaled \$12,552,000. At the same time, it was reported that 443 aural and TV broadcasters reported no net income. Their receipts amounted to \$35,230,000, with an overall deficit of \$5,248,000 and dividend payments of \$161,000.

New Gimmick

New York newsboys who will appear on the Tex McCrary and Jinx Falkenburg "New York Close-Up" TV program on WNBT are aiding in the exploitation of the new show. On the day that a newsboy makes an appearance he passes out a herald with each paper sold which carries the caption: "See Me on Television Tonight!"

Nice Goin', Bob

Bob Hope's third show for Frigidairo ("The Star Spangled Revue" over NBC-TV on the 14th) pulled a Hooper of 43.0% and had 67.8% share of the TV-audience; while "Stop the Music" (televised at the same time) pulled 16.5% and "The Show Goes On" drew a 5.3%. American Research Bureau's rating on Hope in from key cities was 52.5%.

RADIO DAILY

Established Feb. 9, 1937

Vol. 52, No. 58 Fri., Sept. 22, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-Pres.; Charles A. Alicoate, Secy. Entered as second class matter, April 5, 1937, at the post office at New York, N. Y., under the act of March 3, 1879. Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radio Daily, New York.

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

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

ROME BUREAU
John Perdiciari
Ludovisi 16

FINANCIAL

(September 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/8	10 7/8	11 1/8	+ 3/4
Admiral Corp.	28 3/4	28	28 3/4	+ 1/2
Am. Tel. & Tel.	149 3/4	148 1/2	149 3/4	+ 5/8
CBS A	32 1/2	32 1/8	32 1/2	+ 3/8
CBS B	31 1/2	31 1/8	31 1/2	+ 1/2
Philco	41 1/2	40 3/4	41 1/2	+ 1/2
RCA Common	17 3/4	17 1/8	17 3/4	+ 1/4
RCA 1st pfd.	74 3/4	74 1/4	74 3/4	+ 1/4
Stewart-Warner	16 1/2	16 1/8	16 1/2	+ 3/8
Westinghouse	33 1/2	33 1/4	33 1/2	+ 3/8
Westinghouse pfd.	103	103	103	+ 1/4
Zenith Radio	53 3/4	52 5/8	53 1/4	+ 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	3 7/8	3 3/8	3 7/8
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OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12 3/4	14 1/4

Seeks TV License

Washington—An application for a new commercial TV station on channel seven was reported yesterday by the FCC from the Pittsburgh Broadcasting Company, Pittsburgh, Kansas. The company is licensee of KOAM, ten kilowatt NBC affiliate, in that city.

Named Program Director

Atlanta Don Naylor, production manager of WGST, Atlanta, for the past 14 years, is now program director for Atlanta's CBS affiliate WAGA.

THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE

STATION'S FASTEST GROWING MARKET

KGW PORTLAND OREGON

ON THE EFFICIENT 620 FREQUENCY

REGULATED AUTHORITY OF COMMUNICATIONS COMMISSION

Heads Drive

Philadelphia—Roger W. Clipp, general manager of The Philadelphia Inquirer stations, has been appointed chairman of the 1951 March of Dimes campaign to be conducted by the Philadelphia Chapter, National Foundation for Infantile Paralysis, Inc. His selection was announced this week by Frank L. McNamee, chairman of the chapter's executive board.

Top Industry Figures To Aid Polio Benefit

(Continued from Page 1)

satirist Sid Caesar, comedian Ken Murray, comedienne Imogene Coca, comedian Jack Carter, singer Mindy Carson, and the classical First Piano Quartet. The stars represent all the major networks and the recording field.

The benefit program—easily one of the season's most ambitious entertainments—also will present the Eastern premiere of the movie "Union Station," starring William Holden and Nancy Olson, both of whom will appear in person.

With a "no-walk-on" policy, the glittering array of air celebrities will appear in a 60-minute stage program especially produced for the occasion with Tony Pastor's orchestra and selected acts from the Paramount's regular stage show.

Members of the audience will include most of the radio, television and advertising fraternity's best known personalities. Seats also will be sold to the general public through the cooperation of the New York area's radio and TV stations.

Tickets will go to the first 3700 donors of \$25, \$10, and \$5, received at Box 416, N. Y. C.; the box office at the Paramount; or the cashier's booth in the lobby of the RCA Building at Rockefeller Center. A \$25 donation will bring a reserved loge seat in the Broadway theater. A \$10 donation will bring a mezzanine location, and \$5 a balcony seat.

Protestant Commission Approves Radio And TV

(Continued from Page 1)

gram of special interest to women, and a dramatic series based on the lives of Christian men and women whose courageous acts have made a major contribution to the American tradition of freedom.

The television program will originate from a small community church and will attempt to portray the importance of church activities, of both a spiritual and a social nature, in the life of a community.

Under the chairmanship of Dr. Paul C. Payne the Commission also completed plans for its amalgamation into the National Council of Churches to be formed in November of this year. The Commission will continue its functions within the department of broadcasting and films of the new interdenominational body.

Ziv Reports New Sales And New Salesmen

(Continued from Page 1)

bama and Chattanooga, Tenn., and Reynolds will serve North Carolina.

The sales of Ziv's syndicated programs include its "Cisco Kid" and "Boston Blackie" series. "Cisco Kid" was picked up by advertisers over KILQ, Grand Forks, N. D.; WALB, Albany, Ga.; KRRV, Sherman, Tex.; WTAL, Tallahassee, Fla.; Allentown, Penn.; KWKC, Albilene, Tex.; KXRA, Alexandria, Minn.; KBRS, Paragould, Ark.; WDOV, Dover, Del.; WGAD, Gadsden, Ala.; and to three advertisers in Louisville, Ky., Canton, O., and Joplin, Mo., the stations to be announced.

"Boston Blackie" was sold to advertisers for broadcast over WTMA, Charleston, S. C.; WOKY, Milwaukee; KCLK, Parsons, Kan.; WKRZ, Oil City, Penn.; WAUX, Waukesha, Wis.; WHOL, Allentown, Penn.; WPAY, Portsmouth, O.; and WIKU, Begalus, La. The program also was picked up by the following stations: KIUP, Durango, Colo.; KOSE, Osceola, Ark.; KAND, Corsicana, Texas; WHIO, Dayton, O.; WTVL, Waterville, Mo.; WHOS, Decatur, Ala.; and WRHD, Duncan, O.

World Broadcasting System, affiliate of Ziv, reports sale of its new transcribed library program "Steamboat Jamboree" to advertisers over KABC, San Antonio, Tex.; CKEY, Toronto, Ont.; KOH, Reno, Nev.; KERN, Bakersfield, Calif.; WCMI, Ashland, Ky.; WCVS, Springfield, Ill.; KBIZ, Ottumway, Iowa; WKLF, Clanton, Ala.; WDSU, New Orleans; KRMD, Shreveport, La.; KTTS, Springfield, Mo.; KOLN, Lincoln, Neb.; WGAI, Elizabeth City, N. C.; WETB, Johnson City, Tenn.; WTND, Orangeburg, S. C.; WLTR, Bloomsburg, Penn.; KVVU, Logan, Utah; WDEV, Waterbury, Vt.; WGHV, Charlottesville, Va.; WPUV, Pulaski, Va.; KTRM, Beaumont, Tex.; and WGBT, Rhinelander, Wis.

Ziv Television Programs, Inc. announced the sponsorship of "Yesterday's Newsreel" series over WMAL-TV, Washington; WTVR-TV, Richmond, Va.; WBTB, Charlotte, N. C.; WBKB, Chicago; WHIO-TV, Dayton, O.; WDSU-TV, New Orleans, La.; WMAR-TV, Baltimore, Md.

Registrations Close Monday At Fordham

Final registration for courses in Radio and Television at Fordham University will be held on the Bronx campus from 8 to 6 p.m. Monday, September 25, William A. Coleman, chairman of the Radio-Television Division, announced this week.

Practical Experience Offered

Top authorities from the fields of radio, television and advertising lecture in the Fordham Univ. courses and students may get practical experience on the University's own FM station, WFUV. During the fall semester the following courses are offered: Voice and diction, fundamentals of radio, microphone technique, dramatic writing for radio and TV, production and direction of radio programs, broadcast music, fundamentals of television, radio and TV advertising.

Will Air Football Sked

The full schedule of the New York Giants professional football games will be aired over WMGM, New York, sponsored jointly by Adler Shoes and the New York region of Kaiser-Fraser dealers. Ted Husing will announce the play-by-play while Walter Kennedy will supply the color. The agency for Adler is Frederic-Clinton, Inc. William H. Weintraub handles the Kaiser-Fraser account.

W-I-T-H AGAIN 1st IN RADIO AUDIENCE

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

STATION D 9.6 (NETWORK)

Rates For 125 Word Spot Announcement, Class A, One Time:

WITH \$16

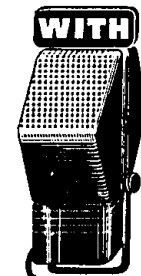
STATION A \$55

STATION B \$50

STATION C \$70

STATION D \$30

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



* HOOPER RADIO AUDIENCE INDEX, JUNE JULY 1950; TOTAL RATED TIME PERIOD

Proudly Witnesses Heard in Richards' Defense

(Continued from Page 1)

GAR. Kelly was one of several radio and advertising agency executives who testified in Richards' behalf the past two days.

Kelly testified that Richards had expressed admiration of sports figures of all races and creeds and that many prominent Jewish and Negro athletes had been interviewed over KMPC. Kelly added that Richards was an avid sports fan and had great admiration for Joe Louis, George Galas and Frank Leahy. Kelly also characterized Richards as a patriot and said the station owner frequently told him how proud he was of his employees in the armed services during the war.

In describing his experience with FCC investigators prior to the hearing, Kelly said the FCC investigators gave him the impression of being interested only in unfavorable items regarding KMPC and that they seemed to ignore favorable statements.

Edward S. Shattuck, distinguished Los Angeles attorney and Republican nominee for Attorney General of California, supplementing the favorable testimony of other witnesses called by Richards attorneys, testified that Richards' moral character and his reputation for civic-mindedness were excellent. He also testified KMPC's reputation in the community for fairness and impartiality towards all racial, religious and political groups is very good.

Broadcaster Testifies

William J. Beaton, manager and part owner of KWKW, and Alfred A. Atherton, advertising agency owner, testified to the high professional and ethical reputation of KMPC in the community.

Beaton, former salesman at KMPC for 8 years, said, "Mr. Richards wanted KMPC to be the greatest station in the west. He was continually prodding us to get better accounts and better programs. He wanted the highest quality possible program on the station and the highest type of accounts. When not on the subject of sales and on quality of accounts, he was continually preaching Americanism."

Lucille Jones, radio and television producer with the Mel Uhl agency, testified that neither KMPC nor Richards tried to place any limitations on persons appearing or subjects presented on the "Open Forum" programs. She described in detail the opposing controversial viewpoints and the different political and racial personalities presented on the program. The "Open Forum" was produced on KMPC Sunday evenings from June 1945 to September 1947.

C. P. MacGregor, president of his own radio production company and producer of KMPC's "Proudly We Hail" program, appeared briefly to testify about KMPC's excellent reputation for public service.

R. C. Francis, vice president and Pacific coast manager of the Camp-

First Liquor Advertising Accepted By U. S. Stations

(Continued from Page 1)

through its advertising agency McCann-Erickson, has contracted with the Alaskan Broadcasting System and KPOA in Honolulu for daily advertisements under 26-week contract.

The liquor company is sponsoring a 15-minute five-times-weekly sports program over six stations of the Alaskan network. Each Monday, Wednesday and Friday broadcast is devoted to Schenley products, with the Tuesday and Thursday programs plugging Blatz Brewing Company beer. Schenley International is buying spot announcements over a late evening program of the Hawaiian station five days a week. I. W. Harper, Old Stagg and Schenley Reserve are among the hard liquor products being advertised.

Deemed "Hot Potato"

Hard liquor advertising has always been unacceptable to radio and TV broadcasters as a "hot potato," and equally frowned upon by the FCC. It appears, according to some trade observers, that the precedent-shattering move may be a trial balloon to test the reaction of public organizations and the FCC.

It is well known in the industry that hard liquor advertisers have long wanted to break into radio

and television advertising. A few have come close to consummating such a deal, but at the last moment the broadcasters backed out. It's believed that if the experiment in Alaska and Hawaii is fairly successful from outside criticism and pressure, stations in the United States, jittery about the continued loss of billings to television, might be prone to forget past practices and accept liquor advertisers.

Straight Line Commercials

The Schenley radio advertisements are straight line commercials read by an announcer, the agency reported. Under strict regulations of the Alcohol Tax Unit, all liquor advertisements must necessarily be conservative. The word "whisky" does not appear in any of the commercials except at the end, an official pointed out. Since Government regulations require mentioning the components parts of the liquor, this is presented at the end of the announcement.

The commercials are being aired at night to avoid the younger listeners, an official said. The Alaskan sports show is heard at 10:15 p.m., and the announcements over KPOA are broadcast during a music program beginning at 10:30 p.m.

Heavy News Schedule Bought By Drug Company

(Continued from Page 1)

Newscasts will be aired every hour on the half-hour around the clock.

Twenty-three of the 24 daily newscasts will be five-minutes in length. The other (7:30 a.m.) will be a 15-minute round-up. The Sunday programs will be 5-minute broadcasts.

Selected to air the Peoples Drug Stores' newscasts are WWDC news editor Denis Sartain, Ken Evans and Felix Grant.

Joins Sales Staff

Donald D. Axt has been appointed Northeastern sales representative of RCA's Thesaurus & Syndicated Programs, it was announced by Donald J. Mercer, manager of RCA Recorded Program Services. He replaces Addison Amor, who has joined the executive staff of Station WCMB, LeMoyne, Pa. Axt has been associated with RCA Recorded Program Services as a sales service supervisor since September 1949, when the organization moved from NBC, and prior to that time he spent three years—first as recording expeditor, then orders supervisor—with NBC Radio Recording.

bell Ewald advertising agency, also appeared as a KMPC witness. He testified he had heard KMPC frequently discussed by advertising people, club people, dealers and clients over a period of 5 years and that the station's general reputation is good.

'Freeze' End Unlikely This Year, Is Belief

(Continued from Page 1)

well as by some of the several dozen participants. Originally slated for October 2, the hearings are now set for October 16.

The new hearings are expected to last for at least six weeks, which would bring them up to December. If they end by the early part of December, it is still held possible that the Commission could reach a decision on channel allocation within a month, clearing the way for at least a partial lifting of the freeze. Most observers here believe the allocation will not come down this year—especially if serious consideration is to be given to moving the entire TV service into UHF channels.

Joins University Faculty

Miami—Duff Browne of Schenectady, N. Y., has joined the faculty of the University of Miami (Fla.) Radio and Television Department to supervise production of television programs and teach television and radio courses. His major work will be the University's television workshop course. Browne was the production supervisor and staff director of the General Electric Company's television station WRGB at Schenectady for four years.

• faces • facts • figures • wins •

SHOWS DESIGNED FOR YEAR 'ROUND SELLING

THE ART SCANLON SHOW
6:00 - 9:15 AM

CHARLIE STARKE'S MUSIC SHOPPE
10:00 - 12:00 Noon

LISTEN TO LACY
12:30 - 2:00 PM
4:30 - 6:15 PM

MUSIC IN THE NIGHT
8:15 - 10:30 PM

WINS 1010 on the dial WINS

WINS
50KW NEW YORK

CROSLY BROADCASTING CORPORATION

AGENCIES

AERICAN TELEVISION SOCIETY will resume regular meetings with a forum on "Is Film The Answer to Network Television?", Tuesday, Sept. 26, 8 p.m., at the New York Advertising Club. Representatives of NBC-TV, CBS-TV, ABC-TV, Du Mont, Television Productions, Inc., Jerry Fairbanks Studio and Larry Gordon Studio will participate with film demonstrations.

KATZ AGENCY, INC. has appointed R. D. MacArthur and T. W. Rathbone to the publication sales staff in New York City.

M. SEKLEMIAN has been named creative director for Dowd, Redfield & Johnstone.

SHANE O'NEILL has been appointed vice-president in charge of copy and public relations for R. Neily Associates, Inc., of Boothbay Harbor, Me.

J. SEEGAR HEAVILIN, formerly editorial manager of Paramount News, has been named vice-president of Edward Gottlieb & Associates.

SCHONBRUNN & CO., INC. increasing its television buying with two TV programs and additional TV spots to supplement its radio and newspaper campaign for Sava-rin Coffee.

CLAUDE BARRERE has been appointed sales representative for The Market Basket, a daytime TV show. He is also negotiating with a number of West Coast production companies to represent them in the East.

HERBERT GOTTLIEB has joined Ted Ashley Associates where he will cover all phases of talent management and the sale of package programs.

BENJAMIN FAIRCHILD has joined the international department of the J. Walter Thompson Company. Fairchild, who was formerly advertising and sales promotion manager for Tropical Oil Company, Bogota, Colombia, will leave shortly for the agency's Rio de Janeiro office.

SEYMOUR N. SIEGEL, director of WNYC, New York, has been appointed interim director of Region IV, National Association of Educational Broadcasters, to serve until the end of October.

A HOME IN LARCHMONT

Original Norman stucco home, secluded, landscaped. Artistic arrangement. Large, airy master bedroom, 2 other bedrooms, 2 full baths. Spacious living-dining rm., sunny kitchen. Unusual flagstone TV rm. Fireplace, open beams. Many distinctive features. Excellent commuting to NYC. Phone LArchmont 2-4527 or write Box 175, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



By SID WHITE

Man About Manhattan. . . !

● ● ● **FRIDAY-DREAMING:** NBC execs are wagering that many of the advertisers on the Mary Margaret McBride stanza will remain on WNBC when Faye Emerson takes over the McBride hour in the immediate future. ABC officials, on the other hand, say that at least 17 of Mary Margaret's accounts will move with her to WJZ. What's your guess? . . . The squeeze on components for TV receivers resultant from shortages is expected to freeze out several independent set manufacturers, according to reports. Shortages in resistors and tubes are already in evidence, they say. . . . Reports around Radio Row are that the four webs are prepared to pay as high as \$100,000 per year to the "right" man to act as boss man of the radio industry. . . . Because of the importance of the Cleveland-Detroit game today, Mel Allen and Curt Gowdy will re-create the game tonight on WINS starting at 8:30. . . . Johnny Kane's newsy little weekly, "Our Town," hit the newsstands in New York this week with gossip about the folks on the isle of Manhattan. Featured column by Mildred O'Neill on women's affairs recalls her being an ex-Radio Daily staffer. . . . Hearing that a national mag was doing a piece on J. Durante, Bill Tabbert wonders if it would be Noseweek. . . . Who's the network star who is being kept on the payroll until a Look magazine cover is published?

★ ★ ★

● ● ● The new Nash series, which will be a Thursday nite feature via CBS-TV under Marc Daniels, figures to be in line for top honors in the dramatic dept as this season gets winging. Daniels is the lad who's won many an award including one from Ohio State U. for "having achieved the best dramatic effects in TV to date." Daniels is determined to avoid the obvious in story selection for this series. Two readers, plus himself, are on the prowl incessantly for half-forgotten stories by name writers—and sometimes even by unknowns. As he says, "even if we're not good, we'll be different." Kicking off the series last nite was the O. Henry short story, "Double-Dyed Deceiver," with John Payne. Looming are "Portrait of Lydia," with David Niven; Chekhov's "The Boor," with Fredric March; F. Scott Fitzgerald's short story, "The Cut Glass Bowl," and the Henri Bordeaux play, "Borrowed Money," with Ruth Hussey.

★ ★ ★

● ● ● **AROUND TOWN:** Bill Slater will handle the telecasting of the Harvard and Princeton games this season. . . . Larry Hammond just flew back from England after a successful two-week talent hunt with a brand new bride in tow. . . . Irene Beasley's "Grand Slam" celebrating its 4th ann'y next week. . . . Jack Paar's wife won her bout with polio. . . . No sooner did Pegeen Fitzgerald (of the beloved FitzG's) get out of Lenox Hill hospital than their producer, Johnny Hade, was bedded with a bad leg. Incidentally, Johnny Jarvis, the accordionist, who clicked so solidly on Ed & Pegeen's TV'er yesterday, is being readied, along with the Air Lane Trio, for an across-the-board TV session. . . . Mike Dann, NBC trade editor, reported buying an acreage at Pleasantville, N. Y. . . . Congestion on the switchboards of CBS and NBC during the late afternoon hours is attributed to the increased amount of calls due to TV expansion. It's difficult to get a wire through to the nets during these hours. . . . What's the significance of Allied Stores execs getting a special showing of CBS color TV through Remington-Rand, manufacturers of color TV cameras and other equipment? Could it be that they are planning some intra-store color TV for their chain of department stores?

★ ★ ★

LOS ANGELES

By IRV HAMLIN

BILL BOYD transcribes several more shows for Commodore's "Hopalong Cassidy" after his return from the East, where he's holding forth with the Cole Bros.' Circus. Ole Morby set to handle CBS' San Francisco sales operations by Merle Jones.

Ray Deitrich is now producer-director of NBC's Penny Singleton show.

KYDL-TV, Salt Lake City, never far in the lurch, has instituted a weekly marriage clinic, featuring the advice of Dr. Rex Skidmore, professor of sociology and director of student counselling at the University of Utah. Anthon Cannon, associate professor of sociology, also appears on the panel.

The Electric League of L.A. claims that over 5 million people are now being reached by L.A. TV signals.

Ted Pettinger, Y&R Hollywood copywriter, and wife Muriel off for motoring trip to N. Y.

Bill Welsh is being urged by Les Hoffman to handle TV play-by-play of California and Stanford games up north every weekend, but is having a bit of difficulty juggling his heavy AM and TV schedule. Everyone should have such troubles.

Capitol's Peruvian find, Ima Sumac (backwards spells Camus Ami), cannot only sing beautifully, but boasts a magnificent appearance.

Send Birthday Greetings To—

September 22

Travis Chapman William Elliott
Clyde Kittell Dorothea Lawrence
Valerie Lamas Joe Parsons
Hanley Stafford Betty Wragge
Maurice Barrett Toby David
Duke Poklitar

September 23

Don Bestor Bob Dryenforth
Artie Dunn Helen Marshall
Bill Finnell Fred Vosburg

September 24

Jim Lucas Charles F. Gannon
Margaret Potter Bowen

September 25

Carl Hoff Charles Parker
Tom Revere Robert Simmons
Tommy Taylor Ruth Wentwork

September 26

Hal Hackett Kermit Moss
Harold Essex Ted Robertson

September 27

Pat Barrett Phil Cook
Edwin H. Kasper Bob Keller
Annette King Edward Tomlinson

September 28

Lynn Brandt Perry Martin
William S. Paley Marlyn Stuart
Dick Brown Fred Robbins

Al Capp

EQUIPMENT

AM TV

FM FAX

Section of RADIO DAILY, Friday, September 22, 1950

Sylvania Plastic Plant Under Construction

Construction of a new plant in Warren, Pa., which will specialize in the production of plastic and plastic-metal components for the radio, TV and lighting industries is now underway for the parts division of Sylvania Electric Products, Inc., it was announced this week by A. L. Chapman, general manager of the parts division and the radio and television division.

Ground for the new plant was broken on July 5, according to Chapman, and when completed, the plant will provide 30,000 square feet of production space. It is expected to be completed on or about October 15.

Production at the new plant will be devoted exclusively to plastic products, such as thermosetting and thermoplastic items with and without metal inserts.

Approximately 40 molding presses and ten automatic assembly machines for radio and TV tube bases will be installed for initial operations. Conveyors will be used extensively in a pattern of fully automatic materials handling.

ABC-TV Trucks Get New Type Projectors

WJZ-TV, New York, has put into use a new, completely equipped remote control truck which houses a newly developed projector called a "3-2 pulldown projector" which enables the station to televise any kind of 16 mm. filmed sequence, including commercials, direct from remote points, without returning to the centrally located studios. Heretofore, engineers working from a remote point had to plan their pickups so that the filmed sequences could be coordinated into the program, making it impossible to monitor the filmed interludes. The new projectors will become standard equipment on 211 of ABC's fleet of TV trucks now in use.

Master TV System Survey Revealed By Jerrold

Jerrold Electronics Corporation, Philadelphia, Pa., claims that according to a recent survey, more apartment houses are equipped with their master antenna system than all other such systems combined.

The announcement cites installations in such new building developments as Windsor Park, Queens, N. Y., with 1,638 apartments; the Park View, Collingswood, N. J., with 1,035 apartments; and many other buildings equipped with the Jerrold Mul-TV System.

Company's President Tours

Milton J. Shapp, president of the company, who has been making a tour of his company's distributors in the Far West, spoke before the Apartment Managers Association meeting in San Francisco recently and the National Apartment Owners Association in Salt Lake City, Utah. With the help of Philco-Jerrold distributors in each city, he demonstrated the effectiveness of

New Andrea Distributors Named To Handle TV Sets

Three new distributors to handle the Andrea line of TV receivers have been announced by Frank A. D. Andrea, president of Andrea Radio Corporation, Long Island City, N. Y.

D'Elia Electric Company, Inc., Bridgeport, Conn., has been named to handle the company's TV sets for all of Conn. Ramsey-Bennett Company, Cleveland, Ohio, will distribute the line in that city and northern Ohio and Bowers Wholesale Corporation, Norfolk, Va., has been appointed to distribute the sets in Virginia and North Carolina.

It was also announced by Andrea that additional space has been acquired by their Brewster Building at Long Island City. The additional space will be used for the expansion of production facilities at their Long Island City plant, according to the announcement.

his company's system for apartment houses and hotels.

MP Operators Pass TV Theater Course

Thirty motion picture projectionists, from all parts of the country, completed a week's course of instruction of a special Theater Television Training program, sponsored by the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators and the RCA Service Company, Inc.

Closing exercises were held last Friday at RCA's Camden, N. J. plant with certificates being awarded to each of the 30 projectionists by E. C. Cahill, president of the RCA Service Company.

RCA Engineers Supervise

The training course, the first ever to be offered in this new field, was conducted by the RCA Service Company, under the supervision of RCA engineers who designed and developed the theater TV equipment now being installed in a number of theaters in leading U.S. cities.

The following members of the I.A.T.S.E. who were awarded Certificates of Accomplishment include:

- Harry J. Abbott, East Lansdowne, Pa.
- Donald E. Ball, Scranton, Pa.
- E. L. Beaud, New Orleans
- Edward W. Bopport, New Haven, Conn.
- Robert P. Burns, Chicago
- Frank D. Commerford, Boston
- Charles Daniel, New York
- Albert C. Edwards, Philadelphia
- Edward Fisher, Albany
- Harvey D. Hill, Sr., Dallas
- Joseph Hovorka, Chicago
- Lewis N. Howard, San Francisco
- O. S. Keay, Minneapolis
- Carleton Kinch, Binghamton
- Frank McDonald, Detroit
- John McNeal, Binghamton
- Ray Monk, Seattle
- John H. Morgan, Kansas City, Mo.
- Walter K. Pettus, Washington, D. C.
- Edward M. Plass, Denver
- Fred J. Raoul, Atlanta
- Frank J. Rauffer, Miami, Fla.
- Maurice Rudinkoff, New York
- William Santarsiero, New York
- Alfred D. Savage, St. Louis
- Adam Schneider, Milwaukee
- Clyde W. Shuey, Los Angeles
- Harvey Slater, Providence, R. I.
- Earl Small, Lebanon, Pa.
- Victor Wolman, Cleveland.

Emerson Dividend

At a meeting of the Board of Directors of the Emerson Radio & Phonograph Corporation held Wednesday a quarterly dividend of 25c per share was declared on the 1,759,610 shares outstanding.

PRODUCTION PARADE

FM Receiver For Aired-Music

Radio Engineering Laboratories, Long Island City, N. Y., has introduced its new REL model 720 Series Remo Receivers for aired-music, a new method of piping FM background music to restaurants, buses, trains, terminals, shopping centers, etc. Special electronic relaying circuits gives the user the ability to control dependably the information broadcast to the listener. For example, department stores can make special sales flashes, bus terminals can announce arrivals and departures.

TV/FM Amplifier

Sonic Industries, Inc., New York City, have announced the addition to their line of a new model Super Sonic TV/FM Amplifier, model IT 5. The amplifier is designed to provide high gain preselection for a TV or FM receiver, with adequate bandwidth to pass all desired modulating elements and yet with adequate selectivity to reject unwanted off-carrier signals and noise. List price of the new amplifier is \$32.50.

Fishbein Upped By Emerson

Edward Fishbein has been named to the head of the parts sales and service division of Emerson Radio and Phonograph Corporation, according to an announcement by Benjamin Abrams, president. In his new capacity, Fishbein will serve the more than 70 Emerson distributors on all service matters and parts business, according to Abrams.

Air King Promotes Gardner

D. H. Cogan, president of Air King Products Company, Inc., Brooklyn, N. Y., manufacturers of TV receivers, radios and wire recorders, announced the promotion of Mario A. Gardner to vice-president in charge of purchases. Before his promotion, Gardner was director of purchases for Air King for over two years.

Elected V.P. Of Hart & Co.

Raymond W. Ayers has been elected vice-president of Frederick Hart & Company, Inc., Poughkeepsie, N. Y., manufacturer of electronic sound recorders and precision mechanisms.

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 & MUSIC • PLUG TUNES •

By TED PERSONS

SWEEPING THE COUNTRY!

All My Love
French Title "BOLERO"

MILLS MUSIC, INC.

1619 Broadway, New York 19

From M-G-M's Smash Musical
"SUMMER STOCK"
starring Judy Garland and Gene Kelly

**YOU
WONDERFUL
YOU**

MILLER MUSIC CORPORATION

**YOU'VE GOT ME
CRYING AGAIN**New Recordings of a
Favorite Standard

Capitol Curt Massey
Columbia Sammy Kaye
Decca Gordon Jenkins-Betty Brewer
M-G-M Billy Eckstine
Mercury Jan August & Orchestra
Victor Hugo Winterhalter

WORLD MUSIC, INC.

607 Fifth Ave. New York, N. Y.

I HURT INSIDE**FOR EV'RY KISS**

RCA-Victor Records by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
212 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.

**Stepping Out!
VAGABOND SHOES**

Jefferson Music Co.

1619 Broadway New York City

● ● ● **GAZETTE:** Toscanini and the NBC symphony move to Monday nights following the Bell Telephone and Firestone broadcasts. Starting Oct. 9th, the symphony will be aired from 10 to 11 p. m. to climax NBC's big musical evening. Toscanini, himself, will not make his appearance until the 23rd, the concerts of the 9th and 16th taking place under direction of Milton Katims. . . . NBC's big broadcast from the stage of the Shubert Theater in Boston this Sunday, at which it was planned to introduce to the air-waves Irving Berlin's "Call Me Madam" score featuring the original cast, will in all probability be cancelled—"due mainly to mechanical difficulties." Instead the unveiling will take place in an NBC studio here in New York with Perry Como and Mindy Carson doing the vocal honors. This is the opening salvo in the big promotion of the season's first show score. The Irving Berlin Music staff has been lining up plugs; the recording companies have already waxed excerpts. But there is a horsefly in the ointment of RCA Victor, whose money is in the show. Its investment entailed, as one of the returns, the right to record the original cast in a "Call Me Madam" album. This is an important right: the "South Pacific" album with the original cast grossed more than the theater performances. BUT—a big, big BUT—Eihel Merman, the star of the show, who has walked off with the critical notices so far, is under contract to Decca. And Decca so far has not given her permission to record for RCA Victor. . . . Buddy Hawkins, Skyscraper recording artist (with a fine side in "I Shouldn't Love You But I Do"), opens at Bop City, New York, Sept. 28th. . . . Gene Autry opens his World's Championship Rodeo at Madison Square Garden Sept. 27th. Rudolph, The Red Nosed Reindeer, will be an honored guest, this time with guarantees against losing his pants (an accident that befell him on last winter's tour). . . . Evelyn Knight is scoring a triumph at the Case Hotel in St. Louis where she will appear until Oct. 5th.

★ ★ ★ ★

● ● ● **PUB. CRAWLING:** Walt Disney Music has its Fall season labors cut out for it with two tunes getting a plug: "The Christmas Symphony" (with a gorgeous Como record due out Oct. 6th) and "Jing-A-Ling" (a tune based on the theme from Disney's "Beaver Valley"). . . . "If," a song that is growing big in England, has been acquired by Shapiro-Bernstein and will become a big "If" for the firm after the 1st of the year. . . . Chappell will unveil the Cole Porter "Out Of This World" score to the trade on Sept. 28th. . . . Regent Music has opened a California office with Harry Goodman presiding.

★ ★ ★ ★

● ● ● Jack Lacy, WINS deejay, has gone to Europe for a three-weeks' spin. . . . Lee Morris (ASCAP, Phi Beta Kappa) is a Roxbury, Mass., schoolteacher who also turns a buck in the entertainment field—things being what they are in pedagogy. He has written special material (for Hildegard, et al) and pop tunes ("If I Only Had A Match," et al); he has also produced shows at the Latin Quarter in Boston. In one of these, he gave the Ames Brothers their first professional booking. The Ames boys, who have since become a sensation as recording artists, have just tendered their gratitude in the form of a recording of Morris' tune, published by Mutual Music, "Thirsty For Your Kisses." The opus is hit material so the waxing should prove quite a big apple for the teacher. . . . Skitch Henderson, in a two-week period, collected approximately \$1500 in small donations for Veterans Hospital Radio Guild. . . . Whispers from the underground have it that Nat "King" Cole's waxing of "Time Out For Tears" (Republic) will prove another biggie for him. . . . Are looks and voice important for teevee? Producers, how about Vicki Richards? . . . The excruciating singing on "Duffy's Tavern," is on the conscience of Hazel Shermet (Miss Duffy) whom you may remember on her own WOR-TV show doing a great deal better by songs.

Coming Up Fast!

**A-RAZZ-A-MA-TAZZ
BLUE SAILS
LEICESTER SQUARE RAG
BE HONEST WITH ME**



J. J. ROBBINS & SONS, Inc.
1619 Broadway, New York 19, N. Y.

**Another BMI Pin-Up Hit!
CAN'T SEEM TO LAUGH
ANY MORE**

Published by Dreyer
Recorded by

Johnny Parker (Cap)
Richard Hayes (Mer)
Don Cherry-Gordon Jenkins (Dec)
Sylvia Froos (Jubilee)
The Orioles (Jubilee)

Licensed exclusively by
BROADCAST MUSIC, INC.

Recorded by all the major labels

The

TUBBY THE TUBA

Song

General Music Publishing Co., Inc.
400 Madison Ave. New York City

DISK JOCKEYS

With eager hands I turn the dial
And tune in with a happy smile;
When some Disk Jockey is out there,
With his amusing bill of fare.

For I'll hear Records on parade,
The old ones and the latest made,
And often in between each platter;
Comes a stream of cheerful chatter.

They keep me hepped with music news,
Refreshed with lively interviews,
Through them, I learn which tunes are
best,

They'll play my favorites, on request.

I find them such a friendly lot
Forever giving all they've got;
Thank you, Disk Jockeys, everywhere,
May you forever ride the air!

ANDY RAZAF (ASCAP)
3429 Country Club Dr., Los Angeles 6, Calif.

P.S.—Of course, it's always superfine
Whenever you play one of mine.

W-Station Requests abled By CBC Board

(Continued from Page 1)

ard was prepared to consider TV applications from groups of stations, so far no such applications have been received. The board is here for wo-day meeting, at which a number of applications for new radio stations, power increases, and changes in control of private stations, will be considered.

Dunton said that, when the policy of television is decided, it may be that the TV outlet in Vancouver would be a private station. In that case, he said, the outlet would be required to accept a certain amount of programming from CBC production studios in Montreal and Toronto.

The agenda for the board's meeting lists an application for experimental TV license by Spartan of Canada, Limited, London, Ont. Dunton said the reserve of stations in Vancouver, built up from the theater and theater under the arts productions, would give B. C. performers an excellent chance to shine on the ground floor when TV productions start. "It could easily," he said, "that private groups in Vancouver would film shows for production in other parts of Canada."

Applications for licenses for new radio stations to be considered are from the Dauphin Broadcasting Company, Limited, of Dauphin, Man., and from Robert Stuart Grant for a 1,000-watt station at Kingston, Ont. Increases in power and changes in frequency are sought by CJEM, Mundson, N. B., and CJEM North Battleford, Sask. The Western Ontario Radio Broadcasting Company Limited, has applied for an emergency transmitter license for CKLW, Windsor, Ont., and the Hamilton Spectator is seeking a broadcast pickup license for CJSH-FM, at Hamilton, Ont.

Air Secretary To Talk

Address of Secretary of Air Arthur Finletter, speaking at a meeting of the Air Reserves Association at Fort Worth, Tex., will be broadcast over CBS, Friday, Sept. 29 at 8:30 p.m. The broadcast will originate in the Texas Hotel.

THE ELEPHANT ROCK

The New Dance Sensation

Published by

OSTROW MUSIC PUB. CORP.
1650 Broadway, New York, N. Y.

Top Program Bet!

TZENA TZENA TZENA

Cromwell Music, Inc.

129 W. 52nd St. New York City

★ ★ TELE TOPICS ★ ★

A SECOND look at Don McNeill's TV Club on ABC-TV Wednesday night revealed that Chicago's favorite emcee gave a much more relaxed performance than he did during the premiere two weeks ago. . . . Don was more at ease as he interviewed studio guests and reflected

T-Viewpoint

his natural personal charm as he talked directly to the home viewers about his program associates and the format of the show. . . . Patsy Lee again proved her TV potentialities in two song numbers and Johnny Desmond, featured male singer, registered as one of TV's rising young singing stars. McNeill, past master at the art of putting folks at ease, seemed to get his greatest enjoyment in presenting his audience guests. He paraded before the cameras a rural mail carrier who wasn't mike shy and who talked himself under the table; a family of eight children with their parents and a kid from Kentucky who was still doing the Charleston when the show went off the air. It is evident that Philco is making a bid for the family audience and that if the show is corny it's the kind of corn that sells radios, TV sets, and refrigerators. Victor Borge, brought on by the sponsor as the name guest for the week, was as funny as ever in his piano satire and comedy bits with McNeill.

TODAY'S TV Personality:

★ **GEORGE T. SHUPERT**, vice-president and director of commercial operations, Paramount Television Productions, Inc., a wholly-owned subsidiary of Paramount Pictures Corp., is credited in the trade with the planning and organization of the company's TV network. This web is currently supplying 37 stations with filmed TV programs, the majority of which are top-rated shows originating at KTLA, Hollywood. A native of Michigan, Shupert, was a successful investment



★ banker in Detroit for 14 years before becoming interested in visual media. In 1940 he organized and for 3 years served as sales director of Paramount Pictures' Industrial Film Division, producer of advertising and industrial films. In 1943 he became active in TV as assistant to Paul Raibourn, president, Paramount Television Productions, Inc., and has since been a key figure in the company's rapidly expanding TV operations. A charter member of ATS, Shupert served as president for two terms, 1945-6, 1946-7.

★ **"LUX VIDEO THEATRE,"** after 16 years on radio, moves into television over CBS on Oct. 2, beginning the series with Joan Caulfield starring in a half-hour adaptation of Maxwell Anderson's "Saturday's Children." . . . Ginger Rogers, in the two weeks she has been in New York, has been offered \$45,000 in TV guest shot appearances. . . . Shirley Temple is reported by Hollywood gossips to have a radio and a TV show coming up; the radio vehicle is titled "The Little Woman" and is being recorded this week. . . . Paolo Gallico, 82-year-old father of author Paul Gallico and a former pianist, will be a permanent panel member on "Life Begins at 80" when it starts on ABC-TV on Oct. 4; others are: concert singer Georgiana Carhart (84), real-estate dealer Fred Stein (81), dancer Lorna Standish (80), railroad engineer John Draney (89), and teacher Joseph Rosenthal (84). . . . Ford Theater ran into trouble clearing 11-lines of T. S. Eliot's golden words yesterday—couldn't get hold of the publishers for permission—finally solved it by calling Eliot in London. Turned out he was highly flattered that someone recognized the 11 lines as "poetry" and gladly gave permission.

★ **CHARLES COBURN** and Ella Raines will star in the George Kaufman-Moss Hart comedy "You Can't Take It With You" on the ABC-TV premiere of the new full-hour "Pulitzer Prize Playhouse" on Oct. 6, 9:00 p. m. Edgar Peterson, former assistant production head at RKO is supervising the costly panorama. . . . President Truman's tailor, Irving Heller, has been dug up by WORT-TV for a guest shot on "Talent Parade" Saturday night—undoubtedly he'll be grabbed by others about town for guest stints to tell what it's like being tailor to the world's most famous former-haberdasher. . . . Bill Goodwin joins Burns & Allen when they debut wideview on CBS-TV on Oct. 12 (8:00 p. m.). . . . Arthur Murray is throwing more than \$975,000 into the 39-week series "Arthur Murray's Party Time" which bows on DuMont on Oct. 15 (9-10 p. m.). Large sums of the outlay will go to present scenes from Broadway hits. . . . Harry O'Brien has been upped by RCA to mgr. of the RCA Exhibition Hall, replacing Howard Davis who's gone to WNBT as a tele director.

★ **"THE STORK CLUB"** expands from a quarter-hour twice-weekly stanza to a half-hour five-times-weekly event on CBS-TV as of Sept. 25 (7 p. m.). Peter Lind Hayes and wife Mary Healy, Sherman Billingsley, Johnny Johnston, and Virginia Reynolds (Quentin R.'s wife) will bring on the show, with Abe Burrows as the power behind the scenes as producer. . . . Bond stores have picked up their second tab at DuMont, now sponsoring wrestling matches 9-11 p. m. on Fridays in addition to their "Hands of Mystery" show.

Cable Allocations Dispute Continued

(Continued from Page 1)

TV nets, Bell system and other parties under FCC auspices to work out an allocation system for the channels was asked by DuMont. Other complaints about video networking practices were also included in the letter, and are still under consideration by the FCC.

The commission said yesterday that it is not stepping into the cable time dispute now because the Bell system tariff approved by the commission provides for "allocation on an equitable basis where allocation is necessary." Actual allocation of time for the final quarter of this year has not yet been announced by the Bell system, but DuMont and ABC have both felt that the other two nets have been granted so much time that their own networking operations will be squeezed to a minimum because so little cable time will be left.

In the absence of actual allocation, however, DuMont wrote in its letter to the FCC that "there is no reason at present to believe that the telephone company desires other than a fair and practicable allocation as between networks."

TV Commercials Preferred To Radio, Starch Reports

(Continued from Page 1)
survey by Daniel Starch and staff. The remaining 15 per cent thought commercials on the two media are about the same. Women were said to be more in favor of video commercials than men, the report revealed. The exact figures were: male preference of TV commercials—82.9 per cent, female—85.0 per cent; male preference of radio commercials—2.6 per cent, female—2.8 per cent; male opinion that they were equal—16.8 per cent; female—12.2 per cent. A large portion of the objections, says Starch, were directed toward local commercials, especially those on participating programs where it was felt they were too infrequent and too long.

Tidewater Again On KFR

The Tidewater Associated Oil Company has signed with KFRC-Don Lee Network to broadcast the "A" football schedule. This is the twenty-fifth season the station has gotten the business.

Style Note

A space suit developed by the Army Air Corps will be shown to the public for the first time on Chuck Trantum's Manhattan Spotlight show over WABD, New York, tonight at 7:30 p. m. Willie Ley, scientist and rocket expert, will explain the workings of the space suit, which was designed for the eventuality of a trip to the moon.

Thank You !
MADEMOISELLE •

//

EMPLOYMENT
PROSPECTIVE
SERVICES

RADIO DAILY

TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

TOPS

ALL COMPETITORS

Gives the facts of current AM,
TV, FM, FAX Endeavors. It's
strong on personality features.

//

Mademoiselle

The Magazine for Smart Young Women
September Issue Page 208

RADIO TELEVISION DAILY

OL. 52, NO. 59

NEW YORK, MONDAY, SEPTEMBER 25, 1950

TEN CENTS

NO BAN IN OFFING ON RECEIVER MFG.

Eastern Theaters Sign For TV Football Games

N. D. Grid Games Set By Du Mont For 3 Chains

Expansion of theater television to the point where, at least on five Saturday afternoons this Fall, theater TV will be available in five eastern movie houses, is seen in the announcement made Friday that Notre Dame's entire home football schedule will be made available to the movie
(Continued on Page 7)

Trends In TV Sets Shown In Survey

A revealing analysis of the available television receivers compiled from a review of over 700 technical specifications supplied by 71 set manufacturers has been released by Dr. Orestes H. Caldwell, editor of *Ele-Tech*. The survey discloses: "Sixty-two per cent of the available models are consoles, 23 per cent are table models and 10 per cent are consolettes.

"Of the table types 55 per cent
(Continued on Page 2)

Indies Plan Meeting In St. Louis, Oct. 16 to 18

St. Louis—The fall meeting of the Association of Independent Metropolitan Stations will be held at Hotel Lennox, St. Louis, on Monday, October 16 through Wednesday, October 18, according to William E.
(Continued on Page 4)

Kintner Honored

Stroudsburg, Pa. — Robert E. Kintner, president of ABC, will be the guest of honor here at "Robert E. Kintner Day," Tuesday, Oct. 17, when Gov. James H. Duff will welcome him home and present him a plaque citing Kintner as a "Pennsylvania Ambassador" for his prominence in radio. Kintner was born here and graduated from Swarthmore College.

Mobile RCA Station For Korea

A complete mobile station for handling various types of radio communications has been assembled and dispatched to the Korean fighting front, according to an announcement made by Harry C. Ingles, president of RCA Communications, Inc. Operation of this station in Korea will relieve Army facilities of much of their burden of important press, government, and personal messages that they must currently handle, and will make it possible for men in front-line forces to communicate with their families by direct radiotelegraph service, Ingles said. The unit, assembled at the request of the U. S. Armed Services, includes facilities for radiotelephone, radiophoto and voice program service, as well as regular telegraph service.

Regional Meetings Set By ABC Network

Station relations executives of ABC headed by Robert E. Kintner, president of the web, will embark on a series of regional meetings with network affiliates this week and expect to cover 15 cities before the tour is completed.

The first meeting will be held at Boston tomorrow at the Copley Plaza Hotel at which time 25 broad-
(Continued on Page 2)

"National Guard Show" On 1,600 AM Stations

Washington Bureau of RADIO DAILY
Washington—Maj. Gen. Raymond H. Fleming, acting chief of the National Guard Bureau, said Saturday that more than 1,600 AM stations throughout the country have agreed to carry a new national guard radio show as a public service to aid in NG recruiting. "The National Guard Show" is scheduled for broadcast in
(Continued on Page 8)

Gov't Officials To Talk To NARND Members

Chicago—NBC commentator Clifton Utley will address the fifth annual convention of the NARND to be held at Chicago's Hotel Sherman, November 16, 17 and 18.

Ben Chatfield, WMAC, Macon, Ga., convention program chairman, says the theme of this year's convention will be: "Radio News and the part it plays in the war effort." NARND members will also hear
(Continued on Page 8)

Baltimore Agency Gets 2nd Army Adv. Account

Baltimore—Van Sant, Dugdale & Company, Inc., of Baltimore have been awarded the Second Army advertising contract for the next official year. The Second Army area includes Maryland, Pennsylvania, Delaware, District of Columbia, Virginia, West Virginia, Ohio and Kentucky.

Advertising prepared by the Bal-
(Continued on Page 2)

Security Bill Now U. S. Law; 'Commie' Identification 'Must'

Washington Bureau of RADIO DAILY
Washington—Both the House and the Senate on Friday overrode the Presidential veto of the Internal Security Bill, thereby requiring the identification of broadcast or televised material sponsored by the Communist Party or Communist-front organizations.

In his veto message President Truman claimed this provision is

one of the few objectives of the bill not already accomplished by existing law or regulation. But he indicated some doubt that it is Constitutional, and wrote that "the fact is that this requirement, even if Constitutional, could be easily and permanently evaded simply by the continuous creation of new organizations to distribute Communist information."

Officials Of NPA Deny They Plan Curtailment

Washington Bureau of RADIO DAILY
Washington—Recurrent rumors to the contrary, there is no plan now for curtailment by the Federal Government of radio or TV set manufacturing. NPA authorities report that no limitation on set-making is presently contemplated—and that if military needs increase substantially flat lim-
(Continued on Page 8)

Experimental TV OK Made By CBC Board

Vancouver, B. C.—The board of governors of the CBC approved an application of Sparton of Canada, Ltd. for construction of a TV experimental station at London, Ont.

It also approved a request by Hamilton, Ont., Spectator for a broadcast pick-up license for station CJSH-FM and approval, too, was given an application for the West-
(Continued on Page 4)

CBS-Television Leases Lincoln Square Theater

Lincoln Square Theater was leased for a five-year period by CBS yesterday for studio use by the television network. Located at 1947 Broadway (between 66th and 67th Streets) the theater has more recently been a movie house and
(Continued on Page 5)

Turns Newshound

Ted Streibert, president of WOR, turned reporter Thursday night and did a pretty good job of it. He was present when the Russian dignitaries walked out during the address of Gov. Thomas E. Dewey at the Waldorf-Astoria Hotel. Streibert followed them to the door and then telephoned his radio scoop to the WOR newsroom.

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RADIO DAILY

TELEVISION DAILY

ESTABLISHED 1945

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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 8436

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

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

ROME BUREAU
John Perciari
Ludovisi 16

FINANCIAL

(September 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/2	11 1/8	11 1/8	- 1/8
Admiral Corp.	29 1/2	28 1/2	28 3/4	- 1/4
Am. Tel. & Tel.	150 1/4	149 5/8	150 1/2	+ 1/2
CBS A	32 1/2	32 1/2	32 1/2	+ 3/8
CBS B	32 3/4	32	32 3/4	+ 1/2
Philco	42 3/4	41 5/8	42 1/2	+ 1/4
RCA Common	18	17 5/8	17 5/8	- 1/4
RCA 1st pfd.	75	75	75	+ 1/4
Stewart-Warner	16 3/4	16 1/4	16 3/4	+ 1/4
Westinghouse	33 3/4	33 3/4	33 3/4	+ 1/4
Westinghouse pfd.	102 1/2	102 1/2	102 1/2	- 1/2
Zenith Radio	54 3/4	53 3/4	53 3/4	+ 1/8

NEW YORK CURB EXCHANGE

DuMont Lab.	18 3/4	17 3/4	18 1/2	+ 1/2
Nat. Union Radio	4	3 3/4	3 3/4

REC Of Boston Will Meet At Lunch On Wednesday

Boston—The first luncheon meeting of the season for the Radio Executives Club of Boston will be held at the Hotel Touraine on Wednesday with Fred Mahlstedt, general service manager of Radio Sales, Inc., as the principal speaker, Harold Fellows, general manager of WEEI and president of the club announced Friday. Mahlstedt will discuss radio and TV audiences and will review the developments of the past two years.

The Land of the Free

Dramas of American Opportunity
This week: Kit Carson

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

★ **COMING AND GOING** ★

ALLEN M. WOODALL, president of WDAK, Columbus, Ga., in town Friday for conferences with the national representatives of the station, an affiliate of NBC.

JAMES G. COMINOS, vice-president and general manager of LeVally, Inc., returned to New York from Bermuda last week in time to supervise the "People's Platform" TV show yesterday. The theme of the program was, "Is the U. N. a Success?"

MORRIS NOVIK, radio and television consultant, has returned from the American Federation of Labor convention held last week in Houston, Tex.

JACK THORNQUEST, commercial manager and director of promotion for WONE, Dayton, is back at his Ohio headquarters after conferring in New York with the national representatives of the station.

TED PETTINGER, copywriter in the Hollywood office of Young & Rubicam, is behind the wheel of his car heading east with Mrs. Pettinger.

EDGAR T. BELL, general manager of KCOK, Mutual network outlet in Oklahoma City, Okla., is back at the station following conferences in New York with his national representatives.

HARVEY OLSON, program manager of WDRG, Hartford, Conn., is back at his desk after having attended the BMI program managers and librarians clinic in New York.

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Trends In TV Sets Revealed In Survey

(Continued from Page 1)

use 16-in. picture tubes, 20 per cent use 12-in., 16 per cent use 14-in., and 7 per cent use tubes larger than 16-in.

"Of the console types 52 per cent are 16-in. picture tubes, 25 per cent are 19-in., 11 per cent are 17-in., 5 per cent are 12-in., and 3 per cent are 20-in. or larger.

"Of the console types 59 per cent have 16-in. picture tubes, 21 per cent have 19-in., 10 per cent have 12-in., and 7 per cent have 14-in.

"In addition to television, 13 per cent of the models offer AM and FM, 6 per cent offer AM only, 4 per cent offer FM only, and approximately 1 per cent offer AM, FM and short wave, with another 1 per cent offering FM and short wave only."

O. H. Obert Named Controller Of Crosley

Cincinnati—The appointment of O. H. Obert as assistant controller for Crosley Broadcasting Corporation has been announced by R. E. Dunville, president of the company. Prior to joining Crosley Broadcasting Corporation as chief accountant in 1944, Obert was associated with his father in public accountant work in Flint, Michigan for 10 years. He later became an accountant with J. D. Cloud Company in Cincinnati.

Regional Meetings Set By ABC Network

(Continued from Page 1)

casters will gather to discuss sales, promotion and other aspects of their network affiliations.

On Thursday the ABC executives will be in Rochester, N. Y., where a regional meeting of affiliates will be conducted at the Sheraton Hotel.

Web executives making the trip with President Kintner will be Ernest Lee Jahnce, vice-president in charge of station relations; James Connolly of AM station relations and Al Beckman of TV station relations.

Baltimore Agency Gets 2nd Army Adv. Account

(Continued from Page 1)

timore agency will be concentrated on Army and Army Air Force recruiting and is scheduled to begin next month. Radio and TV as well as the press will be used.

Dan J. Loden is account executive.

Covering Ceremonies

The commissioning ceremonies for the Navy's new aircraft carrier, the U. S. S. Oriskany, at the Brooklyn Navy Yard, will be broadcast over WOR, New York, on Monday, Sept. 25, at 10:30 p.m. The Naval Chief of Operations, Admiral Forrest Sherman, will be heard on the program which will be transcribed.

NATIONAL NIELSEN TOP TV PROGRAMS

(Weeks of August 1-7 and 8-14, 1950 . . . Average per Telecast)

AUDIENCE DELIVERED			PROGRAM POPULARITY		
Number of TV Homes Reached in Program Cities Surveyed			Per Cent of TV Homes Reached in Program Cities Surveyed		
Rank	Program	Homes (000)	Rank	Program	Homes (%)
1	Stop the Music (Lorillard)	1,828	1	Toast of the Town	35.7
2	Ford Star Revue	1,722	2	Stop the Music (Lorillard)	32.6
3	Toast of the Town	1,710	3	Ford Star Revue	29.7
4	Lone Ranger (Thu.)	1,499	4	Lone Ranger (Thu.)	28.8
5	Big Story	1,446	5	Big Story	27.0
6	Kraft TV Theater	1,393	6	Cavalcade of Stars	25.9
7	Cavalcade of Stars	1,299	7	Original Amateur Hour	25.8
8	Original Amateur Hour	1,299	8	Stop the Music (Admiral)	25.5
9	Stop the Music (Admiral)	1,191	9	Kraft TV Theater	24.5
10	Break the Bank	1,136	10	Break the Bank	23.5

W-I-T-H AGAIN 1st IN RADIO AUDIENCE

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

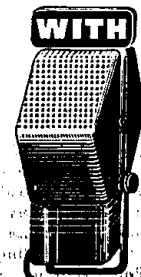
STATION D 9.6 (NETWORK)

Rates For 125 Word Spot Announcement, Class A, One Time

WITH \$16
STATION A \$55
STATION B \$50
STATION C \$70
STATION D \$30

COMPARE! COMPARE! COMPARE!

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



* HOOPER RADIO AUDIENCE INDEX, JULY 1950; TOTAL RATED TIME PERIOD

THE WHOLE INDUSTRY IS TALKING ABOUT...

... WLW-Television's daytime programs. And no wonder. Think of a noontime TV program making a rating of 19.5, with 93.7% share of audience (a July rating of 15.2 with 75% share of audience)! That's the three-station achievement of "Fifty Club" ... a performance rivalling many nighttime shows. (Check Videodex, Pulse, Hooper.)

Only one show? No, there are many others with comparable ratings. For further information, call the nearest WLW Sales Office for facts about the new daytime programming that starts at 7:30 AM on

WLW-TELEVISION

... with more viewers than any other station in Cincinnati, Dayton and Columbus—2nd largest TV market in the Midwest.

WLW-T WLW-D WLW-C
CINCINNATI DAYTON COLUMBUS

Crosley Broadcasting Corporation

AGENCIES

HAROLD O. NADLER has been appointed a vice-president of the H. B. Humphrey Company, advertising agency of New York City. He previously was vice-president of Hanly, Hicks & Montgomery.

RICHARD F. TOMLINSON has joined R. T. O'Connell advertising agency as an account executive. He was formerly advertising manager for Antara Products of General Aniline & Film Corporation.

DEVNEY & COMPANY has been appointed national sales representatives for WLCR, Torrington, Conn.; WSWA, Harrisonburg, Va.; KTFS, El Dorado, Ark., and the Cotton Belt group.

RICHARD R. DAVIDSON, formerly with Universal Pictures and United World Films, has joined The Souvaine Company as sales manager of the radio and television departments. Souvaine produces and packages radio and TV programs and motion pictures.

Don Blauhut has been named assistant radio and television director for Peck Advertising Agency.

ROBERT G. WILDER, formerly head of his own publicity firm, has joined the public relations staff of Lewis & Gilman, Inc., Philadelphia.

PHALEN PLAGLER has been made advertising manager of the Nestle Company, Inc. He was previously advertising manager of Dan River Mills.

ARTHUR G. RIPPEY & COMPANY of Denver, Colo., has been elected to membership in the 4As.

JOSEPH URBAN, formerly senior partner in Van-Urban Associates, has joined the Kotula Company as art director.

HEWITT, OGILVY, BENSON & MATHER, INC. will move to larger quarters at 575 Madison Ave., New York City.

JOHN DONNELLY & SONS, Boston advertising agency, to be honored Tuesday, Sept. 26, on the occasion of its 100th anniversary, with a luncheon given by the Advertising Club of Boston.

WALTER F. WIENER has joined the public relations and publicity department of Young & Rubicam, Inc.

MERRY CHRISTMAS

is assured when you give Christmas gifts of quality to business friends, employees, etc. We'll be pleased to show these gifts in your own office at your convenience. Quantity discounts. Names imprinted. Order now for Christmas giving. Call or write:

SHELDON WARREN GURIAN
505 Fifth Ave., N. Y. City. MU. 2-0326



By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** This col'm, for one, is willing to sign a petition to get Barry Gray off the air. At midnight, that is. Either the guy goes on a couple of hours earlier, or we're a cinch to wind up a neurotic sleepwalker. Being an average guy, we're ready for bed at midnight or thereabouts. So what happens? We leave one ear cocked on the radio just in case. If Barry happens to be lousy that night, we can sleep with the other. The past couple of nights have been solid murder. Danny Thomas was his guest and when Danny is on, you gotta go along with him with both ears and just keep hoping that the guy never stops talking. Here is a guy who's not only loaded with talent—but "heart," as well. His wit, homespun philosophy and tolerance are boundless. If there ever is a successor to Will Rogers—if there ever could be—then Danny Thomas has got to be considered.

★ ★ ★

● ● ● **THE MORNING MAIL:** "Dear Sid," writes Jack Rubin fondly, (I hope). "Could I answer Paul Gardner's letter for you regarding the Garry Moore show or any other TV show. You can shut your eyes and still get a lot of enjoyment even with so far fetched an example as a sports telecast—Mel Allen, Red Barber, Russ Hodges or Dizzy Dean filling in for you almost simultaneously with what's happening on your screen. As for drama and comedy, all you miss when you don't look is a flutter of the eyebrows by the heroine or a jerk of the head by Uncle Miltie. You know as well as I do that lots of blind people go to the movies and enjoy them. For more proof, there's a standing invitation to Paul to come listen to my 19-inch screen."

★ ★ ★

● ● ● **AROUND TOWN:** Now that Al Jolson's in Korea, opines Emil Mogul, Larry Parks will prob'ly have to take anti-malaria shots. . . . Cecil B. DeMille readying a tremendous television deal. . . . Is Dorothy Lamour suddenly getting the edge on Ava Gardner for that "Show Boat" role? . . . Busy radio-TV actress Athena Lorde playing a major role in the film, "Fabiola." . . . Kathi Norris buying a home in Conn. . . . Mal Braveman and Kay Norton doing a whale of a press job on Morton Downey. . . . Prettiest gal we've seen in a long time appeared on WPIX's Night Owl Theater Tues. midnight. Her monicker is Dolly Martin and he's really a dolly. Knows how to sell a product, too. Where's she been? . . . Anyone ever call Martin Block a Man of Disc-tinction? . . . One of MCA's top execs—a happily married man—is trying to learn the identity of the character who's been sending columnists romance items linking him with one of the agency's stars, with whom he occasionally dines for business chats. . . . Spencer Hare caught a film on TV the other night that was so old one of the characters shouted: "Radio is ruining the movies."

★ ★ ★

● ● ● **VIEWS & REVIEWS:** Norman Felton, who brilliantly directed the Dave Garroway show, among others, while in Chicago, is lending his expert professional touch to the Lucky Strike Theater program. In the television field, which, like the movies, is rapidly reflecting the ability, or lack of it, of the director, Felton is able and outstanding. . . . Consistency, apparently, is not one of television's virtues. "Studio One," which seldom falls from its high level, hypnotized many viewers into a slight state of inertia with a dated version of "Tribby" last week. As we see it, however excellent the classic, it should be slanted for understanding by the current viewer. This was the power of the modern dress version of "Julius Caesar" on television. Adapters of classics for today's television might well bear this point in mind.

PROMOTION

Children's Cook Book

A new children's cook book, written by Mrs. Julia Kiene, director of the Westinghouse Home Economics Institute, will be distributed this fall and winter sales season by Westinghouse dealers throughout the country, it was reported Friday by R. H. Beatty, manager of the electric range department of the Westinghouse Electric Appliance Division.

The new children's cook book "Sugar an' Spice and All Things Nice," was written by Mrs. Kiene when she could find no children's cook book to meet the needs of her nine grandchildren. It is designed for children in the third grade and up and its readability has been checked by educators in the elementary field.

Experimental TV Okay Made By CBC Board

(Continued from Page 1)

ern Ontario Broadcasting Co., Ltd., for an emergency transmitter license for CKLW at Windsor, Ontario.

An application of the Dauphin Broadcasting Co., Ltd., for a license to establish a 250-watt station at Dauphin, Man., was approved.

Decision was deferred on the application of the St. Lawrence Broadcasting Corporation for a license to operate a 1,000-watt station at Kingston, Ont. A statement from the board said the Kingston application was deferred for six months.

The board denied permission for the Okanagan Broadcasters Ltd., to increase the daytime power of station CKOV at Kelowna from 1,000 to 5,000-watts omni-directional during daytime broadcasts.

Indies Plan Meeting In St. Louis, Oct. 16 to 18

(Continued from Page 1)

Ware, vice-president of KSTL, St. Louis, host station.

The AIMS group of major market independent station owners and operators has admitted to membership stations WXGI at Richmond, Virginia; WWEZ at New Orleans; and KLMS at Lincoln, Nebraska. Membership by invitation is restricted to independents in markets of 100,000 or more population.

The fall meeting will discuss program and sales ideas, operating costs, joint promotion efforts on independent broadcasters, and other practical objectives.

"Talent Evaluator"

Co-ordinator of Stage, Radio and TV Productions. Fourteen years with present office. Wishes to change current position for Advertising Agency, Radio or TV Station. Excellent references.

Box No. 176 — RADIO DAILY
1501 Broadway New York 18

NEW BUSINESS

WCAU-TV, Philadelphia: TV Premium Plant, represented by Vinn & Law, has signed for a half-hour weekly program, to be seen from 1:00 to 1:30 p.m. Sundays. The Chevrolet Dealers Association of Philadelphia has contracted for a quarter-hour program, "Sports with Bill Campbell," to be seen from 7:30 to 7:45 p.m. each Saturday, beginning October 7. Agency for the account is Gray and Rogers. Philadelphia Dairy Products, Inc., has signed for a half-hour film program, called "Touchdown," to be seen from 7:00 to 7:30 p.m. Friday evenings, starting September 29. Agency for the account is the Adrian Bauer Advertising Agency, Inc. The Democratic State Committee is sponsoring a quarter-hour series of talks by U. S. Senator Francis J. Myers. The program is seen Friday evenings from 7:45 to 8:00 p.m. Agency for the account is Thomas J. LaBrum and Associates.

Advertisers who have signed for one-minute participations on WCAU-TV, and their agencies, are: Atlantic Sales Corporation, Richard A. Foley Advertising Agency; Bayuk Cigar Company, Neal D. Ivey Co.; Ideal Novelty and Toy Company, Atlantic Advertising Company; Audivox, Incorporated, Benton & Bowles; Nash-Kelvinator Corporation, Geyer, Newell & Ganger, Inc. Signing for 20-second spots were: Booth Bottling Company, Harry Feigenbaum Agency; Keystone Coal and Oil Company, John G. Petrik Co., Inc.; Penick & Ford; Batten, Barton, Durstine & Osborn; Sam Gerson, The Wildroot Company, Inc., BBD&O. Becker-Mills, Inc., through the J. Cunningham Cox Advertising Agency, has signed for a series of 10-second service announcements.

WCBS-TV, New York: United Fruit has purchased 13 five-minute participations in "About the House," beginning Sept. 21 and continuing through Dec. 11. Agency is Batten, Barton, Durstine and Osborn, New York. Tasty Toothpaste Co., for Tasty, has contracted for Monday and Wednesday participations in "Chuck Wagon" for 13 weeks, effective Oct. 16, through Victor Van Der Linde, New York. The Polaroid Corporation, for Polaroid Land Camera, bought 8:15 p.m. Wednesday Class A station break announcements for 52 weeks beginning Sept. 27. Agency is Batten, Barton, Durstine and Osborn, New York. The Ideal Novelty and Toy Co. has purchased Friday participations in "Chuck Wagon" for 12 weeks, effective Sept. 29, through the Atlantic Advertising Agency, New York. E. L. Bruce Co., for Bruce Cleaning Wax, has contracted for Friday participations in "The Real McKay" for 13 weeks beginning Sept. 15, through the Christiansen Advertising Agency. Croton Watch Co., Inc., for Croton Aquamatic

THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

THE board of directors of the Radio and Television Manufacturers Association, meeting in New York, declined, as a group, to provide the FCC with an answer as to whether its members would, or would not, build TV sets to reflect bracket transmission standards which would prevent future sets from becoming obsolete in the event that the CBS color system is finally adopted. In a letter to T. J. Slowie, secretary of the FCC, RTMA president, Robert Sprague, said the decision would be left to the individual manufacturer. Announcement was made in Washington that starting today defense bulletins will be sent to all broadcasting stations by the NAB. Bulletins will be released on a "when-needed" basis and will brief broadcasters on Government and private defense programs.

The ban against hard liquor advertising, long an unwritten law of the broadcasting industry, was broken with the revelation that Schenley International Corporation began daily advertising, last week, over radio stations in Alaska and Hawaii. Schenley, through McCann-Erickson, contracted with the Alaskan Broadcasting System for daily advertising under a 26-week contract. Program is a fifteen-minute five-times-a-week show over six stations of the network. Schenley will split the time with Blatz Beer. KPOA in Honolulu, is the Hawaiian station used.

Muzak was accused of seeking to kill FM as a separate radio service in order to protect its own "more costly wire service" by the Rural Radio Network. The latter group consists of four owned and operated stations and ten affiliates in New York and Northern Pennsylvania. Hearings will continue before the FCC.

Maurice B. Mitchell, former BAB head, who left that organization a month ago to join NBC in an executive capacity, resigned from the network to become general manager of the Associated Program Service of Muzak. George Cushing was advanced to head of public affairs and advertising at WJR. Easton C. Wooley, director of NBC station relations resigned to accept the position of executive vice-president of the Intermountain Broadcasting and Television Corporation. Mary Margaret McBride left WNBC, after seventeen years, going to WJZ.

The NAB 14th district members, meeting at Indianapolis, were unanimous in their decision to get behind the plan for creation of a new superselling bureau for the broadcasting industry. The plan was presented to 70 delegates. CBC Board in Canada tabled TV

Watches, has ordered 26 weeks of 6:30 p.m. Tuesday one-minute announcements beginning Sept. 17. Agency is B. D. Iola Co., Inc., New York.

station applications until after the Massey Commission on Arts and Sciences makes its report. Four new stations were authorized by the FCC. Successful applicants were the Mendocine Broadcasting Company, Ukiah, Calif.; Bay Broadcasting Company, North Bend, Ore.; Beckley Newspapers Corp., Beckley, West Va.; and United Broadcasting Company, Richmond, Va.

The Long Lines department of the American Telephone & Telegraph Company announced it will make a 50 per cent increase in the number of cities connected with its TV network, on Sept. 30. Expansion will be the largest since the eastern and midwestern networks were joined in January, 1949 and will add 14 cities to the present 28 city networks. Live TV will be carried as far south as Jacksonville, Fla. and west to Omaha, Neb.

Commercial programming on the "Springbok Radio" network in South Africa now has 85.46 per cent of its network time sponsored, according to Cameron McClure, head of the commercial service. Commercial radio service was inaugurated by government consent last May after having been exclusively a non-commercial BBC styled operation for some twenty-five years. Medicines and medical appliances are in the top category, followed by soaps, shampoos, cleaners and hair preparations.

BMI held its fourteenth annual program directors clinic in New York. Meeting was addressed by Carl Haverlin, president of BMI, Richard Peck, program director of WNEW and Dorsey Owings, chairman of the organization, among others. The French National Tourist Office began sponsorship of programs over WQXR and WNEW. KRIZ, Phoenix, joined Liberty Broadcasting System. Station is owned by Howard M. Loeb, former co-owner of WFDF, Flint, Mich.

Over 200 radio and TV commentators, technicians and other communications officials covered the meeting of the UN General Assembly at Flushing Meadow. Radio and TV personalities came from many parts of the world. Radio station WATG, first commercially licensed FM station in Ohio, opened AM operations at Ashland. Cuban Radio-TV operations opened New York offices.

CBS-Television Leases Lincoln Square Theater

(Continued from Page 1)
will be renovated for video use by October 6th.

Slated to be used primarily for variety and musical shows requiring studio audiences, the Lincoln Square will have a seating capacity of 750. It represents the fourth such acquisition by CBS within the past three months; the others are: Peace House, Town Theater and Mansfield Theater.

BEHIND THE MIKE

Morey Amsterdam is on a song-writing 'kick'. Has completed 18 new tunes since Sept. 1st.

Lou Simon's Fireside Inn reports a heavy influx of customers for dinner after 10:30 p.m. at his cozy boite. He refers to this new business trend as the After-Television crowd.

Beautiful Jean Bartell, a former Miss America, is back in New York following a singing tour of Europe and the middle East, and now is auditioning for two TV shows.

Burt Brazier back in NBC's "Pepper Young's Family" after a prolonged illness.

Amzie Strickland playing opposite Raymond Massey in the United Jewish Appeal.

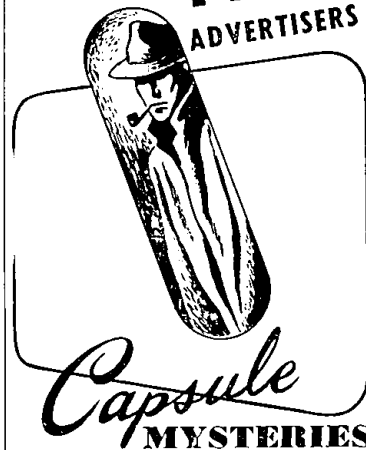
Roberta Quinlan will guest spot on the Gordon McRae CBS show on the 20th.

Mimi Benzell, the met star who broke all records at the Cotillion Room last year, returns there this week.

WOV engineer Tom Jones busied himself during his off-hours the other day packing turntables and equipment donated by the New York station to WSAJ, owned and operated by Jones' alma mater, Grove City College in western Pennsylvania.

PRESCRIBED FOR

TV ADVERTISERS



Capsule MYSTERIES

Five minute open end TV film series just completed in Hollywood, now available on a 3 or 5 weekly basis to regional and national advertisers only. For complete information, audition print and low per market rate,

WRITE OR PHONE NOW

Charles Michelson, Inc.
Pioneer Program Producers Since 1934
23 West 47th St., N. Y. 19 • PL 7-0695

Coy To Address Group At Chi. Convention

Chicago—Wayne Coy, chairman of the FCC, will address attendants at the sixth annual National Electronics Conference at a general luncheon session today, in the Edgewater Beach Hotel.

More than 2,000 engineers and electronic specialists are expected to attend the three-day meeting. This year the conference is being held in conjunction with the "25 years of progress" celebration of the Chicago section of the Institute of Radio Engineers.

O. D. Westerberg, Commonwealth Edison Company, as chairman of the NEC board of directors, will preside. Sponsoring organizations for the conference are the Illinois Institute of Technology, Northwestern University, University of Illinois, AIEE, IRE, University of Wisconsin and the Society of Motion Picture Engineers.

Coy also will address the ANA meeting at the Drake Hotel this morning.

A third appearance will be tomorrow, when he will address a luncheon meet of the Chicago TV council at the Palmer House.

BMI Contracts With Spain

A reciprocal contract with the performing rights society of Spain, (SGAE) for a minimum period of three years, commencing January 1, 1951, was announced last Friday by BMI.

Negotiations were conducted in Europe by Jean Geiringer, vice-president in charge of foreign relations for BMI, and concluded in the United States on behalf of the Spanish Society by Jacinto Guerrero, president of the Spanish Society, and V. Moreno Torroba, one of Spain's leading composers.

In announcing the closing of the contract, Carl Haverlin, president of BMI, said: "It is a source of great pleasure to BMI to be able to include in its rapidly growing catalog the music of Spain, which has a universal appeal."

Uni. Sked On WFUV-FM

Fordham University Radio, WFUV-FM, is airing the Fordham football games this season, beginning with the opening game with Lafayette College at Easton, Pa., on Saturday, Sept. 23. Chuck Johnson and Chip Cipolla will handle the mike chores. Edwin J. Turner, production chief, is in charge of the broadcasts.

Will Broadcast Football

Thomson, Ga. — For the second year in a row, The Johnson Motor Company, Ford dealers in Thomson, Georgia, will broadcast the complete football schedule, play-by-play, of the Thomson High School football games. Ten games will be broadcast, with Ed Kobak giving the description of the games over WTWA, in Thomson, Georgia.

COAST-TO-COAST

"Needle Club" Has Celebration

Hartford, Conn.—The 500th anniversary broadcast of the "Needle Club" program over WDRG, brought a rash of telegrams and letters to Jack Zaiman, the show's commentator. In addition, a huge birthday cake with an anniversary inscription was sent in by Attorney Nathan Hillman, prosecutor of the local Police Court. Station employees gobbled up the cake fast. The "Needle Club" program has been on the air steadily since 1945, featuring interviews and comments on Connecticut life and times. Anniversary occurred during the week of September 18th.

KXO Staff Re-alignments

El Centro, Calif.—With the coming of the Fall season, there have been several staff changes at KXO including the addition of Dick Shoor, formerly with KSON, San Diego, and Steve Horvath, formerly of KVLF, Alpine, Tex., and KCLF, Clifton, Arizona. Dick and Steve join as combination engineer-announcers. Charles Grim has been promoted to chief engineer, replacing Dick Jacobsen, now in Los Angeles. Don Long has joined the staff as announcer-salesman. New receptionist-woman's editor is Barbara Macchi.

WSFA Staffers Pick Cotton Maid

Montgomery, Ala.—Howard Pill, WSFA prexy, was a judge in the Montgomery County Maid of Cotton contest. Esther Mahoney, station staffer, was also on the board of judges.

WTAG Staff Testing Product

Worcester, Mass.—Home economist Lyda Flanders started selling canned codfish for a new client by giving it away free. Lydia's commercials for Gorton's ready-to-eat codfish, on WTAG (and FM)'s five, a-week "Modern Kitchen" stanza, feature members of the station's staff who have taken the product home and tried it out. Everyone from announcers to secretaries go on the air to tell listeners how they used it and how they like it.

Babb Heads College Radio Course

Lawrence, Mass.—Hugh Webster Babb, WLAW sportscaster who has been featured as a color reporter in Boston boxing and wrestling bouts, as well as Harvard boat races, has been appointed head of the radio department of Endicott Junior College at Beverly Farms. Babb will lecture on studio technique, program building, production and news and special events. He will continue with his WLAW assignments as producer-commentator of the daily program, "Bride of the Week," now in its fifth year as a top station feature. He also produces "The Memorial Hour."

WCCO Sells Sports Shows

Minneapolis, Minn.—Sponsorship of three sports programs, beginning with the kick-off of 1950 football season, has been announced by Carl S. Ward, sales manager at WCCO, CBS outlet here. G. N. Coughlin & Company, in behalf of Chimney Sweep, has purchased "Time Out For Sports," with Halsey Hall. The program will debut September 23rd, and will be aired each Saturday at 10:15-10:30 p.m. Standard Oil Company (Indiana) has purchased Minnesota Gopher game broadcasts on WCCO for the sixth straight year. Halsey Hall and Stew MacPherson will handle the broadcasts each Saturday, starting with the Minnesota-Washington game in Seattle, September 30th. Juster Brothers, men's clothing store in this city, will sponsor the "Bernie Bierman Football Show" 1:30-2:00 p.m. Sundays, beginning October 1, for the fourth consecutive year. Show features Bernie Bierman, University of Minnesota football coach, WCCO sportscaster Halsey Hall and former All-American Bob LeVoi, and a male quartet.

KLRA Aims "Water Barrel" Story

Little Rock, Ark.—The mystery of the "ever-filling" water barrel was presented to Arkansans by telephone recordings by KLRA. Story involves a barrel owned by Mr. and Mrs. J. H. Orr of Simmons, Missouri, a water barrel that never runs down, even though it has an outside drain into a chicken trough, and no apparent method of refilling. KLRA's news director, Mark Weaver, has made a series of recordings with the director of the Springfield, Mo., weather station, C. C. Williford, who testifies he has seen the mystery barrel, has lifted it, tested the water, both for temperature and mineral content, and finds it's different from any in the area. Everyone is at a loss as to the cause of the barrel that fills itself even after providing water for 3,000 chickens and hundreds of visitors a day. A portion of one of the recordings made by KLRA was used by CBS on their Saturday presentation of "Scrappad."

New Safety Series Announced

Crewe, Va.—The alarming high traffic fatality rate in this state has been responsible for a new series of traffic safety programs now being presented over WSVS and WSVS-FM each Fri. evening. The series called "Traffic Topics" features interviews with State Highway Patrolmen stressing safety topics suggested by the Governor's Highway Safety Committee and the patrolmen themselves. The programs are presented in co-operation with the Virginia State Highway Patrol and the Governor's Highway Safety Committee in an effort to better educate the state's motorists in traffic safety precautions and thus cut down the number of highway fatalities.

Safety Campaign Launched By WFIL

Philadelphia—WFIL and WFIL-TV, Philadelphia, have launched the second annual "Silly Willie" traffic safety campaign, in co-operation with the Philadelphia Highway Traffic Board and other civic agencies. The two-month drive got underway last week with ceremonies at City Hall Plaza, where a "live-action" safety billboard—one of more than 200 outdoor displays—was unveiled in the presence of city officials, business leaders and noonday throngs.

Primary objective of the campaign is to surpass the safety record compiled last year, when "Silly Willie" was credited by the chief of Philadelphia's Bureau of Traffic Engineering with reducing traffic deaths by 50 per cent. The city officials declared that the WFIL safety program was entirely responsible for this heartening improvement.

Daily Until Nov. 15

Daily until November 15, WFIL and WFIL-TV facilities will be utilized to convey the "Don't Be A Silly Willie" message to all motorists and pedestrians in the Philadelphia area. In addition, virtually every other type of advertising medium will be used in the gigantic public-interest promotion, which last year was valued at more than a quarter-million dollars in terms of radio-television time and advertising space donated by the stations and other sponsoring groups.

During the two months, WFIL and WFIL-TV will broadcast and televise special documentary programs built around "Silly Willie," an original character created by the stations to symbolize the foolish motorist or pedestrian who causes accidents by his carelessness. Spot announcements and special TV messages will also be used.

A live "Silly Willie" character will make public appearances at club luncheons, school assemblies, sports events and other functions. He will also appear atop WFIL's mobile unit as it tours the city delivering his message of safety.

The "Silly Willie" safety campaign was developed under the direction of Roger W. Clipp, general manager of the Philadelphia Inquirer stations, WFIL and WFIL-TV.

'Voice' Adds Stations To Language Broadcasts

The State Department has announced two new appointments to the staff of Voice of America.

Timothy A. Pfeiffer has been named chief of the Turkish Unit of the government radio. He was formerly on the staff of Robert College in Istanbul, Turkey, and the American University in Beirut, Lebanon.

John A. Nalley, formerly director of the United States Library Service at Djakarta, Indonesia, was made acting chief of the Indonesian Unit of the Voice.

PROBE OF TV CONTRACTS LOOMS

Notre Dame Contests Slated For Theater-TV

(Continued from Page 1)

audience. Announcement was made by S. H. Fabian, president of Fabian Theaters.

The home contests of Notre Dame will be shown on theater television by several theater circuits in arrangements just completed by the University, represented by Leslie G. Arries, director of sports for the DuMont Television Network and the theater circuits, represented by Nathan L. Halpern.

The theater circuits involved are the Fabian Theaters, Century Theaters and American Theaters. Carrying theaters will include Fabian's Fox; Brooklyn; Fabian's Palace, Albany; Century's Marine, Brooklyn; Century's Queens, Queens Village, Long Island and American's Pilgrim, Boston.

Games Originate at South Bend

The games will be originated from South Bend by DuMont and will be sponsored by the Chevrolet Motor Division and by the Chevrolet Dealers. Contest with North Carolina, Purdue, Michigan State, Navy and Pittsburgh will be shown.

Last year only one home game of Notre Dame was "theatervised" at the Fox Theater in Brooklyn and three games at the Pilgrim Theater in Boston. The expanded schedule, which will be in addition to the Army-Navy classic, already announced for the five theaters, will give football fans in New York, Boston and Albany an almost complete "schedule" for the Fall.

Cable costs, however, for running the games into theaters is considered too high for the present for national coverage of such programs as complete football games. At the present time such charges run from \$500 to \$700 per program, per theater. In addition, number of installations for theater use are limited and it will take several years before the necessary equipment could be made available for any theater wanting to carry televised events.

However, if this year's Notre Dame schedule is received enthusiastically by fans, there is no telling how far the inclusion of televised shows will invade the motion picture scene.

New Sales Mgr. At WKBW

Buffalo — Effective immediately, Ken Kaplan has been appointed sales manager for WKBW, Buffalo.

Television Opportunity

Leading production organization requires immediately ass't television producer, experienced in 16 mm. film field for liaison work between laboratories, studios, equipment houses and film unit on location. Unlimited future. Give full background. Box 177, RADIO DAILY, 1501 Broadway, New York 18.

★ ★ TELE TOPICS ★ ★

SOMETIMES incidents on television raise the question of good taste and one of those incidents occurred the other night on Ralph Edwards' "Truth or Consequences" show filmed in Hollywood for presentation on CBS-TV. Edwards introduced a mother and confirmed that her son had been a casualty in the Korean war and was convalescing in Japan. Then using the surprise technique, Edwards brought about a reunion of the mother and son before the cameras. This reunion was an emotional demonstration that belonged in the privacy of a home. While the program succeeded in presenting human interest dramatics they probably brought anguish to countless mothers, with sons in the service, who were viewing the show.

TODAY'S TV Personality:

One of TV's authoritative young veterans is WILL BALTIM, secretary-treasurer of the Television Broadcasters Assn., whose association with video dates back to the days when Dr. Allen B. DuMont collared him for the post of program manager of the DuMont station, W2XWV, in 1940. Will was with Dr. DuMont in the developments of the TV station and was still with him when W2XWV changed its call



letters to WABD, the present key station of the DuMont network. He left the station in 1941 to become secretary-treasurer of TBA at the time Dr. DuMont was serving as president of the industry organization. Aside from serving as secretary-treasurer of TBA, Baltin has contributed many articles to trade publications on TV and has spoken on numerous occasions regarding the development and the improving of the sight-and-sound art.

CENTER THEATER swung open its doors for an inspection by the press on Friday, with NBC-TV publicists exhibiting such features as a seating capacity of over three thousand (topping the record for TV studios), a revolving stage (which video has long needed), and stage space galore.

While the parade of trade officials inspected the Center, a group of the more sentimental stood to one side for a bit of reminiscing. A left-over piece of scenery high above the proscenium arch was remembered nostalgically by a few "legit" lovers as being from the "White Horse Inn" show of ten years ago. Others gazed out into the vast audience to bemoan the fact that the Center had never been made the great opera house of New York (the seating arrangement and acoustics being far superior to the Met). Yet foremost in everyone's mind was the thought that at last the Center (which has long been considered something of a White Elephant) was coming into its own with television. The reason being that NBC will pull out all the stops in glorifying the Center, using it as a device to make sure video will keep its major roots in the East.

HORACE HEIDT goes videowise on CBS-TV as of Oct. 2nd (9 p.m.) for the Philip Morris cigarette company (which also continues sponsoring his Sunday night radio show). Heidt will continue to originate his programs from all over, taking along a mobile camera unit and an editing set-up. . . . Arthur Godfrey will have the Toni Company bankrolling a quarter-hour of his Wed. night tele show (CBS-TV, 8:00 p.m.), snatching the sponsorship away from "Toni Twin Time" in the current Toni video schedule. . . . Philadelphia Frozen Food Exchange is picking up the tab at WCAU-TV as of Wednesday for a half-hour venture titled "Cold Cash," and starring Ed McMahon. . . . "Blind Date," which sky-rocketed on ABC-TV last season, rolls again on Thursday night, with Gruen watches paying the bill this season (9:30-10:00 p.m.) . . . Worth watching on Saturday will be the ratings of DuMont's video coverage of the Notre-Dame vs. North Carolina game as placed beside the radio coverage by ABC—since this launches the football season for both.

AT&T will probably hand down a decision on allocation of video cables this afternoon, or tomorrow at the latest. Having seen that the networks could not resolve the situation among themselves, AT&T is reluctantly turning to its own responsibility of allocating the cables, according to a v-p of one of the webs involved. Presidents of the networks (McConnell of NBC, Stanton of CBS, Kintnor of ABC, and Director Loewi of DuMont) met on Wednesday for a highly hush-hush session to attempt to reach an agreement among themselves as to use of the video cables. Fourth quarter renewals of the cables must be negotiated with AT&T by September 30th, thus, when AT&T realized the webs couldn't get together, they volunteered to try finding an "equitable allocation" this weekend, which they will present today at noon in another meeting. If the network can then agree to any changes, they will be made; however, if there is disagreement, then AT&T will hand down the decision as being final and absolute. Complaints thereafter will have to go before the FCC, spokesmen for the networks say.

FCC May Order Investigation Of Webs

Washington Bureau of RADIO DAILY

Washington—A wide-open FCC investigation of video networking contracts loomed last week as the Commission withheld comment on portions of a complaint quietly filed with it several weeks ago by DuMont. The DuMont net called for far more vigorous application of regulatory powers of the Commission to block monopoly in networking and proposed a temporary ruling to force division of station time among the networks.

The Commission did reply to DuMont last week that it was not prepared now to call the Bell System to account for allocation of cable time among the networks for the final quarter of this year, since the allocation had not yet been announced. But the Commission added that it was looking into other matters in the DuMont letter.

In a letter dated August 29, DuMont charged that cable time negotiations had broken down last month because the telephone company was recognizing requests for time from other than bonafide networks because of:

"The contention of NBC partially supported by Columbia that it is correct for a network to utilize its established affiliation agreements and other economic relationships with licensed broadcasters to commit firmly all or most of its desirable hours for television broadcast and then insist upon allocation by the telephone company based upon the contractual agreements of the licensed affiliates;

"Because of prior assurance to licensees that one or another net would have cable allocations during the preferred periods for broadcasting and, therefore, that time for other net programs would be unattainable;

"Because some net contracts, not DuMont, call for a large number of periods of free time from affiliates prior to the commencement of payments by the networks—thus compelling local broadcasters to concentrate on a single network if they are to obtain any compensation;

"Because of a policy of pre-agreement on waiver of allocated time between networks under which one network would be preferred on a certain circuit leg and the agreeing network would place only selected programs on that leg, the process being reversed on other legs."

DuMont charged also that "there are many other program-continuity relationships, combined standard broadcast and television agreements and equally forceful economic pressures, the result of which would be to preclude satisfactory program service except by NBC and possibly by Columbia."

It was conceded that other reasons that desire to monopolize video networking play a part in the present difficulties, with DuMont referring to "long standing agreements with respect to the use of programs by several non-related broadcasters located on the same coaxial cable" who might, with or without net knowledge or agreement, decide among themselves "with regard to the network and programs preferred so as to exclude other stations on

(Continued on Page 8)

Probe Of TV Pacts By Gov't Looming

(Continued from Page 7)

the same cable and so as to preclude the use of the facilities by competitive national advertising desiring entry into the market served."

DuMont felt that the Commission already has sufficient authority to see to it that cable time is equitably distributed among the nets, without need for legislative action, but called for more thorough regulation of monopoly in networking.

As an immediate solution for present ills, the network suggested a ruling that "no licensee may agree to present programs of a single network for more than two hours within the preferred period for network broadcast (8-11 p.m.) unless the balance of its time within those periods has been tendered in such order as the licensee may desire to the remaining three national networks; the licensee retaining its choice among the three networks by reason of program selection, contractual conditions, or its own reasons provided that nothing in this interpretation should preclude a licensee from utilizing all time beyond its two hours in the preferred period for local broadcast."

This would be a temporary rule to enable stations to meet at least partially the heavy local demand for good TV time until there are more stations on the air.

The proposals and charges are still under close study by the FCC, with some reply due shortly.

"National Guard Show" On 1,600 AM Stations

(Continued from Page 1)

three 13-week cycles. First of the series is scheduled for broadcast this week.

The new transcribed show has been offered all AM stations with National Guard units in their areas.

General Fleming said, "the patriotic response to the request of the National Guard for help is heartening and reflects the readiness of the radio industry at all times to give generously on behalf of all worthy public and national causes."

Classical-Music Series Starts Oct. 1 On WNEW

Departing from its usual Sunday programming fare, WNEW, New York, announced it will inaugurate a long-hair recorded music series in the 3 to 4:30 p.m., period, beginning October 1.

The program, "Radio Concert Hall," will present selections of leading symphonic orchestras. Intermission interviews will be conducted by a name commentator, yet to be chosen.

The series is being aired in the same time period formerly occupied on WCBS, by the New York Philharmonic, now in earlier time.

California Commentary

By IRV HAMLIN

● ● ● Congratulations to everybody at KECA-TV for a job well done on its first anniversary, for good promotion, for good press relations, and for progressive entertainment. . . . Sure enough, Bill Anson was grabbed off by KTTV for the 11 p.m. to midnight slot, sponsors and all, so that Bill doesn't lose a money making day, hopping directly to KTTV from

Hollywood

KLAC-TV. . . . KNBH goes on the air Sundays, now that the Rams are playing daylight contests. Bob Kelley goes to the Coliseum dressing rooms for a locker room interview, followed by Jerry Lawrence and a "Sports Quiz." The boys then go to work on the game itself. The same pattern will be followed throughout the season whenever Sunday games are played. . . . Frank Lovejoy, one of the better radio and film actors, receives a special award from the So. Cal. chapter of Theta Sigma Phi, which for the benefit of male city siders, is the national women's journalism sorority. (His flack's release said "fraternity"!) Aggie Underwood of the L. A. Herald Express makes the presentation as a reward for Lovejoy's "honest and convincing portrayal of a reporter."

★ ★ ★ ★

● ● ● Doria Balli of TV Ads has appointed Norman Vizents as producer-director and art director. . . . Edgar Bergen is hard at work already on his forthcoming CBS TV Thanksgiving show, Coca Cola still sponsoring. . . . KTTV cameraman Charles DeSoria, now filming newsreels for TV in Korea, can boast a total of 40 stations using his product. Smart handling of local angles by personal interviews with home town boys has been responsible to a large degree for the success of the filmings. DeSoria doesn't lose an opportunity to keep the spotlight on the boys, hence large viewer response. . . . Will Freeman has been set by Turner Shelton to hypo the Jimmy Ames TV show over KLAC-TV. Ames has the talent, but some of the material he used opening nite was ancient and haggard. He's a much better showman than the first show proved. Should get better as nervousness wears off.

★ ★ ★ ★

● ● ● If that FCC approval of the Harry Maizlish purchase of KFVB doesn't come thru soon, Harry will certainly be worn down. He's done more commuting between L. A. and Washington in the past few months than during his many years in radio. He can't miss, either, with his magnificent entertainment and public service record. . . . Bill Boyd tapes three Hoppy shows for Commodore this coming week, along with old sidekick Andy Clyde. . . . Harold Peary becomes "Honest Harold" for CBS. Wonder how he felt when he heard Willard Waterman as Gildersleeve? However, there's plenty of room in this town for both of them. Good eggs and good actors. . . . KNX has given Ralph Storey a large hunk of time to fiddle around with every morning, from 5:25 a. m. to 7:30 a. m. However, Storey never leaves anything to chance. His programming and production is as thorough as any evening net show!

★ ★ ★ ★

● ● ● Bing Crosby has been cutting discs with each of his four boys, who will debut on his Minute Maid shows. . . . Phil Bloom, the guy who lines up the talent for those terrific Snader Telescriptions, leaves for N. Y. to preview special showings. Lou Snader will also be present at the N. Y. viewings to test agency and net reaction. . . . It says here that live audiences are banned from the Suspense shows in fear they will mar the mood of the show, also that actors can take off their shoes and act at home.

★ ★ ★ ★

● ● ● Mutual Don-Lee's Kid's Day Program, in honor of the Kiwanis Clubs National Kid's Day Foundation, will feature Roy Rogers, among others to air from Hollywood. . . . The Gridiron Club, dedicated to keeping college football games on TV, has launched a drive to drive those reluctant viewers to the Coliseum. . . . Dick Haymes is still undecided about TV offers pouring in after his release from Contented Hour.

No Set-Making Ban, Say NPA's Officials

(Continued from Page 1)

its on set-making are still not to be expected. It is possible that set manufacturing might be cut if it is necessary to ration such raw materials as steel, copper or electronic components, but there is no indication now that any serious curtailment of shipments of these items is in order.

At a meeting last week in New York, RTMA parts division members agreed that "with proper channeling and no unnecessary stockpiling, the parts industry generally will be able to meet both civilian and military requirements for electronic components during the balance of 1950.

Coast Sports Leaders Testify For Richards

West Coast Bureau of RADIO DAILY

Los Angeles—Spearheaded by Ty Cobb, a group of sports figures went to bat last week-end for G. A. Richards at the FCC hearing on the license renewal applications for his three 50,000-watt stations—KMPC, Los Angeles; WJR, Detroit and WGAR, Cleveland.

Cobb testified he knew Richards for 30 years and said all persons with whom he came in contact with had the highest regard for the station-owner. Others testifying in behalf of Richards were Fred Haney, manager of the Hollywood Stars, team of the Pacific Coast League, former Detroit player and manager, Christy Walsh, noted national authority on sports, Braven Dyer, sports editor and columnist for the Los Angeles Athletic Foundation in Los Angeles and Bob Kelley, west coast sportscaster.

AEC Officials To Talk To NARND Members

(Continued from Page 1)

experts from the Atomic Energy Commission; the office of the Secretary of Defense; Civilian Defense; and the Air Force.

Utley, who is regarded as one of the country's top commentators, will address the convention on the obligations of a commentator.

NARND President Jack Shelley, WHO, Des Moines, says 1950 convention plans are progressing rapidly, and indications point to another successful NARND meeting.

During the five years since its formation, the National Association of Radio News Directors has grown to an organization of more than 200 members in all of the 48 states.

Heads Civic Committee

Charleston, S. C.—Ralph J. Shade, account executive at WTMA, Charleston, S. C., has been named chairman of arrangements for the Community Chest fund-raising drive for Charleston county.

RADIO TELEVISION DAILY

VOL. 52, NO. 60

NEW YORK, TUESDAY, SEPTEMBER 26, 1950

TEN CENTS

COY IN COLOR-TV APPEAL TO MFRS.

Strotz Resigns NBC Post: West To Succeed Him?

Veteran Net Exec., Resigns As Head On West Coast

Sidney N. Strotz, vice-president in charge of western operations for NBC since 1942, resigned yesterday to devote his time to private business interests, it was revealed at NBC headquarters in New York. Strotz tendered his resignation in a letter to Joseph H. McConnell, presi-

(Continued on Page 5)

Football "Co-op" Program Successful

Two hundred and twelve sponsors are carrying Mutual's week-end sports package" over 128 network stations, Bert J. Hauser, director of co-ops for the network announced yesterday. This great interest on the part of local and regional advertisers follow the wide-spread request from Mutual affiliates for these football broadcasts, Hauser said.

The outstanding college football game of the Week," a series of

(Continued on Page 5)

Stars To Participate In Polio Drive Benefit

The radio-television industry committee staging the Sister Kenny benefit show at the Paramount Theater, night of Oct. 3, has announced the final list of performers who

(Continued on Page 4)

TV Preview Of Championship Fight

A preview telecast of the Joe Louis-Ezzard Charles heavyweight championship title bout will be presented on CBS-TV tonight 10:45-11:00 p.m. EST. This broadcast will be seen 24 hours before the exclusive simulcast of the actual event over CBS and CBS-TV tomorrow night 10:00-11:00 p.m., EST. Motion pictures of the weighing-in ceremonies for the championship fight and of training camp activities will be shown. Leading sports experts who have observed both boxers in training will offer their opinions and forecasts of the outcome of the bout.

Forecasts Shortage Of TV Technicians

Forecasting a shortage of competent TV service men to take care of the growing problem of TV receiver installations in such cities as New York and Philadelphia, Paul V. Forte of the Philadelphia TV Contractors Association, yesterday pointed out a growing problem.

"The TV industry which has had its ups and downs on the service problem for a long time is faced with a problem of manpower," Forte said. "Qualified technicians are

(Continued on Page 6)

Top Ten Of Video Rated By Nielsen For N. Y.

Tops on television in the New York City area for the four weeks ending September 9th was still "Toast of the Town," according to the latest Nielsen rating covering a fifty-mile radius. Reaching an average of 615,000 homes for four telecasts, "Toast" pulled a rating of 41.4 per cent, with the second highest

(Continued on Page 7)

Two Top Comedians Signed For TV Series

Frigidaire announced yesterday that the company has signed contracts with Bob Hope and Bobby Clark for continuation of a new monthly TV series on NBC starting October 1st with Hope and Clark appearing on alternating shows.

Hope's new series will be along the lines of the program he did for Frigidaire on NBC on September 14. The Bobby Clark series will be produced by Michael Todd and already talent has been signed for the open-

(Continued on Page 2)

New Management Firm Formed For Radio-TV

George F. Foley Jr., director of television for Cecil & Presbrey, Inc. has resigned to become president of the newly formed Foley & Brockway Company, it was announced yesterday. The new firm will specialize in television and radio management.

Joining Foley will be Robert E.

(Continued on Page 2)

Wants Conversion Less Costly For Broadcasters

Chicago — FCC Chairman Wayne Coy put it up to TV manufacturers yesterday to make the job of conversion to color video less costly for broadcasters. Conceding that the launching period for color TV will be hard on the pocket-book in any event, Coy told the National Electronics Con-

(Continued on Page 6)

CBC Faces Deficit; Needs License Coin

Ottawa — Canadian Broadcasting Corporation is reported to be in the throes of the worst financial crisis of its history.

Unless the Federal Government—and Parliament—agree to a 100 per cent increase in radio license fees or to make available roughly the same amount in public funds, the CBC says it expects to encounter a

(Continued on Page 2)

Telenews Sales Reflects Growing Interest In News

In a splurge of activity during the past ten days, reflecting not only the hypoed public interest in Korean war news, but accelerated general interest in the red-hot pennant races and the approaching football season

(Continued on Page 8)

Television 'Growing Pains' Problem, Duffy Tells ANA

Chicago—The manifold problems arising from the progress and popularity of television were stressed here yesterday by Bernard C. Duffy, president of Batten, Barton, Durstine & Osborn, Inc., speaking at the 41st annual meeting of the Association of National Advertisers.

TV station owners, particularly, were taken to task by Duffy for what he termed "the rate squeeze"

put in operation by those who, said he, "find themselves in the comfortable position of being able to pick and choose."

This condition, said Duffy, has raised television costs to the point where they "are way out of line," a condition, he added, which probably will not be relieved until the FCC relaxes its "freeze" order on

(Continued on Page 7)

Let 'Em Buck!

Gene Autry's managers have set a spot radio and TV campaign on stations in the New York area in connection with the opening of Autry's world's championship rodeo at Madison Square Garden tomorrow night. In addition CBS radio and Columbia records are giving their star some special exploitation to herald the opening of the rodeo.

For Theaters Only

Washington — The FCC announced yesterday that it has granted special temporary permission to the telephone companies of Michigan and Illinois to carry TV coverage of the Michigan and Illinois University Big Ten football games to theaters in Detroit and Chicago. The programs will not be available on home television receivers.

20020092

RADIO DAILY

Established Feb. 9, 1937

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

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

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

CHICAGO BUREAU
Ginny Evans, Manager
Suite 3013, 333 No. Michigan Avenue
Phone: Franklin 2-9238

ROME BUREAU
John Percicari
Ludovisi 16

FINANCIAL
(September 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/4	10 3/4	11	- 1/8
Admiral Corp.	29 1/2	28 3/4	28 7/8	+ 1/8
Am. Tel. & Tel.	150 3/8	150	150 1/2	+ 1/8
CBS A	33 1/2	32 1/2	33 1/2	+ 1
CBS B	33 1/2	32 1/2	33 1/2	+ 1 1/2
Philco	43	42	42 7/8	+ 3/4
Philco pfd.	93	93	93	-
RCA Common	18	17 5/8	18	+ 3/8
Stewart-Warner	16 1/2	16	16	- 3/8
Westinghouse	33 3/8	32 3/4	33 1/4	- 1/2
Zenith Radio	54 3/4	53	53 3/4	+ 3/8

NEW YORK CURB EXCHANGE

	Bid	Asked
DuMont Lab.	19	18 1/2
Hazeltine Corp.	20 3/8	20 3/8
Nat. Union Radio	3 7/8	3 7/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	13 1/2	14 3/4

Named Program Director
Vermillion, S. Dak.—Program director for KUSD, the University of South Dakota radio station, is Richard Thompson, Santa Monica, Calif., according to an announcement from the office of President I. D. Weeks. Thompson succeeds Keith Nighbert, who moves up to become director in place of I. R. Merrill who is on a year's leave of absence to take graduate work at the University of Illinois.

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
Contact EDWARD PETRY CO.
WBAL

★ COMING AND GOING ★

Cecil Brown, Mutual commentator, will be heard on tour from KJL, Los Angeles, tomorrow, from KFEL, Denver, Nov. 1 through 3, and from KWK, St. Louis, Nov. 9. He'll be back in New York Nov. 10. In his absence, programs he must miss will be taken over by Ed Pettitt.

FRANK G. KING, sales manager of KTTV, Los Angeles, is spending two weeks in New York for conferences with agency executives and officials of CBS Radio Sales.

BURT TOPPAN, of the publicity and promotion staff at WTVJ, Miami, is spending a two-week vacation in New York, during which he is also conferring with web officials on Fall promotion plans.

KEN MURRAY, comedian, today will arrive by train from Hollywood, and immediately will start rehearsals for his weekly CBS-TV series, which will return to the network Saturday, Oct. 7.

DAVID R. ALLEN, sales representative for WSYR-TV, Syracuse, N. Y., was in Watkins Glen, N. Y., last week-end for the foreign car races. He was assistant driver for a British MG entered in the races.

SIDNEY GUBER, Eastern division sales manager for Charles Michelson, Inc., New York transcription organization, has left for Boston on a five-day selling trip.

JAMES HARVEY, director at NBC, tomorrow will deliver a lecture on the role of the director in radio and television at State Teachers College, Charleston, Ill. His title: "The Man Under the Glass."

RAY NELSON, producer of "The Rod and Gun Club of the Air," together with **GUY KIBBEE**, starred on the show, and **VAN CAMPEN HEILNER** and **LARRY KOLLER**, panel members, on Saturday will leave for Bermuda in the "Rod and Gun Skycruiser" of Colonial Airlines. They'll spend three days on the island, making on-the-spot recordings and films.

TOM FLANAGAN, manager of the Kansas City office of The Katz Agency, is in New York on business.

GEORGE G. BROWN, director of engineering for the Atomic Energy Commission, this Sunday will go to Chicago for the "Northwestern University Reviewing Stand." The theme of the Mutual network program that night will be "Atomic Energy."

KURT PSENNIGER, vice-president of Muzak in charge of sales, on October 1 will start a two-month tour visiting subscribers across the country.

BEN GRAUER, commentator on NBC, has returned in a Swissair plane from Europe, where he spent the past two weeks on a news survey in Berlin, Rome, Paris and Switzerland.

CBC Faces A Deficit; Needs License Coin

(Continued from Page 1)
deficit of some \$25,000,000 over the next six years.

Deficits would be met ultimately by the taxpayer.

The only alternative, and it is not being considered very seriously at the moment, is to pare CBC expenditures to a point where they are equivalent to anticipated revenues. To effect the saving required would, however, involve a drastic curtailment of existing CBC service.

Quality Might Suffer
CBC says this would mean "the cutting down of some program services, dropping of the quality of the programs, less use of Canadian talent and the elimination of network coverage of some areas."

So far the Government has done nothing to help and the expectation is that no policy decision will be reached until the Massey Commission (Royal Commission on Arts and Advancement of Science) has reported.

High School Games On WHLI

A nine-game schedule of the top high school football games in Nassau County is being broadcast by WHLI, Long Island, every Saturday afternoon. Bob Zellner, sports editor of Newsday announces the play-by-play and WHLI's George Ball supplies the color.

KGO's Kaufman Joins KPHO

San Francisco—Julian M. Kaufman has resigned as account executive of KGO-TV to become assistant commercial manager of KPHO-TV, Phoenix, Ariz., effective October 1. Miss Kaufman formerly published the Tucson, Ariz., "Shopper" and more recently was TV department head of the Tolle Company advertising agency.

Two Top Comedians Signed For TV Series

(Continued from Page 1)
ing Clark performance. Those scheduled to appear with the comedian are Joan Blondell, and Sigmund Romberg. In addition there will be a Todd-styled girl revue.

The Frigidaire series will be telecast over the inter-connected NBC network every fourth Sunday from 8 to 9 p.m., EST. Each show will be kinescoped and telecast later on stations not on the coaxial cable.

The new time spot is part of an impressive Sunday night line-up arranged by NBC, featuring on successive Sundays such entertainers as Eddie Cantor, Martin & Lewis, Fred Allen and capped by the Frigidaire show.

New Management Firm Formed For Radio-TV

(Continued from Page 1)
Brockway, motion picture producer, currently president of Pathe Corporation and Director Products Corporation and James N. Lister, formerly with Cecil & Presbrey. The latter will become head of the new firm's production staff. New York offices will be at 521 Fifth Avenue. A Hollywood office will be opened in December.

Will Sponsor Football

Hollywood—Filmed highlights of the nation's collegiate "Football Game of the Week" will be sponsored over KECA-TV by the Pontiac Motor Division of the General Motors Corporation, starting today. The first program will be aired 8:30 to 9:00 p.m., PST, switching to the 8:00 to 8:30 p.m., PDT time slot on Tuesdays thereafter. The opening show will cover the pigskin fracas between Oregon State and Michigan State.

WITH 1ST FOR 3RD STRAIGHT MONTH!

WITH 25.1

STATION A 22.3 (NETWORK)

STATION B 19.7 (NETWORK)

STATION C 15.7 (NETWORK)

STATION D 9.6 (NETWORK)

Rates for 1 minute E. T.

WITH \$16

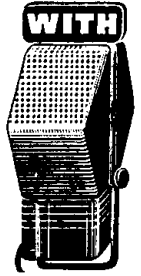
STATION A \$55

STATION B \$50

STATION C \$70

STATION D \$36

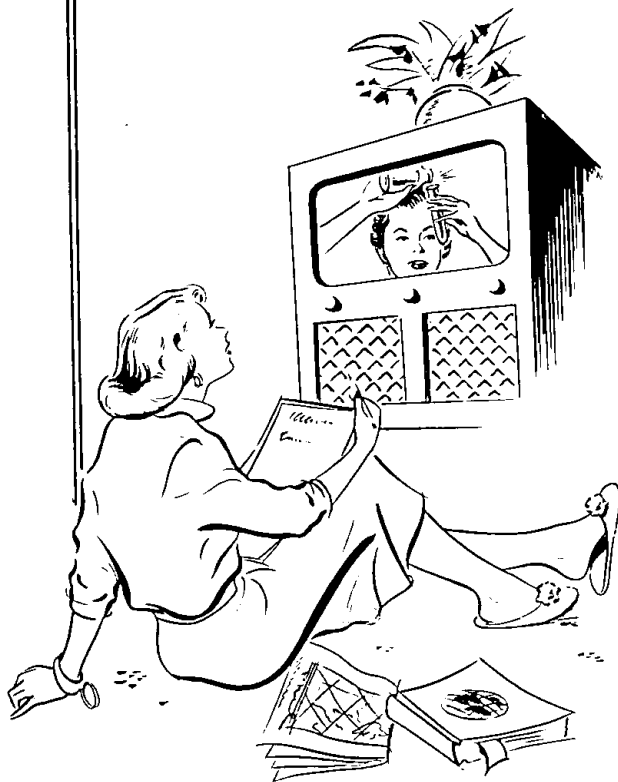
COMPARE! COMPARE! COMPARE!
Look how the BIG independent beat the network competition! To Hooper for the third straight month! Biggest audience in town! More listeners-per-dollar than any other radio or television station in Baltimore! Where else can you find such a radio buy? Where else can you get such a big audience for such a low, low, cost? Call your Headley-Reed man today.



* HOOPER RADIO AUDIENCE INDEX, JULY AUGUST 1950; TOTAL RATED TIME PERIOD

another first for WWJ—The Detroit News

...**TV** goes to college!



WWJ-TV and the University of Michigan have announced completion of plans for a series of televised home-study courses this fall . . . the first venture into the field of university education by any TV station.

The entire academic resources of the university and the production and transmission facilities of the station were pledged to its success. Initial plans call for lectures on history, fine arts, music and the fundamentals of the natural sciences to be illustrated with all the visual aids employed in undergraduate instruction. The television "classes" will even be taken into research laboratories, workshops and rare book vaults usually barred to all but a few accredited students.

Those who enroll by the payment of a nominal fee to the university will be eligible for examinations and "certificates of recognition."

Mark this up as another in the long list of "firsts" credited to WWJ during its 30 years' existence. It adds immeasurably to the prestige and community confidence which WWJ has always enjoyed, and which has always proved so beneficial to its advertisers.

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

LOS ANGELES

By IRV HAMLIN

ART LINKLETTER has been presented with an Award of Merit by the Hollywood Coordinating Council for his interest in youth work. Linkletter is on the board of directors of the Hollywood YMCA; is one of the sponsors of the Foster Parent's Plan for War Orphans (he's adopted two), and is extremely active in movements for underprivileged children.

Ben Pollack, the grand old man of two-beat, is now starring over Don-Lee with his Pick-A-Rib boys every Saturday night, and is presented by the U. S. Marines.

Jerry Fairbanks has signed Victor Moore and Harlow Wilcox for spots in Oldsmobile TV commercials.

The Pacific Regional Network, with KFMV as its originating point, has acquired L. A. Rams broadcast rights for the 1950 season, the games to be rebroadcast every Sun. night. This is the first time the new net has undertaken to air sports affairs.

Peter M. Robeck has been appointed assistant sales manager of KTTV by Frank King.

At the Los Angeles County Fair at Pomona: Harry Koplan of "Meet The Missus," and Curt Massey, singing with Martha Tilton.

Larry Lipton set by Ray Berquits of PBS to script Marc Lawrence's soap opera, "Grand Motel."

Toni Arden, who got her first break on Ed Sullivan's show, made her West Coast debut last week at the Mocambo.

Vonna Records has recorded the century old liturgies, sung by world famed choirs at Notre Dame in Paris, for the first time.

SCBA's annual Whingding will be open to agency men for the first time. Prior to this year, it was a closed shop affair for net and station men, reps. and trade press.

Stars To Participate In Polio Drive Benefit

(Continued from Page 1)

will appear in the 75-minute stage show preceding the eastern premiere of "Union Station." In the show which will be produced for the industry by Bob Weitman of Paramount will be Frank Sinatra with his own musical group, Marguerite Piazza, Bert Parks, Ken Murray, Robert Merrill, First Piano Quartet, Imogene Coca, Jack Carter, Mindy Carson, Eddie Cantor and Sid Caesar. An augmented orchestra of Tony Pastor will accompany the performances.

"Talent Evaluator"

Co-ordinator of Stage, Radio and TV Productions. Fourteen years with present office. Wishes to change current position for Advertising Agency, Radio or TV Station. Excellent references.

Box No. 176 — RADIO DAILY
1501 Broadway New York 18



By SID WHITE

Man About Manhattan. . . !

● ● ● **TRADE WINDS:** Bing Crosby is still adamant about postponing his TV debut—but intimates figure he's waiting until his 4 sons are groomed, via a few more record hits, to help him carry a TV load. Bing, incidentally, certainly started a trend. First, he recorded with "A Friend." Then, brother Bob got the notion of doing an album with his daughter. Now, Jimmy Stewart has formed his own trio, featuring his sons, Ronald and Michael. It's an all-accordian aggregation and already every top program from Fred Allen to Milton Berle is demanding the privilege of introducing them to TV. . . . 20th Century-Fox and MGM are still breathing with respective difficulty at the narrow escape of Georgie Jessel and Howard Keel in a five-way car smash-up near the San Francisco Airport. Luckily, they weren't even scratched. Accident had been hushed up. . . . The competition among the TV programs to be first to present Maurice Chevalier has his price for a one-shot up to a \$25,000 high. Chevalier's holding out until he gets his own American package—for international kinescoping. Time Flies Dep't: Bill Corum and Don Dunphy are starting their 10th year doing the fights for Gillette. . . . Fannie Brice may revive some of her old songs and sketches via a series of guest appearances on Eddie Cantor's show. Depends on how convincing Eddie can be in persuading Fannie to come East. . . . Trade raving about Morton Downey's new TV variety show which premiered on CBS-TV on Friday night.

★ ★ ★ ★

● ● ● If Jack Barry doesn't become a baseball fan after tee-off of his Joe DiMaggio TV'er Sat. afternoon, he just ain't grateful, thass all. DiMag, the homerun clouter, slugged out another winner for Barry and his partner, Danny Enright. Amazing part of it is—up until this year, Barry hadn't seen a ball game in 15 years. He broke the streak when the Yanks played the Senators only because Joltin' Joe dragged him up to the game personally. Barry, incidentally, is seeking a new tag for his "Juvenile Jury" stanza. It's been called everything from Jubilant Jury to Junior Junction, so Jack is offering a fat prize for a new title when it resumes on TV in Oct. (It's got to top his current choice, "Pint-Size Panel.")

★ ★ ★ ★

● ● ● **ONCE OVER LIGHTLY:** Fred Allen's TV debut, in the words of Jerry Lester, was "George all the way." The master wit seemed to have fun being the clever monologist of his former vaudeville and revue days. All his radio experience, glibness, etc., paid off in spades and the result was adult viewing. The only lulls occurred when Fred was off-screen giving way to dancers or commercials. Special kudos must go to Dave Burns, one of the most under-rated mugging comics of our time. He worked with Allen as tho' they've been partners for years. For someone tired of big, noisy, inflated introductions, it was a joy to have talent the likes of Monty Woolley and Rise Stevens brought on without cliché fanfare. . . . "Cavalcade of Stars," starring Jackie Gleason and produced by Milton Douglas, came up 6th in the latest Nielsen with a hot rating of 25.9. Can't help but agree with Douglas, incidentally, in his choice of so-called "stage waits" between comedy sketches on the Gleason stanza. Most of the bigger shows go in for some plain and fancy ballet troupes, etc., but it just doesn't seem to come off in television. TV, as Douglas points out, is strictly an intimate medium and the effect of a huge ballet troupe is completely lost on the screen. Instead, he prefers to use musical comedy dancing with a group built up mainly as background for a solo star. . . . Did you manage to catch Ed FitzG on "Mama" the past two weeks. What a trouper!

MEXICO

(By Staff Correspondent)

XEW "The Voice of Latin America from Mexico" celebrated its twentieth anniversary on the 18th of this month. Directors of Mexico Number One radio station: Emilio Azcarraga, Othon M. Velez, José Milmo and Louis Bortoni receive congratulations from friends and advertisers. . . . XEW had a big day and sponsors organized special programs to commemorate the event. . . . A dinner-dance was offered in the evening at the Centro Asturiano Advertising & Administration, local advertising agency handled by Edward J. Noble and Charles F. Woram, has just changed its denomination, its business name from now on will be Noble & Woram. This organization is about to open a branch office in Miami, Fla.

Alejandro Nervo, radio executive of Walter Thompson de Mexico, S. A., back in Mexico City after a short trip to New York. . . . Nervo spent three weeks in New York and made a brief study of television.

Morkrom, S. A. an advertising agency which has been growing fast under the managing direction of Guillermo Morales, former XEW radio announcer, moved its offices to larger site on Dolores Street. . . . Morkrom's radio department is in charge of Manuel Rascon.

Radio Programas de Mexico with studios and offices at 109 Bucarell Street, Mexico City, is widening its recording laboratories and making installation of brand new recording machines. . . . This organization will celebrate its tenth anniversary next year.

XEMR, Monterrey radio station making remarkable improvement in its studios and plant. A large structural steel antenna tower and new equipment will be officially inaugurated next October. . . . Enrique Serna Martinez, XEMR's executive making final arrangements in Mexico City for special program presentations. . . . Mexico City's Radio Mil doing a good job lately. This station under a new management and with Lic. Guillermo Salas as immediate supervisor, has entered a prosperous phase and is occupying a prominent place in local radio. . . . Publicidad Guastella handling the total account of Procter & Gamble of Mexico. . . . Anunciadora Mexicana starting a national advertising campaign for Brisk, the new Johnson starch product.

Emilio Azcarraga, accompanied by Othon M. Velez, XEW executives, in New York and other cities in U. S. attending radio conventions as international delegates.

Capsule Mysteries

a new action-packed low cost, open end 5 minute TV film series

Charles Michelson, Inc.

23 WEST 47th ST., NEW YORK 19
Plaza 7-0695

Strotz Resigns Post With NBC On Coast

(Continued from Page 1)
dent of the network. Coincident with the Strotz announcement, it was reported last night that John West, vice-president in charge of public relations for RCA-Victor, Camden, will succeed Strotz at the Hollywood headquarters of NBC. This rumor could not be confirmed at either RCA or NBC headquarters in New York.



STROTZ

In accepting Strotz's resignation, President McConnell said: "My regret at seeing Sid Strotz leave NBC is not only in behalf of the network but personal as well. We have been good friends for many years and I know how much he has contributed not only to this company but to the radio and TV industry as a whole."

Started With NBC In 1933

Strotz started with NBC in 1933 as manager of the program and artists service departments, with headquarters in Chicago, where he was born. Previous to that he had acquired an imposing array of business titles; vice-president of a large automobile company; vice-president of the Wrap-Rite Corp.; president of the Chicago Stadium Corp. The latter position was Strotz's introduction to the media of mass entertainment.

In 1933 Strotz turned to the broadcast form of entertainment and has remained with it since then. He became vice-president in charge of the NBC central division in 1939, succeeding Niles Trammell who moved to New York headquarters.

One year later Strotz came to New York to take on the job of vice-president in charge of programming for the entire NBC network. His next move was to the West Coast in 1941 as vice-president in charge of West Coast operations.

Strotz is a native of Chicago and attended Cornell University.

West Now in Camden

At present John West is vice-president in charge of public relations for the RCA-Victor division in Camden, N. J., a post to which he was elected in Nov., 1947. Previous to that he had been director of public relations for the company since June, 1945.

West first joined RCA in 1930. In 1933 he was manager of the RCA exhibit at the Chicago World's Fair. Following that he served as district manager in various cities throughout the country. During the war he was with the war contract service department of RCA.

West is a native of Charleston, West Va. He attended local schools there and graduated from Wesleyan University, Middletown, Conn.

AGENCY NEWSCAST

... personnel, sponsors and notes

LOUIS J. RIGGIO, formerly assistant to the president in charge of advertising and sales for the American Tobacco Company, has become a principal of Peter Hilton, Inc., advertising agency. On October 1, the firm's name will be changed to Hilton & Riggio, Inc. Hilton continues as president and Riggio becomes vice-president and treasurer.

MANNY REINER has joined Louis G. Cowan, Inc., to head up the new division of program promotion and development for the producer's expanding television production operations. For the past five years, he held an executive post with David O. Selznick Enterprises.

ELIS FOLKE, formerly of Sigfrid Fjellander Reklam, Huss Reklam and W-Reklam, advertising agencies in Stockholm, Sweden, has joined the copy and planning staff of O'Brien & Dorrance, Inc.

ADAM J. YOUNG, JR., president of Adam J. Young, Jr. & Associates, Inc. of New York City, and his staff were tendered a party recently at the offices of WLIZ, Bridgeport, Conn.

FORJOE & COMPANY, INC. has been appointed national sales representative for KECK, Odessa, Tex.

JOSEPH W. FULGHUM has joined the Biow Company as account executive for Pepsi Cola. He formerly was an account executive with Kenyon & Eckhardt.

KETCHUM, MACLEOD & GROVE, INC. of Pittsburgh, announce the appointments of Charles A. Wright to the public relations staff, and Ray E. Scott as assistant to the director of the radio and TV department.

CHARLES F. LOWE, radio and TV producer-director for Erwin, Wasey & Co., has been appointed TV supervisor for all of the agency's West Coast shows.

HERBERT CLAASSEN, formerly of the Compton Agency, has joined Ruthrauff & Ryan, Inc. as a radio and TV time buyer.

JERRY MARTIN has been named director of television for Duane Jones Company, Inc. He was formerly with William Esty Co., Inc. and NBC.

PATRICIA BURNS of Burns & Blair, sales promotion counselors, will handle advertising and promotion for Standard Radio Transcription Services, Inc., working through the Chicago office.

PAN AMERICAN PUBLISHERS REPRESENTATIVES has been appointed national sales representative for Outdoor Guide magazine.

BATTEN, BARTON, DURSTINE & OSBORN, INC. will handle advertising for Carr-Consolidated Biscuit Co., Wilkes-Barre, Pa.

JOHN FAULKNER ARNDT COMPANY to handle all advertising and merchandising for Proctor Electric Co., Philadelphia.

PICARD ADVERTISING COMPANY appointed to handle advertising for Precision Rectifier Corporation, Brooklyn, manufacturer of selenium rectifiers for radio, electronic and electrical industries.

W. G. BRANGHAM has joined the Los Angeles office of Erwin, Wasey & Company as a member of the copy department. He was formerly with Botsford, Constantine & Gardner.

A. F. HARRISON has established headquarters in Washington, D. C., as special representative of the United Press. He will serve in the radio, television and newspaper fields.

HELEN ALDEN HOUGHTON has been named publicity director and advertising manager of Tourneur Beauty Products, Inc.

Football "Co-op" Program Successful

(Continued from Page 1)
broadcasts which started last Saturday from Lansing, Mich., was made available for co-operative sponsorship following the success of the network's baseball "Game of the Day" which has been presented daily since April 18 by 3,200 sponsors.

In addition to the play-by-play reports weekly, the Mutual network presents two special 15-minute sports programs on a co-operative basis every Friday and Saturday evening during the regular football season. Al Helfer and Art Gleason handle the broadcasts. On top of the 212 co-op sponsors, R. J. Reynolds Tobacco Co., for Camels, sponsors a five-minute round-up immediately preceding and a five-minute summary following the weekly "Game of the Week." Co-op sponsors include De Soto-Plymouth Dealers, Kaiser-Frazer Dealers, American Silk Mills, Inc., Cox Motor Co., Buick Dealers and others.

Gershwin Day On WCBS

WCBS today will commemorate the 52nd anniversary of the birth of George Gershwin with the playing of Gershwin compositions exclusively on all programs throughout the day. Gershwin was born on Tuesday, Sept. 26, 1898.

GREAT GATE

At personal appearances in the Portland area during the last year, Roy Jackson and his Singing Northwesterners have drawn a "gate" of more than *one hundred thousand people!* Roy's radio audience is tremendous, too.. and it can be reached economically on KEX's "Roy Jackson" program, 11:30 AM to 12 noon, Monday through Friday. For participations, check KEX or Free & Peters.

KEX PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc

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

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

COAST-TO-COAST

WAVE Recording Used

Louisville, Ky.—Thomas W. Bullitt, local chairman of the "Crusade for Freedom" is using WAVE recordings of Radio Moscow to illustrate Russian propaganda before the Chamber of Commerce, the Rotary Club and other important organizations in this area in his Crusade for Freedom campaign. WAVE recordings of Russian propaganda include Russian radio stations jamming Voice of America broadcasts. Seoul City Sue of Red Korea, Peiping Betty of Red China and Radio Moscow broadcasts presented by a former Brooklyn man and an English woman whose fantastic exaggerations and lies have fascinated local Louisville clubs and organizations.

TV Peeper Cleared

Akron, O.—A 63-year-old man, General Hopkins, told Municipal Judge A. D. Zook in Police Court recently he was no peeping Tom. He was just watching his favorite television program. Hopkins was arrested after a neighbor called police. He told the judge that he often watched TV that way. He was watching the program through the window of one of the apartments in the building where he lives. Judge Zook suspended the court costs after detectives said they believed the man's story.

Special Newscast For Housewives

Worcester, Mass.—The way things are in Korea, newscasts are pulling in their largest audiences since World War II. So WTAG (and FM) just gave their morning schedule a hypo by inserting an extra news feature, at 8:55, slanted to the housewife. Besides reporting on troop movements and battles, newsman Dick Jacobs hits women listeners with the latest developments on the home and food fronts. This is a supplement program to the stations' other woman-of-the-house newscasts at 10:10, handled by Bill Porter.

Maggi McNellis On WMBG, WTVR

Richmond, Va.—NBC star Maggi McNellis recently was in town to narrate a special fashion show at a local department store. During her visit Maggi appeared on the "Home Edition" program with WMBG's woman's editor Jerry Lane. On this AM program she discussed topics of interest to women and commented on the latest fashions. In the evening, Miss McNellis appeared over WTVR, on "Women's Video Journal" again with Miss Lane.

FOR QUALITY OF WORKMANSHIP
Look For This Label

PHOTOGRAPHED
BY
MEMBERS OF
LOCAL 644



Color-TV Conversion-Costs Too Steep, Coy Tells Mfrs.

(Continued from Page 1)

ference here that "adoption of bracket standards by manufacturers would make the broadcaster's task much simpler.

"For, if the Commission postpones a color decision upon receiving as-

Wide Benefit

Chicago — The televising of top sporting events or well-known Broadway productions, whether or not they are sponsored by a national advertiser, will enhance the advertising value of television because of their great popularity with the viewing audience. Wayne Coy, chairman of the FCC, told delegates to the Association of National Advertisers meeting here yesterday.

Coy's talk was the second delivered during the day. He had previously addressed the National Electronics Conference.

urances from manufacturers that they will manufacture receivers with bracket standards, there will be no broadcasting of color programs except on an experimental basis. If, as a result of such postponement, a successful compatible color system should be developed, the broadcaster would have an audience that could receive his color programs in black and white."

(In Washington, the FCC said it had yet to hear from any major TV set-maker whether it will adopt the proposed bracket standards.)

Coy added that "if no compatible system succeeds and the Commission adopts the incompatible CBS system, a portion—and a continuously growing portion—of the TV audience will have receivers capable for receiving a black and white picture from the color broadcasts. The extent of this audience will depend on the rate of production that is achieved by manufacturers for bracket receivers. And

each month that passes will increase the size of the audience that is available for color programs."

But, said Coy, "If the Commission were to postpone making a decision on color at the present time and proceed with a further hearing, without having assurances as to brackets being incorporated into receivers, we would be inviting a situation where at the end of such hearing, fundamental defects might still be present in the compatible system, but the incompatible system could not be adopted because the number of receivers in the hands of the public would have increased tremendously.

"We have a color system before us today—the CBS system—which all Commissioners feel is suitable for adoption. We all believe that color is an important improvement in broadcasting. We are willing to postpone adopting the CBS system for the time being if the industry, by adopting bracket standards, will make it possible to give color to the American people if the new or improved compatible systems should fail to meet the requirements of the Commission, as have all compatible systems in the past. We are unwilling to postpone adopting the CBS system if the manufacturers do not build receivers with bracket standards, for, in that event, we would be inviting the risk that if the compatible systems failed again, we would probably not be able to adopt the CBS system.

"These bracket standards are insurance that if the Commission postpones a color decision now, it will not be precluded from making color available to the American people. They are also insurance that if techniques presently being developed are successful in making better resolutions possible in black and white pictures, the Commission will be able to make this improvement available to the American people."

Olin Would Buy WAAB; Other Activities At FCC

Washington Bureau of RADIO DAILY
Washington—Purchase of WAAB, Worcester, Mass., for \$15,000 by Bruff Olin of Moline, Ill., has gone to the FCC for okay. Olin was formerly chief stockholder of WQVA, Moline. His plan calls for the purchase of the WAAB equipment from the Yankee Network for \$85,000. The station is operated by Radio Enterprises, Inc., on the 1440 band with five kilowatts, and carries MBS and Yankee programs.

WKJG Case Re-Opened

The FCC has been advised by George Maher, executive secretary of NABET, that the present owners of WKJG, Fort Wayne, Ind., are in error in claiming that transfer of the station would not be complica-

Name John Dunning Head Of State Dep't Int'l Press

Washington Bureau of RADIO DAILY
Washington—John Lawrence Dunning, former radio news writer for UP and OWI official, yesterday was named chief of the State Department's international press and publications division.

Dunning has been associate chief since 1948.

ted by any pending suits. Fact is, said NABET, the station is in continuing violation of Federal labor statutes, and has been found guilty of unfair labor practices by the NLRB.

The station has refused to comply with an NLRB order of last March that it reinstate certain employees and restore their seniority and back pay loss.

BEHIND THE MIKE

ORK pilot, Russ Carlyle, brother of thrush Louise Carlyle, one of the better larks, has a hit tune in "Derebecie," which he waxed for Capital. Incidentally, Louise's disc of "Our Little Ranch House," on the Coral label, is a big click.

Martha Rountree's radio-TV package, "Washington Party," is being re-titled "This is Washington."

Paul Whiteman has invited the famed Columbus Boy Choir to guest on his Oct. 7th Teen Time show.

Bill Shipley, announcer on "People's Platform" via CBS-TV, is one of the few spellers who really memorizes his video commercials.

Bill Leonard now occupying five solid hours of WCBS time per week.

Bill Bertolotti's certain that Boris Karloff's disc jockey show goes out over the scare-waves via a ghost-to-ghost hookup.

Altho' Kathi Norris has been a city dweller all her life, week-ends in Conn. this summer gave her a yen for the country. So now she and her hubby, Wilbur Stark, are moving to the suburbs permanently.

Geo. Hogan's new WOR disc jockey stint (from 2 to 5 ayem) is being sponsored by the Village Crier magazine.

Forecasts Shortage Of TV Technicians

(Continued from Page 1)

getting employment in the manufacturing end of the electronic industry and others are being called to military service."

Forte said that with TV receiver sales reaching an all-time high the problem of service was never greater. He spoke of the increased demand for installations for the World Series and the Christmas business coming up as indicative of the need for skilled technicians.

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
HENRY GREENFIELD, Mgr. Director N. Y. 19

WPIX Transmitter For Empire Tower

Installation of a new five kilowatt television transmitter was begun yesterday by WPIX at the Empire State Building, where the New York Daily News station will join four other New York tele stations in transmitting from the multiple-use television tower now under construction. Costing approximately \$200,000, the RCA transmitter (model TT5A) will not be used until the tower is completed late in December (according to last reports); meanwhile WPIX will continue to transmit from its present antenna. Initial arrangements with the building officials by WPIX also included accommodations for its transmitter and the addition of high-power amplifiers if such action is approved by the FCC.

When the five video stations that will use the tower begin transmitting there after the first of the year, "a single directional adjustment of the receiving antennas will get the maximum coverage in terms of station selection and clarity of reception," it was stated by Tom Howard, chief engineer of WPIX who made the announcement.

At present, approximately 60 feet of the 219-foot steel tower have been constructed, an Empire State spokesman revealed yesterday. Unless highly unusual weather conditions occur during December, the project will be completed as scheduled.

Top Ten Of Video Rated By Nielsen For N. Y.

(Continued from Page 1)

being a 29.7 per cent for Godfrey's Talent Scouts.

Percentages of television homes using their sets during program time ranged for the top ten shows from 39.5 per cent (during "Mama") to 58.5 per cent (during "Suspense.") Video homes listening to their radio sets during television program times for the same top ten shows ranged from 1.9 per cent, during "Premiere Playhouse," to 10.7 per cent, while "Suspense" was being televised.

Others in the top ten were: "Studio One"—25.0 per cent; "Premiere Playhouse"—24.4 per cent; "Fireside Theater"—23.5 per cent; "Martin Kane"—22.7 per cent; "Suspense"—21.6 per cent; "Lights Out"—20.3 per cent; "Mama"—19.6 per cent; and "This Is Show Business"—17.9 per cent.

Admiral Records, Inc., Is Now Adam Records

Mickey Else, disc jockey for WWPA, Williamsport, Pa., submitted the winning name in the contest conducted by Admiral Records, Inc., to find a new name for the company. His entry—"Adam . . . First With the Best!" is to be the new name and slogan for Admiral Records, Inc.

★ ★ TELE TOPICS ★ ★

FRED ALLEN brought his own brand of TV comedy to NBC's Colgate Comedy Hour Sunday night. The results, measured in terms of the robust funmaking of comedy conferees of other Sunday nights, indicated that Mr. Allen has a different concept of living room entertainment. Allen, paced in the manner of a Garroway or Godfrey, was brilliant when he lampooned TV and its programming. The comedian had the benefit of an excellent straight man in the role of a TV consultant when introduced to the proper use of a seltzer bottle and a lemon meringue pie in the quest for TV laughs. He was funny too when he ran abreast of Monty Woolley in a department store and together they sought to get an adjustment on a cuckoo clock. Another highlight was Allen's English version of "Carmen" in which he played a traveling salesman and Rise Stevens of the Metropolitan Opera company was the farmer's daughter. The puppet version of Allen's Alley was amusing but yet in technique nothing new. Dance routines, modern ballet as done over and over again on TV revues, added very little to the entertainment value of the Allen hour. Just how much Fred Allen and his concept of TV entertainment means to the televiewers will be learned as the season progresses. The viewers will be judge and jury.

★ ★ ★ ★

OVER on CBS-TV with much less fanfare than the Fred Allen debut, Fred Waring, master musical showman, brought his orchestra, chorus and featured artists, back for another season for General Electric. Aside from Fred's opening, during which he dwelt at length on his "nice" sponsor G.E., the program rounded out into an enjoyable half-hour of musical divertimento. Film clips which reported the summer vacation activities of the Waring performers was a highlight. Here was a human interest sequence presented with informality which rekindled vacation memories of televiewers.

★ ★ ★ ★

TODAY'S TV Personality: **ALEXANDER STRANOCH**, Jr., national director of TV programming for the ABC network, came to video after many years experience in the agency field. His agency experience began in 1938 when he joined Young and Rubicam, Inc., in Hollywood as a writer on "We The People," radio show. Subsequently produced and directed this program as well as "Mystery Theater" and "The March of Time" programs. He also served as production supervisor.



talent and program manager for Y. & R. In 1947, he joined the William Morris agency as a radio and television executive. Upon accepting an executive post with ABC in 1948, Stranach took an active hand in launching the web's network programming and is credited with having successfully translated "Stop The Music" from radio to video. "Sandy," as he's known to the friends, lives TV and regards each new day as a reminder of the boundless opportunities presented.

★ ★ ★ ★

CLAUDE KIRCHNER, of "Super Circus" fame, launched a new half-hour show on WENR-TV yesterday titled "Housewives Holiday" (seen on Mondays and Fridays at 1:00-1:30 p.m.) . . . Video sets in San Francisco now soar at 85,345, with a record sale during August of 8,800 sets. . . . Admiral is bankrolling Freddy Martin and his "Admiral Band of Tomorrow" over KGO-TV in a new half-hour stanza on KGO-TV as of Sept. 29 (8:30-9:00 p.m.). . . . Stars of WGN and WGN-TV will hold forth at a "celebrity center" during the Television and Electrical Living Show at the Coliseum in Chicago, starting Friday. . . . Abraham and Straus (Brooklyn dept. store) will highlight merchandise rather than entertainment on their DuMont half-hour (Mon., Wed., Fri., 11:30 a.m.) commencing Oct. 2, according to William Tobey, the store's v-p. Showing items to televiewers which can be purchased by phone and delivered in one day, the show will have a demonstrating team of Jan Miner and Frank Rhodes.

★ ★ ★ ★

"CELEBRITY TIME," starring Conrad Nagel, Kyle McDonnell, and Yale's football coach Herman Hickman, comes back on CBS-TV with a bang on Sunday (10:00 p.m.) with Kitty Carlisle and Zachary Scott as the celebs of this week. B. F. Goodrich is grabbing the tab. . . . Hypnotist Ralph Slater, who held down six months on Mutual radio network and did tele guest shots galore, is booked for Carnegie Hall on Oct. 5th. . . . Bob McQueeney, Susan Peters' ex-leading man in legit houses, has the lead Friday night on WOR-TV's "Trapped" (8:30-9:00 p.m.). . . . Bernard Prockter, package-producer of "Big Story" and "Treasury Men in Action" has another vehicle on the way, based on the Mount Vernon, N. Y., police department, entitled: "Police Story." . . . Publicist Larry Hammond, who just returned from a two-week talent hunt in Europe, found more talent than he bargained for—in two weeks he met and married Merikay Howard Lee, a video actress from Winnetka, Illinois. . . . NBC-TV's "Camel Caravan" on Friday (7:45 p.m.) will have Eddie Waitkus, Eddie Sawyer and "Puddin' Head" Jones as personalities of the day.

★ ★ ★ ★

TV's 'Growing Pains' Problem, Says Duffy

(Continued from Page 1)
the construction of new television stations.

The rapid growth of the industry was emphasized by Duffy, who revealed that in his recent book on advertising, the chapter on television "was out of date six months after the galley proofs left my desk."

West Re-Elected

Paul B. West, full-time president of the ANA for 15 years, was re-elected to head the organization.

Albert Brown, vice-president of Best Foods, Inc., was elected chairman and Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, was elected to the post of vice-chairman.

Iowa Network To Carry 'U' Football Schedule

Iowa City, Ia. — For the third straight year, KXIC, Iowa City, will feed the broadcasts of the University of Iowa football games to a network of Iowa stations, General Manager Gene Claussen announced yesterday.

KXIC formed the "Hawkeye Sports Network" shortly after going on the air in June, 1948. Taking the feed of the Iowa games from KXIC will be the following stations: WOC, Davenport; KWPC, Muscatine; KROS, Clinton; KOEL, Oelwein; KWBG, Boone; KCIM, Carroll; KCOM, Sioux City, and KSWI, Council Bluffs. Claussen said that possibly two or three other Iowa stations would join the network before the Indiana game, October 7th.

Three of the stations — WOC, KCIM and KCOM—will broadcast the Iowa-Southern California game, the night of Friday, September 29, direct from Los Angeles.

The play-by-play is handled by Claussen and the color by KXIC program director, Herb Olson.

"Call Me Madam" Stars Appear On NBC Show

Singing stars Perry Como and Mindy Carson, Mitchell Ayres orchestra, and the Ray Charles Chorus presented the first radio performance of the Irving Berlin score "Call Me Madam" in a special preview broadcast on NBC, Sunday, Sept. 24, 8:00-8:30 p.m. EST. Program originated in the Longacre Theater, New York. George Voutsas was producer and director. Currently playing a 3-week engagement in Boston prior to a Broadway engagement October 12, the show is bankrolled by NBC. The new venture marks the first time a radio network has provided financial backing for a stage play. Show's plot, deals with a woman ambassador from the U. S. to the mythical European duchy of Lichtenberg, with Ethel Merman starring as the lady-ambassador.

CHICAGO

By GINNY EVANS

DESCRPTION of those gals who sing the radio commercials: Soprano.

Whatever happened to the proposed plan of installing radios and commercials in the buses? For 10 cents now, we can stand a little aggravation.

One of Fred Allen's early 'musts' now that he's in TV is an interview with Ramshaw, the eagle, who delighted the radio fans.

Hardie Frieberg has signed a producer's deal with Laurel Films.

Ken Murray forwards a pip description of Russia: UNdesirable.

Zenith Radio Corporation, Chicago, has announced a new speaker which is actually 2½ times more sensitive than ever before and is now available in their 1951 console combination models. Called the "1213," the magnetic power of Zenith's Alnico "5" speaker has been increased from 4.6 ounces to 13.2 ounces. The added power of the speaker coupled with the company's "super-range" chassis, gives greater range and more undistorted output.

Telenews Sales Reflects Growing Interest In News

(Continued from Page 1)

As well, INS-Telenews reports 13 sales, several of which represent new markets for these services.

The daily news film service has been purchased by WAFM-TV, Birmingham; WSM-TV, Nashville; WNBC-TV, Binghamton—all new markets—and Chicago's WBKB has purchased the daily service which was not renewed by WENR-TV. Also WPIX, New York, starting today.

The INS-Telenews weekly news-reel review has been placed in WAFM-TV, Birmingham; WSM-TV, Nashville, and WHIO-TV, Dayton.

"This Week in Sports," has been bought in Minneapolis by WTCN-TV, sponsored by the First National Bank of Minneapolis, and in Dayton, Ohio, via WHIO-TV, under sponsorship of the local Zenith distributor. Also WTVN, Columbus, and WOI-TV, Ames, under sponsorship of International Harvester; and WSM-TV, Nashville.

Three Weeks Strike Settled By WHHH

Warren, O.—Three-week strike at WHHH, Warren, O., was settled Sept. 21, and the station resumed broadcasting Saturday. Union called the strike at 10 p.m. Aug. 28 after failure to obtain a satisfactory wage contract. Agreement was reached between the Warren Tribune-Chronicle, owner-operator of the station, and four engineers and four announcers, members of the International Brotherhood of Electrical Engineers. Terms were not revealed.

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 September 15-21, 1950

TITLE	PUBLISHER
All My Love.....	Mills
Beloved Be Faithful.....	Pickwick
Bonaparte's Retreat.....	Acuff-Rose
Can Anyone Explain.....	Valando
Can't We Talk It Over.....	Advanced
Count Every Star.....	Paxton
Daddy's Little Boy.....	Beacon
Dream A Little Dream Of Me.....	Words & Music
Goodnight, Irene.....	Spencer
Harbor Lights.....	Chappell
Honestly I Love You.....	Shapiro-Bernstein
I Cross My Fingers.....	United
I Don't Care If The Sun Don't Shine.....	Famous
I Love The Guy (I Love The Girl).....	Shapiro-Bernstein
I Wanna Be Loved.....	Supreme
I'll Always Love You.....	Famous
La Vie En Rose.....	Harms
Mona Lisa.....	Paramount
Nevertheless.....	Chappell
No Other Love.....	Walt Disney
Our Very Own.....	Spitzer
Play A Simple Melody.....	Berlin
Punky Punkin.....	Paxton
Sam's Song.....	Sam Weiss
Sometime.....	Witmark
Sweetest Words I Know.....	Life Music
The Red We Want Is The Red We've Got.....	Odette
Tonight Be Tender To Me.....	Life Music
Tzena Tzena Tzena.....	Undetermined
Why Fight The Feeling.....	Paramount
You Wonderful You.....	Miller

Second Group

TITLE	PUBLISHER
C'est Si Bon.....	Leeds
Cherry Stones.....	Robbins
Daddy From Georgia Way.....	Life Music
Do I Worry.....	Melody Lane
Don't Rock The Boat Dear.....	E. H. Morris
Friendly Star.....	Feist
Golden Sails On A Sea Of Blue.....	Goday
Home.....	Mills
Hoop-Dee-Do.....	E. H. Morris
If You Were Only Mine.....	Robbins
Just Say I Love Her.....	ABC
Keep Your Eyes On The Stars.....	Campbell
Let's Do It Again.....	Robbins
Longing.....	Knickerbocker
Minnequa.....	Erwin-Howard
Old Piano Roll Blues.....	Leeds
Rose.....	Hill & Range
Sentimental Me.....	Knickerbocker
Thinking Of You.....	Remick
Third Man Theme.....	Chappell

Copyright 1950, Office of Research, Inc.

PROMOTION

WLAC Expands Promotion

WLAC, Nashville's 50,000 CBS outlet, is undertaking the most extensive fall promotion campaign in this station's 24-year history. The setup calls for 3 solid months of hard-hitting publicity, and the program already is under way. Probably the most interesting feature of WLAC's all-out pitch for listeners is the part aimed directly to the point of tune-in. 62,000 2-color printed program schedule-folders are going in the mails and will be received by every telephone subscriber in the station's home county. The folder will contain nearly 30 photos of CBS stars, appearing under the caption, "Again This Fall—WLAC Has Them All." Newspaper ads are running from 2 to 7 days per week, most of them being in the form of a full-column photo display. A city-wide billboard showing will catch the eye of motorists, bus riders will see a card in every city bus, and listeners tuning to WLAC will hear the oft-repeated slogan, "The Stars' Address is CBS."

Stamp Collection

Postage stamps more than 1,700,000 of them with a catalogue value of approximately \$33,000 and philatelic supplies worth several thousand more were collected by KCBS, San Francisco, in a month-long drive for "Stamps for Hospitalized Veterans." Conducted by Al Henry, KCBS, "Stamp Man," in cooperation with the American Women's Voluntary Services, the campaign brought individual stamps, entire collections, catalogues, hinges, tongs and other philatelic supplies from thousands of listeners. All material will be distributed by the A.W.V.S. to stamp clubs in veteran's hospitals in the west. Henry appealed to CBS listeners in the San Francisco-Oakland region on his own Sunday 2:15 p.m. stamp show, and appeared on other KCBS local programs to tell of the need for stamps.

WAVZ Takes A Bow

WAVZ, New Haven, Conn., has distributed a four-page, letter-size brochure entitled "Yes, Mr. Crosby" featuring facsimile reproductions of the columns which appeared on successive days (July 24th and 25th) in the New York Herald-Tribune under the by-line of John Crosby.

Crosby headed the first column "A Radio Station With a Mind of Its Own" in recognition of WAVZ's admirable editorializing policy.

The second column was headed "A Radio Station Operated Like a Newspaper," referring to WAVZ's excellent newsroom setup.

Cigar Firm On Yankee Web

Boston—Waitt & Bond, Inc., has signed to sponsor the 6 p.m., edition of the Yankee Network News Service eac Monday, Wednesday and Friday, it was announced. Blackstone and Yankee Supreme cigars are the products plugged.

ANA REPORTS ADV. OUTLOOK GOOD

Allocation Of TV Channels Creating Problems

TV Webs Studying AT&T's Report In New York

Although AT&T announced TV channel allocations for the fourth quarter of 1950 yesterday, the network acceptance was not forthcoming last night. It was indicated by DuMont, however, that it will make a strong protest to the FCC regarding the demands by other networks for

(Continued on Page 7)

CBS-TV Announces 2 New Appointments

Appointment of Charles M. Underhill as general manager of CBS Television-New York, was announced yesterday by Hubbell Robinson, vice-president in charge of network programs. At the same time Robinson announced the appointment of Harry G. Ommerle as program director, succeeding Underhill. Ommerle was formerly manager of program sales.

In announcing the new appointment...

(Continued on Page 6)

P. R. Stations Take Liquor Advertising

An interesting sidelight to Friday's RADIO DAILY story of the precedent-shattering acceptance of hard liquor advertising by radio stations in Alaska and Hawaii, is the little known fact in this country that such ad-

(Continued on Page 5)

Tourist TV

TV receiver installations in tourist cabins and motels in areas served by stations is the latest development, according to RCA officials. Installations have already been made in tourist cabins in the Washington, D. C., area. Sets can either be produced on a metered hour basis or rented for a full evening by the guests of the establishment.

1st Major Advertiser On Daytime CBS-TV

Procter and Gamble, reported to be the first major advertiser to buy a cross-the-board daytime schedule on network TV, yesterday signed with CBS for the 2:30 to 2:45 p.m., EST., period Monday to Friday inclusive on a 40-station inter-connected network starting December 1st. The P. & G. deal with CBS is reported to represent time billings of around \$1,500,000. Program will be a dramatic presentation and will be titled, "The First 100 Years." Benton & Bowles is the agency.

It was also rumored at CBS headquarters yesterday that a second major advertiser would sign for a daytime schedule this week.

Louis-Charles Fight On 200 AM's, 58 TV's

Exclusive radio and television coverage of the Louis-Charles fight tonight by CBS will be beamed to over two hundred radio stations and to thirty-two television outlets "live." Kinescopes will be scheduled later on twenty-six additional video stations.

First in a series of thirty-five Wednesday night boxing matches to be sponsored on CBS by Pabst Blue

(Continued on Page 2)

'Voice' Will Strengthen Anti-Communist Drive

Gathering momentum under the new expansion program, the Voice of America broadcasts are beginning to carry a much stronger anti-Communist message than ever before, it was disclosed yesterday.

The Voice's anti-Communist campaign will get tougher, a spokesman said, adding that "we are definitely attacking Russian expansion."

The enlarged radio offensive is

(Continued on Page 5)

World Series Viewers Will Top 35 Million

The largest TV audience in the history of the video industry—some 35-42 million people—will view the telecasts of the 1950 World Series, according to a statement made yesterday by J. R. Poppele, president of the Television Broadcasters Association, Inc.

Poppele bases his estimate on the fact that 85 per cent of the nation's eight and a half million sets now

(Continued on Page 2)

Jones Heads Broadcasters In La.-Miss. AP Section

New Orleans — Hugh O. Jones, general manager of WGCM, Gulfport, Miss., is the new president of the Louisiana - Mississippi Associated Press Broadcasters Association. He was elected at a meeting of the association at New Orleans and succeeds James E. Gordon, general manager of WNOE, New Orleans.

Bob Shipley, news director of

(Continued on Page 5)

TBA Board Reaffirms Stand On VHF-UHF TV Allocations

Reaffirming the organization's position with respect to proposed allocations in the VHF and UHF bands, the board of directors of Television Broadcasters Association meeting in New York Monday, designated John Preston, chief allocations engineer of ABC, to represent TBA at the FCC hearing scheduled for October 16.

TBA will ask the Commission

to assign at least four TV channels to each major city with a minimum of inter-mixture of UHF and VHF assignments. It was pointed out that the association does not propose any specific reallocation plan or any illustrative plans which in any way would disturb the present or proposed VHF assignments of the Commission. TBA, however, will make

(Continued on Page 7)

Results Of Survey Released At Convention

Chicago — Maintenance of high promotional expenditures for the next fifteen months by key national advertisers was the highlight of a report released here during the forty-first annual meeting of the Association of National Advertisers. The three-day session is being attended by more

(Continued on Page 5)

Jersey Broadcasters Meet At Asbury Park

Trenton, N. J.—Prominent men in various phases of commercial broadcasting in New Jersey will lead discussions in sales, programming and news clinics at the Third Annual Radio Institute at Asbury Park, starting tomorrow. Announcement was made by Carl Mark, president of the New Jersey Broadcasters Association.

Principal speakers will include

(Continued on Page 2)

Package Firms Merge To Handle AM-TV Shows

Merger of house-owned packages for radio and TV and personal representation facilities on both coasts handled by PRB, Inc., has been simultaneously announced by Mal Boyd, Inc. in Hollywood and Mike

(Continued on Page 5)

Farmers To Europe

Sioux Falls, So. Dak.—KELO, local NBC affiliate will sponsor a mid-century Farmer Tour of Europe this year. Trip will be under the direction of Les Harding, outstanding authority and farm director of the station. The farm group will leave New York Oct. 12, visiting nine western European countries to observe economic and social recovery.

RADIO DAILY TELEVISION DAILY

Established Feb. 9, 1937

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JOHN W. ALICOATE : : Publisher

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

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Irv Hamlin, Representative
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Glnny Evans, Manager
Suite 3013, 333 No. Michigan Avenue
Phone: Franklin 2-3238
ROME BUREAU
John Ferdicari
Ludovisi 16

FINANCIAL (September 26)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., etc.

In Automobile Accident
Montreal — Paul L'Anglais, 41, Montreal radio and film producer and Denise Ethier, 24, whom he employed as a make-up artist at his studios in St. Hyacinthe were seriously injured Saturday night when their automobile collided with a truck between St. Hyacinthe and St. Hubert, Que. Both were taken to hospital where Miss Ethier's condition was reported critical and L'Anglais found to be suffering from fractured ribs.

Capsule Mysteries
a new action-packed low cost, open end 5 minute TV film series
Charles Michelson, Inc.
23 WEST 47th ST., NEW YORK 19
PLaza 7-0695

★ COMING AND GOING ★

GEORGE B. STORER, president of the Fort Industry Co., a visitor yesterday at the headquarters of CBS.
EMILIO AZCARRAGA, head of XEW, Mexico City, accompanied by OTHON M. VELEZ, station executive, are touring the United States attending radio meetings as international delegates.
CAROL ADAMS, conductor of women's programs at WHBC, Canton, Ohio, and MARILYN SURKEY, in charge of traffic at the station, in a teletype yesterday at the offices of the station's national reps.
HOWARD LANE, director of broadcasting for Marshall Field Enterprises (stations owned personally by Marshall Field), is at the Shelton. He'll be in New York for a week on business.
HERBERT ROSEN, president of Broadcasting Program Service, has left by plane for Europe, his third such trip this year. He plans to establish branch offices of his company in Germany, Austria, Italy and Switzerland.
JOHN GIBBS, package producer, is back from Chicago, where he made arrangements for the New York radio and television appearances of Tommy Bartlett, who will arrive in Gotham October 12.

ROBERT E. KINTNER, president of ABC; ERNEST LEE JAHNCKE, JR., vice-president in charge of stations; JAMES CONNOLLY, manager of the AM stations department, and ALFRED BECKMAN, of the web's stations department, have completed their trips to Boston and Rochester, where they held meetings with affiliates of the network.
EDGAR T. BELL, general manager of KTOK, Oklahoma City, Okla., is back at his desk following completion of a business trip to New York.
JOHN G. CAMPBELL, commercial manager of KSFQ and KPXK, spending a few days in town on business.
GEORGE "GABBY" HAYES, Roy Rogers' sidekick, is in Gotham for the start of his own television show, which makes its bow on WNBT Sunday evening.
BEN CHASEN, comedian, who appeared last Saturday on the Jack Carter TV show, will spend this week-end in the mountains.
EMERSON YORKE today will leave by plane for Houston, Tex., where he will prepare for the television coverage of the Little League football game Saturday between Rice and Santa Clara.

Jersey Broadcasters Meet At Asbury Park

(Continued from Page 1)
Ted Webb, sales manager of WCTC, New Brunswick, whose topic will be "Industry Relations." Others will be Fred Weber, general manager, WFPG, Atlantic City, speaking on "Seasonal Business in a Resort Town"; Harry Goodwin, WNJR, Newark, who will discuss "Seasonal Business in a Normal Community"; and Irving Rosenhaus, president and general manager of WAAT-WATV, Newark, who will lead a clinic discussion of "Operating an Independent TV Station." Ernie Kovacs, special events director of WTTM, Trenton, will analyze "Special Events Coverage."
Main speaker at the Institute banquet tomorrow will be Maurice B. Mitchell, executive of Associated Program Service of Muzak, Inc. Dr. E. C. Easton, dean of the Rutgers College of Engineering will address the Institute on Friday.

Buy MGM Series

M-G-M Radio Attractions has announced the sponsorship by Dennison Food Company of Oakland, Calif., of its transcribed series, "The Hardy Family" over four West Coast stations, and "The Adventures of Maisie" over one outlet. Brisacher, Wheeler & Scott is the agency for the canned foods firm.
Stations signed for "Hardy" sponsorship are KHQ, Spokane, Wash., KMJ, Fresno, Calif., KCRA, Sacramento, Calif., and KNBC, San Francisco. The "Maisie" show will be sponsored over KGW, Portland.

Named WLIB Sales Head

Charles E. Seitman, formerly account executive with WAAT, WATV of Newark, N. J., and WMGM, New York, has been named director of sales for WLIB, it was announced yesterday by Harry Novik, general manager.

Louis-Charles Fight On 200 AM's, 58 TV's

(Continued from Page 1)
Ribbon, the Louis-Charles battle is slotted for 10-11 p.m., with Ted Husing calling the tiff for video and Russ Hodges doing the blow-by-blow for radio. Sportscaster Jack Brickhouse, of WGN, Chicago, will be on hand for a fight analysis and to set the scene for radio.
TV The Tougher Job
Five times as many television men as radio men will be needed to transmit the fight, the web revealed. For video, four cameramen, Husing, audio engineers, video engineers, supervisors, and assistants will total twenty; while for radio, Hodges, Brickhouse, a director and a broadcast engineer will comprise the total broadcasting staff, not including personnel involved in the commercials.

Pabst sponsored fights to follow will be: ten from St. Nicholas Arena, N. Y.; ten from Chicago Stadium; ten from Olympic Stadium in Detroit; and four from the Arena in St. Louis.

World Series Viewers Will Top 35 Million

(Continued from Page 1)
in operation are serviced by the TV stations in 48 TV network markets which will carry the series TV casts. He bases his estimate on the assumption that from 5 to 6 persons will be watching the series at each set.
This record-shattering figure compares to an estimated 17-20 million persons who viewed the 1949 series over 54 TV stations in 29 cities. According to Poppele, the jump in this year's audience is due first to the rapid pace of TV set production and sales during 1950, and secondly, to the new TV network service being made available Sept. 30 to cities in the South and Middle West.

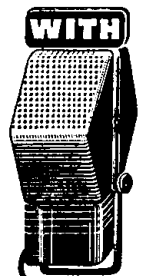
WITH 1ST FOR 3RD STRAIGHT MONTH!

WITH 25.1

- STATION A 22.3 (NETWORK)
STATION B 19.7 (NETWORK)
STATION C 15.7 (NETWORK)
STATION D 9.6 (NETWORK)

Rates for 1 minute E. T.
WITH.....\$16
STATION A.....\$55
STATION B.....\$50
STATION C.....\$70
STATION D.....\$36

COMPARE! COMPARE! COMPARE!
Look how the BIG independent beat the network competition! Top Hooper for the third straight month! Biggest audience in town! More listeners-per-dollar than any other radio or television station in Baltimore! Where else can you find such a radio buy? Where else can you get such a big audience for such a low, low, cost? Call your Headley-Reed man today.



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

DORIS SHARP TELEVISION CASTING, INC.

Doris Sharp

Marge Morrow

Casting Consultants To The Entertainment Industry

COMPLETE SHOWS

DRAMATIC

INDIVIDUAL PARTS

VARIETY

EXTRAS

TALENT INFORMATION

PERSONAL REPRESENTATION

DORIS SHARP TELEVISION CASTING, INC.

21 West 47th Street, New York City
PLaza 7-0600

1519 Crossroads of the World, Hollywood
HE 8134

SAN FRANCISCO

By NOEL CORBETT

AL HENRY, the KCBS "Stamp Man," in co-operation with the American Women's Voluntary Services, collected more than 1,700,000 postage stamps from all over the globe. The month-long drive, "Stamps for Hospitalized Veterans," brought in these stamps and philatelic supplies, with a total value of approximately \$33,000.

Sam Dickson, KNBC writer-producer is previewing his new book, "This Is Your Home," on the Sunday programs of the same name. The book is not completed yet, but the chapters are being previewed, the first of which started this week.

KFRC Notes: Mel Venter, program manager, is in his 18th season broadcasting Pacific Coast Conference football games. Walt Harris' "Pigskin Preview," Saturdays 10:30 p.m., is now sponsored by Charles Raven Motors. John W. Ross is the ad agency. Hallierafter TV Sets is sponsoring Marjorie King's commentary at 11:45 to noon, Monday through Friday. John W. Ross is the ad agency. A series of urgent requests from Charley Mathias has finally gotten Dink Templeton off to Tulare to speak at their Rotary Club.

"Jolly Bill" Steinke guested Charley Friedrichs of the San Francisco SPCA during "National Dog Week." Later, Bill drew a picture of his imaginary radio dog, "Roger," for publication in the SFSPCA's monthly magazine "Our Animals."

Julian M. Kaufman, KGO-TV, account executive, has resigned to become assistant commercial manager of KPRO-TV, Phoenix, Arizona. Kaufman formerly published the Tucson, Arizona, "Shopper."

"Once Upon A Time," featuring fairy stories of Hans Christian Andersen, Grimm and Aesop, is a Wednesday feature on KPX. Ruby Hunter narrates and David Allen adapts the stories for television.

Brewers Renew Tigers Pact

Detroit — The Goebel Brewing Company has renewed its contract to sponsor the Detroit Tiger baseball games in 1951 over a network of 36 stations, it was announced yesterday by Edwin J. Anderson, Goebel president.

Harry Heilmann, Detroit sportscaster and ex-major league baseball star, will handle the narration over AM, FM and TV facilities. The network blankets the entire state of Michigan and extends into Northern Ohio. Brooke, Smith, French & Dorrance, Inc., is the agency.

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Leading Insurers in the Radio and Advertising field for over 20 years.

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Telephone: CI. 7-1456



By SID WHITE

Man About Manhattan. . . !

● ● ● After 20 years in radio, over a decade of which was spent impersonating "The Great Gildersleeve," it took plenty of courage for Harold Peary to switch characterizations, as well as network. TV, as one might surmise, had much to do with his decision. To begin with, Peary didn't "feel" like Gildersleeve. What's more, he's had a character called "Honest Harold" cooking in the back of his head for a long time now. Peary tee'd off with "Honest Harold" on CBS last week in the spot following Jack Benny. The web gave him the "Amos 'n Andy" time slot for two weeks, following which it'll be heard at 9 p.m. Wednesdays. When the show does go into television, it'll be on film. Peary believes that film is the only answer to a situation comedy format. The part which TV played in Peary's thinking is very interesting. Altho' radio is rampant with "family" programs, and very successful ones, Peary feels that the family show in TV will be nil. You'll be stuck with set characters, he points out, whom audiences may weary of seeing, week in and week out. His "Honest Harold" stanza will be able to "move." He wants to introduce new people often. Most important of all, Peary really FEELS like "Honest Harold." He's lost the Gildersleeve weight and has the satisfaction now of knowing that he "isn't wearing another man's collar."

☆ ☆ ☆ ☆

● ● ● There's no biz like showbiz??? Broderick Crawford and Judy Holiday will star in the film, "Born Yesterday," which ain't news anymo.' Crawford turned down the role in the B'way play because the wage was too meager and radioite Paul Douglas became a star when he portrayed it. Jean Arthur rejected the femme lead in the play and sub Judy Holiday meteor'd.

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● ● ● AROUND TOWN: Eitel Frank, one of the top sripters in TV, has quit the "Cameo Theater" to take over as adaptor and story editor on the high-budgeted "Ellery Queen," which bows in via DuMont on Oct. 19th for Kaiser-Frazer. Richard Hart will portray Ellery. (Speaking of "Cameo Theater," its producer, Albert McCleery, is now executive producer of daytime TV at NBC). . . Unless they can get a better cast than the one they have lined up at present, "Amos 'n Andy" will, in all probability, hold off their TV version. They don't want to take any chances with a potential goldmine. The next 2 weeks will tell the story. . . Jerry Lester, the old bean bag himself, copped this year's "Poor Richard" award as "the outstanding comic of 1950." . . . If you missed Monday nite's "Candid Camera" you missed one of the greatest stanzas this series has ever put together. (We're still limp from laffing). . . After watching all the comics, Chas. Sanford is now convinced that NBC stands for "Nothing Beats Caesar." . . . Wine Corp. of America to bankroll "Can You Top This" via ABC-TV. . . Latest Nielsen puts "Big Story" on top in radio. (It's No. 5 in video). . . Nanette Fabray will questar on Max Liebman's "Show of Shows" Oct. 7th. . . "Dr. I.Q." coming to town Oct. 4th for 8 weeks at the Capitol. Max Richard is representing him for club dates and personal appearances. . . N. Y. Shortwave station of Armed Forces Radio Service will re-broadcast the Joe Louis-Ezzard Charles fight the following day from both coasts.

☆ ☆ ☆ ☆

● ● ● APPLAUSE DEPT.: Arlene Francis' classy femceeing of CBS-TV's "By Popular Demand." . . . Bill Callahan's terp at the Copa. . . Louise Carlyle's Coral disc, "Our Little Ranch House." . . . Bob Russell's emceeing on "Versatile Varieties." . . . Anything that John Cameron Swayze does. . . Ditto Walter Kiernan. . . Mindy Carson's song magic at the Roxy.

☆ ☆ ☆ ☆

AGENCIES

ABE SCHECTER, vice-president in charge of special events at Mutual, addressed the meeting of The Woman Pays Club, Tuesday, Sept. 26, at the Warwick Hotel, New York City.

TOLEDO ADVERTISING CLUB has elected Tom C. Downs, sales manager of the Vicker Staff Advertising Agency, as president; Marshall Pickett, advertising manager of Kasco Mills, vice-president; Karl Nelson, WTOL, second vice-president; and John H. Daniels, secretary.

VANSANT, DUGDALE & COMPANY, Baltimore advertising agency, held its annual one-day convention recently at the Sheraton-Belvedere Hotel. Topic of the clinic was "Successful Advertising in 1951."

JOHN C. DOWD, INC., of Boston, has been appointed to handle advertising for the new Shelton Hotel. Its affiliate, Dowd, Redfield & Johnstone, Inc., of New York, will handle So-Lo Marx Rubber Company of Loveland, O. Rubber overshoes and toe rubbers are the products to be advertised over television.

J. WALTER THOMPSON COMPANY will devote major portion of 1950-51 advertising budget of Florida Citrus Commission for local advertising. Campaign will include spot announcement over nine radio stations.

SAM CHERNOW has been elected chairman of the board of Williams Advertising Agency, Inc., and also made a stockholder and director. The Chernow Company, Inc. has been consolidated with the Williams Agency with offices at 347 Fifth Ave.

JAMES TATE, formerly vice-president of the Dumore Company, Racine, Wis., has been named an account executive for Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee.

GEORGE E. MERCIER, JR., has been appointed art director of Will Burgess & Co. He was formerly with Morey, Humm & Johnston.

HAL KLEM has joined the New York office of Wilhelm-Laughlin-Wilson & Associates as an assistant art director.

THE VOICES OF ADAM HATS 8 YRS.

JINGLES that don't JANGLE!

OUR PRODUCTION SERVICE is also available to produce YOUR Jingle or Spots. Relieve yourself of ALL detail. Write, wire, or call today! 'Lanny & Ginger' GREY 1300 Madison Ave., New York 28 AT. 9-4020

SATTLER'S DEPT. STORE 7 YRS.

MARLIN BLADES 8 YRS.

YONKERS RACEWAY

Hugh Jones Heads La.-Miss. AP Assn.

(Continued from Page 1)

WVKH, Shreveport, La., was chosen vice-president succeeding Emmet L. McMurry, Jr., general manager of WJPR, Greenville, Miss.

Oliver Gramling, assistant general manager of the Associated Press, was the principal speaker at the meeting. He told the radio executives "some broadcasters have been inclined to sell radio news down the river," and he suggested three things to stations in connection with their news operation:

1—Present news professionally; 2—Schedule it properly; 3—Use showmanship in selling it to sponsors.

With the Korean war boosting audience listening, Gramling said stations which have neglected their news opportunities now have a chance to re-establish themselves as news stations.

Shipley told the broadcasters in an informal talk on news program preparation that audiences appreciated straight, factual reporting more than jazzed up presentation. "Keep it straight, factual and objective and your audiences will stay with you," he said, "because they know they can depend on you."

News Round-Table Held

The broadcasters joined in a round table open discussion of news writing, presentation and programming.

Broadcasters attending the meeting included: Louisiana—Harry Arthur, WSMB, New Orleans; George Bonnell, WIHL, Hammond; Louise C. Carlson, WJBW, New Orleans; Lee Coney, WLCS, Baton Rouge; Frank Cornwell, KCIL, Houma; Forrest Curnett, WIHL, Hammond; Ted Fontelieu, WSMB, New Orleans; Tom Gibbens, WAFB, Baton Rouge; Paul Goldman, KSYL, Alexandria; Evan H. Hughes, KVOL, Lafayette; S. Rosenblum, WIHL, Hammond; Bob Shipley, KWKH, Shreveport; Earl Smith, WLCS, Baton Rouge; Bob Thompson, KPLC, Lake Charles; Harold Wheelahan, WSMB, New Orleans; H. F. Whermann, WTSP, New Orleans.

Mississippi: Cy Bahakel, WABG, Greenwood; Frank Benson, WKOZ, Kosciusko; Charles Holt, WHSY, Hattiesburg; Connie Holt, WHSY, Hattiesburg; Hugh O. Jones, WGCM, Gulfport; Loren Miller, WQBC, Vicksburg.

The Associated Press was represented by Gramling; Chief of Bureau Harry Leadingham of New Orleans; Field Representative H. R. Mason of Montgomery, and New Orleans bureau staff members.

Californian Hears K-NUZ

Houston, Tex.—Paul Berlin, disc-jockey at K-NUZ, an independent, received some fan mail from a listener in Compton, California, who claimed that Paul's 4:00 to 5:30 p.m. week-day program, was picked up on a high powered radio receiver 1,500 miles away from this city.

Expenditures For Promotion Will Continue, ANA Reports

(Continued from Page 1)

than five hundred members, representing all types of industrial and consumer goods companies, meeting at the Drake Hotel.

Despite expected effects as a result of the Korean war and the growing mobilization program, the report indicated that a majority of large national advertisers were in favor of maintaining budgets for 1951 at least as high as this year. Some advertisers, the report states, intend to raise their budgets. The report was presented by M. L. McElroy, vice-president of the association, and was based on the annual survey of advertising plans of members. The survey included replies from 159 advertisers.

By industries, the report showed replies from consumer non-durable goods, fifty-two companies; heavy industries, forty-one; household equipment and appliances, sixteen; textile and apparel, twelve; automotive, eight and services and miscellaneous, seven. Oil companies, beverage manufacturers, food, drug and cosmetic producers were included.

Of the 141 companies answering the full survey, 54 per cent said 1950 budgets were higher than in 1949 and 35 per cent of these expected to increase budgets for 1951. Forty per cent said 1950 budgets were the same as the year before and 56 per cent said they planned to maintain the same budgets for next year as this year. Only six per cent said budgets were down and nine per cent said they planned a decrease for 1951.

Package Firms Merge To Handle AM-TV Shows

(Continued from Page 1)

Jablons, partner—Gainsborough Associates, Inc., New York. Principals of the former company consist of Mary Pickford, Buddy Rogers and Mal Boyd.

The two package firms will operate in complete association with offices in New York and Hollywood to produce shows originating in both talent capitals. Each organization will continue to maintain its respective autonomy with different physical layouts and offices.

Sharing ownership of the "Buddy Rogers Show" the two firms have worked closely together in the past. The new joint undertaking will enter the field of TV exploitation for motion pictures.

Joins WINS Staff

Irwin Lewis has been appointed continuity director for WINS, according to an announcement by Wilmot H. Losee, station manager. Lewis has been with the New York outlet of Crosley Broadcasting Corp. for the past four years. Prior to that he wrote free lance radio and TV scripts for CBS and NBC.

Significant sidelight of the report was that 1950 appropriations for advertising represented average increases of 10 to 15 per cent over expenditures for the automotive group, including accessories and tires. The total advertising figure for 1949 set a record of more than \$5,000,000,000.

Media shifts were reported to be largely the result of competitive conditions and increased consumer demand. Two-thirds of those reporting said they expected less than five per cent of their 1951 output to be consigned to the Government.

Reasons given for those planning media shifts were, in order of frequency, "impact and growth of television" and "an increase or decrease in appropriation." Seventy per cent of companies citing effects of television were in the consumer package goods field.

Big TV Increase Planned

Increased use of television is planned by thirty-two companies. Not a single company plans to cut their TV expenditures, the report states. The thirty-two companies said they planned to curtail network radio and car cards while increasing budgets for newspapers, spot radio, magazines and outdoor.

Speaking on media costs Ben Duffy, president of BBD&O, called for a single standard for rating broadcasts. He was echoed by Fred Manchec, executive vice-president of the agency, who urged that broadcasters assume leadership in ending the confusion caused by a multiplicity of research services.

'Voice' Will Strengthen Anti-Communist Drive

(Continued from Page 1)

aimed at achieving a "reasonable balance" with Russia's propaganda, which is estimated to be 10 to 15 times greater than the output of America.

Chief targets of the Voice broadcasts will be Asia, the iron-curtain countries in Europe, and Russia's neighbors, Finland, Greece, Sweden, Iran, Turkey, India and Afghanistan.

Congress last week authorized a grant of \$97,212,000 of which \$48,000,000 was allotted to expand the activities of VOA.

Conservation Show On WKY

Oklahoma City, Okla.—A soil conservation program aimed at the city-dweller was telecast over WKY-TV Monday, September 18th. The 30-minute show, "Save the Soil," was conducted by Sandy Saunders, WKY farm director. With the aid of extension conservationists and soil conservation service supervisors, Saunders stressed the importance to urbanites, as well as the farmer, of conserving the soil. Charts, graphs and pictures were used to emphasize special points.

P. R. Stations Take Liquor Advertising

(Continued from Page 1)

vertising has long been common practice over Puerto Rican radio.

Stations in Puerto Rico, it was learned, have been broadcasting liquor commercials for more than 20 years. Rum and whiskey advertisers have been treated with the same equality as food, soap, appliances advertisers, etc.

Puerto Rico is a possession of the United States and does not incur the same regulations by our government as Alaska and Hawaii, which are territories. During prohibition, the sale of liquor was banned in Alaska and Hawaii as well as the States, but not in Puerto Rico.

Puerto Rican radio is under the same supervision of the FCC as American stations. In addition, the Puerto Rico Broadcasting Association is a member of the NAB and adheres to all the standards set down by the organization. All, that is, except advertising of liquor.

The most popular liquor on the island is rum. The largest radio liquor advertisers are the Puerto Rican distilleries which produce Don Q, Rum Rico and Barcardi Rum, among others. From time to time, American distilleries purchase spot time over island stations for advertising such brands as Schenley, Seagrams 7 Crown and Four Roses.

Puerto Rican stations do not relegate liquor commercials to any specific time of the day or night. Rum and whiskey advertisements are aired during the 12 noon to 2 p.m. period, when the islanders go home for a long lunch hour, as well as in the evening hours between 6 and 11 p.m., when most Puerto Ricans are found to be home to listen to radio.

Dairy Sponsors Henderson

The June Dairy Products Company, Inc., has signed a 13-week order for sponsorship of the 7:45-8:00 a.m. portion of the Skitch Henderson program on Tuesdays, Thursdays, and Saturdays, it has been announced by Berry Long, sales manager of the station.

In closing the arrangements for the purchase, Phil Grant, advertising manager of the June Dairy Products Company, revealed that the firm will soon launch an extensive dealer promotion and newspaper advertising campaign in conjunction with the Henderson program.

The order was placed through the Friend and Krieger Agency with Bill Rich representing WNBC.

AD AGENCY OR INDIVIDUAL TV INVESTMENT

Western Picture Star, over 100 films made to date. Will make profit sharing arrangements for TV-Radio and Commercial tie-up with financially strong and aggressive agency or promoter. Sample TV show for exhibition completed. Minimum required \$50,000. Give bank references. RADIO DAILY, Box 178, 1501 Broadway, N. Y. 18.

CBS-TV Announces 2 New Appointments

(Continued from Page 1)

ments Robinson said: "The rapidly expanding CBS television program schedule and the enormously larger CBS television plant have made it necessary to create the new post of general manager. The general manager will have the key responsibility of adjusting the constantly growing CBS television schedule to our expanding facilities, to assure every program of ample casting, rehearsal and broadcast space and time."

Underhill has been a member of the CBS staff since June, 1948, when he resigned as production manager of the commercial department of RKO Pathe, Inc. He is a native of Cambridge, Mass. and a graduate of Antioch College and Harvard University.

Ommerle, a native of New York City, is a graduate of Wesleyan University. He joined CBS in 1935, coming from N. W. Ayer & Son. Later, he was with the William Morris Agency from 1937-43 and then became vice-president and account executive with Ruthrauff & Ryan from 1943-45. For the next three years he handled all radio activities for A. S. Lyons Agency, and until joining CBS last March, Ommerle operated his own talent agency and package producing office.

Ralph Hawkes

Ralph Hawkes, of London and New York, for many years an outstanding figure in the world of music, died suddenly on Friday morning, September 8th, at his home in Westport, Connecticut, at the age of 52. Born in London on August 18, 1898, the son of Oliver and Amelia Hayman Hawkes, he spent a major portion of the past five years in the United States. Mr. Hawkes, whose career was closely identified with both New York and London, was senior director of Boosey & Hawkes, Ltd., international music publishers with head offices in London, and has been an active member of the Board of Directors of each of the firm's branches throughout the world—Toronto, Buenos Aires, Capetown, Paris, Bonn, Sydney, New York and London. At the time of his death he was president of the American firm, Boosey & Hawkes, Inc., in New York with offices in Chicago and Los Angeles.

For many years a member of the Board of Directors of the Performing Right Society, Ltd. of England, Mr. Hawkes was appointed their personal representative for the United States and Canada.

"Talent Evaluator"

Co-ordinator of Stage, Radio and TV Productions. Fourteen years with present office. Wishes to change current position for Advertising Agency, Radio or TV Station. Excellent references.

Box No. 176 — RADIO DAILY
1501 Broadway New York 18

☆☆ RECORDS ON PARADE ☆☆

By TED PERSONS

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

BOB CLAYTON, WHDH, Boston, Mass.

- "Molasses, Molasses," Lenny Carson (Discovery)
- "Only A Moment Ago," Billy Eckstine (M-G-M)
- "Ev'rybody Clap Hands," Claire Hogan (London)
- "I Don't Mind Being All Alone," Ames Brothers (Coral)
- "Goolus," Les Paul (Capitol)
- "Nevertheless," Paul Weston (Columbia)
- "Back In Your Own Backyard," Patti Page (Mercury)
- "Mandolin Boogie," Arthur Smith (M-G-M)
- "Can Anyone Explain?" Ella Fitzgerald-Louis Armstrong (Decca)
- "World Is Waiting For The Sunrise," Firehouse 5 Plus 2 (Goodtime Jazz)

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

- "Glory Of Love," Andrews Sisters (Decca)
- "Molasses, Molasses," Theresa Brewer (London)
- "It May Be On Sunday," Harry Babbit-Martha Tilton (Coral)
- "Rainy Day Refrain," Andrews Sisters (Decca)
- "Oh Babe," Louis Prima (Robin Hood)
- "Beyond The Reef," Bing Crosby (Decca)
- "Lullaby In Boogie," Tommy Dorsey (RCA Victor)
- "Can Anyone Explain?" Ella Fitzgerald-Louis Armstrong (Decca)
- "Brazilian Sleigh Bells," Percy Faith (Columbia)
- "Ev'rybody Clap Hands," Beatrice Kay (Columbia)

EDDIE GALLAHER, WTOP, Washington, D. C.

- "Molasses, Molasses," Lenny Carson (Discovery)
- "Looks Like A Cold, Cold Winter," Mindy Carson (RCA Victor)
- "Harbor Lights," Bing Crosby (Decca)
- "Petite Waltz," Guy Lombardo (Decca)
- "I Don't Mind Being All Alone," Ames Brothers (Coral)
- "Could Be," Vaughn Monroe (RCA Victor)
- "Autumn Leaves," Mitch Miller (Columbia)
- "Beloved, Be Faithful," Vic Damone (Mercury)

EDDIE HUBBARD, WIND, Chicago, Ill.

- "Beloved, Be Faithful," Snooky Lamson (London)
- "Glory Of Love," Andrews Sisters (Decca)
- "Patricia," Perry Como (RCA Victor)
- "So Long, Sally," Eddie Howard (Mercury)
- "Do That To Me," Claire Hogan (London)

DAVE MILLER, WPAT, Paterson, N. J.

- "The Lovebug Itch," Eddy Arnold (RCA Victor)
- "Old Man Atom," Ozie Waters (Coral)
- "Longing," Lee Morse (Decca)
- "Don't Even Change A Picture On The Wall," Lee Morse (Decca)
- "If We Had It To Do All Over Again," Ozie Waters (Coral)
- "If Memories Were Money," Ozie Waters (Coral)
- "Red Apple Cheeks," Dick Todd (Rainbow)
- "If You Only Knew," Lee Morse (Decca)
- "Tambouritza Boogie," Tex Williams (Capitol)
- "Jackass Mail," Smiley Burnette (Capitol)

GENE NORMAN, KFVB, Hollywood, Calif.

- "Dream A Little Dream Of Me," Ella Fitzgerald-Louis Armstrong (Decca)
- "You've Got Me Crying Again," Billy Eckstine (M-G-M)
- "Tea For Two," Doris Day (Columbia)
- "Orange Colored Sky," Nat "King" Cole (Capitol)
- "Nevertheless," Paul Weston (Columbia)
- "Barbaraballri," Perez Prado (RCA Victor)
- "In My Arms," Mitch Miller (Columbia)
- "Memories Of You," Hugo Winterhalter (RCA Victor)

PRESSING BUSINESS: Harvey Hudson, deejay of WLEE, Richmond, Va., in to guest on the Chesterfield Show, has been visiting BMI. . . Leonard Smith, 406 No. Pearl St., Albany, N. Y., has been appointed M-G-M distributor for the area. . . Johnny Parker's Capitol disc, "Can't Seem To Laugh Anymore," is breaking for a hit in as widely separated towns as Oklahoma City, Boston and Los Angeles. . . Frank Sinatra is making an appearance with Mary Margaret McBride at Abraham & Straus in Brooklyn today. . . Fran Warren is licensed to marry Harry Steinman, Phila. night club owner and fight promoter. . . John Hammond is leaving for the Coast to record Alfred Newman, 20th Century-Fox music director, for Mercury.

TV Set Installations Break Record In Aug.

Breaking the monthly U. S. record in the number of video sets purchased, 587,700 receivers were installed during the month of August, it was announced yesterday by Hugh M. Beville, Jr., NBC director of plans and research. Previously, the largest number of sets sold in a single month was 508,000, installed during the month of March.

The total number of sets now in operation in the entire country was estimated at 7,529,700, as of September 1st. The number, which exceeds early predictions, was attributed to the public rush to buy receivers in advance of expected wartime restrictions and price rises.

Sets are distributed in 63 markets, Beville reveals, containing 62 per cent of all U. S. families and 67 per cent of all U. S. retail sales volume. New York leads with an estimated 1,555,000 sets, followed by Los Angeles with 638,000, Chicago with 595,000, and Philadelphia with 565,000.

Standard Brands Buys WPIX Garden Events

Co-sponsorship of sixty of the 120 athletic events at Madison Square Garden to be televised this season by WPIX was negotiated yesterday by Standard Brands, who join in bankrolling the events with Webster Cigars. With the Chevrolet Dealers Association already inked to sponsor the other sixty events, WPIX now has a complete "sell out" before the schedule gets under way on Oct. 15th.

Due to be televised remote from the Garden arena during the season are: professional and college basketball and hockey, the Horse Show, the rodeo, track meets, and others. Kickoff date for the Standard Brands sponsorship will be October 16, when the WPIX cameras will be in the Garden for the rodeo. Product to be pushed by Standard on the shows is Instant Chase & Sanborn Coffee. The agency is Compton Advertising.

Pepsi Buys Disc Show

Cleveland, O.—William K. Brusman, account executive for WHK, has sold Bill Gordon, Cleveland's newest disc jockey, to the local distributors of Pepsi-Cola. Pepsi bought a 15-minute, six-day-a-week block of Gordon's 2½-hour show.

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8 Complete Film Editorial Rooms For Motion Pictures & Television
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TBA Board Re-affirms Stand On VHF-UHF

(Continued from Page 1)
 recommendations regarding UHF including utilization of the entire band of 475 to 890 mc, presently assigned for experimental TV, to a full commercial service.

In other actions the TBA board set December 8 as the date for the annual board meeting and announced that a television clinic will be held on the same day.

Joseph McDonald, ABC counsel, reported to the board on the industry TV committee named to negotiate a per-program contract for the use of ASCAP music on TV stations not presently covered by blanket ASCAP contracts. He urged the association to support the committee in its negotiations and a resolution was adopted endorsing the action of the committee and urging individual broadcasters to assist in meeting the costs.

George B. Storer, co-chairman of the membership committee, in his initial report on membership contracts announced that three TV stations had applied for membership and that other applications were expected shortly. Approved for active membership were:

KEYL, San Antonio Television Company, San Antonio, Tex. W. D. Rogers, Jr. and W. R. Nichols were designated as official representatives; WKY-TV, WKY Radiophone Company, Oklahoma City, Okla. P. A. Sugg is official representative, and WBEN-TV, WBEN, Inc., Buffalo, N. Y. A. H. Kirchhofer and C. Robert Thompson are official representatives.

The directors of TBA approved two proposed amendments to the by-laws of the association and will submit them to the membership for action at the annual meeting in December. One amendment provides for a revision of the dues structure of the association, which would base the payment of dues on rate cards of its members. Active members (station operators) would pay quarterly dues in advance equal to one-quarter of the highest rate established during the preceding quarter for one-hour's broadcast time on their station.

The second proposed amendment would permit owners of multiple stations to apply for as many memberships in the association as they have stations on the air. Presently only three memberships per operator is permitted under the by-laws of the association.

Italian Music On WQXR

A new Italian music series is being sponsored over WQXR, New York, by Raxor Corporation for Cetra-Soria Records. The program "Made In Italy" is heard every Wednesday and Friday from 9:05 to 9:28 p.m. Italian music and Italian artists are featured on the record series. Landi Advertising Agency represented Raxor.

★ ★ TELE TOPICS ★ ★

THE GOLDBERGS, tops in domestic comedy programming, returned to TV on Monday night over CBS, and Gertrude Berg as Molly again proved that the art of being natural is the requisite for success in the sight and sound medium. Molly has the knack of making even the Sanka coffee commercials painless as she brings her intimate style of conversational delivery into the viewers living room and proceeds to give a relaxed account of Life with the Goldbergs. From a production standpoint, the action aboard a moving train was interesting. Worthington Miner, the producer, was able to create with film a panoramic effect of moving scenery through the windows of cars.

★ ★ ★ ★

TODAY'S TV Personality:
WINSLOW H. CASE, senior vice-president of Campbell-Ewald Company, New York, has been a tower of strength in the development of the agency's television department and has worked closely with Chevrolet officials in their TV expansion. Case entered the advertising business in 1927. He was associated with Stinson Aircraft, La Driere Art Service and Chesterfield cigarettes and has served on the



advertising faculty of Columbia University. Currently, Case is active in the presentation of "Famous Jury Trials" and the Notre Dame home football games on DuMont TV network for Chevrolet. Later in the season he will supervise the pickup of sixty events at Madison Square Garden in New York under sponsorship of local Chevrolet dealers. These sporting events are scheduled to be telecast over WPIX.

★ ★ ★ ★

ARTHUR TREACHER, whose NBC disk-jockeying of Gilbert and Sullivan ditties on Sunday has been overwhelmingly successful, has now cut a video package titled "Pippin," on which he plays a faultless butler with Florence Bates and Bill Frawley. . . . Colgate-Palmolive-Peet, through Sherman & Marquette, has grabbed the tab for a quarter of WPIX's Fall football schedule, starting Sept. 30th (for Colgate Shave Cream). . . . Ex-Ambassador Joseph Kennedy's daughter, Pat, now a staffer on NBC-TV's "Kate Smith Hour." . . . Something hard to imagine: Ed Sullivan says he'll give a dramatic narration of Gordon Jenkins' ballad, "Manhattan Towers" on his CBS-TV show Sunday night (8:00). Jenkins himself will be on hand to applaud the Great Stone Face's rendition. . . . DuMont network will point up the academic and historic side of campus life on a new pre-football game feature commencing this Saturday. Written by Jud Kinberg (of Campbell-Ewald, agency for Chevrolet, who's sponsoring the game series), the show is a noble attempt by DuMont to balance off the importance given to college sports by illustrating its other values.

★ ★ ★ ★

ELGIN WATCH grabbed all time signals on WOR-TV yesterday, according to Robert C. Mayo, sales director, with the 52-week contract calling for 28 daytime periods and 23 at night. Signals will be every hour on the hour and also at station breaks. Besides showing an Elgin clock on the screen, Elgin will run 8-second films. . . . Ed Wynn's long-awaited guest list for his tele premiere on NBC-TV is headlined by Edith Piaf. That'll be the network's first big show from Center Theater, aside from Monday night's Firestone concert. . . . Acting Mayor Impellitteri will have the new police commissioner, Thomas F. Murphy, on his WPIX show "At the Mayor's Desk" Thursday night. Developments in the gambling expose should be even hotter by then. . . . "The Welcome Wagon," a special variety program emceed by Garry Moore and saluting 11 CBS-TV affiliated stations joining the interconnected network on Saturday, has been slotted for 8-9 p.m., EST, on that date. Besides Moore, there'll be Ken Carson, Denise Lor, Durward Kirby and Hope and Morey Bunin.

★ ★ ★ ★

PUBLISHERS INFORMATION BUREAU reveals that total gross time billings on three video networks for eight months of this year were as follows: NBC—\$9,691,175; CBS—\$5,269,841; and ABC—\$2,394,592. . . . Television in Greensboro, N. C., and Milwaukee have been given a boost by the press, with the Greensboro Record coming out with a 12-page TV section, and the Milwaukee Journal giving a 28-page section to the fall video lineup on WTMJ-TV. . . . Gillette Safety Razor has thrown the Army-Navy classic on Dec. 2nd to NBC-TV for the sixth consecutive year. . . . Jan Pearce, just returned from concertizing abroad, is hooked for "Cavalcade of Stars" Friday night on DuMont. . . . "The Big Top," CBS-TV's circus show beamed to the web by WCAU-TV, Philadelphia, moves to a half-hour earlier slot as of Saturday (now seen at 6:30 p.m.). . . . "Meet Your Doctor," a public service panel discussion show, makes its debut on WCBS-TV this Sunday (12:30-1:00 p.m., EST).

★ ★ ★ ★

Networks Studying AT&T's Allocations

(Continued from Page 1)
 time on the coaxial cable. In Washington yesterday, Colonel William A. Roberts, counsel for DuMont, said he was not sure yet just what course his client would follow—but that the allocation is "very definitely unsatisfactory to us." It was thought likely that some protest would be filed with the FCC calling for immediate action—since the allocations must go into effect on Sept. 30th—but Roberts said he could not confirm this report.

Repeats Web Viewpoint
 He reiterated DuMont's position that "the whole future of TV networking" can be drastically altered if NBC and CBS are permitted to monopolize cable time and drive other competitors out of networking business.

"I certainly hope the FCC will realize that this is not just a competitive fight, but instead that it is a dead serious matter for the entire industry," Roberts said.

Mutual agreements on channel-usage over a number of the routes were reached during discussions with the networks last month, it was revealed by AT&T. However, because of overlapping demands for time on some cables, it was necessary for AT&T in accordance with its tariff provision, to make the assignments on remaining routes.

Allocations Revealed
 Principally involved in the hassle were the following routes: New York - Boston - Providence; New York - Syracuse; Cleveland-Rochester; Washington-Richmond-Norfolk; and the facilities to be newly opened Sept. 30th west of Chicago to Dayton, Indianapolis, Louisville, and the South. Over the majority of routes, according to AT&T, there are sufficient inter-city channels; however, the conflicts have come from the desires of more than one network to furnish programs to the station at the same time. Mainly, the two channels from New York to Boston's two video outlets were the subject of much heated discussion, being a battle for evening hours.

While AT&T anticipated some objections, it was predicted by a company spokesman that no major dispute would be carried to the FCC since the matter must be settled by Saturday; otherwise, the networks would suffer serious curtailment of the number of stations carrying most of their programs.

Gets WWRL Promotion

Selvin Donneson has been appointed sales and sales promotion manager of WWRL, New York. Edith Dick, station manager has announced. Donneson, 27, is reported to be one of the youngest station executives in Metropolitan New York. He has served in the sales department of WWRL for the past three years, and before that was with Atlantic Electric Company of N. J., as sales manager.

COAST-TO-COAST

Promoting Eisenhower Drive

Coffeyville, Kans.—KGGF is currently donating time and services to the Kansas statewide General Eisenhower Foundation drive. This is a campaign to raise funds to develop a program of citizenship education to be taught in the public and private schools throughout the state, and to erect a building in General Eisenhower's home town of Abilene, to house the one million-dollar Eisenhower collection of war trophies and souvenirs. Richard M. Seaton, president of the Midwest Broadcasting Company, which owns and operates KGGF, is a member of the state board of trustees for the Eisenhower Foundation.

Special Navy Reserve Info Show

Stamford, Conn. — WSTC and WSTC-FM will present a special program on Thursday at 9:30 p.m., designed to clarify the status of members of the Naval Reserve. The program, which will be presented in co-operation with local Naval Reserve officials, will be in the form of a roundtable discussion. Lt. Commander Melvin Dichter and Commander Edward C. Ives will ask the questions all naval reservers have in mind. Lt. Commander Samuel Keeler and Chief Yeoman John Hochenberger will supply the answers. The program is written and produced by Walter Dibble of the WSTC and WSTC-FM news staff.

LI Grid Games On WHLI

Hempstead, L. I.—Spotting the outstanding high school football games each week, WHLI launched the 1950 season Saturday with the Hempstead-Freeport classic direct from the Hempstead Athletic Field. Saturday's game was the first of nine weekly broadcasts marking the first time WHLI has entered the local football sports picture with play-by-play pickups. Every Saturday the WHLI special events crew will shift to a different field for the game of the week. Bob Zellner, sports editor of Newsday, will give the play-by-play description and George Ball of WHLI's special events department will handle local color background.

Expanding News Programming

Minneapolis, Minn. — KSTP-TV will increase its local television news programming beginning October 1. "News-Cartoons," 9:30 every Sunday night, will be presented by P. J. Hoffstrom, Twin City newspaper columnist and cartoonist. Each week he will give an illustrated news commentary on world-wide, national, regional and local news highlights. Hoffstrom is well known in the Twin Cities for his article "Hawf and Hawf" appearing daily in the St. Paul Dispatch. Another KSTP-TV news feature will be presented daily, 10:00-10:15 p.m., by Bill Ingram. The show will include the latest news developments around the world and in the Twin Cities.

California Commentary

By IRV HAMLIN

● ● ● Sid Strotz' resignation as vice-president in charge of west coast operations of NBC came as a shock to his many friends in the industry. . . . The name of Strotz has been synonymous with radio for many years and during the past two years he has become one of the moving fixtures in television expansion. . . . Hollywood and Vine regards him as one of the industry's sharpest executives and as a judge and negotiator of talent he is considered to be without peer. . . . Some think that Sid will retire from the radio-TV scene and will devote his time to his Coca Cola franchise operations and other private interests. . . . Others say that he may bob up in a new radio-TV association and might eventually become associated with another network which shall remain nameless. . . . Sid has always been a great friend of the performers and some artists would like to see him with another web.

Hollywood

● ● ● KTTV, KNBH, Los Angeles, KGO-TV, KRON, KPIX, San Francisco, all deserve a vote of confidence for their successful opening of the micro wave relay system between the two cities. Production values were excellent, especially from the Los Angeles end, but the material all around could have been a bit stronger, with a notable lack of originality in San Francisco. However, all in all, a notable achievement, with Pacific Tel and Tel coming through strongly, paying the bill, and slipping in a good strong pitch for itself, and why not? . . . KDYL-TV, still intent on building up strong programming, has come up with an afternoon stanza to interest the Salt Lake housewives, featuring Alic Wolf, who will pitch ceramics, modelling with clay, decorations, etc., in an effort to show the girls what to do with their spare time (if any). Show is participating. . . . George and Gracie have been hard at work over at KTTV, posing prettily with cans of Carnation canned milk in preparation for their TV premiere over CBS. . . . Now that the tide in Korea appears to have turned, watch for increased numbers of radio and TV personalities to besiege the Army for a chance to go over there. . . . Edgar Bergen wants to make that CBS-TV show on Thanksgiving the best ever, as far as he's concerned, so he's starting work on it now.

★ ★ ★ ★

● ● ● Crosby Enterprises have resumed shooting at the Hal Roach Studios, Frank Wisbar, a top flight TV film man, behind the cameras. "Flight 13," starring Pat Dane, goes this week, first of the new series of ten. . . . Cecil B. DeMille plugs the "Crusade For Freedom" at the L. A. Ad Club, the speech going out over Don Lee. . . . Merle Jones in N. Y. for net confabs. . . . Esso Gasoline is putting heavy sugar into its hyping of Alan Young, \$100,000 to be exact. Newspaper ads and 24-sheets will be used to put Young across to the Eastern viewers. . . . TV disc jocks are riding high in the L.A. area at this writing. Johnny Grant has signed a heavy budget ticket with KECA-TV for an 11 p.m. to midnight show, Bill Anson moves from KLAC-TV to KTTV at approximately the same time, and Bob McLaughling steps into the Anson 11 to midnite slot over at KLAC. Anson dilly-dallied around with KECA before accepting the KTTV deal. Maybe the KTTV studios are closer to home. Who knows? . . . The nitely beauty contests are fading rapidly. Viewers were getting bored by staring at the same gals nite after nite; they hopped from one station to another. Enough was enough. . . . Will Alka Seltzer drop Queen For a Day on Mutual and move to NBC?

★ ★ ★ ★

● ● ● Almost everybody in show business can recount a host of rough moments, but Meredith Willson thinks he's got the best one so far this year at least. He was conducting the Hollywood Bowl Centennial Pageant here recently when a mule fainted, actually fainted, during a high point in the show. Said Willson, "There I stood with my piccolo, and no mule removal music!" . . . Eileen Barton has signed for guesting with Milton Berle and Ken Murray.

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NEW BUSINESS

WNBT, New York: The Borden Company, for Starlac, has signed a 52-week contract for Tuesday and Thursday participations on the Kathi Norris Show. Young and Rubicam, Inc., is the agency. Standard Brands, Inc., to advertise Blue Bonnet Margarine, has purchased participations on the Kathi Norris program for 16 weeks. The order, calling for sponsorship on Tuesdays, was placed through Ted Bates & Co. Announcements on a Monday-Wednesday-Friday basis on the Norris program were purchased by the Drackett Company, for Windex. Young & Rubicam, Inc., is the agency.

The E. L. Bruce Company, for Bruce Cleaning Wax, has signed a 13-week order for participations on Mondays and Wednesdays on the "Just For You" program. The order was placed through the Christianson Advertising Agency. Hazel Bishop, Inc., has purchased participations in the "Date In Manhattan" program on Mondays, Thursdays and Fridays for 52 weeks. The Raymond Spector Co., Inc., is the agency. Diplomat Products, Inc., to advertise their chicken soup, has renewed sponsorship of Josephine McCarthy participations on Mondays and Thursdays for 13 weeks. Tracy Kent & Co., Inc., is the agency.

Best Foods, Inc., has renewed participations on the Josephine McCarthy program for 13-weeks. The order, calling for sponsorship on a Monday-through-Friday basis, was placed through Benton & Bowles, Inc. The Morgan Jones Company has signed a 13-week renewal for Tuesday and Thursday participations on the Josephine McCarthy program. The Victor Van Der Linde Company is the agency.

WXGI, Richmond, Va.: East Coast Oil Corporation has contracted for the 7:55 a.m. news, Tuesdays, Thursdays, and Saturdays. Contract is for 13 weeks. Korman Furniture Company has contracted for the 8:55 a.m. news, Tuesday, Thursday and Saturday, and the 3:55 p.m. news on Mondays, Wednesdays and Fridays. Contract is for 26 weeks. Sydnor and Hundley Furniture Company has contracted for the 9:55 a.m. newscast on Mondays, Wednesdays and Fridays.

To tie-in with their broadcasts of all the University of Richmond football games, Cities Service Gas Company has devoted six of its Richmond billboards to the University of Richmond to promote the games.

Gilford Guest of Gagsters

Jack Gilford, comedian in the recent Broadway show, "The Live Wire," will be the first "Jest-of-Honor" in the second annual luncheon series to be held by the National Laugh Foundation at Trader Tom's Steak House, 148 W. 48th St., N. Y. City, Thursday, September 28, 1 p.m. The luncheons will be held every Thursday thereafter.

RADIO TELEVISION DAILY

OL. 52, NO. 62

NEW YORK, THURSDAY, SEPTEMBER 28, 1950

TEN CENTS

STRESSES STRONG POSITION OF RADIO

Radio-TV Leaders To Meet With NRDGA Clinic

Three-Day Session Will Attract Around 250

More than 250 radio and TV broadcasters, agency representatives and retail store operators are expected to gather in the Hotel Statler, New York City, at 10 a. m., this morning for the opening session of the first radio and TV workshop conducted by the National Retail Dry Goods (Continued on Page 6)

Cincy Station Raises Radio Rates Oct. 1

Cincinnati — WKRC, division of Radio Cincinnati, Inc. and CBS affiliate, yesterday announced a radio rate increase. Herman E. Fast, WKRC general manager, made public the rate change which will be effective Oct. 1, in what was thought to be the first positive step in the recent controversy over AM radio rates. Fast announced WKRC would (Continued on Page 5)

DuMont Expected To File Today Against Cable Plan

Washington Bureau of RADIO DAILY
Washington—DuMont is expected to file this morning with the FCC its formal protest against the allocation of TV coaxial cable time announced earlier this week by the AT&T. The company, perhaps along with ABC, will tell the FCC that the (Continued on Page 7)

Alaska Bound

"America's Town Meeting," moderated by George V. Denny, Jr., will travel to Anchorage, Alaska, to originate an ABC broadcast from Elmendorf Air Force base on Tuesday, Oct. 3 (9 p.m.). Governor Ernest Gruening and John E. Manders, attorney and former mayor of Anchorage, will be rostrum speakers.

Brig. General Sarnoff Honored

Brig. Gen. David Sarnoff, chairman of the board of RCA, was awarded the honorary degree of Doctor of Humane Letters, Tuesday, at the University of Louisville for his leadership in the fields of television and radio. He was cited by Dr. John W. Taylor, president of the university, for his part in building the public affairs and education activities of NBC, "which has led in the dissemination of informed and enlightened opinion in all fields of knowledge." Following the award, Gen. Sarnoff spoke before the first student's convocation for the new scholastic year.

Cuban Broadcaster Evaluates TV Fare

Impressions of American television programming as viewed by a delegation of Cuban broadcasters were revealed in New York yesterday by Gaspar Pumarejo, director of Union Radio, Havana, as he left to return to Cuba for the inauguration of his new television station.

Pumarejo was impressed with the variety type of entertainment and singled out the Eddie Cantor show as one that would be very acceptable entertainment among the Cu-

(Continued on Page 8)

Adv. Council Suggests Plans For UN Day

October 24, proclaimed as United Nations Day, is being called to attention of all stations in a radio fact sheet distributed by the Advertising Council which urges full cooperation in the promotion of the event.

The day will be observed by a single dramatic action. By pre-ar-

(Continued on Page 4)

Coy Reiterates Stand On Color TV

Chicago — Speaking before the Chicago Television Council at the Palmer House on Tuesday, Wayne Coy, chairman of the FCC, reiterated that the Commission will adopt a final decision and designate the CBS system as the standard color system, if the manufacturers decline to produce receivers incorporating bracket standards.

During his talk Coy declared: "The manufacturing industry is given a choice as to whether or not

(Continued on Page 7)

Paramount Installs Industrial Color TV

First installation of DuMont's industrial color television system was made here this week at Paramount Pictures Corp., where it will be used by the company in research work during the development of a commercial color system for broadcasting and possibly later for thea-

(Continued on Page 2)

Sale Of KFVB Approved; WDAS Transfer Also OK'd

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday okayed the sale of WDAS, Philadelphia, and KFVB, Los Angeles, thereby retiring motion picture companies from control of two powerful broadcast stations. Price for WDAS, which goes from circuit operator William Goldman to candy manufacturer and music leader Max M. Leon is approximately \$495,000. The KFVB price is \$350,-

000, with the chief stockholder of the purchasing company the long-time KFVB manager, Harry W. Maizlish. A last-minute substitution removed G. David Schine from the picture—presumably in order to facilitate the transfer. Schine, an official of the Schine theater chain, was expected to prove a difficult figure for the FCC to pass without reservations in view of the circuit's re-

(Continued on Page 6)

Shurick Tells REC Story Of Radio's Effectiveness

Boston—Declaring that radio is far from being on its way out and is today reaching new heights in attracting and selling vast audiences, Edward P. Shurick, CBS market research executive, told the Radio Executives Club of Boston yesterday that radio's effectiveness has not been

(Continued on Page 5)

FCC's Color-TV Plea Draws Only 2 Replies

Washington Bureau of RADIO DAILY

Washington—With only two days to go before its Sept. 29 deadline for replies from manufacturers, the FCC, up to late yesterday, had only two statements from set-makers regarding plans for installing bracket switches on TV sets to permit easy conversion of the sets to bring in CBS color. Both Packard-Bell, of

(Continued on Page 5)

Educators Will Visit Boston 'U' Radio Studios

Boston—Three hundred and fifty Massachusetts educators will visit Boston University's FM radio station, WBUR, tomorrow afternoon, at 3:30 p.m. to inaugurate a series of educational broadcasts to start on Monday, October 2. These programs (Continued on Page 2)

TV Beehive

Minneapolis — KSTP-TV studio H was really buzzing when 4000 bees were let loose Friday during Marge McCrady's "For You—Ladies" program. Hostess McCrady had Clare D. Floyd, State Apiarist with the University of Minnesota's extension division, as her guest to show viewers how the bees make honey and what to do for bee stings.

★ COMING AND GOING ★

28092892

22211228

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MARVIN KIRSCH : Business Manager

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ROME BUREAU

John Perdiciari
Ludovisi 16

FINANCIAL

(September 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/2	11	11 1/2	+ 7/8
Admiral Corp.	32 1/4	29 5/8	31 3/4	+ 2 3/4
Am. Tel. & Tel.	150 1/2	149 3/4	150 1/2	+ 3/4
CBS A	35 1/2	34 1/8	35 1/2	+ 1 3/8
CBS B	34 1/2	33 1/4	34 1/2	+ 1 1/4
Philco	45 7/8	43 1/2	45 7/8	+ 2 3/4
Philco pfd.	93	93	93	
RCA Common	193 3/8	18 1/8	193 3/8	+ 1 3/8
RCA 1st pfd.	76 1/2	76 1/2	76 1/2	+ 1 1/2
Stewart-Warner	17 3/8	16 1/4	17 3/8	+ 1 1/8
Westinghouse	33 1/2	32 1/4	33	+ 5/8
Westinghouse pfd.	102 1/2	102 1/2	102 1/2	
Zenith Radio	57 1/2	54 5/8	57 1/2	+ 3 5/8

NEW YORK CURB EXCHANGE

	Bid	Asked
DuMont Lab.	20 1/4	19 3/4
Hazeltine Corp.	19 7/8	19 3/4
Nat. Union Radio	4 1/8	3 7/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	13 1/4	14 3/4

Plans For Seminar On Radio-TV Announced

The New School for Social Research in New York City is offering a 15-week seminar on "Radio and Television Today," conducted by Arno Huth, radio authority, writer and lecturer. The series, which begins Friday, Sept. 29, at 8:30 p.m., will present prominent guest speakers including Ahmed S. Bokhari, permanent delegate of Pakistan to the United Nations; Will Balbin, secretary-treasurer of TBA; Lyman Bryson, CBS, and John S. Hayes, vice-president and general manager of WTOP, Washington, D. C. Dr. Huth also conducts a "Seminar in International Broadcasting," devoted to basic research and creative work.

ROBERT E. KINTNER, president of ABC, and ERNEST LEE JAHNCKE, JR., vice-president in charge of stations, left yesterday for Rochester, where they will join JAMES CONNOLLY, manager of the AM stations department, and FRED BECKMAN, of the web's stations department, for a network-affiliates confab. They'll be back tomorrow. Meeting is one of a series planned by the network.

J. W. SUTPHEN, JR., commercial manager of WTRY, Troy, N. Y., in town for conferences with the national representatives of the station.

SAM ABELOW, producer in the CBS documentary unit, is back from Martha's Vineyard, where he spent a three-week vacation.

MURRAY ALBERT and AARON SIEGEL, of Talent Representatives, Inc., on Tuesday will leave for a trip to Hollywood, with a stopover scheduled in Chicago.

PHIL ALAMPI, farm news editor at WJZ, on Saturday will go out to Newton, N. J., to address the Hudson Guild on the pros and cons of the Brannen Plan.

BUD EVANS, commercial manager of WXYZ, American network outlet in Houston, Tex., is in New York on business.

HOWARD S. MEIGHAN, Columbia network vice-president and general executive, has arrived from Hollywood on business.

CALVIN AFFLECK, DuMont sales promotion manager, off to Chicago for the National TV and Electrical Living Show.

JACK PERLIS, radio-TV public relations consultant, is in Washington to co-ordinate publicity on the Sister Kenny Foundation show—featuring "Leave It to the Girls"—which NBC-TV will telecast this Saturday.

TIM HERBERT and DON SAXON, new comedy team, have returned from Cincinnati and are working out final plans for their forthcoming CBS-TV show which is scheduled to start October 9.

H. JAMES TAIT, DuMont eastern regional receiver sales manager, off to Bermuda for a short holiday. He'll be back in time for the regional DuMont meetings to be held Oct. 2-3 at East Paterson.

AURIEL MACFIE, assistant magazine editor in the press department of NBC, left yesterday for Cleveland to spend the remainder of this week preparing for the "Theater Guild" program there Sunday night. The program will feature a salute to the Community Chest.

Paramount Installs Industrial Color TV

(Continued from Page 1) ter television. The equipment purchased by Paramount was a DuMont Model TA-164 Industrial Color System, a non-broadcast, closed circuit system capable, it is said, of not only producing acceptable color pictures but also pictures of a higher degree of sharpness and clarity than are possible on the present black-and-white home-type receivers.

This equipment was demonstrated previously at the Institute of Radio Engineers Convention here last March. Since that time, DuMont engineers evolved the system to its present commercial form and the equipment is now being produced and offered to industry for any applications other than the broadcast field.

Varied uses are foreseen for the equipment by DuMont officials, including such functions as: the remote viewing of any industrial operations dangerous to personnel or where, for practical purposes, eye-viewing is not feasible. Medical science, it was pointed out, will benefit by the observation of an expert surgeon at work, with the full-color rendition permitting accurate identification and adding reality to the reproduced scene.

Arnold L. Pipper

Arnold L. Pipper, manager of the M-G-M Records plant in Bloomfield, N. J., died Sept. 25th at 7:30 a.m., at the Memorial Hospital, N. Y. He leaves a daughter, Joyce, and a wife, Ruth. He lived at 211 Clairmont Terrace, Orange, N. J. Pipper joined M-G-M Records in September, 1945, after a previous connection with RCA Victor in Camden, N. J., for 20 years. He instituted many reforms and new processes in record pressing at M-G-M. Pipper was a lieutenant in the 1st World War and a 32nd degree Mason.

Educators Will Visit Boston 'U' Radio Studios

(Continued from Page 1) will be used as part of the school curriculum in a number of Metropolitan Boston schools.

Prof. Samuel B. Gould, director of the division of radio and speech at the university's school of public relations and communications, and Kesley B. Sweatt, of the State's department of education, division of university extension, have worked on the programming of the educational series, "Airlanes to Learning," with a special advisory board representing town school departments, the state's department of education, the Massachusetts Parent-Teachers Association, state teachers' colleges, Massachusetts Teachers Federation, and Boston University's college of music and school of education in addition to the school of public relations and communications.

WOR To Broadcast Ivy League Games

Ten of the 1950 football season's outstanding Ivy League games will be broadcast over WOR beginning Sept. 30 at 1:45 p.m., according to an announcement made this week. The Atlantic Refining Company will sponsor the series. First game of the schedule will be the Pennsylvania-Virginia game to be played at Franklin Field, Philadelphia, with Byrum Saam doing the play-by-play. Schedule for the remaining games will be: Northwestern at Navy, Princeton at Navy, Southern California at Navy, Cornell at Princeton, Army at Pennsylvania, Harvard at Princeton, Dartmouth at Cornell and Yale at Harvard. The season will end on November 25th with the Yale-Harvard game. Announcers and starting times for games following the inaugural will be announced later.

WITH 1ST FOR 3RD STRAIGHT MONTH!

WITH 25.1

STATION A 22.3 (NETWORK)

STATION B 19.7 (NETWORK)

STATION C 15.7 (NETWORK)

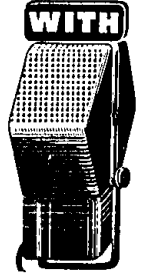
STATION D 9.6 (NETWORK)

Rates for 1 minute E. T.

WITH	\$16
STATION A	\$55
STATION B	\$50
STATION C	\$70
STATION D	\$36

COMPARE! COMPARE! COMPARE!

Look how the BIG independent beat the network competition! Top Hooper for the third straight month! Biggest audience in town! More listeners-per-dollar than any other radio or television station in Baltimore! Where else can you find such a radio buy? Where else can you get such a big audience for such a low, low, cost? Call your Headley-Reed man today.



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

SELLS 120 A.M.A. TIE-IN SPOTS IN 2 HOURS!

FAIR BLOCK
MINOT, NORTH DAKOTA
DIAL 41-146

K L P M

MUTUAL BROADCASTING SYSTEM
GREAT NORTHERN BROADCASTING SYSTEM

September 21, 1950

John H. Miller, Vice President
Russel M. Seeds Company
Palmolive Building
Chicago 11, Illinois

Thank you for the very excellent idea contained
in your letter of September 14 and the attachments.

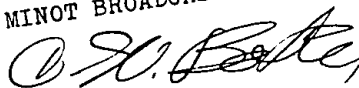
In the period of two hours this afternoon I sold
a hundred and twenty spots to tie in with the A.M.A.
campaign during the two-week period beginning October 8.

I had to stop then without finishing my list of
prospects because we won't be able to clear for more
than that.

As I say, I think it is an excellent idea for which
I thank you very much, and, incidentally, if the
co-operation I found is any indication of the spirit
generally throughout the country I cannot see anything
but a whopping success in the promotion.

Sincerely,

MINOT BROADCASTING COMPANY



C. W. Baker

CWB:mbc

**THIS IS AN
UNSOLICITED
LETTER**

National Education Campaign
AMERICAN MEDICAL ASSOCIATION
Chicago 2, Illinois

LOS ANGELES

By IRV HAMLIN

DOLLO HUNTER has been appointed assistant program manager of ABC's western division, Jack Meyers as ABC's western division program operations manager, and Harry Walstrum as operations manager of KECA, it has been announced by Bud Edwards.

Donald Withycomb, former assistant to M. H. Aylesworth of NBC has joined Larry Finley's executive staff of the Progressive Broadcasting System. Withycomb is in the East at present, setting up eastern operations for the new net with Finley.

Frances Dee has been signed by Crosby Enterprises for the starring role in "Two Tickets," now being filmed by Frank Wisbar for Crosby.

L. A. Brewing (Eastside Beer) has signed Fort Pearson to announce their film series over KFI, commencing Oct. 9th. Kevin Sweeney, general sales manager of KFI, is now east for the Anthony stations.

Telecasts of all USC and UCLA home games played at the Coliseum this fall will be sponsored by Hoffman TV dealers and Chevrolet dealers of So. Cal. There are 141 automobile dealers involved.

Erwin, Wasey & Co. has added W. G. Brangham to its L. A. staff in the copy dept. Charles F. Lowe, radio and TV producer and director for the agency, has been appointed TV supervisor for all agency shows operating from the West Coast.

Lisa Kirk has been signed by Jerry Fairbanks for spots in a new series of Oldsmobile commercials.

"Hollywood Closeup," written and narrated by L. A. Mirror columnist Omar Garrison, goes coast to coast on Liberty starting Oct. 2nd, five days weekly, it has been announced by Benton Paschall, v-p of Liberty.

Dick Garton has signed with Associated Oil to announce football games this fall.

Commodore Productions has declared its first dividend; 5 per cent on its common stock valued at \$10 per share, dividend amounting to 50 cents.

Adv. Council Suggests Plans For UN Day

(Continued from Page 1)

arrangement with all religious faiths, schools and public officials, the bells of the entire nation will be rung at 11 a.m., UN Day, at which time everyone is urged to say a brief prayer for the UN.

The fact sheet reports on the significance of UN Day, celebrated on the fifth anniversary of the UN Charter, and outlines the background, aims, and accomplishments of the UN.

Programs wishing to devote extra time to the celebration or in need of additional information are urged to contact the Council's radio division offices in New York, Chicago or Hollywood.



By SID WHITE

Man About Manhattan. . . !

● ● ● **ON THE EAR-IE:** Orson Welles would like to take a whirl at TV—but as a magician. . . . A TV show featuring Marlene Dietrich and guests of the international society set is in the works. It would give the screen star an opportunity to demonstrate her talents as a singer, actress and linguist. Show would stem from one of the 5th Ave. hotels and is tentatively titled "Tea With Dietrich." . . . Mr. and Mrs. Laurence Olivier spurned \$10,000 to do a personal appearance on a coast radio show. . . . Bob Hope may do an Al Jolson in Korea via the Air Force. . . . Jimmy Fidler very close to a TV deal. . . . Comic Frank Fontaine is being wooed by both NBC and CBS for TV work. . . . Phil Harris and Alice Faye return to NBC this Sunday sustaining. . . . Frankie Carle readying a video series on how to play the pianner. . . . Tim Gale, one of the town's most eligible bachelors (as well as the lustiest holdout) will be led to the altar before the year is out. Bride-to-be is ABC singer, Martha Lou Harp. . . . Jed Harris' assistant on his new TV series will be Guy Thomajon, ass't to Elia Kazan for several years and now a successful H'wood actor. . . . A national mag is preparing a survey and a blast on the thousands of pounds of paper wasted yearly by the public relations outfits. The shortage is expected to be rough again.

● ● ● Gary Stevens and Hal Salzman have come up with an idea for baseball's first institutional TV show to be known as the "Hot Stove League." This will be a live 30-minute stanza due to preem right after the World's Series and continue until spring training in March. Show will stem from a different major league city each week, with the preem originating from the Yanks' locker room at the Stadium. Stars such as Ralph Kiner, Phil Rizuto, Bob Feller, Mel Parnell, etc., will alternate as "hosts" for the day.

● ● ● **ONCE OVER LIGHTLY:** Wonder if CBS realizes what a prize package and terrific prestige show they've got in the "Stork Club." (This is merely being pointed out just in case somebody up there is concerned over the present absence of a bankroller). Sponsored or not, the Stork is a tremendous name for any web to have in its stable. (Paramount Pix merely grossed some 2½ million from the film of that name). As for the TV series that stems from there nightly, it still hasn't completely captured either the spirit or the charm of this world-famous boite. It is still showing signs of growing pains and has yet to settle down to its real pace. That it will eventually is a foregone conclusion. The Stork has far too great a potential not to emerge as the leader in any field it chooses. One thing we are certain of, however, is that inasmuch as Sherman Billingsley has made such a fantastic success out of his creation, isn't it reasonable to assume that he should be entrusted with the complete control of the TV series? Who better than Sherman knows the spirit of the club and who better can project that spirit? Sherman, by the way, is developing that real professional poise and ease before the cameras and he, at least, projects the real charm of the famous club as well as giving the show the stamp of authenticity.

● ● ● **SMALL TALK:** Leo Fuld's packing them in at the Latin Quarter in Montreal. He'll move to the Chez Paree in Chi at \$3000 per. . . . Sid Paul celebrating his birthday and 8th wedding ann'y today. . . . Herb Sheldon is certainly getting his name around these days. Over 500 kids were first-named Sheldon in his honor from grateful mothers who had their kiddies' arrivals announced on his stanza. . . . Lawson Zerbe and his missus, Doris McWhirt, back from a 17,000-mile trip around the country.

PROMOTION

Plan Victor Exhibit

RCA Victor's exhibit for the 1950 Premiums & Ad Specialties Exposition, Oct 2nd through 6th, at New York's 71st Regiment Armory, will be built around the "sense of sound" in modern merchandising and will feature its mailable plastic specialty records, according to James P. Davis, manager of RCA Victor's Custom Record Sales Division.

Designed for use as premiums and sales promoters, RCA Victor specialty discs—the 6½-inch "Spinner" and 10-inch "Promoter"—will receive star billing in the overall Victor display, which points up the fact that RCA makes every type of record. To dramatize the effectiveness of selling through records, a sample "Spinner" premium will be distributed to exposition visitors. One side of the souvenir disc will tell merchandisers how to "go on record for sales"; the other will present a popular musical selection.

Amateur Hour

WRLD, Lanetti, Ala., has inaugurated a weekly amateur hour in which a contestant from each of the six cotton mill towns in the Chattahoochee Valley is invited to participate. Titled "This Is Your Valley Talent Time," the show is aired every Tuesday at 8 p.m. The initial winner, Betty Harmock, pianist and vocalist of Shawmut, received two cash prizes of \$5 each and was invited to be a guest performer on the "Friendly Half-Hour" program aired on Sunday afternoon. Winner is selected by polling votes from the listening audience. To be counted, votes have to be signed and state that the voter heard the program. The Department of Community Recreation sponsors the new show.

Capital Medical Society To Honor 'Dr. Christian'

Washington Bureau of RADIO DAILY
Washington—The Medical Society of the District of Columbia is honoring "Dr. Christian" with a certificate for meritorious service to medicine for bringing to the attention of the public the best qualities of the physician and for impressing upon the public the value of the close relationship that exists between the patient and the family doctor.

Jean Hersholt, who has the title role in the "Dr. Christian" program on CBS, will accept the certificate at the annual dinner of the medical society on Wednesday, Oct. 4, in the Statler Hotel, here.

Wedding Bells

Staubenville, O.—Bob Glenn, staff announcer of WSTV, and Betty DePhillipi of the same city, exchanged wedding vows on September 16th.

Stork News

Hal Wallace, K-NUZ time salesman, announces the birth of a son, Hal Deward Jr., September 15th.

FCC's Color-TV Plea Draws Only 2 Replies

(Continued from Page 1)

Los Angeles, and Andrea Radio turned thumbs down on the Commission proposal that they start so equipping their sets by mid-November.

The Commission had said it wanted manufacturers to agree to turn out the modified sets within 30 days after the issuance of an order based upon the Sept. 29 replies. It was estimated that it would take 10 days to two weeks to get the order out.

Both companies pledged their interest in bringing color video to the consumer—but neither felt that the Commission was asking of them something possible of fulfillment. "It is with regret that we must reply that it is not possible to begin the production of such type receivers with the modification requested," according to the FCC schedule, wrote Packard-Bell. It explained that it had not done the needed engineering work, and can't say how long that might take.

In addition, it was explained that components are now in short supply and becoming tighter—and until the engineering work is done the company can't order ahead because it doesn't know what additional components it will need.

Warns of Plant Layoffs

Andrea forecast plant-layoffs and financial difficulties for its organization if the Commission does not amend its position of last month. In addition, it expressed complete disagreement with the Commission's general position on color, saying that, in the interest of the public, compatibility seems to be called for.

Andrea wrote that "should the Commission's ruling of variable frequency control be mandatory and effective 30 days thereafter with all such receivers providing equal brightness, equal geometric linearity and equal size throughout the proposed frequency control ranges, the following will result as far as Andrea radio is concerned:

(A) Plant-wide layoff of 335 people.

(B) Unsafe inventory build-up.

(C) Financial burden that would undermine the company's ability to meet its obligations.

To meet a mandatory condition of this nature, requiring new engineering design, new material procurement, new factory synchronizing equipment and pilot testing, said the company, would indicate a period between April and May, 1951, for commercial release.

KFH Carrying Football Games

Wichita, Kans.—Broadcast of all Wichita football games, both home and away, will be carried over KFH, AM and FM. First game of the season starts September 30th. Glen Perkins will handle the announcing chores and Standard Oil Company of Indiana will sponsor the broadcasts.

Force Of Radio Emphasized At Boston REC Luncheon

(Continued from Page 1)

dimmed by television. "A long hard look at the facts instead of snap judgement based on preconceived ideas is necessary to bring into proper focus the relative merits of the major media," Shurick declared in presenting the case for radio.



SHURICK

The tendency of executives toward exaggerated notions of television's harmful inroads on radio comes from two sources, Shurick pointed out:

1) Preoccupation with big city rating reports, which by their very nature produce a misleading picture of the relationship between television and radio.

2) Insistence on comparing radio and television with each other instead of in their actual working relationship toward all the other major media.

Audience Increase Noted

"Unbiased, open-minded review of the factual data available will show that radio, far from being on its way out as a major mass medium is today reaching new highs in attracting and selling vast audiences," Shurick said. He cited the data that in addition to 40,700,000 radio homes, radio has a bonus circulation of 5,000,000 sets in public places, 14,-

764,000 sets in automobiles and 24,735,000 secondary radio sets. This total of 85,199,000 sets compares with an estimated 7,800,000 television sets in use as of October 1.

Both sets in use and actual number of families listening to radio are approaching all-time highs — estimated to be about 12 per cent above a year ago.

TV Not Competitive

Shurick emphasized that television should not be considered competitive only to radio. He pointed out that five separate research studies have shown that magazine and newspaper readership declined as much as 42 per cent after homes became equipped with television. Movie attendance drops in some cases as much as 30 per cent.

From the viewpoint of total circulation obtained by an advertiser through all the major media, the following effects would be observed, Mr. Shurick said:

By substituting television for radio in a specific market, but retaining newspapers and magazines, over-all circulation losses of 31 per cent to 58 per cent would be incurred. By contrast, a second radio program added along with television, and the dropping of magazines, could increase total circulation as much as 48 per cent.

"Take a long hard look at the facts concerning all media," Mr. Shurick concluded. "If you look at the rest, I feel sure you will decide that the best is still radio."

Ad Council Pushes Drive For Economic Education

Chicago—The Advertising Council is intensifying its Economic Education campaign to encourage better productivity to meet sharply rising demands on the military and home fronts, it was disclosed yesterday by Samuel C. Gale, vice-president of General Mills, Inc., and chairman of the council.

Addresses ANA Meeting

Speaking before the ANA meeting in Chicago, Gale revealed that McCann-Erickson, Inc., the volunteer advertising agency, is preparing a new series of advertisements on the suddenly increased importance of raising the national productivity rate.

Gale urged all advertisers, both local and national, to back the campaign to the limit.

The Economic Education campaign, conducted by the council for the past two years, has stressed the meaning of productivity and has explained how it has helped raise America's living standards to the highest in the world. The new version of the campaign will urge higher productivity so that Americans can build the strongest defense, and still maintain the highest possible living standard, Gale said.

Football Schedule Sold By Milwaukee Station

Milwaukee—Three weekly quarter-hour football programs have been sold on WTMJ, The Milwaukee Journal station, in addition to nine University of Wisconsin and fourteen Green Bay Packer football games. The Northwestern Hanna Fuel Co. of Milwaukee has bought a "Football Warmup" program before all Wisconsin games. The Howard Camm Advertising Agency of Milwaukee is handling the account.

The Agency Service Corp. of Chicago has signed a contract for a "Musical Scoreboard" after the Wisconsin football games. The sponsor is the Wisconsin Auto Club Service Agency.

The First Wisconsin National Bank of Milwaukee will sponsor "Coach Williamson Talks" featuring Ivy Williamson, head football coach at the University of Wisconsin. This 15-minute program is being scheduled on Fridays at 9:45 p.m. for a period of ten weeks. Handling the bank account is Marvin Lemkuhl agency.

The Wisconsin games on WTMJ are being sponsored by the Standard Oil Company, Indiana. The Miller Brewing Co. of Milwaukee is sponsoring the Green Bay Packer pro football games.

Cincy Station Raises Radio Rates Oct. 1

(Continued from Page 1)

alter its present rate card to expand the Class A and B time periods. This move automatically brought approximately two hours daily into higher rate categories.

The announcement was amplified by Fast who explained that he took the step "partially in view of the general inflation of the times. The main reason for the increase was sales results proven to us and our sponsors which indicate our sales messages are more potent today than ever," he said. "AM radio rates were never based on actual audience locally," Fast added. "Now in face of considerable competition, AM radio is being tested, and in the case of WKRC we are proving with results. Thus we resolved the decision to increase our time segments."

Will Expand Class Time

WKRC will expand its class time to 7 a.m. instead of 8 a.m. 10:30 p.m. to 11 p.m. will become Class A instead of Class C on the new card. Whether the WKRC announcement would furnish the impetus for further daytime AM increases around the country remained to be seen. Fast stated that WKRC could assure sponsors greater receptance today than at any other time in the station's history. "Rural coverage interlocked with daytime audience reception has proved WKRC's pulling power beyond any past records." Fast said.

Joins WOOD News Dept.

Grand Rapids, Mich.—Robert N. Runyon, former staff member and announcer of KILQ, Grand Forks, North Dakota, has assumed duties as news director of WOOD, NBC regional. Runyon, active in radio in the northwest states for the past 12 years, served a year with the Army in the South Pacific and has worked in several little theater groups.

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

HENRY GREENFIELD, Mgr. Director

WEVD 117-119 W. 46 St. N.Y. 19

Radio And TV Execs. To Meet With NRDGA

(Continued from Page 1)

Association. Many of the top figures in the industry will be on hand for the two-day clinic, it was anticipated. Workshop guests will hear lectures and demonstrations on all phases of radio and TV advertising and promotion of retail sales, and the problems and techniques involved.

The first of four sessions gets underway following the welcome and introduction by Lew Hahn, president emeritus, NRDGA, and James M. Gaines, vice-president of O & O stations for NBC.



GAINES

Dr. Ruth W. Ayres, managing director of the National Consumer-Retailer Council, Inc., N. Y., will lead off the clinic with a discussion of "The Consumer Looks At Radio and TV." Howard P. Abrahams,

manager, sales promotion division and visual merchandising group of the NRDGA, will speak on "How Retailers are using Radio and TV." Next, "How Radio is Used as a Selling Medium," by Walt Dennis, radio and TV director for Allied Stores Corporation, N. Y. E. Geoffrey Circuit, sales manager, Halle Bros. Co., Cleveland, will address the group on "A Step by Step Analysis of a Retail Radio Organization and Plan," and Shirley Silvers, radio copywriter, will discuss "Radio Copy Techniques." Chairman for the first session is Robert J. Powderly, chairman of sales promotion division and sales promotion manager of Kresge, Newark.

Cuff To Preside

The second session, presided over by Sam Cuff, president of Retailers Television Film Service, Inc., begins

at two this afternoon. The first speaker, Arthur E. Duram, television market research counsel, CBS, will discuss "Reasons or Advantages of TV as a Selling Advertising Medium." "What the Local Advertiser means to TV and Vice-Versa," will be heard from Charles L. Kelly, director of programs, WMAL-TV, Washington, D. C.; Frank Silvernail, BBD&O, will speak on "Time Classifications;" and Sam Cuff will discuss "TV Selling." Additional subjects will be covered by Ivor Kenway, a vice-president of ABC, and Eugene S.

programs, WMAL-TV, Washington, D. C.; Frank Silvernail, BBD&O, will speak on "Time Classifications;" and Sam Cuff will discuss "TV Selling." Additional subjects will be covered by Ivor Kenway, a vice-president of ABC, and Eugene S.

AGENCY NEWSCAST

... personnel, sponsors and notes

KENYON & ECKHARDT, INC. announced that recent demonstration of Sylvania Television receivers at Dunkirk, N. Y., showed that five channels from Erie, Cleveland, Rochester, Buffalo and Detroit could be received clearly in the fringe area. Detroit is 180 miles away, Cleveland 120 miles distant, Rochester 100, Buffalo 37, Erie 33.

WALTER KIDDE & COMPANY through its agency, Cunningham & Walsh, is sponsoring a film commercial of its "Fyre-Freeze," a small fire extinguisher for kitchen use, over WATV's Homemakers' Guide program. Film spot will be aired over Newark, N. J., station three times weekly for 10 weeks.

ASSOCIATION OF CANADIAN ADVERTISERS has won the top award in the annual competition conducted by American Trade Association Executives. The second Canadian organization in 15 years to be so honored, the association was cited for distinguished service to Canadian business and public.

CHARLES B. KONSELMAN, director of advertising for A. & H. Karagheusian, Inc., will direct the advertising production clinic of the Advertising and Selling Course conducted by the Ad Club of New York. Those who will serve as leaders at the various meetings are: Charles V. Morris, Reinhold-Gould, Inc.; Roy Tillotson, Union Carbide & Carbon Corp.; Harold E. Bisson, Sterling Advertising Agency, Inc.; Richard Messner, E. E. Brogle & Company Inc.; Edward N. Mayer, James Gray, Inc.; and H. Ford Perine of Life magazine.

COLLEEN UTTER has been appointed director of advertising for Handmacher-Vogel, Inc., women's suit manufacturer. She formerly held a similar post with Saks Fifth Ave., New York City.

ALBERT ZUGSMITH, associated with radio station sales and newspapers for ten years, has opened offices at 7078 Hollywood Blvd., Hollywood, and at 9441 Wilshire Blvd., Beverly Hills.

Thomas, manager of TV operations, WOR-TV.

Tomorrow, at 10 a.m., the third session will begin with "Television Programming" discussed by George T. Shupert, vice-president and director of commercial operations, Paramount Television Productions, Inc., followed by C. E. Hooper of the program rating service speaking on "Programs"; "Color Television" will be dealt upon by Col. William L. Norvell of Remington Rand, Inc., and Fred Rickey of CBS; "The Presentation of Merchandise on Live Television Programs," discussed by David Arons, publicity director of Gimbel Brothers, Philadelphia, and

CLARE FISCHER, formerly with Marshall Field & Co., has joined the copy department of Tatham-Laird, Inc., Chicago.

WALTER C. HELLMANN has established his own agency in Louisville, Ky., under the name of Walter C. Hellmann, Advertising. He was previously a vice-president and partner of Thomas M. Bowers Advertising Agency, Chicago.

LENNEN & MITCHELL, INC. has been appointed to handle advertising for John F. Trommer, Inc., Brooklyn brewer.

BENJAMIN SHATTUCK, formerly supervisor of advertising for Metropolitan Life Insurance Company, has joined the James Thomas Chirurg Company, New York and Boston advertising agency, as an account executive.

LARRY FIELDS, previously with the publicity department of Blaine-Thompson, has joined David O. Alber Associates, Inc.

L. R. WARNER, formerly manufacturing superintendent, has been appointed plant manager in charge of plastics operations for the parts division, Sylvania Electric Products, Inc.

BROADCASTING PROGRAM SERVICE has moved to larger quarters at 341 Madison Ave., New York City.

JUNIOR ADVERTISING CLUB of Philadelphia will present its annual national award to Edward W. Barrett, Assistant Secretary of State in charge of "Voice of America."

RICHARD R. PATTERSON has been added to the copy department of Kal, Ehrlich & Merrick, Advertising, Washington, D. C.

FREDERICK H. SONTAG, formerly of Earl Newsom & Company, public relations consultants, has been named the first public service director of the Central New York Blue Cross hospital and Blue Shield medical health plans, Syracuse, N. Y.

Jack Creamer of Gimbels; concluding with "Props and Theatrics," by Tom Lee of Tom Lee Limited, and Frank Sauter of Macy's, N. Y. Chairman is Arthur See, sales promotion manager of Saks, N. Y.

Baltin Participating

The final session at 2 p.m., tomorrow, will hear Will Baltin, secretary-treasurer of TBA, speaking about "The Future of the Retailer in Television." Case histories of several successful Retail Radio Programs will be shown via kineoscope, and finally, members will witness a live demonstration of a TV show, from the initial planning to the finished product.

Maizlish Group's Buy Of KFWB Approved

(Continued from Page 1)
cent conviction by the Supreme Court of serious anti-trust violations in the theater business.

Replacing him as 49 per cent stockholder is the non-profit Lansing Foundation, Inc., of which partners in Baird & Company, New York stockbrokers, are officers.

The Commission also approved the purchase of KIOA, Des Moines, by the licensees of WLWL, Minneapolis, for \$100,000. A new company is being formed to hold both licenses.

The Commission also granted permits for new stations to Montgomery County Broadcasting Company to operate in Conroe, Texas, on the 900 kc band with 500 watts daytime only and to Door County Radio Company to operate with 250 watts daytime only on the 1050 kc band in Sturgeon Bay, Wis.

In another action yesterday the FCC proposed a new rule permitting remote control operation of 10-watt educational FM stations, asking for comments by November 3. The Commission explained:

Statement by Commission

"Considering that a 10-watt educational FM station can be constructed for approximately \$2,000 if studio facilities are available, and further that existing speech department or music department rooms and facilities may often be used as the nucleus for satisfactory studios, it appears that the requirement of keeping a licensed operator on duty at the transmitter at all times while the station is in operation is one of the chief burdens from the standpoint of personnel and operating expense placed upon the 10-watt educational FM stations.

"This is particularly true in cases where a transmitter location having the desired characteristics of high elevation and a sufficient structure to support the antenna can be found only at a distance from the studios and the licensed operator thus cannot be available to assist in the studio operations, but is required to remain at the transmitter site. In such cases the hours of operation may have to be curtailed. The reliability of operation of modern 10-watt FM transmitters removes any necessity for frequent adjustments and the low voltages, small tubes, and integral unit construction which are employed provide great reliability of operation between routine maintenance adjustments."

Program Gets Citation

Dr. Ross McIntire, of the National Blood Program of the American National Red Cross, has singled out M-G-M Radio Attractions' "The Story of Dr. Kildare," and its stars Lew Ayres and Lionel Barrymore "for splendid impetus given the Red Cross blood program." The National commendation for "The Story of Dr. Kildare" follows a recent citation from the Greater New York Chapters of the American Red Cross.

Coy Reiterates Stand On Color TV

(Continued from Page 1)

it will voluntarily adopt bracket standards at this time. We are making this choice available so that an opportunity may be presented to those people who have been coming to us after the record closed with stories of new compatible systems or improvements in compatible systems to show whether they can meet the requirements for a color television system as set forth in the report. And the opportunity for this choice is likewise available for those manufacturers who have urged compatibility to the Commission as the sole basis for adopting color television standards."

Continuing Coy said:

"First, we have decided that color is an important improvement in broadcasting that should be made available to the American people.

"Second, we have decided that of the three color systems demonstrated to us, the two compatible systems—CTI and RCA cannot be adopted because they do not produce a satisfactory color picture and because they do not meet the other minimum requirements for a color system prescribed by the FCC.

Says CBS "Could Be Adopted"

"Third, the CBS color system, although incompatible, does meet the requirements for a color system prescribed by the Commission and could be adopted as standard.

"Fourth, the Commission is willing to postpone adopting a final color decision now, and, among other matters, give the proponents of a compatible system another opportunity to show that they have a system that can satisfy the Commission's requirements, provided that the manufacturers will prevent the compatibility problem from increasing, by giving assurances that they will build their television receivers with brackets.

"Fifth and finally, if manufacturers do not give assurances that they will build television receivers with brackets, the Commission will adopt the CBS color system now, for without the assurance of bracket receivers, the Commission would be inviting the risk that if the compatible systems failed again, it might no longer be possible to adopt a color system we know is satisfactory because the number of receivers in the hands of the public could have increased to a point where as a practical matter it would be extremely difficult to adopt an incompatible system."

WTIC Reports On Eclipse

Hartford, Conn.—For its 11:00 p.m. newscast on Monday, September 25th, WTIC arranged for a direct telephone-recorded report on the total eclipse of the moon from the observatory at Yale University. Professor Dirk Brouwer, director of the observatory, called in his report a few minutes before air-time.

★ ★ TELE TOPICS ★ ★

FAYE EMERSON, who made a gracious bow for Pepsi Cola on CBS-TV Tuesday night (7:45), once again exhibited her distinctive brand of charm that has made her tops among femmecees. Being an opening stanza, however, the show was burdened by the weight of prolonged commercials, which Miss Emerson certainly made the best of—tossing off her chatter about Pepsi as glibly and easily as Godfrey handles Chesterfields. A choice of three guests (in addition to Miss Emerson's sidekick, Charley Mullin) not only made the quarter-hour a bit crowded, but was also the cause of some unfortunate camera-shots, such as: profile shots of nightclub balladeer Susan Reed, necessitated by a group shot with Miss Emerson dead center. To herald the occasion, CBS pitched a gala party in the Hunt Room of "21" Club, at which each of the two hundred guests had approximately three square inches of space in which to juggle his glass and plate. Sight of the night, however, was the way several officials connected with the show couldn't restrain their emotions during the program, at times waving their arms before the video screen in frantic but futile attempts to direct the show during embarrassing moments.

★ ★ ★ ★

TODAY'S TV Personality:

JOHN L. SINN, executive v-p of Frederick W. Ziv Co., is at 36, one of the youngest key executives in the producing and syndicating of transcribed radio programs, and as president of Ziv Television Programs he guides the destinies of the firm in producing filmed TV shows. As a TV producer, Sinn is responsible for "The Cisco Kid," "Easy Aces," "Yesterday's Newsreel," "Sports Album," "Story Theater," plus his job of distributing dozens of western and feature films. Born in Cincinnati, he attended the Chi-



cago "U" for one year with the thought of becoming a lawyer. A year later he transferred to Cincinnati U, where he dabbled in dramatics and found his true vocation with that medium. After a stint at WLW where he put in 16-18 hours a day, seven days a week, and a short career as a free-lance writer, Sinn joined the Ziv agency. With headquarters in New York now, Sinn lives on Long Island with his wife, the former Joan Beck and their two children, Patricia, 10 and Steven, 5. His hobbies are football, baseball and golf.

★ ★ ★ ★

RUSS HODGES' preview of the Louis-Charles fight on CBS Tuesday night was good except for a couple of slip ups on cues to the film projector. When Hodges first announced that he would take viewers to the camp of Ezzard Charles the receivers showed a short film clip of Korean Commies marching with hands aloft. Later the Charles film came on. The films of Joe Louis in training never reached the presentation stage. Slip up in timing resulted in Hodges' having to cancel the showing.

★ ★ ★ ★

JACK CARSON has jumped in as the fourth star of NBC-TV's Wednesday night show "Laughtime" (8-9:00), joining Danny Thomas, Jimmy Durante and Ed Wynn, who alternate on a once-a-month basis. Carson appears on Oct. 25, following Durante on the 18th. . . . Lester Bromberg estimated the attendance at last night's Louis-Charles fight as being: "28,000 due at ring, 25,000,000 at video." . . . Gertrude Michael, known best for her Hollywood film series, "Notorious Sophie Lang," has been paced for four "Fireside Theater" telefilms this Fall. . . . WLW-TV televised the ceremonies in connection with the installation of the Most Reverend Karl J. Alter as Archbishop of Cincinnati on Tuesday, beaming the show also to WLW-D, Dayton, and WLW-C, Columbus. . . . "Lux Video Theater" has Luise Rainer, two-time winner of an Academy Award, in James M. Barrie's "Rosalind" on Oct. 9th. . . . Godfrey now wears the wings of a Navy pilot, being designated that by Vice-Admiral John Dale Price, chief of Naval Air Training. . . . Allen B. DuMont Labs will pick up the tab for a portion of the telecasts of all events held in Madison Square Garden on the 26 Saturdays between Oct. 7 and March 31 over the DuMont network.

★ ★ ★ ★

WOR-TV's cameras have been given the nod by Gillette Safety Razor to cover the World Series at Yankee Stadium next week, then feeding the series to all other N. Y. video stations and networks except DuMont. Slated to be used during the coverage are two cameras behind the plate and also a camera between home and third base, one of which will be a Zoomar. Roy Meredith, sports production director of WOR-TV, and his engineering staff have already surveyed the stadium. Director will be Ralph Giffen, the assistant director is John Horstman.

★ ★ ★ ★

Para. 3-Color Tube To Be Shown In Week

The three-color television tube of Paramount, full development of which had been held up pending the acquisition of several stock parts, will be demonstrated, probably before the end of next week, it was learned yesterday. Company technicians already have given their final approval to the development, and are expected to follow their tests at the local laboratories with an FCC experimental demonstration in the near future.

The Paramount tube is compatible with the CBS system, which will add to its chances of acceptance by the FCC.

Has Theater-Screen Possibilities

It is said that the Paramount system could be readily adaptable for large screen theater video, and if proved workable, might well bear out the prediction made earlier this year by Paul Raibourn, Paramount director. Raibourn, speaking at Paramount's "Blueprint for the Future" sales meeting in Los Angeles in June, stated that color television would be installed in movie theaters within a year.

DuMont Expected To File Today Against Cable Plan

(Continued from Page 1)

allocation for the final quarter of 1950, if not altered from the Bell System's present plan, could spell doom for the two networks, leaving CBS and NBC without competition in video.

The protest was ready to file yesterday, but lacked the signature of Dr. Allen B. DuMont, and was sent to Passaic late yesterday.

DuMont Counsel William B. Roberts would not reveal details of the document, nor would he say whether DuMont is refusing to sign the allocation contracts, which AT&T has said it wants signed this afternoon.

SAG Files N. Y. Petition Re: 10 Film Companies

Involved in a continuing hassle with a rival union (Television Authority) over the collective bargaining representation for actors and extra players employed by motion picture companies in New York who also make video films, the Screen Actors Guild filed a second petition with the National Labor Relations Board here yesterday calling for "certification of its existing status" regarding contracts with ten motion picture companies.

New York film producers listed in the petition are: Audio Productions, Inc., Caravel Films, Inc., John Bransby Productions, Leslie Roush Productions, Pathscope Co. of America, Sound Masters, March-of-Time Division of Time, Inc., Transfilms, Inc., West Coast Sound Studios, and Willard Pictures.

Cuban Broadcaster Evaluates TV Fare

(Continued from Page 1)

bans. He likewise commended TV for its sports coverage, especially baseball, and said that many of the technical advances in coverage would be incorporated in the baseball programming of his new station.

Wrestling was not considered good programming for the Spanish speaking Havana audience. Pumarejo said its presentation here was "too theatrical" and would not be acceptable to the Cuban audiences as a sport. On the other hand, boxing was found to be a type of sports programming which would find ready acceptance among the Havana viewers.

Pumarejo doesn't believe that the feature motion pictures shown on American stations for the most part would be received well in Cuba. He said the pictures he had seen are too old and many of the prints in bad condition.

Although not impressed by the quality of many of the kinescoped programs viewed by him and his associates, Pumarejo liked the film short subjects made especially for television.

Radio-TV Enrollment Up 300% At Miami "U"

Miami—An increase of 300 per cent in the number of students, majoring in radio and television, was revealed in the third annual report of the University of Miami, made public yesterday.

The radio and TV courses were started in 1947 with 43 students. As of June 1950, the department had 163 majors in its 39 radio, TV and film courses, plus 162 students taking courses in the medium. Other data, shown by the report, is an increase from 292 radio programs broadcast in 1947-48 to 633 programs broadcast in 1949-50 over WGBS, WTTT, WQAM and WVCG. The department also produced 70 TV shows over WTVJ in 1949-50, compared with six shows in 1949-50.

Majority of the department's radio programs is produced in its own studios while the TV workshop courses and program production use the studios in WTVJ in downtown Miami.

Jaeger Heads NTFC

Andy Jaeger yesterday was named president of the National Television Film Council, as successor to Mel Gold, at the second anniversary luncheon of the NTFC held at the Warwick Hotel.

Paul White was elected vice-president; Connie Lazar, secretary, and Ed Evans, treasurer.

Picked for the board were Gold, Sally Perle, Eugene Scharin, Robert Paskow, Helen Buck, Ed Carroll, Waldo Mayo, William Holland, Joe Seiden, Elaine Phillips and Jacques Kopstein.

COAST-TO-COAST

Benefit For Freedom Crusade
Stamford, Conn.—Frank Altschul, treasurer of the National Committee for a Free Europe, and Robert Lang, director of Radio Free Europe, were the leading speakers on a special WSTC and WSTC-FM Crusade for Freedom broadcast. The show, which featured a portion of an actual broadcast beamed behind the iron curtain, led off the local drive for funds to support the activities of Radio Free Europe.

Introducing New WKY Series
Oklahoma City, Okla.—Dr. Waldo E. Stephens, local oil man and recognized authority on international relations, will inaugurate a new series of radio commentaries at 9:45 p.m., Friday, Sept. 29th over WKY. Stephens will discuss current world conditions, with interpretations based on his broad knowledge of historical and economical backgrounds of the twentieth century. Stephens also returns to WKY after a six-month absence, to resume his weekly discussions of world affairs in the fields of diplomacy, economics and social development.

Lewis To Guest With Jack Berch
Richmond, Va.—Jack Lewis, disc jockey, will appear as guest on the Jack Berch program over NBC, September 29th. Lewis handles the regular "Timekeeper" program over WMBG, and was selected to appear on Berch's show as one of the nation's outstanding disc jockeys.

WJPS Hosts Senators
Evansville, Ind.—George Feldman, WJPS disc jockey, had Senators Joseph McCarthy and Homer Capehart as guests on his "Evansville's Favorite Fifteen" program last Saturday. Senator McCarthy spoke in behalf of Senator Capehart's campaign for re-election. The program is sponsored by the Vanderburg County Republican Central Committee, and features the 15 top selling records of this area, as determined by survey.

WTIC Anniversary Souvenirs
Hartford, Conn.—The current political campaign and the perennial campaign button gave WTIC an idea for a Silver Anniversary souvenir which is now in demand at the Eastern States Exposition where the station maintains a remote studio. A regulation electioneering pin with the station call letters printed in the spot where candidate's pictures usually appear also carries the imprint "The People's Choice for 25 Years." Match-books with a metallic-silver cover are also being distributed. The Silver Anniversary studio at the Exposition contains interesting exhibits showing the progress of radio in the past quarter-century together with panels of pictures of the station's seventy-two staff members, its studio and technical facilities.

Named To Red Cross Post
Philadelphia, Pa.—John D. Scheuer, Jr., operations assistant to the general manager of the Inquirer stations, has accepted an appointment as vice-chairman in charge of radio and television for the public information committee of the Disaster Preparedness and Relief Division of the Southeastern Pennsylvania Chapter of the American Red Cross. In a letter to Scheuer, committee chairman Marian Hatch cited WFIL and WFIL-TV for the prompt action they take in matters affecting the public welfare and for their "outstanding public service programs."

Named Veterans Director
Coffeyville, Kans. — Robert L. Pratt, manager of KGGF, has been named state radio director for the Veterans of Foreign Wars of Kansas.

Heads NYS Radio Women
Albany, N. Y.—Beth Lee, director of women's programs and continuity for WPTR, has been appointed chairman of New York State Women Broadcasters in NAB's District 2. The appointment was made by Doris Corith, District 2, chairman of the AWB. Beth Lee presents her "Woman's Page of the Air" daily from 9:30 to 10:00 a.m. on WPTR, sponsored by John G. Myers Department Store.

KOIL Featuring Lombardo
Omaha, Nebr.—A welcome addition to KOIL's schedule is the "Guy Lombardo Show" aired each Sunday from 1:30 to 2:00. Having won acclaim and high popularity throughout the country, this Ziv Show, with its special Lombardo Prize Medley and the "sweetest music this side of heaven," is sure to promote high interest among KOIL's listening audience.

Bowling On WHK
Cleveland, O.—William K. Brusman, account executive for WHK, closed a contract with the Leisy Brewing Company for this season. For the third consecutive year, Sammy Levine, local bowling expert, will do a 15-minute bowling round-up at 7:00 to 7:15 p.m. every Saturday for the entire bowling season sponsored by the Leisy Company. The Leisy Brewing Company was picked as a leading bowling sponsor of the country by the National Professional Women's Bowling Writers Association.

Teaching Writing Course
Stamford, Conn.—Leonard Weinles, WSTC and WSTC-FM promotion and publicity director, is conducting a course in radio script writing for the CCNY extension division. The course includes techniques of news and continuity writing as well as dramatic script writing methods. Weinles is editor of "Sunday Men's Magazine," a weekly WSTC-WSTC-FM feature.

Call Radio, Newsmen To Active Duty Abroad

Fairfield-Suisun Air Force Base, Calif.—The first packet of Air Force reservists, recalled to active duty from radio stations, newspapers and photo assignments to augment the Far East Air Force public relations installations, cleared here this week enroute to Tokyo, Japan, and to Korea. The men are all volunteers from their civilian status, and are recalled for one year.

The packet, 28 men strong, includes both regular as well as reserve recalls. Among those called are First Lieut. Henry H. Harlan, manager of KDLK, Del Rio, Texas; First Lieut. John L. Hartig, announcer-producer staffer of KREL, Baytown, Texas, and First Lieut. James F. Black, news and special eventer from KCBG, Lubbock, Texas. Lt. Col. Barney Oldfield, member of the staff of the Directorate of Public Relations in Washington was assigned the task of rounding up the public relations flying squad.

WOR-TV Skeds 10 Shows In New Daytime Lineup

Slated to get underway in the new daytime schedule on WOR-TV as of Monday, Oct. 2, commencing at 10:00 a.m., are ten new house-built shows, with home-service shows coming in the morning, variety shows and a block of children's shows in the afternoon. Several personalities who have been built up on WOR's AM shows will be used on the new video vehicles: John Wingate, Barbara Welles, Bruce Eliot, Dan McCullough, Dora and Alfred McCann.

The complete line-up of shows will be: "Barbara Welles Show"—10-10:30 a.m. (M-F); "Ruth Rose's Modern Home Kitchen"—10:30-11:00 a.m. (M-F); "Mr. and Mrs. Shopping"—11:00-11:30, (M-F) starring Anne and Bill Russell; "The International Chef"—11:30-12:00 (Monday and Friday); "The McCanns"—11:30-12:00 (Tues., Wed., and Thurs.); "John Wingate News"—12:00-12:15; "Comedy Carnival"—12:15-12:30; "Hollywood Matinee"—12:30-2:00; "Telefax News"—2:00-5:15 (M-F); "Starlit Matinee"—5:15-6:30. Starting Oct. 16th will be two new kiddie programs titled: "A Married Mail Man"—5:30-6:00; and "Photo Quiz"—6:00-6:30, starring Bruce Eliot and Dan McCullough. These latter two shows will take the place of "Starlit Matinee" after the 16th.

Expands Children's Programs

Worcester, Mass.—WTAG is opening up its own week-end barrage of children's programs to tie in with those already carried by CBS. A total of one-and-a-half hours of week-end children's programming will utilize kid recordings, live music, audience participation, homework, book and dramatic narration techniques to catch small fry attention.

RADIO TELEVISION DAILY

VOL. 52, NO. 63

NEW YORK, FRIDAY, SEPTEMBER 29, 1950

TEN CENTS

DUMONT OPPOSES CO-AX ALLOCATIONS

Radio's Importance To Retailers Emphasized

Increase In Use Of Radio Cited At Clinic

Although retail advertising on radio has grown tremendously within the past few years, retailers in general know very little about the medium as a sales promotion tool, it was disclosed yesterday by Howard P. Abrahams, manager of the sales promotion division and visual mer-

(Continued on Page 5)

Multiplex Tells FCC Tests Proved Value

Washington Bureau of RADIO DAILY Washington—This summer's testing of Multiplex transmissions sent by the transmitter of WGYN, defunct New York City FM station, have been so successful, the company told the FCC yesterday, that its technic now can be proven to offer the best hope for a healthy FM service in the future. The tests showed conclusively that three or four program services could be pro-

(Continued on Page 4)

Two Sponsors Set For TV Football Series

"Before The Kickoff" and "Football Wrap-Up," two quarter-hour series preceding and following the CBS-TV Saturday afternoon football coverage, will be presented over WCBS-TV, New York, beginning

(Continued on Page 5)

Tell The Truth, Ralph

Ralph Edwards, star and producer of CBS radio-TV "Truth or Consequences," will be given an all out home town celebration, Oct. 7 at his birthplace, Marino, Colo. Edwards will be given an official welcome, featured by an all-day picnic, and will broadcast from an improvised stage in front of the schoolhouse he attended until he was 13 years old.

Fight Gets High Ratings

More than 67,000,000 persons either heard or viewed the Louis-Charles heavyweight championship bout on Wednesday night, according to a nineteen-city survey prepared by Trendex, Inc. and released yesterday by CES. The bout was broadcast and TV'ed exclusively by the network. Trendex figures show that 31 per cent of all U. S. families heard the bout and 14 per cent of all families viewed the fracas—the latter figure represents 73 per cent of the available TV audience. Meanwhile, a special Hooperating TV study revealed that the bout rated 68.4 for the twelve-city service, reported by Hooper. Figure for the Louis-Walcott fight, June 23, 1948, reported for New York City only showed a rating of 86.6, according to Hooper.

Election Coverage Announced By NBC

Initial plans for the organization of NBC's news staff to bring listeners the fullest, municipal, state and national election coverage, Tuesday, Nov. 7, were announced yesterday by William F. Brooks, vice-president in charge of news and international relations for the network.

News staffs in affiliate stations across the country have been alerted to provide complete local coverage, including analyses of trends and

(Continued on Page 4)

Attorney Champions Free Speech On AM

West Coast Bureau of RADIO DAILY Los Angeles—Frank P. Doherty, a radio pioneer and prominent Los Angeles attorney, told a FCC hearing yesterday that a station owner, as a citizen, has a right to have an editorial policy just like a news-

(Continued on Page 4)

Motorola To Sponsor Three Web Programs

Sponsorship by Motorola, Inc., of the first three programs of NBC's TV new comedy extravaganza "Four Star Revue," was announced yesterday by Sylvester L. Weaver, Jr., vice-president in charge of television. The series will start on Oct. 4.

According to the set-up, Motorola will sponsor the programs of Oct. 4, 11, and 18. Thereafter, Weaver announced, Motorola will join with other advertisers, continuing as ma-

(Continued on Page 5)

Two U.N. Web Programs Will Be Launched, Oct. 2

With the announcement that the Liberty Broadcasting System will launch a five-a-week series, "Spotlight on U.N.," on October 2 and that Mutual will start to carry "U.N. Today" on the same date, Dorothy Lewis, coordinator, U. S. stations re-

(Continued on Page 2)

Color-TV 'Regrets' Sent FCC By RCA, DuM., Hallicrafters

Washington Bureau of RADIO DAILY Washington—Two of the bitterest opponents of CBS color-TV—RCA and DuMont—also Hallicrafters, told the FCC yesterday they will not begin to equip their new sets with bracket switches to permit later addition of equipment to convert the sets to bring in CBS-type color. Both RCA and DuMont said the Commission was asking something "impractical, unnecessary, costly

and contrary to the public interest," and that the addition of the new switches within a period of less than two months, as the Commission has asked, is not possible.

It began to seem certain that the industry will, in effect, challenge the Commission to adopt color standards based upon the CBS system at once, calling off the tentative December demonstration of

(Continued on Page 7)

Files FCC Protest Against AT&T Web Sked

Washington Bureau of RADIO DAILY

Washington—The DuMont net told the FCC yesterday that with the TV cable time offered it for evenings between now and the end of the year "it would be impossible to gain reimbursement for its AT&T facilities alone without regard to its expenses for programming and station pay-

(Continued on Page 2)

Mitchell And Poppele Address NJBA Meet

Asbury Park, N. J.—"Radio is coming back to the individual broadcasters and its future depends on them, not upon the networks and agencies. The primary requirement in radio from now on is 'know-how.' It hasn't always been that way."

With that keynote, Maurice B. Mitchell, general manager of the Associated Program Service, division Muzak Corp., told the third an-

(Continued on Page 7)

Lawyers Club And ARC Honor 2 Radio Programs

WMGM's "Books on Trial" program and M-G-M Radio Attractions show, "The Story of Dr. Kildare," have been singled out for citations. "Books on Trial" will be honored by the Brooklyn Lawyers Club of

(Continued on Page 5)

Looks Unanimous

Three Lakes, Wisc.—Further support for NAB's plan to set up a separate sales research organization was registered here Friday as 40 broadcasters from the association's district 9 voted to support the plan. Details were outlined to them by district director Charles Coley of WMBD, Peoria, Ill., who presided over the two-day meet.



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MARVIN KIRSCH : Business Manager

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FINANCIAL

(September 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	117 1/2	111 1/2	113 1/2	- 1/4
Admiral Corp.	32 1/2	31 1/2	31 1/2	- 1/2
Am. Tel. & Tel.	150 3/4	150 1/4	150 1/4	- 1/4
CBS A	36	35 1/2	35 1/2	+ 1/8
CBS B	35 1/2	34 3/4	35 1/2	+ 1
Philco	49 3/4	45 1/2	48 3/4	+ 2 1/2
RCA Common	19 1/2	18 1/2	19	- 3/8
RCA 1st pfd.	76	75 1/2	75 1/2	- 1
Stewart-Warner	17 3/4	17	17	- 3/8
Westinghouse	33 1/2	33 1/4	33 1/4	+ 1/4
Westinghouse pfd.	102 3/4	102 3/4	102 3/4	+ 1/4
Zenith Radio	60	57 3/4	58 1/4	+ 1/2

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	13 1/4	14 3/4

Two U.N. Web Programs Will Be Launched, Oct. 2

(Continued from Page 1)

lations for United Nations radio, said yesterday that radio participation has reached a new high. It is estimated that 1,500 domestic stations are now programming U.N. features throughout the United States.

Gerald Kean, chief, English language service, is supervising the new format, "Spotlight on UN," which consists of a world wide United Nations news summary.

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

KGW PORTLAND OREGON

ON THE EFFICIENT 620 FREQUENCY

Co-ax Allocations Of AT&T Opposed At FCC By DuMont

(Continued from Page 1)

ments." Immediate action by the Commission to force the Bell System to give DuMont a fair break in the allocation of intercity cable time was asked.

DuMont had earlier asked a Commission investigation of the allocation procedure, but no actual allocation had been made at that time. The detailed allocation was made this week, and both ABC and DuMont have found it totally unsatisfactory. The telephone company yesterday was accused of favoritism, and was further attacked for failing to announce its proposed allocation until two days before it demanded signed contracts for the time (yesterday afternoon.)

"Grave financial losses" to the DuMont net are in store if the proposed allocation is not upset by the FCC, the complaint said, the AT&T proposals, said DuMont, are "unjust, unreasonable and discriminatory and unduly and unreasonably preferential and advantageous to NBC and the CBS, who are persons and customers in the same class as the complainant."

Sees Announcement as "Late"

The late announcement of the allocation, DuMont said, "gravely and seriously impaired its ability to organize, plan and develop its program service in the interests of advertising clients, the public and its broadcasting affiliates and potential broadcasting station users of its service."

DuMont had sought "an approximately equal mathematical share of the cable time. It told the Commission yesterday that with that in mind where two channels are available it would be entitled to approximately 10.5 hours per week between the hours of 8 and 11 p.m., generally recognized as the choice evening hours, in the case of four customers and 5.25 hours per week

between the same hours on a single circuit serving four customers."

Under the proposed allocations submitted by AT&T, a total of 399 hours were available for allocation on 12 major circuits. Of these, 379 hours were allocated between the hours of 8 and 11 p.m., Sundays through Saturdays with the following results: NBC, 167 hours per week, CBS, 121 1/2 hours per week, ABC, 53 1/2 hours per week, and DuMont 37 hours per week.

DuMont wrote that "in many instances the telephone company has allocated either time periods for which DuMont had expressed no preference whatsoever or failed to allocate a time period which had been indicated in its letters to be of prime importance to it."

Speaking at a press conference in New York yesterday, Commander Mortimer W. Loewi, director of the DuMont network, boiled the situation down to the simple fact that the present allocation of AT&T facilities "would practically put us out of business as far as the network is concerned."

Asked what he expected would come of the DuMont complaint, Commander Loewi commented that he had no idea what action the FCC might take but that he expected the action would be immediate.

The AT&T allocations, which had to be signed and returned to AT&T by a five o'clock deadline yesterday afternoon, were signed by the network, Loewi said, but sent along with a protest. This would mean that in the event of no action by the FCC before Sept. 30th, the allocations will go into effect as set forth by AT&T, but according to Commander Loewi, the DuMont network would prefer "not to have the cables open at all until they're on an equitable basis."

WITH 1ST FOR 3RD STRAIGHT MONTH!

WITH 25.1

STATION A 22.3 (NETWORK)

STATION B 19.7 (NETWORK)

STATION C 15.7 (NETWORK)

STATION D 9.6 (NETWORK)

Rates for 1 minute E. T.

WITH.....\$16

STATION A.....\$55

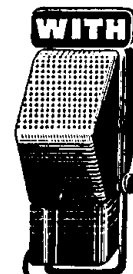
STATION B.....\$50

STATION C.....\$70

STATION D.....\$36

COMPARE! COMPARE! COMPARE!

Look how the BIG independent beat the network competition! Top Hooper for the third straight month! Biggest audience in town! More listeners-per-dollar than any other radio or television station in Baltimore! Where else can you find such a radio buy? Where else can you get such a big audience for such a low, low, cost? Call your Headley-Reed man today.



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

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

BERGEN'S BAQ



CBS—SUNDAYS—FOR COCA-COLA
8 P.M. EST

Multiplex Tells FCC Tests Proved Value

(Continued from Page 1)
vided simultaneously on a single channel without any degradation of the normal signal of the station or of any other FM stations.

At the same time, it was stressed that this protection "is rendered without the deliberate degradation of the main FM channel on which a general broadcast service is carried by 'pig-squeals,' whistles or any other annoying sound impressed on the main broadcast channel in order that reception of a subscription service may not be available to non-subscribers."

Advantages For FM Claimed
Stress was laid upon the prospects for a multiple service by FM stations, with the claim advanced that simultaneous sending of two or more services by a station "may well prove to be the solution to the current economic plight of the great majority of FM broadcasters throughout the United States." It was observed that use of the "beep" technic has given a number of FM stations their first taste of financial well-being, since they can engage in storecasting, transit radio or some other functional music operation.

Attorney Champions Free Speech On AM

(Continued from Page 1)
paper as long as he is conscientious and sincere in his belief.
Doherty, owner of station KRKD since 1932, formerly owned KMTR, which is now KLAC, and KPRA, which is now KECA. He was the 90th witness supporting G. A. Richards in the current FCC hearing for license renewals of his three 50,000-watt stations—KMPC, WJR and WGAR.

Championing the cause of free speech, Doherty said, "all news is slanted. Reporters subconsciously slant news when writing stories, he said.

Joseph W. Burns, testified to KMPC's excellent reputation for fairness and impartiality in treatment of racial, religious and political groups on its programs.

Robert Campbell, former KMPC newscaster, and Joseph Micicche, Los Angeles county radio co-ordinator, appeared as the 91st and 92nd witnesses on behalf of Richards.

Numerous civic, business and religious leaders have testified since September 5 in support of Richards KMPC including three ministers, a priest, two rabbis and eight other Jewish witnesses.



By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** We've been reading in the various gazettes where Milton Berle is slipping and that the old TV King's throne is tottering. Well, we don't think Uncle Miltie needs any defense from this observer, but let's look at the record, as they say in our part of town. Other comics invade television on a once-a-month basis or even once-in-8-weeks and what happens? Everybody puts the rave on about what a great production it was, etc. Miltie they take for granted. Nobody, they claim, could go on every week and slay them. Nobody, that is, but Milton Berle. Well, that's the penalty the guy's gotta pay for pioneering the whole thing and being regarded as a superman. Joe DiMaggio could tell him a couple of things about that. Even the great Clipper doesn't always go 4 for 5 and we can even remember not so long ago when the fans were booing him right here at the Stadium. But, like we said before, let's wait until the final count is in. A guy's batting average has got to be figured over the whole stretch—and five will get you ten Berle will be well over the 300 mark when the season winds up. As Eddie Cantor sums it up, "When the rest of us knock Berle, we should remember he's selling the TV sets on which we'll be seen." Thass all, brother.



● ● ● **IF I WERE MR. BIG:** Fuddy-dud commentators who spiel a simple commercial as if it had earth-shaking implications would be hanged by the thumbs until the St. Louis Browns cop the pennant. . . . Comics on network shows who bandy local and trade gags would have their files impounded and their bottoms pounded. . . . Studio sachems who permit those frequent interruptions in films (thus vitiating the continuity and action flow) for pitchmen to exhibit goofy gadgets would be compelled to use the darn things.



● ● ● **AROUND TOWN:** Carol Bruce's most ardent fan at the Copa is Ava Gardner who ringsides to watch Carol sing the "Showboat" tunes. Ava is set for the screen version of the Kern musical. . . . Ben Harriman, owner of the Aquarium Cafe, is after Shirley Mae France to front a jazz band at that spot for him. . . . Sally Eilers is the latest screen star to come out of retirement as a result of the TV lure. She'll cut her TV teeth on a few personal appearances, then plunge into the medium via a dramatic series. . . . If you've wondered what happened to Sydney Moseley in these hectic times, we're informed that he's putting out a small pocket size monthly mag called "For Editors Only," published in England. . . . Sally Benson, H'wood writer, in town to discuss the TV version of her new radio click, "Meet Me In St. Louis." . . . Red Skelton has gone into strict training in preparation for his new career as a TV funnyman. . . . Men's Fashion Note: Fat Man J. Scott Smart has a new sport coat made for his size 52 frame by Stodwell, Ltd., which has a real leopard skin lining. . . . Kathi Norris making a film short on shopping hints. . . . Rodgers & Hammerstein may send a special radio company of "So. Pacific" to entertain the GI's in Korea. . . . T. Dorsey reorganizing his band in 3 weeks. . . . Songstress Fran Warren was married this week to Philly nightclub operator Harry Steinman.



● ● ● **APPLAUSE DEPT':** Jeannie McKeon's great pinch-hitting for Joan Edwards on DuMont this week. . . . NBC's "Presenting Charles Boyer," with the noted star at his fascinating best. . . . ABC's "Lone Ranger"—still one of the best of the oaters. . . . Chas. Sanford's batoning on the Sid Caesar revue. . . . Benny Goodman's music on WABD's "Star Time." Real good, man! . . . Eileen Barton's new juke-box click, "Baby Me."

Election Coverage Announced By NBC

(Continued from Page 1)
polling activities in each city. Information will be channeled to network commentators in New York and Washington and will round out the picture of national elections to be presented by the network.

From 8:00 p.m., EST, and continuing through 11:00 p.m., EST, NBC will take time at the start and end of each program to give the latest nationwide election returns. After 11:30 p.m., the network will broadcast an election roundup with direct reports from cities across the country. H. V. Kaltenborn will give the general news commentary from New York. Morgan Beatty will report on the significance of senatorial returns and Richard Harkness on gubernatorial contests.

Send Birthday Greetings To—

- September 29
Jane Bloom Ed. R. Dunning, Jr.
Pat Murphy Robert Regent
- September 30
Kenny Baker Ruth Brinley
Nat Brusiloff Dorothy Goodman
Shirley Lewis Spencer Hare
- October 1
Curtis Arnall Adele Hunt
Joe Rines
- October 2
Martha Atwood Groucho Marx
Cecil Ray Ray Shield
Joan Shields
- October 3
Ben Gage June Crusinberry
Gertrude Berg Vincent Lorey
- October 4
James R. Curtis John Conrad
Kathryn Card Dick Winters
Lenore Kingston
- October 5
James S. Appell Bob Bryon
A. A. Klinger Renee Bernstein
J. W. Bixler, Jr.

NATIONAL BROADCASTING CO. NEEDS EXPERIENCED ENGINEERS!

Expanding Television Technical Operations requires engineers with commercial television or radio studio experience.

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FROM DEAD AHEAD TO TWO POINTS ABAFT THE BEAM

Water on three sides. Compact modern house right on Hudson River. Nearest neighbor East —3½ miles away. Park car in rear—motor yacht in front. Only about 15 miles from George Washington Bridge. Price: \$28,500.

RAY HAND

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Nyack 7-9373 Piermont 2-0550

Learn More About Radio Promotion, Members of NRDGA Are Advised

(Continued from Page 1)

chandising group, NRDGA. Radio advertising by local retailers last year amounted to \$180 million dollars compared to the \$170 million dollars spent by network advertisers, Abrahams said. He spoke before a group retail and department store executives, broadcasters and agency representatives, attending the first session of the two-day Radio and Television Workshop clinic, conducted at New York's Hotel Statler by the National Retail Dry Goods Association.

Abrahams pointed out that in 1943, there was not enough retail use of radio to be measured. Newspaper space at that time amounted to \$.66 out of every dollar. But in 1948 and '49, retail advertising on radio consumed .03 cents of every advertising dollar, and newspaper ads buying dropped to 54 cents. These figures were taken from the NRDGA Controller's Congress survey of stores doing over a million dollars sales volume.

Illustrated with Graph

Abrahams pointed up the retailers general lack of knowledge concerning the radio and television mediums with a graph which revealed that a very small percentage of retail stores assigned advertising agencies to handle their newspaper advertising, while on the other hand, a much greater percentage required outside help from agencies to handle their radio and TV advertising. For example, of the stores with 2 to 5 million dollar sales volumes, 2 per cent assigned agencies for newspaper advertising, 13 per cent for radio and 7 per cent for TV. Those in the \$20 million to \$50 million dollar bracket; 4 per cent used agencies for newspaper ads, 50 per cent for radio and 32 per cent for TV.

These revelations were the moti-

vating reasons for holding the Radio and TV Workshop, Abrahams said.

Cites Ten Rules

The NRDGA executive cited ten rules for successful use of radio by retailers. Radio produces best, he said, when (1) stores promote their best items or strongest departments or their best known services; (2) when the beamed technique is used (this method is concentrating on definite merchandise to a definite audience); (3) radio produces best through sufficient repetition; (4) when it truly reflects the character of the store; (5) when it is continuous; (6) when the copy is written for theater and not the eye; (7) when radio campaigns are promoted with other sales promotion devices; (8) when it is used to promote other sales promotion tools; (9) when it is used as a consumer and vendor relations tool along with selling; and (10) it is of extra value when other promotion media are weak.

Allied Spokesman Heard

Radio is still a major advertising medium, and far outstrips TV in that respect, according to Walter L. Dennis, radio and TV director of Allied Stores Corp., New York. Dennis jumped on the radio bandwagon with facts and figures to show that radio is and will continue to be a major advertising media for some time to come.

Speaking on how radio should be used as a selling medium, Dennis went into intimate detail on the techniques, promotion and merchandising of the medium. He offered a radio plan, used by Allied, which might be a standard for all retailers to adhere to.

TV Workshop Held

The afternoon session of the NRDGA workshop was devoted to television. In discussing TV selling, Samuel H. Cuff, president of Retailers Television Film Service, Inc.,

pointed out that many advertising people are still following the conventional radio pattern in TV. Television, which is radically different, should have a radical new approach from advertisers, Cuff said. Commenting on color television, he opined that it would revolutionize present day retail advertising practices. And he emphasized that "the time for retailers to prepare for color's arrival is now, before every department in a store is clamoring to get on the air."

Lawyers Club And ARC Honor 2 Radio Programs

(Continued from Page 1)

The Federation of Jewish Philanthropies of New York for bringing "the latest literary works to the people in courtroom fashion." The award will be presented on Thursday, Sept. 28.

Dr. Ross McIntire, of the National Blood Program of the American Red Cross, cited the "Kildare" series for advocating the blood program. The commendation from the national headquarters follows the recent citation from the Greater New York Chapters of the Red Cross.

Motorola To Sponsor Three NBC Programs

(Continued from Page 1)

For sponsor every third week, it was announced.

"Four Star Revue" is the new NBC-TV program which will star Ed Wynn, Danny Thomas, Jimmy Durante and Jack Carson on a rotating basis. The show will be presented from the Center Theater, which has been converted into the world's largest television studio. Ed Wynn will star in the first production, Oct. 4 and will have Edith Piaf as his guest star. Joseph Santley, veteran, will produce the Wynn program with M. W. "Pete" Barnum as supervisor of production for NBC. Agency for Motorola, Inc., is R&R.

Two Sponsors Set For TV Football Series

(Continued from Page 1)

Saturday, September 30 and continuing through November 25.


Shulton, Inc., for Early American Old Spice Shave Cream will sponsor "Before The Kickoff," which will be presented 30 minutes in advance of kickoff time, while "Football Wrap-Up," to be broadcast immediately following the conclusion of the game will be sponsored by Wine Growers Guild.

IF YOU HAVE AN EYE

on substantial income producing country property—a place you can eventually retire to—read on. Nearly mile-long lake; 2½ miles shoreline. 650 acres of farm and woodlands.

A colony of completely furnished summer homes plus a modern dairy farm completely equipped. Fishing, hunting, timber, stone quarries. 135 miles from New York; elevation 1,600 feet. Located on main highway in Western Catskills. \$122,500 asking and worth double. Terms. Interested? Tell Box 179, RADIO DAILY, 1501 Broadway, New York 18, and pictures and details will be sent you. Brokers protected.

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faces • facts • figures • wins •

faces • facts • figures • wins •

faces • facts • figures • wins •

faces • facts • figures • wins •

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, September 29, 1950

To Use Good TV Equip. Servicemen Advised

The proper use of TV test instruments by servicemen is as essential to them as it is to the manufacturer, if they are to get the best results in the least time, according to Ralph R. Shields, engineer for Sylvania.

Speaking before the Philadelphia Radio Servicemen's Association Convention at the Broadwood Hotel in Philadelphia, this week, Shields told the servicemen that "in factories producing more and more lower-priced TV sets of better quality, the answer is good test equipment. Good test equipment first proved its worth in engineering departments, later in production lines. The manufacturer's objective is the same as that of the TV serviceman, to satisfy the customer with the best results in the least time, every time," Shields said. "Good test equipment assures the TV service technician with similar results just as it does in the factory, and profitably as well."

Shields said that the use of proper test equipment combined with good techniques reduces time required for TV servicing, increases the servicemen's profit and assures customer satisfaction. But he warned that good techniques are usually acquired over a period of time in actual practice at a service bench. Cost of equipment required, according to Shields, amounts to a moderate investment for increasing the amount of better servicing completed in less time to provide a good income for the servicemen.

TV Cameras To Replace Test Pilots

TV may soon eliminate the test pilot from the hazards of putting new planes through their paces, according to an announcement by the Air Force. Planes will be controlled from the ground by the "Command Remote Control System" and TV cameras will be placed in the pilotless planes to observe and record their behavior as they are put through all testing maneuvers, it was stated. The Air Material Command at Wright-Patterson Air Force Base, Ohio, said the new system will obtain performance data never before possible through the use of TV cameras mounted in the plane. Two war surplus planes are now being tested with the new system, it was announced.

New Westinghouse Set Features 20-Inch Tube

A new console, housing a 20-inch picture tube, the largest screen ever used by Westinghouse, is among one of two new models announced by the Westinghouse Television and Radio Division this week. The 20-inch model is a console, housed in a mahogany cabinet with a listing at \$439.95.

The firm's other new model, the first Westinghouse to be equipped with a 17-inch tube, will list for \$249.95.

Both Now in Production

Both receivers are now in production at the company's Sunbury, Pa. plant.

The two new models will come under the allocations system which has been in effect on all Westinghouse TV receivers since September, 1949, according to J. F. Walsh, division sales manager.

Both the new receivers feature the single dial control, recently introduced by the company in their "fall" line. A rectangular tube of the dark-faced type is used in both of the new models.

Wired TV Demonstrated At AISE Meeting

Cleveland, O.—Members who attended the opening of the annual technical sessions of the Association of Iron and Steel Engineers here last Monday were treated to a demonstration of the unique use that TV can be put to for industrial purposes.

Through the use of wired TV called a "utiliscope," visitors were able to watch a drop forge hammer in operation four miles away. The camera end of the "utiliscope" was placed at the action-end, where the hammer was being operated and this picture in turn was transmitted over wires to the visitors assembled in the Cleveland Public Auditorium, where it was received on a screen for viewing.

The equipment, which is manufactured by Diamond Power Specialty Corp., Lancaster, Pa., is priced at \$3,850 and has been used successfully to view instruments and gauges in boiler furnaces, manufacture of explosives, smoke abatement devices and in steel mill soaking furnaces, according to J. A. Good, manager of Diamond's electronics department.

RCA 50 Kw. Tower For New AM Station

Nebraska farmers will soon enjoy broadcast reports on state-wide coverage of weather, stock market quotations, news and educational programs when installation of a 50-kw radio transmitter for the Nebraska Rural Radio Association at KRVN, Lexington, is completed.

Being Made at Camden

The new transmitter is now under construction at the Camden, N. J. plant of RCA, according to a disclosure made this week by the RCA Engineering Products Department.

The Nebraska Rural Radio Association, a state-wide farm co-operative organization, has also contracted with RCA for complete studio facilities, including consoles, microphones, amplifier and audio equipment, and complete test and measuring equipment for installation at the new station.

Delivery in October

The contract calls for delivery of all equipment by October, and the new mid-west farm voice is expected to go on the air before the end of the year. The station will operate on 25 kw, using a frequency of 1010 kc.

Jay A. Person, of Wauneta, Neb., is president of the new Radio Association, and Max Brown, of Lincoln, is acting secretary. Fred A. Palmer will act as radio consultant for the association.

New American Mike

Ann Blyth, screen star, is being used to demonstrate the American Microphone Company's latest American D-33, full vision, dynamic microphone. According to the manufacturer, the microphone provides superior quality and beauty for stage, screen, radio and TV use, allowing full vision for artist and audience alike. Finished in gold and black, with omnidirectional pickup, no pre-amplifier is required.

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PRODUCTION PARADE

Standard Electronics Appointee

The appointment of Harry R. Smith as head of the television transmitter development dept. of Standard Electronics Corporation, subsidiary of Claude Neon, Inc., has been announced by Edwin M. Martin, president. Smith formerly was associated with the television transmitter division of Allen B. DuMont Laboratories, Inc. as senior development engineer in television broadcasting equipment.

TV Film Fashion Technique

Wilbur Streech Productions in cooperation with Ellington & Co., have created a new technique in filming fashion TV spots for the Celanese Corporation of America. The new technique involves the use of detailed fashion drawings, cut-outs, tip ons, to show variation in costume, thus enabling the producer to illustrate many more details in style and fabric than is possible with live-action alone.

Low Cost Inputuner

Mechanically and electrically designed for ready replacement of switch-type TV tuners, the new DuMont Series T3A Inputuner provides reception of FM as well as TV channels at a new low cost. This continuous tuner has performance superior to that provided by previous DuMont Inputuners and is available to both jobbers and set manufacturers, from the electronic parts division, Allen B. DuMont Laboratories, Inc., East Paterson, N. J.

Appointed By Emerson

The appointment of Gerald Light as manager of the government contracts division of the Emerson Radio and Phonograph Corporation, was announced yesterday by Benjamin Abrams, president. Light will concern himself with the administration of contracts for production of electronic equipment which will be used by the United States Army, Navy and Air Force.

RADIO ELECTRONICS SCHOOL OF NEW YORK

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

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Four More Send FCC Color-TV "Regrets"

(Continued from Page 1)

newer systems which are scheduled. Both RCA and DuMont explained, as did Hallicrafter, that the preliminary engineering and field testing work would take well into next year. RCA said it would be at least the second quarter of 1951 before it could turn out sets so equipped. All stressed also the shortage of components, with the thought that an additional demand upon components will be inflationary in effect.

Statement by RCA

RCA wrote that "never before has an administrative body of the United States undertaken to coerce the freedom of choice of American manufacturers in what they may build and sell under threat that, if they do not obey, drastic consequences to the public will follow.

"We urge withdrawal from this unprecedented position, not only in respect to its future implications to American business but as well in the interest of 40 million people who are now enjoying television."

RCA called upon the Commission to sound out the public on its desires with regard to color video, and forecast a price of \$61 for the automatic switch and \$50 for a manual adapter.

"Impossible," Says DuMont

Another new filing yesterday was from Conrac, Inc., of Glendale, Calif. President W. J. Moreland said the Commission is in error in settling for anything less than a compatible color system.

DuMont said it is impossible for its factory to comply, since it has done no experimenting with bracket standards. It pointed out that the subject did not come up during the extensive hearings and said it would take "from six months to a year, at least, before we could come to any conclusions from an engineering standpoint."

Hallicrafter said that an "optimistic" estimate of the time it would take to prepare to equip sets with bracket switches as asked by the Commission, is from three to six months. It would take this long to design and field-test the equipment, the company wrote, expressing regret that it cannot comply with the FCC proposal.

Original Estimates Revised

DuMont said it believes costs for bracket standards would be "substantially higher" than figures it previously submitted with reference to sets to bring in CBS-type color. The company repeated its earlier criticism of the CBS color system, declaring that the public would not be interested in purchasing sets to bring in CBS-type color in comparison with good black and white on today's standards.

FM broadcasters will carry their campaign to the manufacturers October 10, meeting with a special RTMA committee to present demands that TV sets be equipped with FM tuning bands.

★ ★ TELE TOPICS ★ ★

MEMO to Aloha Godfrey: It's time you put away your Hawaiian publicity kit, carnation leis and grass skirts and return to the old fashioned business of giving your television audience more talent and entertainment. After all, how much travelogue film on Hawaii, its scenery and dancers can your televisioners stand when most of them will never get further away from home than Coney Island or the shores of Lake Minnetonka. The return of Arthur Godfrey and his Friends on CBS-TV Wednesday night might have been tagged "Hawaiian Holiday" or "Arthur Godfrey's Tourist Bureau." Let's have more of the guests and artists and entertainment that has made your hour so popular. In other words give Hawaii back to Hawaiians.

★ ★ ★ ★

TODAY'S TV Personality:

On weekends WILSON M. TUTTLE, veepee and director of radio and TV at Ruthrauff & Ryan, Inc., tries to get in a game of golf at the Hudson River Golf Club, but the agency's heavy TV commitments today make Tuttle's golf dates uncertain. Right now Tuttle is charged with responsibility of presenting the new DODGENTA half on ABC and new College Bowl series starring Chico Marx on the same network. Tuttle broke in as an actor-writer-director



in the theater in California, New York and Chicago. In between he did some radio writing and directing. In 1936 he joined WOR as a staff director, announcer and nighttime station manager and remained with the station until 1939 when he joined R. & R., as program director and supervisor. He left R. & R. in 1941 to become an executive with A. and S. Lyons and returned to the agency in 1944. In 1946 he was elected v-p and director of radio and television.

★ ★ ★ ★

DONALD W. THORNBURGH, gen. mgr. of WCAU and WCAU-TV, Philadelphia, left a legend behind him when he departed from CBS as top brass of the West Coast. Seems Thornburgh had a complex about a mental vacuum concerning the technical facilities of the web, so he had a chief engineer draw up a list of "intelligent questions" to ask station engineers when visiting an affiliate. From that day forth, letters poured into CBS from affiliates saying "Thornburgh is the only network chief who's ever visited our station that showed any intelligence." Tale was told by a publicist who was formerly in the web's press dept. . . . Secretary of State Dean Acheson will hit questions currently before the UN on premiere of Mrs. Roosevelt's second season on NBC-TV Sunday (3:30-4:00 p.m.). . . . Groucho Marx, whose forthcoming video show is rumored to be not up to his usual standard by those who've seen sneak previews, gets his vehicle on the air-waves on Oct. 5th, 8 p.m. . . . The package originates in Hollywood.

★ ★ ★ ★

JACK BENNY's much discussed television plans have been formulated, with the comedian set to do four full-hour shows in the coming season CBS-TV. First will be on Oct. 29th, with thrush Dinah Shore also taking part in the new affair. Benny will tape-record his radio show of Oct. 29 in advance. . . . WBTV, Charlotte, N. C., joins the cable-link-up on Saturday with dedication ceremonies participated in by the Governors of both North Carolina and South Carolina and telecast of the Notre Dame-North Carolina game, grabbing a golden opportunity for big publicity at its send-off. . . . Paul Whiteman takes up the baton for his second season on ABC-TV's "Goodyear Revue" Sunday night at 7:00. Opening night will also mark the appearance of baritone Earl Wrightson as a permanent member of the half-hour show. . . . Contract for televising the 1950 home games of the University of Miami was inked this week by WTVJ, Miami, and Dr. Bowman F. Ashe, university prexy. . . . WAAM, Baltimore, will originate the new "Johns Hopkins Science Review" program for the DuMont network, long in the works and now finally set for Tuesdays at 8:30 p.m.

★ ★ ★ ★

FREDDIE BARTHOLOMEW was inked yesterday at WPIX to emcee an evening film show which will be shown four or five times weekly from 7:15 to 8:30; format of Bartholomew's venture is a la Wally Butterworth, with Freddie doing for films what Wally does for records. The star takes over on Monday. . . . Reports say the White House may borrow N. Y. City's TV director for public officials, Clifford Evans, to do for Truman what he did for O'Dwyer in giving him some video appeal. . . . Ralph Bellamy, Valerie Bettis, and Reginald Gardiner will be added to the galaxy of stars on NBC-TV's "Saturday Night Revue" this week (8-10:30 p.m.). . . . Premiere of "Showtime—U.S.A." over ABC-TV Sunday night (7:30) will be heralded by ABC's radio network with a special quarter-hour show from the Ritz Theater at 7:00, describing the scene and interviewing the celebs that will be attending. Warren Hull emcees. . . . Kay Kyser will inaugurate a new guest star policy on his NBC-TV show "College of Musical Knowledge" when it returns on Oct. 5th (9 p.m.). Mindy Carson will be his first celebrity name.

★ ★ ★ ★

Mitchell And Poppele Address NJBA Meet

(Continued from Page 1)

nual radio institute that AM still has a bright future.

Mitchell assured the institute, sponsored by the New Jersey Broadcasters Association and Rutgers University, that "the most intimate means of communications in a community 10 years from now will still be radio." But the days when broadcasters could obtain a license and make money merely by imitating the networks are gone, he said. This, he added, is an era in which success will depend upon imaginative programming and sales.

He predicted that many stations would "re-discover" the inherent local news and entertainment values of their communities. Because AM

Educational Value Cited

NJBA members were also told that radio and TV will have an educational as well as an emergency role in New Jersey's civil defense program. J. R. Poppele, chairman of the communications committee of the State Civil Defense Organization and vice-president of WOR, explained that commercial radio and TV stations will be used to educate New Jerseyans to cope with a possible atomic attack.

Earlier, the present slate of NJBA officers was unanimously re-elected for another year.

They are: President, Carl Mark, general manager, WTTM, Trenton; vice-president, Ranulf Compton, president, WKDN, Camden; secretary-treasurer, Thomas B. Tighe, general manager, WJLK, Asbury Park; advisory committee, Harry Goodwin, general manager, WNJR, Newark, and Fred Weber, general manager, WFPG, Atlantic City.

Registration Heavy

The registrations included Irving Rosenhaus and Roland Trenchard, WAAT-WATV, Newark; James L. Howe, Robert L. Williams, Ted Webbe, Jim Vogdes, Ken Leslie, Dave Moss and Don Meaney, WCTC, New Brunswick; Fred Weber, WFPG, Atlantic City; Thomas B. Tighe, Everett Rudloff, Joseph Coupe, Ernest Lass, Walter Reid and William Voorhees, WJLK, Asbury Park; Ranulf Compton and Gordon Giffen, WKDN, Camden; David H. Freedman, WMID, Atlantic City; C. T. Lowden, Frank Martino and Kenneth Croy, WMTR, Morristown; Harry D. Goodwin and Martin S. Pollins, WNJR, Newark; WPAT, Paterson; William Maron, WPOE, Elizabeth; Paul Alger and Jerry Alden, WSNJ, Bridgeton; S. Carl Mark, Fred L. Bernstein, Harry W. Barnam, Leonard L. Levitt, Ernie Kovacs, WTTM, Trenton; Mr. & Mrs. Ivon Newman, WVNJ, Newark; Jerome P. McCarthy, WTOA, Trenton; James Arthur, WXNJ, Plainfield; Cliff Greenland, Associated Program Service; Robert Stone, Sesac; Wallace S. Moreland, Edward R. Isaacs and Nat Shoehalter, Rutgers University; Arnold Snyder and Estelle Feiner, NJBA.

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• • • GAZETTE: Nat "King" Cole's concert series overseas has been extended to the end of Oct. with one nighters in Copenhagen, Brussels, Rome and Paris just added. . . . Nellie Lutcher is Europe-bound via the Mauretania for eight weeks of appearances. . . . Toni Arden opens at the Flamingo in Las Vegas on Oct. 19th. . . . Anne Shelton, popular British chirp whose recordings have caught on with the American public, will be guest singer with Percy Faith on "The Pause That Refreshes on the A.R." Sunday. . . . "The Railroad Hour," starring Gordon MacRae, will resume its regular format (presenting operettas and musical shows) on Monday. . . . Fred Robbins starts his new TV show on ABC tonight at 11:15 p.m. . . . Dick Haymes is making the New York deejay circuit. He has just cut "Could Be," a tune clefted by brother Bob. And it "Could Be," too—because "Hush Little Darlin'" (also by Bob) almost was. . . . Now that "Petite Waltz" has broken for a smash in the instrumental version, Duchess Music is getting calls for a vocal version.



• • • Paula Dugart, radio singer and charter AFRA member, also in the personal managing business, was responsible for both Betty Brewer's and Denny Vaughn's recording contracts. Betty, a Decca artiste, is doing a series of transcriptions, "Music Of The Stars," with Jimmy Carrol, Dick Leibert and Larry Elliot (narrator) for Goodman Transcriptions. The series is being recorded at the Radio City Music Hall where Leibert is organist. . . . Yankee Joe Page has drawn another relief assignment. Following the close of the baseball season, Joe, as emcee, will pitch the spiel for Bernie Mann's All-American Band. . . . Andy Roberts, Morton Downey's protege, has had his first Columbia Record released. It's called "Green Grass and Peaceful Pastures." . . . The Bill Engvick-Alec Wilder tune, "(Everywhere I Look) There You Are," is Regent Music's next plug. . . . Mutual Music's "Thirsty For Your Kisses" has attracted another set of recording brothers: The Mills Brothers on Decca. . . . Rosemary Clooney, herself, addressed little jack-o-lanterns (pumpkins with holes in the head) to about 500 deejays. Wonder if the action was symbolic of anything other than that Rosemary has a cute side in "Punky Punkin'."



• • • Bet Johnny Desmond has another one in "So Long Sally" on M-G-M. . . . Jerry Roberts who used to officiate as "hip" deejay on WAAT in Newark has converted. He stays on the same station but has taken to the hills on his new program, "Night Time Frolic." . . . Vic Zombruski, polka maestro for the Continental and Remington labels, is celebrating the beginning of his 17th year as director of the "Polka Radio Show," on WATR, Waterbury, Conn. . . . Larry Douglas, singing star of "Where's Charley?" has been signed to record on RCA Victor album with Sigmund Romberg. . . . Cathy Mastice is scoring as a pop singer on her current Admiral release which backs "Cliribitbin On The Mandolin" and "Sleep Little Baby." . . . Dick "Stop The Music" Brown has cut "A Love Like Yours" and "Birth Of The Blues" for Jubilee. . . . Ella Fitzgerald should have a good thing in "Molassos, Molassos," which she cut for Decca a couple of nights ago. She treated the tune in the "Tiskot-A-Taskot" manner. . . . Connie Halmos has been signed for the M-G-M picture "The Strip," starring Mickey Rooney. But don't get Connie wrong: The Strip refers to that section in L. A. . . . The Winterhalter record, "Mr. Touchdown, U.S.A." is coming in for a huge RCA Victor promotion (including a contest based on football which will pay off in radios and TV sets). . . . Sammy Kaye's latest Columbia release is "The One Rose That Remains In My Heart" (backed by "Strangers"). Wonder if the rose could possibly be Sammy's favorite flower.



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