



RADIO LIBRARY DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 21

NEW YORK, MONDAY, AUGUST 1, 1949

TEN CENTS

DECLINE IN BMB SUBSCRIBERS NOTED

Commission Okays Hoover Proposals

Washington Bureau of RADIO DAILY
 Washington — The FCC has expressed general approval of the Hoover Commission recommendations affecting the Commission.

In a letter to Sen. John L. McClellan (D., Ark.) chairman of the Committee on Expenditures, which is studying the Commission's proposals to reorganize the exclusive branch of the government, Commissioner Rosel H. Hyde said the Commission endorses the five rec-

(Continued on Page 5)

Tape Recorders Installed For NBC Network Clients

Installation of 14 RCA magnetic tape recording machines at NBC to render recording and delayed broadcasting service to the network's clients on a commercial basis, was announced Friday by O. B. Hanson, vice-president and chief engineer. Heretofore disc recordings have been used and editing has been a cumbersome process. It was pointed out that the new tape recorder will facilitate the composing of a show from one or more origins.

CBS Promotion Clinic Gets Under Way Today

Annual two-day promotion clinic of CBS gets under way this morning in the Sert Room of the Waldorf-Astoria Hotel with 150 promotion managers and other station executives on hand to hear net executives explain the 1949 fall promotion campaign.

Frank Stanton, CBS president, will deliver the address of welcome

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TV Title Quest

Efforts of some TV manufacturers to have "National Radio Week" changed to "National Radio and Television Week" to date have been of no avail and plans for the joint RMA-NAB sponsorship during the week of October 30 to Nov. 5 are going forward. It has been agreed, however, that the campaign will cover both radio and TV.

IBEW Talks Continue

Talks between CBS and the IBEW toward a new contract covering the web's engineers recessed over the week-end, to resume today. Apparently some basis for further negotiation was reached by the conferees Friday night, since a deadline of Friday midnight had originally been set by the union.

Religious Radio Stations Urged

South Bend, Ind.—A proposal that at least one AM or FM station be sponsored by each Diocese in the United States was made at the third annual convention of the Catholic Broadcasters Association at Notre Dame University yesterday by William A. Coleman, chairman of radio and television at Fordham University, New York. In addition, he urged CBA groups in all parts of the country to suggest the appointment of Diocesan directors of radio and television "to coordinate locally the work of the Radio Apostolate."

Coleman urged the sponsorship of

(Continued on Page 2)

Davidson Will Direct Lang-Worth Western

Walter B. Davidson, veteran of 15 years in the radio and recording business, has been named director of west coast operations of Lang-Worth Feature Programs, Inc., C. O. Langlois, president of Lang-Worth, announced Friday.

As director of West Coast opera-

(Continued on Page 3)

Huge Motorist Audience Indicated By WOR Survey

A potential car audience in the Metropolitan New York area of 1,064,800 persons between 7-9 a.m. and of 1,107,000, on weekdays when commuters are driving to and from work, was indicated in a second WOR research department analysis of the May Pulse report on out-of-home listening.

The potential automobile audience,

New List Of 601 Broadcaster Members Fails To Indicate A Complete Coverage Of Many Markets

Markham Is Slated To Top NAB TV Post

G. Emerson Markham, manager of WRGB, Schenectady, N. Y., has the inside track for the position of TV director of the National Association of Broadcasters, it was reported by a reliable source over the weekend.

The \$17,000 a year post was created by the NAB board of directors at its recent New Hampshire meeting, and was originally offered to

(Continued on Page 7)

BAB Comm. Meets; Plan Incorporation

Preliminary discussions which will eventually lead to complete divorce of Broadcast Advertising Bureau from NAB were held in New York Friday when the NAB-BAB committee of broadcasters met with the industry organization executives

(Continued on Page 2)

Interviews Postponed For German Radio Posts

Interviews for positions with the Armed Forces Network in Germany scheduled for August have been postponed until September because of the inability of Louis Adelman of

(Continued on Page 2)

Present indications are that the upcoming Study No. 2 by Broadcast Measurement Bureau will miss the marks set by the first study, both in number of subscribers and in coverage of key metropolitan areas. In the New York City area the only stations listed as subscribers are the net-

(Continued on Page 6)

Department Changes Announced At Mutual

Departmental changes in two divisions were announced Friday by Frank White, president of Mutual Broadcasting System.

Robert A. Schmid, vice-president in charge of program sales, was named director of advertising, promotion, research and planning departments. Reporting to Schmid will be Harold Coulter, advertising and

(Continued on Page 5)

FMA President Elated Over FM Radio Promotion

Washington Bureau of RADIO DAILY
 Washington — William E. Ware, president of FMA Friday described current campaigns of Zenith and Crosley as "dollars and cents indication that FM is radio's most expandable market."

Ware referred to Zenith's exten-

(Continued on Page 2)

Preview

Paramount Pictures will be host to the more than 150 CBS station promotion managers expected at today's opening session of the two-day CBS promotion Clinic at the Waldorf Astoria, at a special sneak preview of "My Friend Irma," film based on the CBS radio series of the same title. Preview is scheduled for 5:30 PM, then Paramount tosses a party.

Hoffman pointed out, is larger than the population of any but the top five cities in the United States. "It is larger, for example, than the population of Baltimore, Boston, Cleveland or St. Louis."

The Pulse survey, which was designed to measure the extent of "more-or-less habitual automobile

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★ COMING AND GOING ★

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FINANCIAL

(July 29)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., Philco, Philco pfd., RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Hazeltine Corp.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit)

FMA President Elated Over FM Radio Promotion

(Continued from Page 1)

sive campaign which launched the radio set manufacturer's FM-only receiver, the "Major," and to Crosley's stepped-up promotion of a TV receiver, combining full range FM. He went on to say that receivers with FM facilities offer both manufacturers and sales outlets an expanding market.

WEAV

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

THOMAS PATRICK FITZSIMMONS, Caribbean wayfarer, arrives today on the S. S. Kathryn of the Bull Lines from Puerto Rico and the Virgin Islands, and will resume his post as night editor of RADIO DAILY tonight. While in San Juan, Fitzsimmons was guest of the Puerto Rican Broadcasters Assn., and at St. Thomas, Virgin Islands, was hosted by the Tourist Bureau.

IRENE McCAFFREY, of WNBC's press department, left over the week-end for a two-week interlude in the Pocono Mountains.

THEODORE C. STREIBERT, president of WOR, New York, returns to his desk today from a three-week vacation.

SAMUEL CARLINER, executive vice-president of WAAM, Baltimore, is spending two weeks at Winthrop, Maine.

STERLING FISHER, manager of NBC's public affairs and information department, left Friday on a three-week motor tour through Mexico.

WALLACE H. LANCTON, video director of Jackson & Co., is back in New York after attending production conferences at the Jam Handy Organization in Detroit on a series of animated TV films.

DENNIS JAMES, DuMont TV star, leaves on a week's vacation, sailing his 33-foot yacht "Okay Mother" up the inland waterway to Lake Champlain.

JAMES B. HARRIS and DAVID L. WOLPER, president and treasurer of Flamingo Films, Inc., leave today on a two-month tour of 85 cities with TV stations or CPs.

TED SCHNEIDER, operations manager for WMGM, New York, left over the week-end for a vacation in Niagara Falls and Canada. MURIEL MANDELL, of the WMGM publicity staff, off to Lake George.

HERBERT ROSEN, president of Broadcasting Program Service and Audio-Master Co., left Friday with Mrs. Rosen on a Chicago business trip.

DOUGLAS RODGERS, NBC-TV director, has taken off on a two-week spell of fishing and sailing in northern Wisconsin.

CARLTON WARREN, WOR, New York announcer, left Saturday for a two-week tour of duty as a reserve officer aboard a destroyer in the Atlantic maneuvers.

SAM KAUFMAN, manager of exploitation in NBC's press department, returns today from a siesta in the Catskills.

Urges Establishment Of Religious Outlets

(Continued from Page 1) radio stations "as a potent medium of social and religious education." Emphasizing the need for Diocesan radio-TV directors he said: "No station manager in the United States should ever be in the position, as many have been in the past of wanting a good local Catholic program to round out his schedule and of not being able to obtain one easily."

Interviews Postponed For German Radio Posts

(Continued from Page 1) the AFN to return from Germany until that time, it was announced at AFNS headquarters in New York on Friday. Adelman had originally planned to interview engineering, program, news, sports and public information applicants for openings in Germany during the first two weeks in August. Applications already received have been forwarded to Adelman in Germany.

German Radio Specialists Visit WWL, New Orleans

New Orleans—Four top ranking German radiomen, brought to this country under joint sponsorship of the American military government, U. S. Office of Education and Columbia University, are currently touring the South to observe American radio techniques for use in Germany. They watched several other WWL broadcasts including the local dramatic production of New Orleans French Quarter stories, Road to Yesterday, a long time favorite in the Deep South. In the party were Will Brodwolf, Radio Bremen; Hanns-Peter Herz, Radio in American Sector, Berlin; Eberhard Beckmann, general manager, Radio Frankfurt; and Erik Odemar, Radio in American Sector, Berlin.

CBS Promotion Clinic Gets Under Way Today

(Continued from Page 1) as today's Promotion Clinic sessions open. Hubbell Robinson, Jr., vice-president and director of programs, will speak on promotion's relation to programming, and John Karol, sales manager, will give a talk on program promotion in relation to sales.

Victor M. Ratner, vice-president in charge of advertising and sales promotion; Louis Hausman, director of advertising and sales promotion, and Neal Hathaway, director of program promotion, will explain in detail today the network's fall program promotion plans. Tomorrow will feature a special round-table discussion of specific promotion activities of CBS affiliates. Wednesday has been set aside for "open house" session at CBS headquarters with CBS promotion managers presenting their various local promotion problems to the entire CBS promotion dept. for discussion and guidance.

BAB Committee Meets; Incorporation Planned

(Continued from Page 1) at the Waldorf-Astoria Hotel. Committee members headed by Robert Enoch, KTOK, Oklahoma City, chairman, indicated that they favored setting up BAB as a separate corporation. Consensus of opinion was that it would take the most part of a year to complete the corporation. Don Petty, NAB general counsel, was delegated to continue the negotiations. Maurice B. Mitchell, BAB director, gave the committee members a progress report. He said that more than 100 stations have already ordered the slide film, "How To Turn People Into Customers" and it is expected that 500 stations will subscribe for the presentation.



Quitting time

They've done a day's work . . . and they're going home. They'll eat. Then they'll listen to their radios. That picture was shot outside of one of the big middle west industrial plants . . . but we're using it as an example for Maryland.

We don't know what percentage of our listeners work with their hands or their heads. But we do know this:

In Baltimore, the country's 6th largest city, it is W-I-T-H that delivers more listeners per-dollar-spent, than any station in town.

If Baltimore is in your plans for next year . . . now's the time to buy time on W-I-T-H!

AM WITH FM logo featuring a stylized face with a lightning bolt, and text: Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

AGENCIES

ALVAN B. SOMMERFELD, widely known advertising executive in the radio and publication fields and more recently with the Joseph Katz Company of Baltimore and New York, has opened an advertising agency in Baltimore at 517 N. Charles Street. Sommerfeld at one time was promotion manager of Collier's and also served as pro-



SOMMERFELD promotion director of WNEW in New York. Later he was a group copy chief with Lord and Thomas in New York.

HARRINGTON, RIGHTER & PARSONS, INC. has been named exclusive national representative for WTMJ-TV, Milwaukee, and WBEN-TV, Buffalo, effective Aug. 22.

WILLIAM R. HESSE, of BBD&O, Inc., has been appointed account executive for Swan Soap.

JEREMY GURY, formerly vice-president and copy director of Donahue & Coe, Inc., has joined the creative department of Ted Bates & Co.

Davidson Will Direct Lang-Worth Western

(Continued from Page 1)
 tions, Davidson will be in complete charge of the company's recording and pressing plants which are expected to be in full operation by next spring. During the interim, Davidson will devote his time to procuring new Hollywood talent and presenting to west coast advertising agencies the Lang-Worth plan to increase local revenue through the commercial use of its program service.

Davidson, a graduate of Rutgers University, comes to Lang-Worth from his most recent post as general manager of Capitol transcriptions. Prior to his association with Capitol, he served as sales manager of the Radio-Recording division of NBC.

Another addition to the Lang-Worth sales staff in the vanguard of the new transcription library campaign is Bill Young, formerly of NBC and Capitol. Young will operate out of the New York offices.

28,447 In Milwaukee

Milwaukee—Check of dealers and distributors in the Milwaukee area by WTMJ-TV shows the number of sets in the area has increased to 28,447 as of July 1. Sales during June amounted to 1,709. Breakdown of the number of sets shows 26,668, or 94 per cent, in private homes and 1,709 in public places.

WOR Survey Shows Huge Auto Audience

(Continued from Page 1)

listening" in New York, showed an actual average car audience in the early morning totalling 193,000 persons and in the early evening totalling 230,000 persons.

Figures Are Revised

WOR's first analysis of the poll (RADIO DAILY issue of June 9) reported 1,523,800 cars equipped with radios in this area, based upon New York State registrations. The second analysis, released yesterday, however, revised this figure downward to a total of 1,494,000 cars with radios, based on figures gathered by the New York Daily News. WOR's research director Robert Hoffman, in his second report, repeated the point that "practically no attention has hitherto been paid to size and listening habits of this audience in automobiles."

Of the total number of cars, 72.8 per cent are equipped with radios. Of these, 591,600 were in use during the early morning hours and 582,600 during the early evening hours. The survey indicated that the average number of persons per car-in-use numbered 1.8 in the early morning and 1.9 in the early evening.

The Pulse survey combined both home interviews and interviews at 62 road intersections in Metropolitan New York.

Use of cars during the early morning and early evening was not on a "once a week" basis, the survey found. Of the people using their cars on the day they were interviewed, 71 per cent said the car had been in use during the hours studied on five or more days of the week previous.

Automobile listeners, it was found, use their radios more than persons at home. The level of listening in cars ranged from 61 per cent to 115 per cent above comparable Hooper figures for sets-in-use in telephone homes in New York.

During the hours studied, radio listening in cars reached its peaks at the times when news programs dominated the airwaves.

The actual car audience, ranging from 162,000 to 337,000 per quarter hour, represents a vast bonus audience for advertisers using New York stations," Hoffman declared.

The survey also showed that more people "on the road" during the periods studied listened to WOR more than to any other network station. As many as 47,500 were tuned to WOR's "News On The Human Side" from 6 to 6:15 p.m. nightly.

KPIX Show Aids Police

San Francisco—For the third time, San Francisco police have reported immediate action as a result of the KPIX "Wanted and Missing Persons" program. Recently a policeman was approached by a man who identified a suspect wanted for passing worthless checks. The man who pointed out the suspect had seen his picture on the show.

V. S. Becker Productions

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FOR TELEVISION

CHORDS & TERPSICHORDE

HY FELLA

MANHATTAN TROUBADOURS

MUSIC OF THE FOUR WINDS

TALE O' GOLD

YOUR HANDWRITING IS YOU

SING A SONG

MUSY MUSIC SHOP

SQUARE DANCING

FOR RADIO

OUT OF THE MUSIC BOX

CUSTOM BUILT PROGRAMS AND
 COMMERCIALS OUR SPECIALTY

562 Fifth Avenue LUXemburg 2-1040

CHICAGO

By HAL TATE

TWO men behind the scenes of "Melody Lane," aired over WBBM from 8:00 to 8:30 each Tuesday, CDT, are Charles Romine, the author of the show, and Andy Christian, the producer-director. Wieboldt Dept. Stores sponsor the show. Needham, Louis & Brorby, Inc., is the agency.

"Ding" Bell, (Eugene, more formally), well-known musician and singer of novelty songs, has joined the staff of WBBM, and is currently being heard on the morning edition of "Gold Coast Rhythm" and "Rhyme Does Pay."

The Army lent a hand on R.F.D. America July 28 when Colonel Don Compton appeared as guest farm expert on the 8 p.m., EDST, show over NBC-TV.

Clifton Utley, NBC commentator, will leave for a trip to Europe following his broadcast of July 31. He will return to the network in the same Sunday time spot on September 18. Replacing Utley during his vacation will be Elmer Peterson, whose comments on major events in the news will come from Hollywood, where Peterson is stationed.

Lulu Belle Wiseman of the Lulu Belle and Scotty duo, heard regularly on ABC's National Barn Dance program, broadcast each Saturday at 9:00 p.m., CDT, and on ABC-TV's Barn Dance, seen Mondays at 8:00 p.m., CDT, is the author of an article titled "I Love Scotty," appearing in the August issue of "Experience" magazine.

The New World Distributors, Inc., will be host to the Chicago radio and television trade Tuesday, August 2nd, at a open house and cocktail party in their new showrooms at 540 North LaSalle Street. Members of the Chicago Bears football team and New York Giants baseball team will attend, and George Halas, "Lippy" Durocher, George Jessel, Jackie Miles, Irv Kupcinet are also expected. Sid Luckman, Chicago Bears star, holds the DuMont franchise for Chicago.

Delores Alles of the WBBM Music Library left July 22nd for her vacation in Kansas City, Kansas.

Louis G. Cowan Co. has discontinued their transcription sales department here, and Robert Michaels of that department has been transferred to other work.

Stork News

Mr. and Mrs. James Malone announce the birth of a daughter, Patricia Anne, on Monday. Mrs. Malone is the former Ronni Racette, formerly of the Dancer-Fitzgerald-Sample television department.

Washington—A fourth child, a boy, was born to ABC's news commentator Jack Beall and his wife at Columbia Hospital in this city, July 25.



California Commentary . . . !

● ● ● John Guedel, just back from Europe and New York, is one fellow you can't convince that radio is in the doldrums. John reports that his "House Party" could be increased to an hour show with a different set of sponsors every day if he cared to extend the time. . . . We're just guessing, but the possibility of the Screen Actors Guild going

along on the Television Authority plan is not too hopeful. The verdict may be announced today, following the weekend huddles here of the SAG and the AAAA. The SAG has a lot at stake and any decision will be the result of careful consideration of all the factors. . . . When ABC moves from its Sunset Blvd headquarters to its new setup at Television Center, CBS will move in. CBS needs more space for its expanding radio and video activities. The space will become available to CBS on Sept. 1 under a three-year sub-lease agreement signed by Columbia's Kelly Smith and ABC's Frank Samuels. . . . Principals of "Queen for a Day" start a three-week vacation today. The show goes right on just the same, however, as three programs have been pre-recorded. The broadcast resumes "live" on Aug. 22. . . . Publicist Maury Foladare and his associates moved over the weekend to the Nassour Studios from his former home on Hollywood Blvd. . . . Young & Rubicam's Hollywood staff is mourning the death of Madeleine Denmead, assistant office manager, who died of a cerebral hemorrhage. She was 32 and had been with Y & R here and in San Francisco for the last six years.

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● ● ● Frank Veloz of Veloz and Yolanda bowed in his new video program over KNBH. Titled "The Veloz Show," it features many of his dance instructors and partners. . . . Newest radio station in these parts is KTED at Laguna Beach, which will go on the air as soon as it gets the green light from the FCC. Owned and operated by Tom E. Danson, the station is a 1,000-watter. . . . Frank Danzig is producing the George Fisher "Confidential Closeups" on the NBC Eastern network for Hunt Club Dog Food. Odd part of the deal is that Fisher broadcasts locally for CBS. Ben Pearson of Stempel-Olenick agency set the deal. . . . Ted Wilk, formerly of the Lou Irwin agency, now is associated with Al Kingston, handling all facets of show biz. Prior to going into the agency business, Ted was in the Hollywood office of RADIO DAILY. . . . That demonstration last week of "cinemascope" at KLAC was the result of a long period of tests. The tests were made over closed circuit and over the air late at nights. Observers said it was almost impossible to tell whether the program was live or on film. If the device pans out, it will go a long way toward boosting business of Hollywood shows for Eastern broadcasting.

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● ● ● It looks as if General Foods will not pick up the tab on Jack Carson's proposed tele show. The audition clicked with the prospective sponsors, but high costs and not too satisfactory kinescoping were factors that nixed the deal. Carson, himself, is about to set video aside for a while and concentrate on AM. . . . Don Thornburgh pulled out for his new post as WCAU president in Philadelphia last week, but as yet there has been no successor named for the top CBS spot here. Vice-president Howard Meighan is coming out from New York next month to head up things temporarily. . . . Les Raddatz, NBC publicity chief here, is in New York for huddles with the Eastern publicity staff. . . . Warner Bros.' option on KLAC expires today. And no deal with any other possible purchasers is on the horizon, although Ed Pauley has done some dickering.

FM Stations Carry Chi. Summer Concerts

Chicago—WMOR, which this year is carrying the entire season of Grant Park concerts in their entirety, has now been joined in airing these programs by a downstate FM station.

WILA-FM, Woodstock, Ill., is now picking up the four concerts each week, and there are indications that this midwest FM "network" may grow some before the Grant Park concert season is completed.



ENJOY
the nation's
top flights
to
LOS ANGELES



Step aboard one of United's swift, luxurious DC-6 Mainliner 300s—you're only 3¼ hours nonstop from Chicago; 10 hours and 55 minutes, onestop from Los Angeles.

Try United's famous "Service in the Mainliner Manner" (including delicious full-course meals aloft) . . . quiet, air conditioned luxury of the DC-6 Mainliner 300. You'll never be satisfied with anything less!

Three flights daily—11 a. m. ("the Hollywood"), 4 p. m. and 9 p. m. (E.S.T.)

UNITED AIR LINES

Airlines Terminal Bldg., 80 East 42nd St., or Hotel Statler, or 1 Wall St. Brooklyn: Brooklyn Airlines Terminal (opposite Abraham and Straus). Call Murray Hill 2-7300. Newark: Call Market 2-1122 or an authorized travel agent.

Commission Okays Hoover Proposals

(Continued from Page 1)

Recommendations bearing on its organization contained in the report on regulatory agencies.

The letter, released Friday by Sen. McClellan, was written June 13, when Hyde was acting chairman of the Commission.

Hyde said that in the opinion of the FCC the Hoover Commission has made a considerable contribution toward good government by simply recognizing that the independent regulatory commissions do have a definite place in the Federal system," pointing out that it has been the general custom in the past to classify the peculiar functions of regulatory commissions under broad divisions of the government, which has led "to recommendations that they be placed by force into an organizational pattern in which they would not fit."

The Hoover recommendations approved by the FCC would:

(1) Vest administrative responsibility in the chairman. Hyde noted that over a period of years the FCC has gradually evolved a system under which the chairman takes the initiative on administration matters. In addition, he said, the Commission has an executive officer assisting the chairman and directing the coordination on budget, planning and personnel work.

This is in line with the Hoover Commission recommendations.

(2) Eliminate uncertainties in the present statutes to provide that Commissioners be removable only for cause;

(3) Amend the statutes to provide that a Commissioner upon the expiration of his term would continue to hold office until his successor has been appointed and qualified. Hyde said that "we feel such a provision would tend to avoid disruptions in the program of the Commission with respect to its regulatory duties which relate to a highly technical and complex field;"

(4) Provide for increases in salaries of Commissioners and top staff members. "Not enough emphasis is usually given in the case of regulatory commissions to the importance of the services and industries subject to their regulation," Hyde wrote. "As the licensing authority for all non-government radio communications services and the regulating authority for all carriers engaged in interstate and foreign communications services, the FCC has responsibilities vital to the interests of the public and the welfare of the nation."

(5) Amend the statutes to permit commissions to delegate routine, preliminary, and less important work to members of their staffs. Hyde pointed out that Section 5 of the Communications Act . . . already covers this delegation.

★ THE WEEK IN RADIO ★

Radio's '48 Net Hit Peak of \$37,000,000

By AL JAEGGIN

THE Commerce Department reported that radio and television broadcasting corporation's earnings in 1948, after Federal and state income and excess profits taxes, totalled \$37,000,000 which was \$3,000,000 above that of the previous all-time high in 1946 and \$4,000,000 above 1947.

Two manufacturers were reported to have been on the "rising-business" bandwagon for the first half of this year too. RCA announced an increase in gross income of \$11,178,274 for the 1949 period above the first half of last year. A new peacetime sales record for the six months, ending July 2, was reported by Motorola, Inc., with net earnings totalling \$1,908,255.95, equal to \$2.39 per share.

There was an increase also of 1,658,230 radio families in the United States this year above the total number listed for 1948, according to a release from the Broadcast Measurement Bureau, issued Friday.

"Family feuding" between audio radio (AM & FM) and video must stop and its "destructive and negative selling tactics" must be replaced by constructive and positive action because it is "not only bad taste but bad salesmanship," the Unaffiliated Stations Executive Committee of the NAB demanded in a statement issued at the close of a two-day meeting in Washington.

Feuding with no holds barred, however, was the order of the day when J. B. Elliott, RCA Victor v-p in charge of consumer products, and Edward Wallerstein, Columbia Records prexy, re-affirmed their individual companies' intentions to wage all-out promotion battles for their respective 45 r.p.m. and 33 1/3 discs. Their "no compromise" speeches were delivered before the National Association of Music Merchants convention on Thursday.

The Senate Interstate Commerce Committee reported a bill which would streamline the administrative and procedural functions of the FCC, would speed up licensing and would require monthly Commission meetings as well as reports to Congress. . . . Washington lawmakers also took notice of a move by distillers to use radio for whiskey advertising. Senator Edwin C. Johnson, chairman of the Senate Commerce Committee sent a letter to Treasury Secretary John W. Snyder in which he warned distillers that if they proceed with their radio advertising plans they will assure passage of a bill outlawing interstate liquor advertising on radio. . . . That warning followed two days after Schenley reportedly had asked both networks and station representatives for time availabilities.

Advertising keyed to the local level and to the buyers' market was urged at two separate conferences. Frederick R. Gamble, president of the American Assn. of Advertising

Agencies, told the Four-A Southern California Chapter meeting in Los Angeles that advertising by business must be "bold and vigorous" in order to speed a successful economic adjustment. Various speakers at the Tuesday sessions of the NAMM convention in New York stressed the need for intensified advertising on the local level to stimulate business in the buyers' market.

Among the news items indicating a continued trend toward more radio business was the report that Standard Oil Co. of Indiana will sponsor seven midwest football games, i.e., the games of the Universities of Colorado, Iowa, Michigan, Minnesota, Nebraska and Wichita and of the Chicago Bears. . . . The New York, New Haven & Hartford Railroad launched a five-week Summer service campaign on four Metropolitan stations: WQXR, WNBC, WOR, WMGM and WNEW. . . . The Brown & Williamson Tobacco Corp. renewed its "People Are Funny Show," on the full NBC network, Tuesdays, 9:30-10 p.m., CDT, and ordered an additional half-hour on 17 NBC stations for duplicate airing. . . . Smith Brothers, Inc., in behalf of its cough drops and syrup, will sponsor the 2nd quarter-hour period of ABC's "Stop the Music" show, effective Sept. 18. . . . NBC's "Smilin' Ed McConnell and his Buster Brown Gang" will begin their fifth year under the sponsorship of the Brown Shoe Co. on Aug. 27. . . . WGAR, Cleveland, reported a 21 per cent increase in time sales for the first six months of this year above the first half of last year. . . . Old Gold, sponsors of ABC's "Original Amateur Hour," will pick up the tab on line charges of \$55,000 in connection with charity performances to be given in Syracuse, Minneapolis, Milwaukee and Philadelphia when Ted Mack takes the program on a tour of key cities this Fall.

Department Changes Announced At Mutual

(Continued from Page 1)

promotion, Richard J. Puff, research, and William Fairbanks in charge of planning.

Jess Barnes, vice-president in charge of sales, announced the appointment of George M. Benson, now eastern sales manager to the post of national sales manager. He will report directly to Barnes and the posts of eastern and western sales managers have been eliminated. Duncan R. Buckham has been named division sales manager in New York and Carroll Marts appointed division sales manager with headquarters in Chicago.

Co-op Promotion Set By WTMJ-TV And Library

Milwaukee — Milwaukeeans are learning more about tele through the city's public library and likewise the public is becoming better acquainted with the services offered by the library through the medium. These promotion efforts have been developed through close cooperation between the Milwaukee Public Library and WTMJ-TV.

Library is featuring a display highlighting books and articles on TV. Also shown are various video tubes and pictures of WTMJ-TV operations. Thousands of people are viewing the exhibit each week at the main library in downtown Milwaukee.

WTMJ-TV has started a series of public service programs in cooperation with the library. They are twenty-minute shows which carry a theme that the public library is "an information center for every need."

Saudek To Address Conference

Robert Saudek, vice-president in charge of public affairs for ABC, will participate in the first annual Conference on Foreign Policy.

CBS in MAINE

NOW

WGAN

5000 WATTS • 560 KC
PORTLAND

WGUY

250 WATTS • 1450 KC
BANGOR

Guy Gannett Broadcasting System

390 Congress Street, Portland

NATIONAL REPRESENTATIVE—PAUL H. RAYMER COMPANY

BMB Subscribers Announced

The complete list of 601 broadcaster subscribers to the Second Study of Broadcast Measurement Bureau follows:

- Alabama: Birmingham, WBRC, WBHS, WSGN and WVOK. Brewton, WEBJ, Dothan, WOOF. Gadsden, WGNH. Mobile, WMOB. Montgomery, WAPN and WSFA. Sheffield, WLAY. Troy, WTBF.
- Arizona: Bisbee, KSUN. Douglas, KAWT. Phoenix, KOY and KTAR. Prescott, KYCA. Tucson, KTUC and KVOA. Yuma, KYUM.
- Arkansas: Blytheville, KLON. Fort Smith, KFPW, KFSA and KWHN. Helena, KFPA. Hot Springs, KWFC. Jonesboro, KBTM. Little Rock, KARK, KGHI and KLRA. Magnolia, KYMA. Siloam Springs, KUOA.
- California: Bakersfield, KAFY and KERL. Calexico, KICO. Eureka, KIEM. Fresno, KMMJ. Hollywood, KSNB. Los Angeles, KECA and KNX. Mt. Shasta, KWSJ. Sacramento, KORA and KFBC. San Diego, KFMB. San Francisco, KCBS, KGO and KNBC. San Jose, KLOK. Santa Ana, KVOE. Santa Barbara, KIST. Stockton, KWG. Tulare, KCOK. Yreka, KSYC.
- Colorado: Denver, KOA, KLZ and KVOD. Fort Collins, KOOL. Grand Junction, KFJX. Pueblo, KCSJ and KGHF. Salida, KVRH.
- Connecticut: Bridgeport, WICC. Hartford, WONS. THWT and WTIC.
- Delaware: Wilmington, WAMS and WILM.
- District of Columbia: WMAL, WRC and WTOP.
- Florida: Daytona Beach, WMFJ. Gainesville, WRUF. Jacksonville, WJAX, WMBR and WPDQ. Lakeland, WLAK. Miami, WGOS, WIOD and WQAM. Orlando, WDBO. Wahoo, WLOF and WORZ. Sarasota, WSPB. Tallahassee, WTAL.
- Georgia: Albany, WGPC. Athens, WGAU and WRFC. Atlanta, WAGA, WCON, WGST and WSB. Augusta, WNTA. Brunswick, WMOG. Cedarhurst, WGA. Columbus, WDAK, WGBA, WRBL and WSAC. Dalton, WBLI. Hartwell, WKLY. LaGrange, WLAC. Macon, WMBL and WMAZ. Rome, WRGA. Savannah, WDAR, WSAV and WTOC. Thomasville, WPAK. Waycross, WAFX.
- Idaho: Boise, KDSH and KIDO. Lewiston, KRLC. Moscow, KRPL. Pocatello, KSEI. Twin Falls, KTFI. Wallace, KWAL.
- Illinois: Belleville, WBVB. Bloomington, WJCB. Cairo, WKRO. Carbondale, WCIL. Chicago, WBBM, WENR, WGN, WJJD, WLS and WMAQ. Clinton, WYOW. Danville, WDAN. Decatur, WSOY. Effingham, WCRA. Freeport, WFRK. Harrisburg, WBEQ. Herrin, WJPF. Jacksonville, WLDS. Pekin, WSVI. Peoria, WEEK, WIRL. WMBD and WMMJ. Quincy, WTAD. Rock Island, WHBF. Springfield, WCVS and WTAX. Tuscola, WIZ. Urbana, WLL.
- Indiana: Bloomington, WSUA. Columbia, WCSF-FM. Elkhart, WTRC. Evansville, WGFB and WKY. Fort Wayne, WFTW and WOWO. Indianapolis, WFBM, WIBC, WIRE and WISH. Kokomo, WIOU. South Bend, WSBT. Terre Haute, WBOU and WTHI.
- Iowa: Ames, WOI. Cedar Rapids, KCRG and WMT. Davenport, WOC. Des Moines, KIOA, KRNT, KSO and WHO. Dubuque, KDTB and WKBB. Iowa City, KXIC. Marshalltown, KJBB. Mason City, KGLO. Sioux City, KTRI. Waterloo, KXEL.
- Kansas: Great Bend, KVB. Pittsburg, KOAM. Salina, KSAL. Topeka, WREN. Wichita, KANS, KFBI and KFH.
- Kentucky: Ashland, WCMI. Corbin, WCTT. Covington, WZIP. Danville, WHIR. Frankfort, WFKY. Hazard, WKIC. Lexington, WLAP. Louisville, WAKE and WKYW. Owensboro, WOMI and WVJS. Paducah, WKYB. Vanceleva, WMTC.
- Louisiana: Alexandria, KSYL and KVOB. Baton Rouge, WJBO and WLCS. Crowley, KSIG. Houma, KCLL. Lafayette, KVOL. Lake Charles, KLOU. Monroe, KMLB and KNOE. New Iberia, KANE. New Orleans, WDSU and WWL. Opelousas, KSLO. Shreveport, KENT, KRMD, KTBS and KVRH.
- Maine: Augusta, WRDO. Bangor, WGUY and WLBZ. Portland, WCSH and WMTV. Presque Isle, WAGM. Waterville, WTVL.
- Maryland: Hagerstown, WARK and WJEF. Salisbury, WBOC.
- Massachusetts: Boston, WBZ-WBZA, WCOB, WEEL, WMEX and WYAC. Fall River, WSAR. Lawrence, WLAW. New Bedford, WNBH. Worcester, WAAB and WTAG.
- Michigan: Alpena, WATZ. Battle Creek, WELL. Cadillac, WATT. Detroit, WJBB and WXYZ. Flint, WDFD and WTAC. Grand

- Rapids, WJEF, WLAV and WOOD. Kalamazoo, WKZO. Petoskey, WMBN. Sarinau, WKNX and WSAM. Sault Ste. Marie, WSOU. Traverse City, WTCM.
- Minnesota: Duluth, KDAL. WEBC and WREX. Eveleth, WEVE. Faribault, KDHL. Hibbing, WMFG. Mankato, KYSM. Minneapolis, WCCO, WDJY and WTCN. Moorhead, KVOX. Northfield, WCAL. Rochester, KRCC. St. Cloud, KFAM. Virginia, WILB. Winona, KWNO.
- Mississippi: Gulfport, WGCM. Jackson, WJDX, WRBC and WSLI. Vicksburg, WQBC.
- Missouri: Cape Girardeau, KFVS. Columbia, KRFU. Flat River, KFMO. Hannibal, KILMO. Jefferson City, KWOS. Joplin, KFBS. Kansas City, KCMO, KFRM, KMBC, WDAF and WTB. Kirksville, KIRX. Springfield, KTTS and KWTO. St. Joseph, KRES. St. Louis, KMOX and KXOK.
- Montana: Billings, KGHL. Butte, KBOW and KOPR. Great Falls, KFBB. Havre, KOJM. Miles City, KRJF. Missoula, KGVO. Sidney, KGCC.
- Nebraska: Lincoln, KFOR. McCook, KIBL. Norfolk, WJAG. North Platte, KODY. Omaha, KFAB, KOL and WOW.
- Nevada: Reno, KOH.
- New Hampshire: Keene, WKNE. Manchester, WMUR. Portsmouth, WHEB.
- New Jersey: Atlantic City, WBAB. New Brunswick, WTCB.
- New Mexico: Albuquerque, KOAT. Las Vegas, KFUN. Santa Fe, KTRC.
- New York: Albany, WROW and WKWK. Auburn, WMOB. Binghamton, WFOP. Elmira, WELM and WENY. Endicott, WENE. Geneva, WGVA. Glens Falls, WGLN and WWSJ. Ithaca, WHCU. Jamestown, WJTN. Massena, WMSA. Middletown, WALL. Newburgh, WGNV. New York City, WBSB, WJZ, WNBC, WNBT and WOR. Olean, WHDL. Rochester, WARC. WHAM and WHEC. Schenectady, WGY. Syracuse, WFBL. WNDR and WSYR. Troy, WTRY. Utica, WRUN. Watertown, WNNY.
- North Carolina: Asheville, WGWR. Asheville, WISE and WUNC. Burlington, WBBB and WFNS. Gastonia, WGNC. Charlotte, WAYS. WBT and WSOC. Clinton, WRZZ. Concord, WEGO. Dunn, WCKB. Durham, WNCN. WDUK, WHBT and WTIK. Fayetteville, WFNC and WNFN. Forest City, WBBO. Greensboro, WBGH. Hickory, WHKY. High Point, WMFR. Kannapolis, WGLT. Kinston, WPTC. Laurinburg, WEWO. Leaksville, WLOE. North Wilkesboro, WRBC. Raleigh, WNAO. WPTF and WRAL. Roanoke Rapids, WCBT. Rockingham, WAYN. Rocky Mount, WEED. Tarboro, WPCS. Washington, WRRF. Wilson, WGTM. Winston-Salem, WAIR and WSJS.
- North Dakota: Bismarck, KFYZ. Devils Lake, KDLR. Fargo, KFGO and WDAY. Grand Forks, KILQ and KNOX. Jamestown, KSJB. Mandan, KGGU. Minot, KLFM.
- Ohio: Akron, WABC and WAKR. Belmont-Bellaire, WTRF. Canton, WNBC. Chillicothe, WBEX. Cincinnati, WCKY. WLMV and WSAI. Cleveland, WTAJ. Columbus, WBNS, WCOL and WHCK. Dayton, WHIC and WING. Findley, WFJN. Lima, WLOK. Marion, WMRN. Portsmouth, WPAV. Sandusky, WLEC. Springfield, WIZE. Toledo, WSPD and WTOL. Youngstown, WFMJ and WKBN. Zanesville, WHIZ.
- Oklahoma: Ada, KADA. Enid, KRCR. Lawton, KSWO. McAlester, KTMC. Muskogee, KBIX. Oklahoma City, KOMA, RTCK and WKY. Paul's Valley, KVLH. Shawnee, KGFF. Tulsa, KFJM. KTUL and KVOO.
- Oregon: Albany, KWLL. Ashland, KWJN. Baker, KBKR. Bend, KBND. Corvallis, KOAC. Grants Pass, KUIN. La Grande, KLBW. Ontario, KSRV. Portland, KEX. KGW. KOIN and KPOJ.
- Pennsylvania: Bloomsburgh, WLTR. Butler, WTSR. Connellsville, WCVI. Harrisburg, WHP. Hazleton, WAZL. Johnston, WCRQ and WJAC. Lebanon, WLBR. New Castle, WKST. Philadelphia, KYW, WCAU, WFIL and WIP. Pittsburgh, KDKA. Pottsville, WJAM. Reading, WEEU. Scranton, WGBI. Wilkes-Barre, WILK. Williamsport, WRAC. Rhode Island: Providence, WEAN and WJAR.
- South Carolina: Anderson, WAIM. Charleston, WCSA. WHEAN and WTMA. Columbia, WCOS, WIS and WKIX. Dillon, WDSF. Florence, WJMJ and WOLS. Greenville, WESC and WFBC. Spartanburg, WDRD and WSPA.
- South Dakota: Rapid City, KOTA. Sioux Falls, KELO. Yankton, WNAK.
- Tennessee: Bristol, WOPI and WOPI-FM. Chattanooga, WAO. Columbia, WKRM. Jackson, WTNS. Johnson City, WETB and WJHL. Kingsport, WEPK. Knoxville, WBR.

Drop In BMB Subscribers For 2nd Study Indicated

(Continued from Page 1)

work affiliates, WCBS, WJZ, WNBC, WNBT, and WOR. None of the independent stations such as WNEW, WMCA, WMGM, WINS, WHOM, WOY and WQXR are subscribers. WMCA, as an indie participated in the First Study.

Only four stations are listed for the Second Study in the Philadelphia area. These are KYW, WCAU, WFIL and WIP. In the First Study, Philadelphia contributed the following subscribers: KYW, WCAU, WDAS, WIBG, WIP, WPEN.

A decline in the number of stations subscribing is also noted in the Los Angeles area. During the First Study, six stations in L. A. were members of BMB. They were KECA, KFAC, KFI, KHJ, KMTR, and KNX. Stations subscribing this year are KECA and KNX.

The Chicago market didn't show as great a decline as some of the other cities. Six of the seven broadcasters who participated in the First Study are also subscribers to the Second audience measurement. They are WBBM, WENR, WGN, WJJD, WLS and WMAQ.

Boston is credited with five subscribers to the new study. They are WBZ-WBZA, WEEL, WMEX and WNAC. In Detroit only two outlets signed up. They are WJBK, WXYZ.

KSTP, Minneapolis-St. Paul, is not included in the Minneapolis listings of station subscribers. Those given are WCCO, WDJY, WTCN.

Nevada Has One Member
The State of Nevada has only one

station listed. That is KOH, Reno, New Jersey, which has a number of stations beaming programs to the New York area has only two listed as subscribers to the Second Study. They are WBAB, Atlantic City, and WCTC, New Brunswick.

San Francisco contributes three subscribers to the Second Study. They are: KCBS, KGO and KNB. Seven 'Frisco stations were listed when the First Study was made.

Pattern Remains The Same
The pattern seems to follow: practically all the key center cities BMB retains network affiliated stations in most places but has only small representation among the independent operations. Denver, for instance, which had five stations in the First Study, comes up with three, KOA, KLZ and KVOD, for the new audience measurement.

It is also evident that BMB loses considerable ground among stations between the period of the First Study and the Second survey. The indies who steadfastly refused to come in during the First Study in such cities as New York, Chicago, Los Angeles, remain out of the fold in the Second Study and in these cities other converts to their thinking have been added.

With over 2,000 AM stations and close to 900 FM stations in operation in the United States the total of 60 subscribers to the Second Study falls short of giving agencies an time buyers comprehensive information on audience measurement.

Video Sports Series Sold in 12 Markets

Chicago, Ill. — "Top Views I Sports," weekly quarter-hour television sports feature produced by All-American News, Inc. of Chicago, and released through United Artist Corporation, of which John Mitchell is the television director, has been sold for sponsorship in a dozen markets effective immediately.

Van Dyke Cigars, through Federal Advertising Agency, New York, have purchased the program for Chicago station as yet unchosen, and on KSD-TV in St. Louis. Atlanta Lager Beer is sponsoring the program on WWJ-TV, Detroit, starting Aug. 12. Wagoner Beer, through Kircher, Hetton and Collett, Inc. is sponsoring program on WLW-Columbus, Ohio, and Commar Pain Co. sponsoring a show on WBZ-TV Boston. Program has also been sold to other stations sustaining with contracts for sponsorship near.

WJZ-TV carrying show every Saturday at 7:15 p.m. in New York. Other cities carrying it sustaining are WHIO-TV, Dayton; WNBW Washington, and KOB-TV, Albuquerque.

TELEVISION DAILY

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

LACK OF OUTLETS HURTING NETS

TELE TOPICS

THEY'RE OFF, a horse race type audience participation affair on DuMont, as inept and uninteresting a half-hour you'll find anywhere. It works something like this: Six persons are shown a bit of entries in a horse race and each makes his selection. Films of the race are shown and the winner or winners collect their prizes—merchandise delivered at the accompaniment of heavy giveaway bags. Of course, there has to be a telephone gimmick. After each race the emcee, Col. Stoopnagle, calls someone at home and asks a qualifying question which gives him a chance at the giant jackpot. As you might expect, to collect the jackpot loot, one must identify the "mystery horse." Jackpot prizes are divided for three solid minutes at the end of the show and include such priceless items as a year's supply of Pepsi Cola. Stoop's verbal chores as emcee last week stumbled all over the place, but this was attributed by the producer to lack of rehearsal as the Colonel was brought in at the last minute. Even unlimited rehearsal time, however, will not make bad acts sound funny. Turf authority Bryan Field calls the races in a polished, professional manner but his efforts seem wasted because the horses look like insects on a ten-inch screen. Program is a Stix-de package, directed by David Lowe.

EVER SINCE I bought my set last Summer I've been a very enthusiastic viewer," writes Baltimore producer Henry Patrick. "About seven people have bought sets directly as a result of my writing about video. But, recently my set went bad. I had to leave it in a shop for more than a week. During that time I re-discovered that semi-obsolete form of entertainment—radio. Compared to video, radio is at least a dozen years ahead in programming and entertainment. . . . Present television programming, especially in this area, reminds me of the early days of radio. Practically anybody with enough guts can creep in front of a camera. The lions don't care how the audience is selected, just as long as empty time is filled. And, of course, when in doubt show in an antique film."

ARTHUR SCHWARTZ flies to the Coast today to line up talent and material for his new series, "Inside USA With Chevrolet," which bows on CBS Sept. 29. Schwartz will do music for the show itself, with Howard Dietz writing most of the lyrics. . . . The DuMont exhibit at the NAMM show last week resulted in orders totalling more than a million dollars. The CBS color transmissions are using 405-line screens, not 345 as previously reported. . . . Luise Rainer and Vinton Davis will star in "Lost Child," an Al-Bester original, on WPIX tonite, 8 p.m. Carl Eastman will direct.

Markham Is Slated To Top NAB TV Post

(Continued from Page 1)

A. D. Willard, Jr., who turned down the job and resigned as executive vice-president of NAB.

Creation of a separate TV department within NAB was part of the organization's streamlining and would, in effect, separate aural broadcasting from video in NAB operations.

Markham is a director of Television Broadcasters Association and his acceptance of the NAB post, it was said, would pave the way for closer liaison between the two trade groups. It had been reported several times that NAB and TBA were close to a merger, but each time the plan fell through.

Markham has been manager of the General Electric pioneer station since it first went on the air before the war. A GE executive since 1923, Markham joined the firm's AM outlet, WGY, in Schenectady in 1925 and remained with the outlet until the establishment of the video operation in 1939.



MARKHAM

WPIX Newsreel Sold To N.Y. Utility Firm

Consolidated Edison Co. has become the first public utility in New York to enter tele on a regular basis. Firm has signed with WPIX for sponsorship of the News outlet's TelePIX newsreel six nights a week, beginning Sept. 11, it was announced by Robert L. Coe, station manager.

Deal covers an hour of time a week as the five-minute reel is aired twice nightly, once at 7:15 and again just before sign-off.

Con Edison plans an extensive promotion and advertising campaign for the reel. Bill inserts, billboard and truck posters and window displays are among the media to be used.

TelePIX is produced by a WPIX staff of twelve, under supervision of Walter Engels, Joseph Johnston and Howard Heller.

BBD&O is the agency for the electric company.

Joins ABC-TV Web

Effective today, WFMY-TV, Greensboro, N. C., will become affiliated with the television network of ABC. A Metropolitan class station operating on Channel Two, WFMY-TV is owned by the Greensboro News Company. Gaines Kelley is manager of the new ABC-TV affiliate.

Only One Station In 13 Cities On Cable

Flock of new advertisers and programs slated to make their debut on cable this fall, coupled with the fact that most of last season's commercial stanzas have been renewed, has again pointed out to the industry the strong need for additional outlets in many one and two station cities on the coaxial cable network.

The situation has brought new complications and headaches to network sales departments because in most cases at present delivery of stations is the major selling point in placing a new program.

When the freeze on new stations was originally imposed a year ago, it had been hoped that new outlets would be ready to go on the air this coming winter. This is out of the question now, and with the freeze still in effect it may last two years before newly-licensed outlets begin operation.

During many time periods next season there will be three and perhaps four commercials on the air at once. Only one can be carried on the full interconnected hookup, with the others seen on considerably smaller networks.

Of the 21 cities now connected by AT&T, 13 have only one station. Only New York, Chicago and Washington have four or more stations, enough for full time affiliation with one of the four webs. Boston has two stations, one of which, WBZ-TV, takes only NBC shows. The same applies for Cleveland where WNBK is owned by NBC and the other three webs share time on WEWS.

Detroit, Baltimore and Philadelphia have three stations each.

Carpet Firm To Sponsor Wrightson Show On CBS

C. H. Masland & Sons, rug and carpet manufacturers of Carlisle, Pa., has signed with CBS for sponsorship of the "Masland At Home Show," a quarter-hour weekly stanza starring Earl Wrightson and featuring the Norman Paris ensemble.

Aired Wednesdays, 7:45 p.m., beginning Sept. 14, program will be supervised by Jerry Danzig, associate program director of the web. Bob Bach will script the show.

Anderson, Davis and Platte, New York, is the agency for Masland.

Cameo Buys On WFIL-TV

Philadelphia—Cameo Curtains has signed with WFIL-TV for a spot series for 13 weeks beginning Aug. 25.

The Week In Television

Color Question Takes Industry Spotlight

The question of color assumed new importance as CBS began daily polychrome transmissions in New York on its regularly-assigned Channel 2. WMAR-TV, Baltimore, and WMAL-TV, Washington, received FCC permission for color experiments as did RCA. Latter firm will use Channel 10 in Camden, N. J., but will employ an electronic system. . . . Proponents of immediate adoption of color were scored by John W. Craig, Crosley general manager, who warned against any system which, "passable for the moment, might shackle future color development." . . . Four webs agreed on cable allocations through the end of the year after two weeks of meetings with AT&T. WOR-TV had demanded full network participation, but a compromise was effected whereby time would be made available to the Mutual flagship when it goes on the air. . . . FCC turned down requests from both parties for hearings on the sale of KLAC-TV from Dorothy Schiff to Warner Bros. . . . Influx of Hollywood name personalities into the New York TV picture was seen growing in the fall because of slow progress of commercial tele on the Coast and poor quality of film recordings. . . . FCC postponed hearings on UHF and color until Sept. 26. . . . RCA sold its first theater tele installation to Fabian's Brooklyn Fox Theater. It marked the first permanent TV installation by an independent theater group.

NEW BUSINESS

WGN, Chicago: Bell Savings and Loan Association, Chicago, started sponsorship of a daily station break for 52 weeks July 20. M. M. Fisher Radio Associates, Chicago, handles the account. The Lutheran Laymen's League, St. Louis, Mo., will renew "The Lutheran Hour," Sunday, 11:30-12:00 p.m., for 52 weeks from September 25, through Gotham Advertising Co., New York. Maywood Park Trotting Association, Inc., will sponsor 96 participating and station break announcements from Aug. 8 through Oct. 22. Batten, Barton, Durstine and Osborn, Inc., Chicago, handles the account. Through Erwin, Wasey and Co., N. Y., Lydia E. Pinkham Medicine Co., Lynn, Mass., will sponsor 15 one-minute announcements weekly for 13 weeks from Aug. 1. Old Ben Coal Corp., Chicago, has renewed for 6 weekly one-minute announcements for 13 weeks from July 25. Dancer-Fitzgerald-Sample, Inc., Chicago, is the agency.

Don Lee Network: The Quaker Oats Company will sponsor "The Man On The Farm" on 17 Mutual-Don Lee stations (Saturdays, 12:30-1:00 p.m., PST) for a period of 52 weeks starting August 27. Sale was made by Mutual, New York; Sherman & Marquette, Inc., is the agency handling the account; Lydia Pinkham Medicine Company will sponsor "Rise and Shine" on the full Don Lee network (Wednesdays & Fridays, 6:45-7:00 a.m., PST) for a period of 13 weeks beginning August 3. Erwin, Wasey & Company is the agency servicing the account; Newest Don Lee TV advertisers include the Zeeman Clothing Company who will sponsor 3 one-minute film spots in "Telenews" for a period of 52 weeks starting July 14; the Fred Totten Dance Studios who will sponsor "Totten Teaches Taps" (Fridays, 5:50-6:00 p.m., PST) for a period of 26 weeks starting July 29. Chemicals, Inc., has purchased 2 one-minute film spots on behalf of "Vano."

Testing Store Broadcasts In Chicago Grocery Store

Chicago—The first installation of an independently-owned grocery store in the Chicago area has just been completed by Consumers Aid to provide shopping music and information via FM station WMOR. Myron Lewis, director of Consumer's Aid, announced recently.

The Milwaukee - Central Super Market, a member of the Centrella (Central Grocery Co-op) chain, is owned by Joseph Cinquegrani. One of the largest super-markets on the northwest side of Chicago, it is acting as guinea pig for the entire chain of several hundred stores.

Lewis commented that this test project was the first of a series of independent grocery market installations which will ultimately become available to all Chicagoland independent super markets.

SOUTHWEST SIDELIGHTS

NEW transcribed series titled "American Serenade" has made its debut over KABC, San Antonio, and will be heard for 30 minutes each Sunday afternoon. The airings are sponsored by American Hospital and Life Insurance Co., with its headquarters in San Antonio. A heavy schedule of spot announcements has also been placed on KABC. This marks the first time for the sponsor in radio. Account is handled by the Pitluck Advertising Agency, San Antonio.

The FCC has authorized a new standard broadcast outlet for the Blake-Formby Broadcasting Co., at Snyder, which will operate with 500 watts daytime on 1280 kilocycles and to cost an estimated \$24,222. Principals in the group are John Blake and Marshall Formby each with 50 per cent interest. The duo also own and operate KPAN, Hereford, on a similar basis.

Eugene Nolasco has joined the sales staff of KCOR, San Antonio, according to an announcement made by William P. Smythe, general manager of the outlet. Nolasco will handle Spanish language accounts here.

A contract for sale of KPLT, Paris, has been entered between the North Texas Broadcasting Co., licensee of the outlet and the North Star Broad-

casting Co., subject to FCC approval. A. G. Mayse, president of the North Texas Broadcasting Co., made the announcement of the proposed sale contract. Officials and owners of the new group are Boyd Kelley, president; Julian L. Hill, vice-president and Lewis O. Seibert, secretary-treasurer. Outlet operates with 250 watts on 1490 kilocycles full time and is local ABC outlet and affiliated with Texas State Network.

Strength of radio signals received from FM stations in San Antonio, Houston, Temple and Dallas, will be studied in the University of Texas' electrical engineering laboratory in Austin. Result of the survey will be used in allocating FM and television channels in this region.

A new quiz show is being aired nightly from Club Seven Oaks, San Antonio, night club over KONO, San Antonio. Each night a melody of four mystery tunes are aired during the regular half-hour broadcast. Patrons in the club may also participate and if they answer correctly in a given time are guests of the club and its owner Col. B. F. Chadwick. Radio listeners answering correctly are rewarded with passes for four to the night club. There are no stubs to save, no letters to write. It's all very simple and easy.

PROMOTION

Ile de France Tieup

Allen Prescott, on his program "New York Tonight," on July 2 introduced his listeners to some of the activities surrounding the return of the Ile de France to transatlantic service. The French liner received a gala Manhattan greeting on her first post-war arrival in New York July 27. Prescott will broadcast from the ship the following night as she is docked at Pier 1 in the North River. Prescott will set up his WJZ mike in the glamorous Cafe de Paris, which is a combination cabaret and lounge decorated by the finest artists of France. Following the broadcast, the French Line will entertain 1,200 guests including members of the government and society at a formal dinner party and supper.

"Straight Arrow" Tieup

Mutual's "Straight Arrow" program producer Ted Robertson, assistant, Ray Kemper, and a crew of radio soundmen will record authentic Indian background at the Inter-American Indian ceremony at Gallup, N. M., August 11-14.

The program men plan to take and photograph "top secret" trick routines for use in the "Straight Arrow" series which will return the air in September, three times weekly.



14.3 Hooper
rating on **WHAM**
ROCHESTER, N. Y.

"WHO'S TALKING?"

Listeners actually hear
Celebrities give clues about themselves

plus A MERCHANDISING "HOOK" THAT
GUARANTEES TRAFFIC TO THE SPONSOR

Now available in a few markets — Wire or Phone

HAL TATE RADIO PRODUCTIONS

360 NO. MICHIGAN AVE. • CHICAGO, ILL. • Phone RAndolph 6-6650

SAY RCA HAS NEW COLOR-TV SYSTEM

Markham Confirmed As NAB Video Head

Confirmation of the appointment of G. Emerson Markham, manager of WRGB, Schenectady, N. Y., as head of the Video Division of the National Association of Broadcasters, came in an announcement from NAB headquarters in Washington yesterday. The Markham announcement was forecast in yesterday's edition of RADIO DAILY.

Markham, who has been associated with General Electric radio and television activities since 1923, will

(Continued on Page 7)

Chalmers Gets Promotion With K. & E. Agency

William A. Chalmers, account executive for Ford Motor Company at Kenyon & Eckhardt agency since January, 1948, has been named vice-president and radio director of the agency; it was announced yesterday. In his new post Chalmers will succeed Leonard F. Erikson who resigned effective this week. Erikson is expected to announce a new association within the week.

Heidt, F.B.I., Upped In 'New' Hooper Ratings

Horace Heidt and "This Is Your F.B.I." moved up from their respective 8th and 15th positions in the previous Hooperatings to 2nd (10.5) and 3rd (9.8) places in the July 30th "first-fifteen" Hooper report, with Walter Winchell retaining his first-place spot (15.5).

Among other evening program ratings, "Stop the Music" came up from number 10 position to number

(Continued on Page 8)

Investigating

London—An extensive study of British Broadcasting Corp., is being made to ascertain what kind of a system Britain should have when the BBC charter expires in 1951. Lord Beveridge is heading the investigating committee which will also probe the present licensing system, which has been the subject of much criticism in recent months.

Tel. Survey Reveals TV Sales Competition

Tip off regarding competition in TV receiver sales and price cutting came during a telephone survey made by a RADIO DAILY reporter yesterday.

Ten retail radio and TV stores in New York City were called. In each instance inquiry was made regarding the retail price on a standard model table TV set. The inquirer spoke as a prospective set buyer.

Replies were evasive but in most cases the caller was invited to visit the store for "special discount sales."

ABC Power Increases Hi-life Net Report

Power and facilities gains by ABC affiliates since the first of this year have risen so sharply that the network covers 97.9 per cent of all radio homes during the day and 98.6 per cent of all radio homes at night, according to a report yesterday by Ernest Lee Jahncke, ABC vice-president in charge of stations.

The network surveyed its recent

(Continued on Page 8)

Gillette Will Sponsor Heavyweights On ABC

Radio sponsorship of the heavy-weight boxing bout between Ezzard Charles and Gus Lesnevich by the Gillette Safety Razor Company over ABC on Wednesday night, August

(Continued on Page 2)

Heavy Radio Campaign Set By Clothing Store Chain

Robert Hall Clothes will launch a 52-week, coast-to-coast campaign over an additional 35 stations, involving close to 1,000 full-minute spots per week and more than 200 ten- and fifteen-minute musical and news programs, beginning Sept. 5.

This expansion by Robert Hall, who has been channelling between 60 per cent and 65 per cent of his advertising budget into radio since 1937, will bring his commercials

Firm Believed Completing Experiments On Improved All-Electronic Plan For Presentation To FCC

Reveal Sale Details Of WOL, Washington

Washington Bureau of RADIO DAILY
Washington—Papers on the sale of WOL, Cowles station in Washington, to the present owners of WWDC, Washington, will be filed with the FCC tomorrow, it was learned here last night. Price for the MBS outlet is \$300,000, with a 20,000-watt FM station going along as part of the deal. Joseph Katz, Baltimore ad agency head, and Ben Strouse,

(Continued on Page 8)

CBC Board Meets; Considers Applicants

Montreal—"A new deal" for radio broadcasting in Newfoundland was requested the past weekend at a public session of the Board of Governors of the Canadian Broadcasting Corporation. The board also heard a variety of applications for in-

(Continued on Page 5)

Vandals Wreck Tower Of New Negro Station

Birmingham, Ala. — Vandals wrecked a \$5,000 steel tower erected for WEDR, new all-Negro radio station, here the past weekend. The

(Continued on Page 4)

Radio Corp. of America is completing experiments with a newly improved system of electronic color television, it was learned yesterday, and probably will stage a full-scale demonstration coincident with the FCC hearings on color and UHF slated to get under way in Washington, September 26;

(Continued on Page 7)

AFRA Petitions FCC In Labor Matter

The American Federation of Radio Artists yesterday filed a petition with the FCC in Washington asking for the revocation of the license of WATL and WATL-FM, Atlanta, Ga., charging the station of violations of the Wagner law and the Taft-Hartley act starting in 1946 and continuing to the present date. This action on the part of AFRA marks the first.

(Continued on Page 5)

FM Executive Committee Gets NAB Board Report

Washington Bureau of RADIO DAILY
Washington—The FM executive committee of NAB has been informed by its board liaison member of actions affecting FM broadcasting taken by the NAB board of directors, including:

Recommendations that publica-

(Continued on Page 5)

Great Expectations

CBS and the IBEW spent another day yesterday negotiating a new contract without reaching an agreement. Both sides will sit down at the conference table again today with expectations running high for agreement "very soon." The strike deadline, originally set for last Friday midnight, was set aside during current negotiations.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager.
Vickie Hebbard, Assistant.
360 No. Michigan Ave.
Phone: Randolph 6-6650

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FINANCIAL

(August 1)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Sports Program Renewed

Renewal of a five-minute sports commentary on the ABC network for 52 weeks was announced yesterday by the Champion Spark Plug Company. Program heard every Friday at 9:55 p.m., EDT features Marty Wismer, noted sports commentator.

Advertisement for WIBW featuring a map of Kansas and the text 'SALES MAGIC in the "/>

The Voice of Kansas TOPEKA
REN LUDY, General Manager

COMING AND GOING

D. W. THORNBURGH, erstwhile vicepres of CBS and now president of WCAU, has arrived in Philadelphia to take over his duties as head of the station.

BILL TUTTLE, vice-president of Ruthrauff & Ryan in charge of radio and television, and his wife, ALICE FROST, have returned from Europe on the Ile de France. Mrs. Tuttle will resume her role in "Mr. and Mrs. North."

CLAIRE HIMMEL, research director of WNEW, will leave Friday for two weeks of leisure in the Berkshires and Cape Ann on the Massachusetts coast.

GUY LEBOW, seen and heard on WPIX, is back at his desk following a vacation at Lake Ronkonkoma.

DICK KANE, script department writer at WNEW, will leave today for a short research trip to Washington.

MORTON M. SCHWARTZ, general sales manager of Tele-tone Radio Corp., has left by air for California, where he will survey market conditions among the company's West Coast dealers and distributors.

ROGER PRYOR, director of television at Foot, Cona & Belding, has left for a cruise on his boat "Whisler."

WILLARD SHADEL, Washington correspondent for CBS, will leave today by plane to cover the conference of the joint chiefs of staff planning the defense program for the Atlantic Pact.

JOHN W. O'HARROW, general sales manager of Fetzer Broadcasting Co., has arrived from Michigan for a week in New York on business. He'll confer with agency executives and his national reps.

JOHNNY BRADFORD, singer heard on NBC, has returned to Washington following a business trip to New York.

EMERSON BUCKLEY, associate music director for WOR, returned yesterday from a two-week ocean trip which took him to Cuba and Nassau.

FRANCES (SCOTT) and CHARLIE BASCH, of Basch Radio and Television Productions, are back in town following a 10-day vacation in Maine and Canada.

Gillette Will Sponsor Heavyweights On ABC

(Continued from Page 1) 10, was announced yesterday at ABC headquarters in New York. The broadcast will be from Yankee Stadium and will begin at 10 p.m., with Bill Corum and Don Dunphy at the mikes.

WBEN-FM Extends Time

Buffalo—WBEN-FM is now on the air from 1 p.m. to midnight every day. Four additional hours have been added to the station's program time because of added interest in frequency modulation radio in the Buffalo area.

The sale of additional FM sets has resulted in many requests for additional program service. WBEN-FM formerly was on the air from 3 to 10 p.m. The FM station will continue to duplicate the programs of WBEN, standard-broadcast station.

Joins ABC Sales Dept.

Peter M. Soutter, formerly of the Paul H. Raymer Company, has joined ABC as an account executive in the radio sales department. Charles Ayres, ABC's eastern radio sales manager, announced yesterday. Soutter also was associated with the J. Walter Thompson agency prior to three years service in the Army and rejoined the agency at the end of World War II.

Will Carry Hoover Speech

A talk by Herbert Hoover on the occasion of his 75th birthday will be carried transcribed by WOR, New York, on Aug. 10, 10-10:30 p.m. The former president will speak at Stanford University, Palo Alto, Cal.

Stork News

Mr. and Mrs. Charles Michelson are the parents of a son, their second child, born Thursday at Doctors Hospital, New York. Michelson is head of the transcription firm of that name.

Clothing Store Chain Sets Heavy Campaign

(Continued from Page 1) San Francisco, Calif.; Oakland, Calif.; Sacramento, Calif.; Portland, Ore.; Seattle, Wash.; Tacoma, Wash.; Denver, Col.; Rockford, Ill.; Grand Rapids, Mich.; Toledo, O.; Philadelphia, Pa.; Charlotte, N. C.; and Mobile, Ala.

Defense Is Topic On New CBS Series

Louis Johnson, U. S. Secretary of Defense, will inaugurate a series of five half-hour broadcasts on "The Nation's Defense" to be presented by CBS in cooperation with the National Military Establishment during the week starting Monday, Aug. 22, 10:30-11 p.m.

Speakers Listed

Other top officials to be heard on successive days are George F. Kennan, director of the State Dept. Planning Staff; Gordon Gray, Secretary of the Army; Francis P. Matthews, Secretary of the Navy; W. Stuart Symington, Air Force Secretary; Dr. Edward G. Nourse, Council of Economic Advisors; Sumner T. Pike, Atomic Energy Commissioner; Marx Leva, special assistant to the Secretary of Defense; Dr. Karl T. Compton, chairman, Research and Development Board, and Gen. Omar T. Bradley, Army Chief of Staff.

Diefenbach Is Manager Of WGKV, Charleston

Charleston, W. Va. — Henry V. Diefenbach, formerly with WCHS, Charleston, has joined WGKV, Charleston as general manager. He succeeds John S. Phillips.

Not a worry in the world



A little milk. A sunny day. Pleasant company. That's all it takes to make these puppies happy.

And when it comes to the rich Baltimore market, it's just as easy to make—and keep—your clients happy. You just let them tell their story on W-I-T-H.

You can do so much with so little on W-I-T-H! W-I-T-H produces low-cost results by delivering more listeners-per-dollar than any station in town. Get the full story from your Headley-Reed man today.

Advertisement for W-I-T-H featuring a stylized face logo and the text 'W I T H BALTIMORE, MARYLAND Tom Tinsley, President - Represented by Headley-Reed'

HERE'S THE ANSWER

to

A SPONSOR'S NEED FOR A NEW IDEA IN JUVENILE PROGRAMS

to

A station's desire for action-packed wonder-tales that hold week after week.

Listener tie-in following

to

PARENTS WHOSE WITS-END DEMANDS ARE FOR WHOLESOME SERIALS

MURDER **WITHOUT** VICE & DEATH
LUST CRIME & BLOOD
KILLING SEX-IMPULSE

It's the "CASTLE LAND of the SKY!"

Radio's most imaginative, thrill-packed serial ever offered to advertisers and stations.

A cast of millions.

Adventurous flying horsemen.

Knights in full armored regalia.

21 years in the making.

Drama, folklore, legends.

Pageantry, glamor, romance.

Giants, witches, princesses.

AND MOST SENSATIONAL OF ALL

"SQUAREFLYER," the jet propelled magic humming bird, with speed faster than light itself. Exotic. Super-natural.

A SUPER-PRODUCTION.

AGAIN IT'S

"CASTLE LAND of the SKY" presenting the greatest radio acting talent ever put together. An endless parade of new and exciting "WUNDER-TALES."

"A SERIAL WITHOUT A PEER"

Dynamic — Fast Moving — Thrilling

WRITTEN AND PRODUCED BY

GEORGE ELLSWORTH MELLON PRODUCTIONS, INC.

3315 WEST FIFTH STREET

LOS ANGELES 5, CALIFORNIA

"Producing Gems of the Universe."

WRITE FOR AUDITION RECORDS AND FULL PARTICULARS.

LOS ANGELES

By AL STEEN

NILS T. GRANLUND (NTG) and his talent search show on KTLA have been picked up by Olympic Television and the Bell Camera Co. The show will be co-sponsored by the two companies and may be kinescoped for Eastern stations. First sponsored telecast will be next Thursday.

Page Cavanaugh Trio's U. S. Marine Corps program, "It's the Tops," will be released to independent stations in addition to the ABC network hookup beginning in September. The 15-minute show now airs locally on Saturday mornings over KECA.

Announcement of another kinescoping or cinemascope process is expected this week.

Curries Ice Cream Co. will bow in with a marionette show on KNBH shortly. Titled "Adventures of Cyclone Malone," the program will be presented nightly Sunday through Thursday.

Two new writers have been signed for the Burns and Allen show. They are Sid Dorfman, a writer for "Amos 'n' Andy" last year, and Jack Crutcher, formerly of the "Blondie" and "Ozzie and Harriet" programs.

NBC's Smilin' Ed McConnell is fishing in the Northwest. His Saturday morning "Buster Brown Gang" show has been taped for the next few weeks.

KTTV held a press screening of three advance chapters of "Crusade in Europe," the reels having been flown from New York at the request of the station. The chapters are said to be the most thrilling of the series, dealing with the Normandy landings.

Jack Jennings has been named assistant sales promotion manager of ABC's Western Division under Norman Elson. Jennings has been in the ABC traffic department since December of last year.

Tony Stanford of the Young & Rubicam office here has been transferred to New York.

Vandals Wreck Tower Of New Negro Station

(Continued from Page 1)

210-foot steel tower toppled over when guy cables were cut.

J. Ed. Reynolds, president of the Magic City Broadcasting Company, which will operate the station, planned the opening for August 14. Destruction of the tower will delay the opening two weeks. In the meantime an armed guard is being posted at the transmitter site to guard against further destruction.

Reynolds said the station would be operated by Negro personnel for Negro listeners and its programming would be devoted to education, music and religious subjects. He added they planned no programming of a controversial nature.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Reorganization of NBC will prob'ly include complete divorcement of its radio and television departments, both in operation and sales. . . . Bill Spier, who replaced Arch Oboler on the NBC James Mason series, none too happy with the assignment, according to the way we hear it. (Which reminds us that at one stage of the hassle with the Masons, NBC almost switched to Chas. Laughton and his missus). . . . Current plans call for NBC to preem Geo. Jessel's "This is Showbusiness" in mid-September. . . . ABC dickering for the "Blondie" stanza being dropped by Colgate. . . . A video outfit with which Dr. Lee de Forest is connected (American Television, Inc.) is coming out with its own line of TV sets. Concern has up to now concentrated only on manufacture of parts and research. . . . Bob Burns working on an off-the-cuff type of informal airer (a la Will Rogers). . . . Aside to press agents: Ben Gross has added another Sunday col'm to his scripting chores—this one for out-of-town editions of the Sunday News. (With this addition, the dean of radio editors is now turning out 15 columns a week). . . . Couple out on the West Coast threatening CBS with legal action on the grounds that they were promised a live elephant on a give-away as a prize and never got same. (Seems like elephants aren't the only ones who don't forget!).

★ ★ ★ ★

● ● ● Kathi Norris and Eddie Dunn still debating what to do with the dollar they received in the mail from a listener to "Spin the Picture." Fan wrote: "This will swell the jackpot to \$6300, so that Kathi won't have to say \$6299 any more." Incidentally, the latest Stark-Layton package has already drawn several sponsor nibbles.

★ ★ ★ ★

● ● ● **WELL FOR TYPING OUT LOUD:** Meredith Willson's new TV'er is a visual display of the batoneer's abilities aside from music. His drolleries come under the head of refreshing. . . . Somebody, a friend or an agent, should tell Victor Borge that you need material for video. . . . Poet and anthologist Louis Untermeyer has, on recent airings, projected a mike manner befitting a merger of Groucho Marx and FPA. This man of letters would be an asset to any panel show. . . . We've just worked up enough courage to call him Guy Lombardo. . . . Add radio's most eligible bachelors: Ben Grauer, Robert Q. Lewis, Frank Farrell and Mel Allen. . . . Nice words are in order for Dave Garroway, whose television opus each Sunday from Chicago is just about the epitome of revue productions. . . . Successful disc jockey or no, Ted Husing, when we see him, brings to mind sports. Nobody in the history of broadcasting ever made golf, tennis, football and a marble championship a four-way triumph for himself. . . . Has it ever occurred to you that more money has been spent on the tablecloths at Shor's or Lindy's than has ever been expended on actual programming. . . . Among the personal managers, Martin Goodman has made the most strides. Representing the talent factories, Dick Rubin, of MCA, has shown that a ten-percenter can have the other ninety to make him a right guy. . . . Eddie Cantor's remarks to Niles Trammell on television rank with the spoken gems of '49.

★ ★ ★ ★

● ● ● **SMALL TALK:** Get Norman Livingston to tell you how he lopped off some 28 lbs. in less than a month and painlessly, too. . . . Ed Woodruff's video film distributing outfit, Cinetel Corp., readying a series of foreign films for TV. . . . Jim Boles being paged by two major film outfits for screen-testing. . . . This week marks 22 years since Ron Dawson descended the B'way stage for radio both as an actor and director.

CHICAGO

By HAL TATE

GREEN ASSOCIATES of Chicago is transcribing, for the third consecutive year, "Leahy of Notre Dame," to be syndicated throughout the country, as well as continuing productions of "The Chicago Bears Quarterback Show."

Irv Kupcinet, popular Chicago "Sun-Times" columnist, has signed through Lawrence Advertising, to do a weekly show titled "Kup's Column of the Air." Each Sunday at 10:30 p.m. over WMAQ, starting September 11, under a 13-week contract, "Kup" will present interviews with celebrities of all kinds, as well as feature news and gossip about Chicagoans. Turner Bros. Clothing Co., Chicago, is the sponsor.

Earl Nightingale will substitute for Jim Conway as announcer on "Shopping With the Missus," "A New Look at Life," and "Melody Lane" during Conway's vacation, July 31 to August 13.

Dennis Day, comedy and singing star of his own NBC program, will be host to newspapermen and trade representatives at a press conference on Aug. 4, when Day arrives in Chicago for a week's personal appearance at the Chicago Theater starting Aug. 5. Following the press meeting, he will be guest at a buffet dinner sponsored by the local RCA Victor dealers and his sponsors, Colgate-Palmolive-Peet Co.

Gunner Mykland of the WBBM sales staff will leave Friday, July 29 for a vacation in Colorado.

Jean Calhoun of the MBS Central Division Traffic Department, has returned from her vacation in Dayton, Ohio.

Jack Ryan, press chief, and Ted Mills, TV program director of NBC are vacationing, as is Dick Reiff of the MBS Central Traffic 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, Mg. Director N.Y. 19

CBC Board Meets; Considers Applicants

(Continued from Page 1)
Increased power of existing stations, the inauguration of new stations, and a request by the Canadian Association of Broadcasters for the revision of regulations relating to spot announcements and food and drug continuities. The meeting was held at the new CBC headquarters here.

J. L. Butler, representing what he described as the only successful commercial radio station in Newfoundland, opposed an application for a station operated by Wesley United Church in St. John's, for permission to operate on a commercial basis and to increase its power. He said he would like to express appreciation of "the democratic process now taking place today in connection with the meeting of the Board of Governors." Canadians like it for granted, he continued, but we in Newfoundland have not had any such experience, at least in the radio field, for the past 15 years. We have been governed by a dictatorship, though a benevolent dictatorship so far as radio is concerned. The applicant asked the government to agree to a power increase of the present station, operated by the Colonial Broadcasting System, Limited.

Alton Earle, for the Wesley United Church Radio Board, declared that throughout the 25 years the station has been operated it had provided widespread community service in addition to opening its facilities to other churches.

A. Davidson Dunton, chairman of the board of governors of CBC, presided at the session, at which an application was also made on behalf of the St. Jean Baptiste Society for a new station in order to broadcast educational and cultural programs to a wider audience than is now reached. The request included permission to operate on a commercial basis owing to the heavy cost of inauguration and operation of the proposed station.

Other governors present were J. J. Swlen, W. H. Phillips, Dr. G. D. Reel, F. J. Crawford, Rene Morin and Dean Adrien Pouliot.

Joins IMN Web

Salt Lake City—Gordon Owen, formerly national sales manager of the Housewives Protective League Division, CBS, has joined the Intermountain Network as a member of the executive staff. He will direct the IMN merchandising department, and organize and broadcast home-maker programs.

Will Air Dewey Speech

An address by New York's Gov. Thomas E. Dewey marking the 20th anniversary of Jones Beach will be broadcast by WHLI and WHLI-FM, Hempstead, Long Island, on Thursday. Broadcast of the proceedings will begin at 7:35 p.m.

SOUTHWEST SIDELIGHTS

BILL SHOMETTE will sub for Dick Perry as emcee of the "Young America Club" aired each Saturday over WOAI, San Antonio, while Dickey is on a much needed vacation. Ralph Fritz, assistant night news editor at WOAI is spending his vacation in the Rio Grande Valley.

The FCC has granted the assignment of the license of KHBR, Hillsboro, now held by the Hill County Broadcasting Co., composed of R. W. Calvert, W. N. Furey, each with 30 per cent interest and Ross Bohanon to a new partnership composed of Bohanon and William S. Snowden, who acquires 60 per cent of the outlet for \$12,000. A 20 per cent interest is being held for a general manager yet to be named. The outlet operates with 250 watts day on 1560 kilocycles.

A recommendation has been made to the FCC by an examiner that the application of the Metropolitan Broadcasting Co., of Alamo Heights, a suburb of San Antonio, be granted, and the application of the St. Mary's University of San Antonio, be denied. Both sought the facilities recently vacated by KMAC, San Antonio, 1240 kilocycles full time with 250 watts power. According to the examiner's report San Antonio has nine authorized outlets while Alamo Heights has none and the choice was made in the interests of equitable distribution of facilities.

A radio salute to the United States Military Academy at West Point was aired over WOAI, San Antonio, last Sunday on the regular broadcast of

Lackland's AFB's "Air Force Band of the West." The program honored the 30 cadets in training at Lackland for the first time in the 134-year history of the academy. Two of the cadets were interviewed on the program.

The assignment of the license of KBOR, Brownsville, has been requested from the FCC in a petition filed by the Brownsville Broadcasting Co., composed of Minor J. Walton W., Willis A., Vance C., and Kate Wilson and Herbert L. DeWalt. The license would be transferred to a new corporation of the same name and same members. Outlet operates daytime hours with 1,000 watts on 1600 kilocycles.

Bud Whaley, former KMAC, San Antonio, chief announcer now is disc jockey at KLEE, Houston, in addition to being manager there of a drive-in theater.

Ted DeHay, traffic manager of WFAA, Dallas, was interviewed by Julie Benell on WFAA and WFAA-FM. He discussed with Miss Benell how he schedules the radio programs heard by the listeners of the outlet.

Ilona Massey, star of stage, screen and radio, is currently appearing in "Bittersweet" at the State Fair Park Casino Starlight Operetta series. During her stay she was interviewed on the "Starlight Stars" program heard each week on WFA.

Robert T. Chrystie has been named new commercial manager for KLEE, Houston, coming here from a post at WFAK, Charleston, S. C.

FCC Will Probe Charges Against G. A. Richards

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday announced its decision to examine all basic issues involved in the charges that G. A. Richards used his three radio stations to present personal views through slanted broadcasts.

The Commission announced that it will hold hearings on the application to trustee voting control of Richards' stock in KMPC, Los Angeles; WJR, Detroit, and WGAR, Cleveland, to three prominent Michigan citizens not associated with the radio industry.

The Commission said it would consider simultaneously the application for renewal of WGAR's license, which expires Sept. 1, in the light of the same issues.

Labor Series On WCFL

Chicago—A new labor show originating from WCFL, 50,000 watt Chicago station, is "Quorum Call," heard each Sunday at 4:00 p.m. The new program consists of a round table discussion each week on current activities in Congress, and on pending legislation.

FM Executive Committee Gets NAB Board Report

(Continued from Page 1)

tions carrying information on rates be asked to include FM in their lists;

A recommendation that FM bands be built into television receivers;

Discussion of requests for improvement of FM receiver fidelity, simultaneous filing for AM and FM licenses, and surveys to be made by the NAB.

The report was made to Cecil Mastin, WNBF, Binghamton, N. Y., chairman of the FM executive committee, by Everett L. Dillard, KOZY, Kansas City, Mo., member of the NAB board and liaison member of the committee.

Plan Fall Meeting

Washington—The program of the Radio Fall Meeting of members of the RMA Engineering Department and the Institute of Radio Engineers, scheduled for Oct. 31 and Nov. 1 and 2, at the Hotel Syracuse in Syracuse, N. Y., is substantially complete, according to Virgil M. Graham, associate director of the RMA Engineering Department and chairman of the committee arranging the meeting.

AFRA Petitions FCC In Labor Matter

(Continued from Page 1)

time the union has attempted to invoke the aid of the FCC in settling labor disagreements.

Stations involved in the AFRA complaint are wholly owned by J. W. Woodruff, Columbus, Ga. The Atlanta local of AFRA has been on strike at WATL since the first of the year, and IBEW engineers have not been passing the picket lines.

It is charged that Woodruff refused to bargain with AFRA and IBEW during 1948 and this alleged unfair practice caused the current strike. Other alleged violations of labor relations are also listed.

A. Frank Reel, national assistant executive secretary of AFRA, who signed the complaint, declared yesterday "the union is determined to take similar action in the case of any other radio employers who deliberately and consistently violate the labor laws of the land." Reel claims precedent for the action in the holding of three Federal judges in the WOV Mesta case, where the action of the FCC in refusing a license on somewhat similar grounds involving the Food and Drug act administrative procedures was upheld.

Landon Would Sell Denver Radio Station

Washington Bureau of RADIO DAILY

Washington—Alf M. Landon Friday applied to the FCC for permission to sell station KTLN, Denver.

Landon, 1936 Republican Presidential candidate, has arranged to sell the station to Leonard Coe, owner of KLVC, Little Rock, Ark., for \$45,000.

Landon said Denver is too far away from his home in Kansas. Among his other business interests are two radio stations, at Liberal and Leavenworth, Kansas.

Send Birthday Greetings To—

- August 2
 - Bob Burns John Kieran
 - Clark Ross Mary Eaton
 - Jim Berry Johnny Coons
 - Dusty Miller
- August 3
 - Ray Block Paul Carson
 - Gaylord Carter Johannes Steel
 - Rosemary Lyons Jones
 - Robert Emmet Dolan
 - John S. Young Schaffer Goodrich
- August 4
 - Henry Dupre Floyd Holm
 - Alan Kent Frank Luther
 - Carson Robison Earle Tanner
 - June Travis Hal Tate

SAN FRANCISCO

By NOEL CORBETT

MAURY BAKER'S KGO-TV Promotion Department is going all out to make the Bay Area fully conscious that "Hopalong Cassidy" is on Friday nights for Butter-Nut Breads. Latest gimmick is a "colt-naming" contest. He or she who comes up with a suitable name for "Hoppy's" new pinto pony gets an air trip to Hollywood and a look-see on the studios there.

Linn French is back from her Mexican honeymoon. Linn publicizes KCBS. Husband is James French, local lawyer.

Car dealer Horstrader Ed has taken over sponsorship of the Tuesday-Thursday-Friday editions of Ira Blue's "Adventures in Sports" on KGO. Sherman and Shore handle the account and Vincent Francis closed the deal for the station.

Fred H. Fidler, vice-president and cost manager for the J. Walter Thompson Company, spoke before the Eighth Stanford Business Conference this week. His subject was "Television and Other New Tools and Requirements in Today's Market."

Ken Langley now has tickets on sale for the bay cruise that will highlight the AFRA National Convention. Date is Friday the 26 and the tab is five bucks.

From KFBK, Sacramento, comes word that Frank Allen, Bert Barry and the rest of the boys are getting in their vacations quick-like so they'll be well rested up for the big State Fair which comes in September.

Milt Blake has an okeh from his doctor and will soon be back at the KLX mike.

Irma Ross has left KGO to take a job with the Overseas Branch of the Army in Tokyo. She's being replaced in the auditing department by Terry Weidemann.

FCC Commissioner Would Reverse Decision

Washington Bureau of RADIO DAILY
Washington — Commissioner Paul A. Walker recommended Friday reversal of the FCC order revoking the license of station WIBS, San-turce, Puerto Rico.

The Commission ruled last November that Jose Del Valle had filed false statements with the Commission, and had failed to notify it that he was being financed by three friends instead of through a bank loan, as he had originally stated.

Walker held that Del Valle, who is only 30 years old, had been "caught in a chain of circumstances over which he had little control," had failed to report promptly the financial aid given him when the bank loan did not materialize only because of his inexperience, and that he, therefore, should not be penalized.

NETWORK SONG FAVORITES

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

Survey Week of July 22-28, 1949

TITLE	PUBLISHER
A Wonderful Guy.....	Chappell
Again	Robbins
And It Still Goes.....	Shapiro-Bernstein
Baby It's Cold Outside.....	E. H. Morris
Bali Ha'i.....	Chappell
Don't Call Me Sweetheart Anymore.....	A-B-C
Dreamy Old New England Moon.....	Leeds
Everywhere You Go.....	Lombardo
Fiddle Dee Dee.....	Harms
Five Foot Two, Eyes Of Blue.....	Feist
Forever And Ever.....	Robbins
Four Winds And The Seven Seas.....	Lombardo
How It Lies, How It Lies, How It Lies.....	E. H. Morris
Huckle Buck.....	United
I Don't See Me In Your Eyes Anymore.....	Laurel
It's Summertime Again.....	Republic
Just One Way To Say I Love You.....	Berlin
Kiss Me Sweet.....	Advanced
Let's Take An Old Fashioned Walk.....	Berlin
Lover's Gold.....	Oxford
Maybe It's Because.....	Bregman-Vocco-Conn
Merry-Go-Round Waltz.....	Shapiro-Bernstein
My One And Only Highland Fling.....	Harry Warren
Riders In The Sky.....	E. H. Morris
Some Enchanted Evening.....	Chappell
Song Of Surrender.....	Paramount
Swiss Lullaby.....	Southern
There's Yes Yes In Your Eyes.....	Witmark
Weddin' Day.....	Famous
Who Do You Know In Heaven.....	Robbins
Younger Than Springtime.....	Chappell

Second Group

TITLE	PUBLISHER
A Room Full Of Roses.....	Hill & Range
A Wedding In The Park.....	Regent
"A"—You're Adorable.....	Laurel
Everytime I Meet You.....	Feist
Ev'ry Night Is Saturday Night.....	Broadcast Music
Homework.....	Berlin
It's A Great Feeling.....	Remick
Just For Me.....	Melody Lane
Look For The Silver Lining.....	T. B. Harms
Lora Belle Lee.....	Sanly-Joy
Love Is A Beautiful Thing.....	Porgie
Now Now Now Is The Time.....	Fremart
Now That I Need You, (Where Are You).....	Famous
Out Of Love.....	Henry Spitzer
Similau.....	Campbell
So In Love.....	T. B. Harms
Someday You'll Want Me To Want You.....	Duchess
Someone To Love.....	Warren Publications
Twenty-Four Hours Of Sunshine.....	Advanced
Two Little New Little Blue Little Eyes.....	E. H. Morris
You're Breaking My Heart.....	Mellin
You're So Understanding.....	Barron-Pemora

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

AGENCIES

ROBERT SMALLEY, formerly copy chief for Kenyon & Eckhardt, has been named director of copy at J. M. Mathes, Inc.

KENYON & ECKHARDT has been named to handle advertising for the Beech-Nut Packing Co., starting Sept. 1. Coffee, gum, and baby foods are included.

HERBERT W. COHEN, formerly with Redfield-Johnstone, has joined Sternfield-Godley, Inc., as an account executive.

COLLINS, CUSICK, SCHWERKE & WILD have moved to new and larger quarters in the Transit Tower Building in San Antonio. Completely remodeled and redecorated, the new suite is designed to streamline the agency's operations.

On European Assignment

CBS correspondent Willard Shadel flies to London today to join the U. S. Joint Chiefs of Staff, who will tour Europe to help map defense plans for the Atlantic Pact nations. Shadel will remain in Europe for about two weeks, and during that time will be heard on regular Columbia Broadcasting System news programs via short wave.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 · BALTIMORE, MD.

TELEVISION DAILY

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

RCA TO SHOW ELECTRONIC COLOR

TELE TOPICS

ON RADIO, Meredith Willson does a folksy-type show, relaxed, informal and very amusing, and the same description applies to his TV stanza which bowed on NBC Sunday nite. Operating from the steps of a front porch set, Willson very capably made the transition from sound to sight. Two brief bits—one on singers' gestures and the other about stage movements—were fine visual humor, although the latter lost much of its effectiveness through faulty direction. In fact, production throughout the half-hour was at a pretty low level, with misplaced cues and too much audience panning disrupting what should have been a smoothly-flowing continuity. In addition to Willson and his singing group, program included two top-notch acts—the Florida Trio and Alice Pearce. . . . Easy-to-take Jello commercials were on film, with Willson, unseem, doing a fine job on the sincere-type spiel. Scripted by Jay Franklin Jones, program was produced and directed by Bill Brown. Young & Rubicam is the agency.

RECEIVER PRICES are still on the way down as new lines continue to make their appearance, all offering more picture for less money. Trend will continue and there probably will be still further drops by fall. . . . Ted Granik's American Forum is slated to return to NBC next month, perhaps as a simulcast. . . . Ted Nemeth made the film opening and closing for Goodman Ace's "Ruthie On the Telephone" which bows on CBS Sunday, for Philip Morris. Ruth Gilbert and Philip Reed play the leads and Fred Rickey directs. . . . DuMont's WDTV, Pittsburgh, is acknowledging all listener mail with a membership card for the station's "Pioneer Viewers Club." Promotion originated with a single announcement before the Walcott-Charles bout and drew 19,000 pieces of mail. . . . Ken Murray's show starts on CBS Sept. 16 in the 9-10 p.m. slot. . . . Mike Sklar's "Dead Of Night" will be showcased on Program Playhouse over DuM tomorrow nite.

A LOCAL REALTOR is taking orders for a "Television Home," a ranch-type house in Manhasset, L. I., featuring a built-in RCA receiver. . . . Latest intelligence from abroad reports over 141,000 receivers in Great Britain and 5,000 in France, the only countries in Europe with stations on the air. . . . Charles Sanford, who worked on the Admiral Broadway Revue last season, has replaced Al Goodman as musical director on the Olsen & Johnson show. . . . Allen Funt will try to let out a haunted tourist cabin on "Candid Camera" Thursday nite. . . . To unload slow-moving household gadgets, a department store bought time on WTMJ-TV, Milwaukee. Sales of such items as a shortening leveller, water sprinkler and an orange peeler rose sharply up to 250 per cent and higher.

Goal Of Two Million Sets Seen Assured

Achievement of the industry-wide production of over two million receivers during 1949 seems virtually assured following announcement by RMA that more than 1,000,000 sets were turned out during the first six months of the year. The six-month figure exceeds slightly total production for 1948.

RMA members reported production of 160,736 sets during June to bring their total for the first six months to 913,071. Output of non-members brings the industry total well over the million mark, it was said.

Of the total reported by RMA members, 591,482 were table-model receivers.

RMA TV Meet Postponed

Max F. Balcom, chairman of the RMA tele committee, has postponed a scheduled meeting of the group until Aug. 16, following action by the FCC postponing the UHF hearings until Sept. 26. Originally scheduled to meet today, the RMA group will discuss the proposed UHF allocations and will receive a report on color from a special engineering department committee.

Brewery Sets Spot Drive

Minneapolis — The Minneapolis Brewing Co. has bought video spots on WTCN-TV to advertise its Grain Belt Beer. BBD&O handles the account. The contract runs through Sept. 11, 1950.

Markham Confirmed By NAB As Association's Video Head

(Continued from Page 1)

take up his new post in Washington in September. Co-incident with the Markham appointment it was announced that NAB had added 17 subscriber members among TV stations since the first announcement was made of the new Video Division of the industry organization.

A member of the board of directors of the Television Broadcasters Association, Markham will be in New York City today to confer with TBA officials, and to submit his resignation as an officer of the organization.

His resignation from WRGB becomes effective Sept. 1. No successor

to Markham has been chosen as yet.

Washington Bureau of RADIO DAILY

Washington—Justin Miller, president of NAB, commenting yesterday on the appointment of G. Emerson Markham as head of the association's video division, said NAB could have found no one "better qualified by experience, temperament and interest" for the job. He satisfies, Miller continued, "in every respect the specifications of the NAB board of a shirtsleeve operator."

He expressed thanks to GE for releasing Markham for the NAB post.

Still Talking

Hollywood—Parleys for television film control were continued yesterday by Screen Actors Guild and AAAA without any agreement being reached. Indications last night were that negotiations will continue for a few more days. It is understood that SAG is opposed to the splitting of control over film acting in video unless SAG can exercise major portion of control, the guild feeling that it has the greater stake in the issue because of the permanency of film.

Nov. 27 Kickoff Set For KTLX, Phoenix

Washington Bureau of RADIO DAILY

Washington—Following action by the FCC reinstating the TV construction permit of KPHO (AM), Phoenix, Ariz., Rex Schepp, president and general manager of the station, announced that the video operation, KTLX, will begin Nov. 27. Station originally was scheduled to go on the air a month later.

Transmitter and tower of KTLX will be located in the Westward Ho Hotel in Phoenix. Building is now being reinforced preparatory to the erection of a 280-foot mast, slated to be completed about Oct. 1.

Studios and offices will be located in a new building to be constructed directly adjacent to the hotel. Transmitting equipment is already en route from the DuMont plant in Passaic, N. J.

KTLX will operate on Channel 5.

Report Firm Has Improved System To Show FCC

(Continued from Page 1)

although, as one highly placed RCA official said, "everyone in the organization from the General on down has virtually sworn to secrecy about color," it was reported that RCA's present experimental color transmissions on Channel 10 in the Philadelphia-Camden area are using the improved electronic system.

It was reported also that RCA will maintain official silence on color until its representatives appear to testify before the Commission. Firm's position at that time, after demonstration of the improvements, will be that progress is being made toward an all-electronic color system, but that it is not yet ready for commercial use, it was said.

Exhibit Two Years Ago

The last RCA color demonstration was held two and a half years ago in Princeton. At that time, CBS was pressing for adoption of its mechanical scanning color system, and the RCA systems was shown at the conclusion of heated hearings before the FCC in New York. Position of RCA, DuMont, Philco and others at that time was that black-and-white tele was ready for public use and should not be held up for color.

In showing its electronic polychrome system, RCA said, in effect, that electronic color was far superior to mechanical scanning, but was not yet ready for commercial development. A similar statement is expected from the company at the upcoming hearings.

On March 18, 1947, the Commission turned down the CBS request and gave the go-ahead to commercial black-and-white. Rejection of the CBS petition was based on two main points: (1) Lack of adequate field testing, and (2) "There may be other systems of transmitting color which offer the possibility of cheaper receivers and narrower band widths that have not yet been fully explored."

WLW-T Up Air Time; Adds Two Hours, Live

Cincinnati — WLW-T has added two hours of live programming daily to its program schedule, effective Aug. 1. The station now goes on the air at 1:45 p.m. instead of 3:45. Including test pattern time, WLW-T will be on the air about 11 hours and 19 minutes each day, with about eight hours of programs scheduled.

Reveal Sale Details Of WOL, Washington

(Continued from Page 1)

WWDC general manager, control the buying combine, and will put WWDC on the market for earliest possible sale.

Present WWDC call letters will be shifted to WOL, with new call letters to be required for what is now WWDC. The Transit Radio franchise now operating through WWDC-FM will be shifted to what is presently WOL-FM, it was said, with call letters there to be shifted also.

There was no certainty about network affiliation. WWDC has been a profitable operation as an independent, and Strouse is reported to be reluctant to carry a high proportion of MBS programs if it means slicing off much of his local time sales. The whole question of affiliation is still under discussion.

The sale will mean an important power boost for Strouse and Katz, whose present operation on the 1450 band is with 250 watts unlimited. WOL, on the 1260 band, operates with five kilowatts, unlimited.

WOL was acquired five years ago by Cowles brothers in a swap for WMT, Cedar Rapids, Iowa. Cowles brothers now say they would like to concentrate on their other station holdings—WNAX, Yankton, S. D.; KRNT, Des Moines, and WCOP, Boston.

RMA President Appoints School Equipment Comm.

Washington Bureau of RADIO DAILY

Washington — Members of the RMA School Equipment Committee, which in cooperation with the U. S. Office of Education has published three reports for school use, were appointed this week for the 1949-50 year by president R. C. Cosgrove, as follows:

A. K. Ward, of the RCA Victor Division, Camden, N. J., succeeds Lee McCanne, of the Stromberg-Carlson Co., Rochester, N. Y., as chairman following McCanne's resignation. Sydney Jurin, of Tele King Corp., New York, is secretary.

Other members of the committee are assigned to three operating sections as follows: Classroom Receiver Section: Maurice Levy, CHAIRMAN—Emerson Radio & Phonograph Corp., New York, N. Y.; Lee McCanne—Stromberg-Carlson Co., Rochester, N. Y.; Sydney Jurin—Tele King Corp., New York, N. Y. Sound Equipment Section: A. R. Royle, CHAIRMAN—Stromberg-Carlson Co., Rochester, N. Y.; H. Scott Killgore—Collins Radio Co., Cedar Rapids, Ia.; A. Shanes—Talk-A-Phone Co., Chicago, Ill.; A. V. Samuelson—Operadio Mfg. Co., St. Charles, Ill.; George Silber—Rek-O-Kut Co., Long Island City, N. Y. Television Section: John H. Gunzenhuber, CHAIRMAN—Western Electric Co., Inc., New York, N. Y.; Fred Fischer—Westinghouse Electric Corp., Baltimore, Md.; Dana Pratt—RCA Victor Div., Camden, N. Y.

Seeks Frequency Change

The Lake Superior Broadcasting Co. (WDMJ), Marquette, Mich., Friday filed an application with the FCC for a CP to change frequency from 1340 to 1320 kc and increase power from 250 w to 1 kw.

COAST-TO-COAST

WXLW News Items

Indianapolis, Ind.—Indiana's first man of sports, Gene Kelly, has been named general manager of WXLW AM and FM. This is his first commercial radio managerial post. Shirl Evans has been appointed to the position of program director in line with a complete revision of program policy at WXLW, and Milton Lewis has been added to the station's announcing staff. He was formerly associated with W SUA from 1946 to 1948.

WENT Gen. Mgr. Resigns

Gloversville, N. Y.—Dale Robertson who has been general manager of WENT since 1945 resigned his position effective August 1st. George F. Bissell prexy of WENT will assume active management of the station and Roger Albright formerly of WJEJ has been named as assistant manager.

Glasgow Joins WLAC

Nashville, Tenn.—WLAC has appointed Wayne B. Glasgow to its advertising sales force effective August 8. He has been associated with Eastern airlines for eight years and for the past two and a half years served as Eastern's district traffic manager with headquarters in Nashville. He was recently presented with a distinguished service award by his company for winning the airline's annual sales contest.

Long to Resign from KCBQ

San Diego, Calif.—Dean Long, former production manager and chief announcer at KCBQ, CBS affiliate (formerly KSDJ) has announced his resignation effective September 1st. He was associated with WWL before coming to San Diego. His future plans call for the immediate organization of Tel-Ra Productions to locate in San Diego.

WISN To Air Unique Teenagers' Discussion

Milwaukee — WISN, Milwaukee, broadcast a program unique in the history of broadcasting on Saturday, July 30 at 3:30 p.m. and again on Aug. 1 at 9:30 p.m., when its "Your Question Please" teenage discussion show featured a panel of six boys from Waukesha Wisconsin School for Boys, a state correctional institution.

Tell of Experiences

The boys gave the teenagers advice on how to stay out of trouble and parents advice on how to help their children lead wholesome happy lives, advice based on the boys' own unfortunate experiences. The program, entirely unrehearsed, was transcribed at the institution with Miss Gertrude Puelicher, who normally handles it, as moderator. A group of persons including the Milwaukee chief of police, and the

WWJ Staff Appointments

Detroit, Mich.—Mary Jo Peterson has joined the staff of WWJ where she will handle public service programs. John E. Hill has been named to the post of program manager with WWJ and FM. Donald DeGroot is now the public affairs manager of WWJ, WWJ-FM and WWJ-TV.

Additions to KFJ Sales Staff

Wichita, Kans.—According to a recent announcement, John Primm and Judith Dodson have been added to the local sales force of KFJ and FM. Primm comes to the station from Nashville, Tenn., where he was sales manager of the E. W. Peek Publishing Company. Judith Dodson was recently associated with The Wichita Eagle in the display department and began her career in advertising with Hahne & Co., Newark, N. J.

Soap Box Derby

Cleveland, Ohio—The 12th annual soap box derby got off to a flying start July 31st and as it has in the past, WTAM carried the opening ceremonies. NBC star Dennis Day, Thomas A. Burke, Mayor of Cleveland and several civic dignitaries acted as officials. Handling the mike chores was WTAM's Tom Manning who has had the honor since the races started in 1933. He was assisted by Gordon "Skip" Ward, station announcer.

"Connie Mack Day"

Portsmouth, Ohio—Several special broadcasts were aired by station WPAJ and FM last week on the occasion of "Connie Mack Day" which was observed in Portsmouth. Mack, who is owner and manager of the Philadelphia Athletics, was honored by local civic and service clubs at a luncheon. The "grand old man of baseball" was the principal speaker and his talk was recorded and broadcast by WPAJ that evening.

Videon Shown In N. Y. By Reeves Studios

A new entertainment system for home, theater, organization and tavern use, combining the latest advances in both TV and audio engineering was shown for the first time last week in New York by the Reeves Soundcraft Corp. Called Videon, this new entertainment unit offers among other facilities, a 9,072 square inch picture. Hazard Reeves, president of the company stated that through the employment of the same scientific principle of magnification that is now used in the Mount Palomar telescope, Videon obtains for the first time revolutionary brightness and clarity in projection-type TV.

district attorney at Children's Court, declared that they were definitely impressed after hearing a special audition.

ABC Power Increases Hi-lite Net Report

(Continued from Page 1)

growth as a tie-in with the announcement that KRMG, the 50-kw Tulsa station, will join ABC on Oct. 1. KRMG will supplant KOME as the network's Tulsa affiliate. The latter station is now a 250-watter.

Since Jan. 1, 1949, total daytime wattage of ABC affiliates has increased to 1,158,350, an increase of 14.8 per cent, Jahncke said, while nighttime power has risen to 882,957 watts, a 10 per cent gain. And he added: "Because of its glamour and the fact that it is the country's newest postwar industry, the progress of television has been watched and reported on far more closely than that of radio. During this same period of television growth, radio has grown even faster than television and more radio homes have been added than television homes during this same period. With this in mind, ABC is continuing to encourage facilities and power improvements among its radio station affiliates in order to provide both intensive coverage of the country's buying centers as well as the widest national coverage possible."

Heidt, F.B.I., Upped In 'New' Hooper Rating

(Continued from Page 1)

4 (9.8) to equal the "F.B.I." rating. "Mr. Keen" slipped one point to take the number 5 spot with 9.1.

The remaining ratings follow:

6. Louella Parson	8.5
7. Our Miss Brooks	8.4
8. Take It or Leave It	8.1
9. Crime Photographer	8.0
10. Sam Spade	8.0
11. Mr. District Attorney	8.0
12. Drew Pearson	7.9
13. Mr. Chameleon	7.8
14. Fat Man	7.6
15. Curtain Time	7.5

The Average Evening Home Using Sets of 21.0 reported was up 1.4 from last report, up 1.7 from a year ago. The Average Evening Rating was 5.3, up 0.6 from last report, up 0.3 from a year ago.

Available Homes were 70.0 which was up 3.4 from last report, down 0.3 from a year ago. The current Total Evening Sponsored Hour Index was 37¼ as compared with 43½ last report and 46¼ a year ago.

'Lanquæ' Group Meet Scheduled Mon. Aug.

The first committee meeting of the Foreign Language Quality Group will be held Monday, August 8 at the offices of WOV, New York. Ralph N. Weil of WOV is chairman of the committee, which was organized last month. Other committee members are Frank Blair, WSCR, Scranton; George Laske, WBMS, Boston; William Jor, WJLB, Detroit, and Samuel Sagor, WSCR, Cleveland Heights, Ohio.

NAB WILL REVAMP DISTRICT MEETINGS

Name Awards Comm. For 'Hall Of Fame'

The Committee on Awards for the "Radio Hall of Fame" was announced yesterday by NBC's William S. Hedges, president of the Radio Pioneers Club.

The Committee, whose function it will be to recommend various persons for their contributions to radio broadcasting, includes: chairman, Mark Woods, ABC prexy; vice-chairman, H. V. Kaltenborn, NBC news commentator; Walter Evans, president of Westinghouse Radio

(Continued on Page 2)

Albert Signed By NBC As Exclusive AM-TV Star

Eddie Albert, star of "Miss Liberty," has signed an exclusive contract with NBC for all his radio and TV activities, the first of which will be a new AM series of half-hour daytime programs, five times per week, beginning in early September.

The radio series, not yet titled, will be an informal variety show featuring music, anecdotes and occasional guests. Production and direction will be handled by Bob Wamboldt, of NBC's Chicago staff, working in New York.

Titled English Conductor Will Produce Music Series

Sir Thomas Beecham, celebrated English conductor, will be heard this fall on WQXR, New York, in a series of transcribed musical programs produced by Towers of London, Ltd.

The series will consist of 26 programs. (Continued on Page 2)

Giveaway Marathon KO's Contestant

Hollywood—Middle-aged Frank B. St. John started off his one-week vacation, armed with tickets to 70 giveaway shows for the purpose of earning a little extra dough-re-me.

According to ABC's Walter Kiernan, the man could not stand the strain of more than 20 shows and was completely tuckered out at the end of five days. His net profits: \$150 in merchandise. He recuperated in bed over the weekend, enjoying his prizes: trying on a dozen pairs of nylons, reading by a floor lamp and eating a case of beans. He is breaking in his new shoes this week.

Despite his ordeal, St. John commented that he is a "glutton for punishment" and will try again next week.

Spot Campaign Set For Paramount Pix

Paramount Pictures has scheduled a \$100,000 radio spot campaign as part of its promotion for "My Friend Irma," which is said to be the most extensive radio exploitation ever arranged for a motion picture.

In addition to the spots, Paramount. (Continued on Page 3)

Florists Seeking Plugs For National Flower Week

The Society of American Florists has hopefully sent broadcasters a booklet titled "Flower Facts and Fancies" in connection with National Flower Week. (Continued on Page 2)

MPAA To Ask Commission For Theater-TV Allocations

The board of directors of the Motion-Picture Association of America, more generally known to the public as the MPAA, or "the Johnston office," yesterday instructed the association membership to petition the FCC to hold hearings for the purpose of reserving and allocating high-frequency channels for theater-television service. Indications are that member com-

Emphasis To Be On Local Radio Sales; Regional Broadcasters Leading In Business Discussions

CAAB Ends Confab With Promotion Plug

The Columbia Affiliates Advisory Board wound up its two-day session yesterday at CBS headquarters with a special resolution commending the network's "brilliant 1949 program promotion in support of the greatest schedule of programs ever to be carried by any radio network."

A special feature of the CAAB meeting was a joint-session with the (Continued on Page 3)

Radio Citation Included By Freedom Foundation

Radio programs and other forms of the spoken and written word will compete for \$84,000 in cash prizes, medals of honor, and certificates of merit to be awarded by Freedoms Foundation, Inc. for expressions of "The American Way of Life."

The Foundation's rules stipulate (Continued on Page 2)

Extension To WXYZ-TV Upheld By Appeals Court

Washington—The U. S. Court of Appeals yesterday upheld the FCC in its decision to permit WXYZ, Detroit, an extension of time in which (Continued on Page 6)

Washington Bureau of RADIO DAILY
Washington—Complying with an ultimatum from AM broadcaster members that NAB must aid them in maintaining radio's prestige as a medium and help them increase sales at a local level, Justin Miller, president, is prepared to conduct the new series of NAB district meetings on "a grass roots level" when the conference gets under way this fall, RADIO DAILY learned yesterday.

District directors and local broadcasters will virtually take over the (Continued on Page 5)

Write Bill To Kill Tax On Tape-ET Imports

Rep. Arthur Klein, (D. N. Y.), in Washington this week will introduce a bill to exempt from the 20 per cent import duty tape-recorded broadcasts from overseas. NAB has been working with Klein on the matter, holding that duty is discriminatory. The duty is levied on tape manufactured in this country, then sent out and brought back with recorded (Continued on Page 3)

Local Drive Planned By Belt Manufacturer

The Hickok Manufacturing Co. will use recorded radio spots as part of its largest national campaign to date on behalf of the "Profile Initial Buckle."

Kastor, Farrell, Chesley & Clifford, (Continued on Page 2)

New Courses

Arlington, Texas — When the 34th long session of the Arlington State College opens here on Sept. 12, among the courses to be offered will be one on radio and television production. The college this summer has installed complete television and radio production laboratories. Several original college plays have been done on WBAP-TV, Ft. Worth.

Salute

Radio, stage and screen stars headed by Bob Hope and Jane Russell will salute the 159th birthday of the U. S. Coast Guard in a special broadcast over WCBS tomorrow from 10:30 to 11:00 p.m., EDT. Recorded program will also include musical greetings from such stars as Spike Jones, Dorothy Shay and Jerry Colonna.

(Continued on Page 7)



Vol. 48, No. 23 Wed., Aug. 3, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

6425 Hollywood Blvd. Phone: Gladstone 8436

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

CHICAGO BUREAU Hal Tate, Manager.

Vickie Hebbard, Assistant. 360 No. Michigan Ave. Phone: Randolph 6-6650

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

FINANCIAL

(August 2)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Arthur W. Chafey

Reading, Pa.—Arthur W. Chafey, 51, died suddenly of a heart attack last week in his home, 52 Upland Ave., Wyomissing Hills. For a number of years he was associated with WEEU and WRAW, and recently had been a salesman for the Bright Sign Company.

Gets Cancer Fund Citation

WMGM, New York, has been cited by the National Cancer Foundation for distinguished services during the 1949 Fund appeal. The citation was signed by Abbott Kimball, president.

KGW and KGW-FM PORTLAND, OREGON COMPLETE SCHEDULE SIMULTANEOUS SERVICE REPRESENTED NATIONALLY BY EDWARD HEITZ & CO.

★ COMING AND GOING ★

EDDIE CANTOR and wife, IDA, today will fly from Cannes, on the Riviera, to Paris, where they will join MARY MARGARET McBRIDE in a full-hour, two-way broadcast to New York which will be heard over WNBC from 11 a.m. to noon. Stella Karn will handle this end of the program. The Cantors plan to return to New York on August 10.

FORTUNE POPE, executive vice-president and general manager of WHOM, has returned from a business trip to Washington.

CATHY MASTICE, radio, video and stage singer, has returned from Montreal, where she appeared at the Carousel Club.

CARL YOUNG, FRANK ANZALONE, BEN LAZARUS, HAROLD KANE, AL MAHLER and BERNIE STAHL—all engineers at WMGM—are vacationing here and there.

JOHN SINN, executive vice-president of the Frederic W. Ziv Co., has left for Hollywood to discuss new transcribed and television packages with several motion picture players in the film capital.

JACK GROGAN, production manager at WNEW, is back from a three-week vacation trip. He drove from Phoenix, Ariz., with his wife, BLYTHE MILLER.

VICTOR McLEOD, television producer at NBC, has arrived in Hollywood to survey the film capital, seeking scripts and talent for the forthcoming Autumn series of "Chevrolet On Broadway."

JEAN CUBA, of the Cinetel Corp., video film distributing concern, is back at his desk following a business trip to South America.

CARLTON WARREN, staff announcer at WOR, who is also a lieutenant commander in the U. S. Naval Reserve, is spending two weeks of active duty with a destroyer division in the Atlantic Ocean. They are carrying out training maneuvers in Canadian waters.

THE THREE SUNS, having finished a Summer engagement at New York's Roosevelt Grill, have left for a one-week appearance at the Steel Pier in Atlantic City, from which point they'll be heard on the air.

Name Awards Committee For "Hall Of Fame"

(Continued from Page 1)

Stations, Inc.; William Paley, CBS prexy; O. B. Hanson, v-p and chief engineer of NBC, and Lowell Thomas, CBS news commentator.

The Pioneers Club will hold a business meeting and luncheon in October, the exact time and place to be announced soon.

Florists Seeking Plus For National Flower Week

(Continued from Page 1)

al Flower Week, Oct. 30 to Nov. 6. Useful information contained therein includes the fact that the beefsteak begonia may be identified by its shaggy leaves with red undersides, and that, in the love language of flowers Stephanotis, to the horticulturally hep, means "Will you accompany me to the East?"

Local Drive Planned By Belt Manufacturer

(Continued from Page 1)

Inc., is handling the campaign, which also includes national magazines, newspapers, motion picture slides, and direct mail.

Stork News

Louis Teicher, assistant to the director of program operations at CBS, is the father of a girl born Monday to Mrs. Teicher at French Hospital. Newcomer, who weighed in at seven pounds, 12 ounces, will be called Susan.

Allen Ludden, emcee of NBC's educational program for teen-agers, "Mind Your Manners," is the father of a seven-pound, 11-ounce daughter, named Martha Ann, born July 31.

Canton, Ohio—Ray Crowl, sales representative at WHBC, Canton, is the father of a boy, Jeffery Wright, born July 24 at Mercy Hospital in that city.

Radio Citation Included By Freedom Foundation

(Continued from Page 1)

that "... Any American may nominate his own material or the material of another..." Dr. Harold E. Stassen, president of the University of Pennsylvania, will serve as non-voting chairman of the awards jury. Don Belding, chairman of the executive committee of Foote, Cone & Belding, Los Angeles, is president and acting chairman of the Freedom Foundation Executive Committee. Entries postmarked before Oct. 1, 1949, will be included in the 1949 judging.

Titled English Conductor Will Produce Music Series

(Continued from Page 1)

grams, each running 55 minutes, and titled "Sir Thomas Beecham Turns the Tables." The programs will be offered for local sponsorship, with exclusivity in each area.

Listening Audience Drop Indicated By Nielsen List

Chicago — The average listening audience for all evening, once-a-week programs dropped 17 per cent for the week of June 19-25, as compared to the preceding report week of the National Nielsen-Ratings. The average for all daytime multi-weekly programs was "off" only 6 per cent from the previous Nielsen report.

Lux Radio Theater again held first place in the listings, with a rating of 16.1. Other ratings were: (2) My Friend Irma, 12.8; (3) Walter Winchell, 11.9; (4) Mr. District Attorney, 11.3; (5) Crime Photographer, 10.9; (6) Mr. Keen, 10.7; (7) Suspense, 10.7; (8) Our Miss Brooks, 10.4; (9) Godfrey's Talent Scouts, 9.9; (10) Bob Hawk Show, 9.5; (11) First Nighter, 9.4; (12) Lum 'N' Abner, 9.4; (13) Adventures of Sam Spade, 9.4; (14) This Is Your F.B.I., 9.3; (15) Inner Sanctum, 9.3.



Spotlight

There's a gang of skaters on that ice... but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spotlights... we still feel pretty good every time smart time buyers ask "How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big town. And the reason could only be that W-I-T-H produces more listeners-per-dollar-spent than any other station in town.

That's a big fact to keep in mind at budget time.



WITH

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

Direct Sales Pitch Reported Gaining

Nibbles from more than 100 radio stations and about ten advertising agencies have been reported by Donald Withycomb, president of Direct Radio Sales, Inc.

Calls It "Liaison"

Withycomb, who describes his firm's role as one of "liaison" between stations and manufacturers, said that extensive billings are indicated for the fall. Toymakers, he said, in particular, have expressed interest in the "direct sales" form of radio merchandising.

Such merchandising in the past has been the center of heated controversy within the industry, some segments maintaining that "direct sales" methods "cheapen" the value of advertising, and others maintaining with equal vigor that such methods are completely sound and legitimate.

Text Of Letter

The latter opinion is seconded by Withycomb, who released to RADIO DAILY the following statement on his firm's operations:

"It is unfortunate that some people in the industry completely misunderstand the objectives and purposes we have in mind. Every effort of ours will be directed to assist the stations in obtaining additional revenue through the direct sale to the consumer of legitimate quality merchandise which is priced fairly and produced by manufacturers whose reputations and integrity are above reproach.

"It is a known fact that for many years radio stations in all parts of the country have been selling merchandise to the public on a direct to the consumer sales approach. In too many cases the articles which were offered for sale fell in one or all of the following categories: 1. Greatly overpriced; 2. Inferior quality; 3. Misrepresentation of products.

"As explained in our recent letter to the stations, our plan specifically protects them from becoming involved in any such difficulties. Every product which we accept is carefully investigated as to quality, design, durability, usefulness and competitive price value. The suggested radio continuity which we prepare is restricted to known facts which will bear all scrutiny and investigation. Because we are dealing only with legitimate manufacturers of quality merchandise, the samples sent to the radio stations will always be identical with the products purchased by the public. It is only fair to say that no single individual is qualified to state which item will definitely sell well by radio or through any retail outlet. The public holds the answer to that problem. If the article is of good quality, attractively priced, and is intelligently presented by the station, it is reasonable to assume the buyers will develop confidence in the station which consistently offers such products.

"It is difficult to understand why any radio station should be criticized for participating in a phase of retail sales which will not only promote good will within its service area, if this activity is properly handled, but which will enable the station to increase its revenue and thus expand its activity in the field of public service.

"On the question of Station Representatives I would like to make one point emphatic. It will be quite satisfactory to us if any radio station requests us to clear samples, suggested continuity and payments through the office of their National Representative. It must be understood, however, that the maximum commission payment to the station is 30 per cent of the retail price. Under our plan, if any of our merchandise fails to produce sufficient mail orders, the station certainly has the right to drop the announcements and replace the article with one which they believe will bring more satisfactory results."

Antiquity

Romo—"America's Town Meeting" was stooped in antiquity when it met with modern Romans at the Municipio on Capitoline Hill (the Campidoglio) where Romans met in town meetings more than 2,500 years ago. The boll atop the Municipio was rung to call similar meetings during the Middle Ages. The A-T-M program will be aired by ABC, August 9.

CAAB Ends Conference With Promotional Plug

(Continued from Page 1)

CBS Program Promotion Clinic at which a complete outline of the net's Fall campaign was presented. Prexy Frank Stanton; Hubbell Robinson, v-p and director of programs, and John Karol, sales manager, were the principal speakers at a joint CAAB and Promotion Clinic luncheon.

The CAAB resolution also stated: "The 178 constituent independently owned stations represented by this Board are urged to expand all possible effort on support of the CBS Fall promotion campaign so that the values of the Columbia Fall program offerings may be brought fully to the American people, to the end that the widest possible circulation for these outstanding programs may be achieved."

Other Activities Listed

Other CAAB activities included the reading of a report on proposed FCC television re-allocations by Adrian Murphy, v-p and general executive, and William B. Lodge, v-p and director of general engineering; a report on the progress of the CBS Television Network to-date by Herbert V. Akerberg, v-p in charge of station relations, and a report on Columbia's Washington office by Earl Gammons, v-p in charge of Washington office. A cocktail party and dinner was held on Monday evening. Mark Ethridge, publisher of the Louisville Courier-Journal, was the guest speaker at the dinner.

The CAAB sessions yesterday were highlighted by three talks by CBS executives. John Karol, sales manager, discussed the "encouraging sales picture"; Hubbell Robinson, Jr., v-p and director of programs, gave a report on the activities of the network's Program Department, and Davidson Taylor, v-p and director of public affairs, delivered a report on CBS public affairs broadcasts.

Improvement Featured In High-Voltage Coupler

To provide that safe insulation factor required of controls used in TV, oscillograph and other high-voltage circuits, Clarostat Mfg. Co., Inc., Dover, N. H., announces an improved high-voltage-coupler feature in conjunction with most types of Clarostat controls on special order.

Spot Campaign Set For Paramount Pix

(Continued from Page 1)

mount has worked out an elaborate joint promotion plan for the film with CBS. "My Friend Irma" is based on the CBS dramatic serial of the same name. Max E. Youngstein, director of national advertising, publicity and exploitation for Paramount, met yesterday with Victor Ratner, CBS vice-president in charge of sales promotion and advertising, and 125 promotion men of CBS affiliates to discuss local tie-in campaigns.

Further plugs for the film will be provided by Dean Martin and Jerry Lewis, on NBC, and by guest appearances of Marie Wilson, the star.

Hit FCC Move To Control Radiation Machines' Use

Washington Bureau of RADIO DAILY Washington—The FCC yesterday reported receipt of a flock of protests from Government and private agencies alarmed by its proposal for more stringent control over restricted radiation machines. Among those objecting were the Atomic Energy Commission, which is concerned over the possible effect on some electrical machinery in its plants; REA, the Department of Interior, Bonneville Powder Administration, the NEA and the Intercollegiate Broadcasting Assn.

Write Bill To Kill Tax On Tape-ET Imports

(Continued from Page 1)

programs on it. In effect, said NAB, this is a tax on the spoken word as well as on the manufactured product.

The tape is presently used, NAB explained, for foreign-language shows, special events and entertainment shows. The tax is on the production cost of the tape as well as on the physical value of it, which makes import of such recordings too high for most broadcast purposes.

Brought In Under Bond

"Such programs as are now being brought in," NAB explained, "are brought in under bond under the temporary free importation provision whereby the tape has to be destroyed or sent out of the country within six months."

Common practice is to re-transcribe on to duty-free tape before destroying the imported tape.

If motion picture companies were taxed on the same basis, NAB said, it would cost \$40,000 to import a feature costing \$200,000—instead of the \$120 it costs today. The reason for the discrimination is that the duty is levied under the terms of legislation passed in 1930, before tape recording was seen as an important process.

For Profitable Selling—Investigate

WDEL

WILMINGTON
DELA.

WGAL

LANCASTER
PENNA.

WKBO

HARRISBURG
PENNA.

WRWA

READING
PENNA.

WORK

YORK
PENNA.

WEST

EASTON
PENNA.



STEINMAN STATIONS
Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

CHICAGO

By HAL TATE

INDPENDENT Metropolitan Sales has opened offices in Chicago at 75 East Wacker Drive, and appointed Jack Mulholland its manager. Independent Metropolitan Sales now represents WHHM, Memphis, Tenn.; KSTL, St. Louis, Mo.; WXLW, Indianapolis, Ind.; KITE, San Antonio, Texas; WFTW, Fort Wayne, Ind.; WWSO, Springfield, O.; WIKY, Evansville, Ind., and WACE, Springfield, Mo.

Sunday, July 24th became "Buccaneer Day" at the Railroad Fair here when WLS's Barn Dance stars, Captain Stubby and the Buccaneers, played at the Rock Island Railroad's Rocket Village. In addition to the regular fair crowds, the Buccaneers' Fan Club turned out en masse for the show.

Mr. and Mrs. Don Brinkley are the parents of a son, Jeffery, born July 26th. Mr. Brinkley is assistant program director at WBBM.

ABC's "Ladies Be Seated" crew will make its fourth annual journey to the Illinois State Fair at Springfield, Ill., for a series of five broadcasts, Monday, Aug. 15 through Friday, Aug. 19, at 2:00 p.m., CDT. Tom Moore is m.c., and the program is produced by Phil Patton and announced by Don Ward.

Ralph Brent, WBBM sales promotion manager, left July 27th for New York, where he will attend a Promotion Managers Clinic and trade press conference. He will return Aug. 8th.

Nine first prize winners of the Rubin Store's "Stars of Tomorrow," broadcast on WGN, WGNB and WGN-TV at 9:00 p.m., Sundays, will compete on August 7th for a Hollywood screen test, a television set, a \$500.00 savings bond and a round-trip—all expense paid trip to Hollywood.

The National Safety Council in Chicago has requested a copy of John McCormick's recent discussion of "Hot-Rod Drivers" which he gave on his WBBM program "Matinee at Midnight" recently. The council praised the disc jockey for his interest in accident prevention and added "everyone has been very favorable to your discussion."

I. E. Showerman, NBC vice-president in charge of the Central Division, left last week for a business trip to New York.

Wedding bells for Bill Brewer, NBC Chicago spot salesman, who married Virginia Sherman on July 23, and for Lillian Fertig, NBC Chicago spot sales secretary, who will marry Richard Braun on August 27.

Hal Miller, WBBM producer, is taking Hooper White's place as producer of WBBM's "Shopping With the Missus" during White's vacation, July 31 to Aug. 20.

Jack Ryan, NBC Chicago press boss will go to New York on business next week.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** The very amazing Mary Margaret McBride introduces another innovation on her stanza today by doing a complete two-way hour broadcast from Paris. Her guest will be Eddie Cantor and upholding the local end will be her faithful friend, manager and mentor, Stella Karn. . . . Philco using full pages in New York dailies to tout their new built-in electronic antennas on the company's fall line of TV sets. . . . MCA, hit by a declining band biz, has salesmen out selling commercial radio transcriptions these days. . . . Dropping of "Vic and Sade's" TV serial after a three-week test drew a flood of protests at the NBC switchboard the other p.m. Viewers were asking why the stanza on the Colgate Theatre had been replaced by a movie. . . . Xavier Cugat is the second name personality to consider setting up a tax free business corporation in Puerto Rico. Ed Gardner, of "Duffy's Tavern," was the first to recognize the corporation tax saving by locating in San Juan—but he's still gotta convince his staffers of the advantages of living there. . . . Admiral Radio looking for an inexpensive video package after their splurge last season.



● ● ● Young Philip Willkie learned what it was like to "Meet the Press" last week when Lawrence E. Spivak (a permanent member of the newsmen's panel) asked him for the kind of fact which defies political tact. Leery of the query, Willkie said: "That's a very difficult question, Mr. Spivak." "On the contrary," shot back Spivak. "The question is very easy. It's the answer that's difficult."



● ● ● **OUT OF MY MIND:** Did'ya ever see a greater salesman for Coca Cola than Morton Downey? Mort never sits at a table unless there's a bottle of the stuff in full view. . . . To some folks the Ballantine commercial may be rhythmic joy—but to this character the jingle is monotonous and annoying. . . . Of all the songs Kate Smith has done right by down through the years we wouldn't choose "God Bless America" or her theme if we had to pick her finest effort. It'd be a rather obscure ditty called "Will You Still be Mine." . . . The best refutation for slurs against the speech of New Yorkers is that for all his erudite, sonorous and diction-perfect mouthings, Milton Cross is a product of Manhattan's school system. . . . If we had our way, Hank Morgan would be permanent male-defender on "Leave it to the Girls." Underplaying his lines as he does, the guy is merely wonderful. . . . The average whodunit comes across as a "defective story." . . . If you haven't the time to digest the evening newspapers, Morgan Beatty's crisp NBCComments are a compact substitute. . . . Any conceited male who thinks sock ad libbing is restricted to the male sex should lend both ears to the distaff side's top representatives—Arlene Francis and Eloise McElhone. . . . Jack Eigen's mystery critic's calling of the hits and misses tops anything in that line. You can "make book" on his selections. . . . And tops in video is Larry Schwab, Jr.'s superb production and direction of "The Clock." Grade-A thriller stuff. . . . For our limited dough, one of the best buys in TV today is Morey Amsterdam—a gent loaded with talent who doesn't "wear out" his audience.



● ● ● **SMALL TALK:** Ted Granik's video forum on NBC taking a few weeks summer hiatus and returns in the fall. . . . Show of the Month, Inc., may bankroll John Chapman's WPIX theatrical interview series. . . . WHOM increasing its number of Spanish language broadcasts. . . . With 10, 12, 16 and 18 inch television screens, Robert Q. Lewis claims that nowadays a screen test merely consists of having your face measured for size.

LOS ANGELES

By AL STEEN

KFWB again will broadcast the Fall schedule of the Los Angeles Dons football team, at home and on the road.

CBS's Studio A is being converted into an exclusive television studio, to be ready in September for the tele debut of the Ed Wynn show.

KFI's Mary and Henry Hickok, who now do 12 radio and television shows every week, may add a 13th to their list shortly.

Judd Holdren, Beverly Campbell, Ann Zika, Shirley Vernon and Mary Castle will play the leads in Jerry Fairbanks' new video film commercials for Splice Laboratories.

"California Caravan" moved to KHL-Don Lee network on Sunday. California Medical Association is sponsoring for a 52-week period.

Jean Wagner, Bob Hope's script girl, is leaving Young & Rubicam to marry Frank Beach of Les Brown's orchestra.

Washington Women On WRC Radio Program

Washington Bureau of RADIO DAILY Washington — Ten prominent Washington women will be guest commentators on Nancy Osgood's WRC radio program while the latter takes a two-week vacation.

Mrs. Charles F. Brannan, wife of the Secretary of Agriculture, took over Monday's program for Miss Osgood while the rest of the schedule includes Esther Van Wagener Tufty, head of the Tufty News Bureau heard yesterday; Mrs. Claude Pepper, wife of the Florida Senator (Aug. 3); Mrs. Harris Ellsworth, wife of the Oregon Congressman (Aug. 4); Mrs. India Edwards, Executive Director, Women's Division, Democratic National Committee (Aug. 5); Christine Sadler Coe, Director, Washington Bureau, McCall's Magazine (Aug. 8); Sonia Stein, Radio-Television Editor, Washington Post (Aug. 9); Hope Ridings Miller, Special Magazine Writer (Aug. 10); Mrs. Ken Regan, wife of the Texas Congressman (Aug. 11) and Drucie Snyder, daughter of the Secretary of the Treasury and Television Commentator (Aug. 12).

1906 1949

Henri
CONFISEUR

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

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

NEW BUSINESS

WGN-TV, Chicago: Power Optical Co., Chicago, is sponsoring two weekly one-minute film announcements for 52 weeks effective July 18. Malcolm-Howard, Inc., Chicago, is the agency. Allen B. DuMont Laboratories, Inc., Passaic, N. J., is sponsoring "Talent Jackpot," Thursday 8:00-8:30 p.m., for five weeks effective July 19. Kroehler Furniture Co., Chicago, will sponsor 6 weekly one-minute film announcements for 52 weeks, effective August 1. Henri Hurst and McDonald, Inc., Chicago, is the agency. George S. May Co., Chicago, for Tam O'Shanter Country Club, will sponsor 18 one-minute film announcements during the Tam O'Shanter tournament, Aug. 5-13. L. M. Fisher Radio Associates, Chicago, is the agency. Kaiser-Frazer Corp., Willow Run, Mich., will sponsor 3 one-minute film announcements weekly for 13 weeks from July 26. William H. Weintraub and Co., Inc., N. Y., handles the account.

WFIL, Philadelphia: Oscar Mayer Sack Co. will sponsor a five-minute daily news program for 52 weeks starting Sept. 1. Sherman and Marquette placed the business. . . . The Dinton Restaurant chain will sponsor a five-minute slice of the "LeRoy Miller Show" Monday-Saturday, starting Aug. 8, for 13 weeks. Earle A. Buckley is the agency.

WNBQ, Chicago: WNBQ reports renewals and new orders accounting for a total of 286 station breaks and one-minute announcements. The largest single order was placed by the Borden Company (dairy products) through Young & Rubicam, Inc., for three film station breaks per week for 52 weeks, starting July 22. The Salerno Megowen Circuit Co., through Schwimmer and Cott, Inc., contracted for two film station breaks weekly for 52 weeks starting Aug. 8. A 13-week renewal order for one station break weekly, effective August 16, was placed by C. Johnson and Son, Inc. (wax) through Needham, Louis and Brorby, Inc. The Postner Chain Corp. (jewelry), through A. W. Lewin Co., contracted for one station break per week for 13 weeks starting Aug. 1. The American Cigarette and Cigar Co. (Pall Malls), through Sullivan, Gaffer, Colwell and Bayles, ordered two one-minute announcements weekly for 13 weeks starting August 2. The Chicago Downs Association, Inc., operators of the Sportsman's race track, contracted to sponsor the 11:15-11:30 p.m., CDT, Monday through Friday sports program with Don Elder and a transcribed description of the running of theature night harness race at Sportsman's. The contract was effective July 18 for four weeks. James S. Earns Associates is the agency. Wilson and Co. (meat products), through Ewell and Thurber, ordered four-week renewal of the Wilsones, transcribed musical program, Mondays through Fridays at 11:45

NAB Revamps Dist. Meetings; Emphasis On Local Selling

(Continued from Page 1)

NAB district meetings when they get under way. The plan calls for discussions on the business side of radio with members being given an opportunity to learn the sales techniques of fellow broadcasters on a community level.

Heretofore district meetings have largely been conducted by executives of NAB from Washington with talks and roundtable discussions on the various departmental activities of the organization. This approach will be dispensed with and only Justin Miller, president; Maurice Mitchell, director of Broadcast Advertising Bureau, and Robert K. Richards, public relations director, will be heard. C. E. Arney, secretary-treasurer, will serve as administrative co-ordinator at the meetings.

With BAB scheduled to aid the broadcast members in promoting radio as medium with a view of increasing sales, district meetings will stress local selling and local sales approach.

Rankin Named To Post

In line with NAB's streamlining, Judge Miller yesterday announced the appointment of Forney A. Rankin as director of the department of government relations. The government relations department was created by the NAB board of directors when it reorganized the association last month.

In announcing Rankin's appointment, President Miller said, "the problems of the broadcaster in his relationship to the Federal government have become numerous and complex during recent years, especially as concerns frequency allocation and assignment—both on the domestic and the international levels—so that the need for the closest possible contact with those agencies and officials of the government concerned with radio matters has correspondingly increased."

Judge Miller broadly outlined the functions of the new department as including legislation affecting radio in general, and broadcasting in particular; government policy in the freedom of information field; frequency allocation and assignment; the programming services of the

a.m. to 12:00 noon, starting July 25. The program features Johnny Duff and his orchestra and singers Tommy Port and Marilyn. The General Motors Corporation—Buick Division, through the Kudner Agency, ordered eight station breaks to be aired August 9 and 10. The Hudson Motor Co., through Brook, Smith, French and Dorrance, Inc., contracted for five station breaks weekly for two weeks effective July 17.

The Atlantic and Pacific Tea Co. ordered 22 one-minute spot announcements for broadcast between July 18 and 29. The order was handled direct.

government; international conferences and broadcasting activities of representatives of foreign countries in the United States, and the short-wave broadcasting services of the United States.

Formerly With State Dept.

Rankin has had many years of radio experience in the government service and in private industry. Before joining the NAB he was with the international broadcasting division of the State Department. Previous to that he had been in radio and public relations for the office of Inter-American affairs in the Republic of Colombia.

As director of government relations, Rankin will continue to head up NAB's participation in international matters. In this connection, Judge Miller said: "The NAB interests in the international field are greater at this moment than ever before. The NARBA conference is scheduled for September in Canada and the fate of the entire Atlantic City convention and radio regulations is by no means certain. The traditional U. S. pattern of broadcasting may be profoundly affected by what happens at the international level within the next two years."

SAN FRANCISCO

By NOEL CORBETT

ROBERT VAN NORDEN, account executive with Brisacher, Wheeler and Staff, closed the deal to put the "Hopalong Cassidy" film on KGO-TV for Butter-Nut Bread. Gayle V. Grubb, the station's manager has spotted the show, starring Bill Boyd, Friday nights at 7:30.

Bob Garred, on behalf of CBS, presented sponsor and advertising men a birthday cake after his newscast celebrating the eleventh birthday of the Peter Paul Newscasts. The candy show is heard five days a week on CBS regional network.

Here 'N' There . . . Dick Barnett, writer-producer, has been added to the KNBC production staff . . . Quality Laundry of Oakland has bought a series of one-minute spots on KGO-TV. The quickie films will precede the Tuesday night ball games. Ad Fried Agency placed the business.

Sponsoring Wayne King

Frederic W. Ziv Co., producers of transcribed radio shows, announces that the Rushmore Mutual Life Insurance Co., has signed a four-year contract to sponsor Ziv's "Wayne King Show" via KOTA, Rapid City, South Dakota.

SMALLER PRESSINGS + MORE PROGRAM = LOWER COST!

Record Your Programs By The Sensational New COLUMBIA MICROGROOVE METHOD

More For Your Money!

- ★ Substantially Lower Cost Per Record
- ★ More Program Time Per 12" Disc Than On Present 16" Record
- 12" Record Plays 20 Minutes, each side
- 10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS

Columbia Transcriptions

A Division of Columbia Records, Inc. ®

Trade Marks "Columbia" and ® Reg. U. S. Pat. Off. Marcas Registradas ® Trade Mark

Los Angeles:	New York:	Chicago:
8723 Alden Drive	799 Seventh Avenue	Wrigley Building
Bradshaw 2-5411	Circle 5-7300	410 North Michigan Ave.
		Whitehall 6000

*Information on **

" INFORMATION PLEASE "

Question:

Who will be the regular principals of the AM Information Please program?

Answer:

Franklin P. Adams, Clifton Fadiman and John Kieran.

Question:

Who will be the principals of the television program?

Answer:

Franklin P. Adams, John Kieran and a rotating group of six M.C.'s.

Question:

Can the AM show be bought without the television show and vice versa?

Answer:

Yes.

Question:

What is the price for the AM show?

Answer:

\$7500.00.

Question:

Will television program be live or on film?

Answer:

It will be recorded on 35mm film.

There has been so much speculation concerning INFORMATION PLEASE that we wanted to let the trade know the status of the program. The above is just an introduction to the full story. The achievements of 11 years with INFORMATION PLEASE can be excelled by what we have to offer today. We would like to tell you the full story.

Direct all inquiries to
Dan Golenpaul Associates, 444 Madison Ave., N.Y.C.

Question:

Where will films be produced?

Answer:

New York, Hollywood and London.

Question:

In addition to telecasting rights in the United States what other rights would the sponsor obtain?

Answer:

- a) Prints of films at cost for showing in schools and institutions.
- b) Prints for showing in theatres in foreign countries.
- c) Telecasting rights in English speaking countries.

Question:

What is the price for the TV show?

Answer:

\$10,000.00.

Question:

What is the price for both AM and TV?

Answer:

We are prepared to quote a price scale on both but the plan cannot be adequately explained here. We are sure that you will find it unusual and interesting when we tell you the story.

Texas Broadcaster Killed; Had Conducted Air Crusade

Dallas—Radio editorializing cost the life of W. H. (Bill) Mason, news editor and commentator of KBKI, 1,000 watt independent station at Alice, Texas, last Friday and Texas Rangers in co-operation with Texas broadcasters are investigating the circumstances of the fatal shooting. Mason was killed for his reported crusade against a dime-a-dance hall which was said to have operated in a building owned by a deputy sheriff.

As a sequel to the shooting, District Attorney Sam Reams yesterday

had Deputy Sheriff Sam Smithwick arraigned on a charge of "murder with malice of aforethought" which is the equivalent in Texas of murder in the first degree. Smithwick is confined in the county jail.

Mason previously had told of recurring threats against his life as result of his editorializing on the air. He was formerly a newspaperman on the Alice Daily Echo and became a radio commentator about six months ago, according to D. C. Houston, general manager of the station.

Counseling Service Set For Store Broadcasting

Chicago—Radio Market Advertising Co., sales representative and counsel for point-of-sale broadcasting, has opened offices in Chicago, according to Milton S. Wolken, general manager.

Wolken announced that contracts have been signed with Store Broadcasting Service, Inc., which services 50 IGA super-markets in Chicago over WEAW-FM; Super Market Broadcasting System, serving 100 of the largest independent super markets in the New York City area; and Ad-Cast Inc., serving 100 super-markets in Detroit and Toledo. Station WJLB-FM, a Booth station, is being used in the Detroit market, while wired music facilities are used in Toledo.

Negotiations are under way for store broadcast representations in San Diego, Des Moines, Omaha, St. Louis and Miami Beach. Cooperative offices will soon be opened in New York and Los Angeles.

Wolken stated, "There has been a growing need for an aggressive sales organization to advise advertising agencies and food advertisers of the selling impact of store broadcasting. Radio Market Advertising Co. will serve the advertiser and the store broadcasting operator in making this point-of-sale medium a dynamic selling and merchandising force."

Wolken has been associated in store broadcast sales and counsel and in radio sales and production for more than four years.

Rural Radio Network Adds WFLY As Affiliate

Troy, N. Y.—WFLY (FM) has affiliated with the Rural Radio Network to bring the FM web to a total of six owned and operated stations, two affiliates and three others related on an operating basis, it was announced this week.

The second affiliated station is WSLB-FM, Ogdensburg, N. Y. WGHF, New York City; WFHA, Hartford, Conn., and WACE-FM, Springfield, Mass., are "related" to the network on an operational basis only. The net operates with only studio transmitter links and no line

Extension To WXYZ-TV Upheld By Appeals Court

(Continued from Page 1)

to complete its TV station then turned down in its opposition to United Detroit Theaters, a Paramount-affiliated circuit, which argued that in view of WXYZ's failure to complete construction on schedule it should be forced to compete with other applicants for available channels.

The court, in a unanimous decision, pointed out that there had been a considerable period during which there were more channels than applicants. At that time UDT had not objected to the extension of time for WXYZ, the court held.

UDT has had an application on file for five years, but in view of the multiple-ownership considerations involving Paramount and DuMont the Commission has refused to act on its application. In addition, the Commission has made it plain that it feels the UDT application should be studied in the light of the Supreme Court decision in the Paramount case.

Apparently with these considerations in mind the court said yesterday "suffice it to say that we think the delay in the disposition of applicant's application was amply justified by these other problems with which the Commission was struggling and in which appellant was interested participant."

The Commission's long delay, the court held, was clearly "not arbitrary or capricious."

Brew Firm Buys Wisconsin

Detroit — The Goebel Brewing Company, Detroit, through Brock Smith, French and Dorrance, Inc., has ordered the "Harry Wisniewski Sports Show" on WXYZ, it was announced by James G. Fiedell, general manager.

The ABC cooperative program will be broadcast each Saturday afternoon, 6:30-6:45 p.m., EST, a period of 26 weeks.

connections. WHCU, Ithaca, N. Y., acts as the anchor station. WFLY will be fed by WVCV, Cherry Valley, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, August 3, 1949 — TELEVISION DAILY is fully protected by register and copyright

WPIX PRODUCERS TO FILE FOR TELE

TELE TOPICS

F CHICK VINCENT and **JERRY LAW** hope to gain public acceptance for their dramatic series which bowed over WPIX Monday night, they should use some discretion in their choice of material. "The Lost Child," an original by Alfred Bester, was a morbid, maudlin and totally unbelievable affair about a psychotic woman who lives under the fantasy that her five-year-old son—dead a year—is still alive. The plot was given away in the first seven minutes after the husband calmly tells his wife that he lost the child on a shopping trip. From then on it's just one crisis after another, with the resolution as inconceivable as the exposition. The closing shot, a close-up of a boy's pair of pants with the word "goodbye" printed across the backside, was in shockingly bad taste. . . . The insane woman, Luise Rainer properly was on the verge of hysteria throughout the play. Vinton Hayworth struggled mightily with the very weak role of the husband, and Jackson Beck was fine as a cab-driver. Julian Noa appeared briefly as doctor. Carl Eastman's direction was on a high, professional level and Mordis Gasser's set was most attractive. . . . Half our show was interrupted twice by requests for audience reaction. These should have been limited to beginning and end.

TONIGHT ON BROADWAY will return to CBS Oct. 2, 7 p. m., to showcase legit productions in cooperation with theaters and union groups. Standard Oil of N. J. will bankroll the Martin Gosch package, through Marschalk and Pratt. When the show was on the air for Lucky strike last year, several theater groups were agin' it, but now they regard the show as a means of exploiting legit and creating new sources of box-office revenue. . . . Singer Jimmy Blaine will pinch-hit for Bert Parks on "Stop The Music" and Bud Collyer will emcee "Break The Bank" while the frenetic Mr. P. is on his first vacation since leaving the service. "Who Said That" will move to a weekday 10 p. m. slot on NBC when "Hit Parade" becomes a Saturday nite simulcast on the Fall.

ACCORDING to the Rorabaugh report, NBC has the highest average number of stations carrying commercial programs, 21. CBS and DuMont follow with 12.3 each, and ABC has 12.1. The Admiral levee, on DuM and NBC, has the largest station roster among individual shows, 39. The Buick stanza is next with 35; "Who Said That," 35; "Your Show Time," 33; "Crusade In Europe," 32, and "Kukla, Fran and Ollie," 30. . . . By the end of this week, Buddy Rogers will have guested on 11 shows in 14 days. . . . Herb Polcsic is looking for acts to take part in an edition of "Life Of The Party" for WOR-TV next week.

Program Decline Noted By N.Y. Study

Summer programming in New York dropped to 207 programs a week comprising 989 quarter-hours at the beginning of July, as compared with a peak of 253 shows and 1,053 quarter-hours at the close of the winter season in May, a study by Ross Reports disclosed yesterday.

Films and interview shows became the most numerous, 26 each, and were followed by musical variety, 24, children's, 22 and quiz, 20. Sports remotes occupied more time than any other category, 301 quarter-hours. Following were children's, 124; women's, 102; films, 89, and musical variety, 76.

ABC increased its programming by two programs and 34 quarter-hours, the report stated, with CBS and NBC showing a decline in total number of shows carried and scheduled hours.

Largest number of sports remotes, seven a week, was carried by WPIX for a total of 117 quarter-hours. ABC scheduled 13 film programs a week, the report said, totalling 27 quarter-hours.

WATV, Newark, was not included in the study, the firm said, because its heavy film schedule "would tend to distort" the findings.

Development Of Religious TV Urged By Church Radio Group

Chicago — The answer to what's ahead for religious programming is television, Everett C. Parker, program director of the Protestant Radio Commission, told forty ministers and lay religious workers attending the first session of the fourth annual University of Chicago radio workshop Monday evening at the Quadrangle Club.

"Must Work Fast"

"Religious forces must work fast and furiously to develop the skills to keep pace with the spectacular growth of television as a new art as well as a new medium. The majority of people do not have access to television as yet, which means that radio is still the field of concentration of religious broadcasting for the present. A minimum of five thousand Protestant broadcasters need to be trained if the churches are to use effectively the sustaining time already available to them on the

TV Box Score

On the air	75
CP's	41
Applications	344

RCA Lowers Prices On New Receiver Line

Introduction of eight new RCA Victor receivers, including three 12½-inch tube sets and a 16-inch model selling for \$100 below its predecessor, was announced yesterday by Henry G. Baker, general manager of the firm's instrument department.

The new 16-inch table model lists for \$395, compared with the \$495 price tag on the present comparable set. A deluxe combination 16-inch console lists for \$795, while other new 16-inch consoles range from \$429.50 to \$499.50.

The three 12½-inch sets, all consoles, mark RCA Victor's entry into the medium size tube field. Prices on these items range from \$229.50 to \$499.50.

Also unveiled was a 10-inch console at \$269.50, following announcement of the firm's "Special Anniversary Model," a 10-inch table set listing for \$199.95.

MPAA Board Acts On Suggestion Of SMPE

(Continued from Page 1)

that the MPAA petition to the FCC will be filed by that time.

A special sub-committee of MPAA's television committee was appointed to prepare the application for filing and to formulate whatever briefs may be necessary for presentation at the FCC hearings. It is headed by Edward T. Cheyfitz, chairman, Frank Cahill of Warner Bros., and Theodore Black of Republic, with Jack Cohn of Columbia and Sidney Schreiber of MPAA named as ex-officio members.

The MPAA board acted one week after it had received at an earlier meeting a five-point program recommended by the SMPE, which long has called for active industry entry into television. Don E. Hyndman, chairman of the SMPE's video committee, and Boyce Nemec, its executive secretary, have been called as advisers.

The MPAA announcement of yesterday's action did not make clear to what extent the association would follow the SMPE recommendations. However, a Society spokesman, apprised of the MPAA board action, expressed gratification, pointing out that it assured a "united front" by the industry.

He noted that there had been some doubt previously whether the companies other than 20th-Fox and Paramount would act, and that yesterday's association action eliminated such doubt.

Patent Secured On Device To Prompt Actors On Air

A "walkie-talkie" device for prompting actors on camera has been patented by John Archer Carter, former agency exec. Use of the device enables a director to talk to a member of his cast while a program is on the air, with his instructions completely inaudible to others in the cast and the audience.

Constructed by Paul Rosenberg, physicist, the invention consists of a tiny radio and transmitter. Receiver has neither batteries nor wires and can easily be hidden on the actor's person, it was said.

DuM Sets Revue Seg

"Along The Boardwalk," half-hour musical review with Bill Berns as emcee, has been signed by DuMont web as replacement for "The Growing Paynes."

SOUTHWEST

THE Columbian Choristers of the San Antonio Council of the Knights of Columbus directed by Donald H. Hogan are to make a series of radio appearances each Sunday afternoon over KIIWW, San Antonio. Mrs. J. White is to be accompanist.

Texas' most famous fishing and hunting authority, Roger Busfield, is being heard each Friday in a quarter-hour exclusive WFAA, Dallas, sportsman's show. The accent of course is on fishing. Airings are titled "Texas Fish and Game."

John E. Rasco, a staff member of Radio House of the University of Texas at Austin, was married to Miss Joyce Cole in San Antonio. Thomas D. Rishworth, director of Radio House, gave the bride in marriage.

Richard L. Peckinpaugh has taken over duties as promotion director for KSIX, Corpus Christi. He was formerly associated with ABC's recording department in New York.

KSJ, Gladewater, was off the air for several hours last week following a torrential rain which disrupted power service.

After many years of searching, Al Mann, a newscaster of Amarillo, has located some of his relatives. Last week he left for Washington, D. C. to meet a half brother and a half sister and other members of the family, some he had never seen before.

Henry Guerra, newscaster on WOAI, San Antonio, is carrying quite a load these days while Henry Howell, news editor is on his vacation. Guerra writes and broadcasts four newscasts daily.

An educational series on VD in Spanish for the Texas State Health Department is being recorded in the studios of WOAI, San Antonio, for airing over outlets in the state with Spanish speaking audiences. The series will consist of eight quarter-hour musical programs with WOAI singing star, Rosita, Melvin Winters, director of the WOAI staff orchestra and a nine piece band. Emcee for the airings will be Raoul Rodriguez. The series is part of a statewide educational project financed by the Federal government.

Clark Hudson has joined the sales staff of KSIX, Corpus Christi. He was a former radio instructor in the Naval Reserve.

Dick LaSalle, orchestra leader now appearing at the Baker Hotel Mural Room, will be heard in a new 15-minute series over WFAA, Dallas. Program will be built around the works of a single composer. The first program featured works of Richard Rodgers and Oscar Hammerstein II with Cole Porter works to follow and on Aug. 8 the airing will feature music by Jerome Kern. He was a former staff orchestra member of the NBC house band and was also featured on several coast-to-coast programs as an accordion soloist.

As a highlight of the San Antonio

COAST-TO-COAST

Renfro to Lecture

St. Louis, Mo.—Harry K. Renfro, executive assistant to the general manager of KXOK and FM will speak before the regular "in service training classes" of the St. Louis police department. Renfro will lecture on the topic of public relations and "What The Average Citizen Expects from His Police Force."

Phillips Gen. Mgr. WCAW

Charleston, W. Va.—John S. Phillips has been named general manager of WCAW, according to a recent announcement. Phillips is currently serving his second term as prexy of the West Virginia Broadcasters' Association. During the past five years he has been general manager of NBC affiliate, WGKV. He will take up his new duties on August 15th.

Marks 13th Year With WDRC

Hartford, Conn.—Eleanor Nickeron, chief bookkeeper of WDRC and secretary to Franklin M. Doolittle, station's president, is observing her 13th anniversary with WDRC during August. She joined the CBS outlet in 1936.

"Roundtable" On WWSW

Pittsburgh, Pa.—Beginning August 7th, WWSW will present a series of roundtable discussions concerning Congressional issues in which Allegheny County Congressmen will participate. A panel of four students from Pitt, Tech and Duquesne, all members of the Students for Democratic Action, a subsidiary of Americans for Democratic Action, will be featured.

WHBC Public Service Feature

Canton, Ohio—WHBC has inaugurated as a twice-daily public service feature, weather forecasts direct from the U. S. Government weather bureau station at the Canton-Akron airport. Five-minute official forecasts will be aired at 7:30 a.m. and 12:40 p.m. Monday through Friday by weather bureau personnel on duty.

Charles F. Roeser

Fort Worth, Texas—Services were held for Charles F. Roeser, 61, who died at a local hospital. Besides being a pioneer oil man he was one of the owners of KFJZ here and the Texas State Network, regional network of which KFJZ is key outlet.

Soap Box Derby was a "Mayor's Heat" in which the participants were Mayor Jack White of San Antonio, Mayor Oscar Holcombe of Houston, and Mayor Leslie Wasserman of Corpus Christi. Jerry Lee, program and production manager, and Dick Perry handled the special broadcast.

Antidote to Beat the Heat

Lawrence, Mass.—While New England suffered in the century-mark heat, Fred Laffey, WLAW's chief announcer, didn't care a bit. He visited the Climatic Research labs of the U. S. Army here, doing a special "Beat the Heat" roundup, and was fitted with a parka and other furs by an obliging staff that took him into the testing chamber. He noted frost gathering on his "Mike" and his nose turned red as the thermometer registered 55 degrees below. Later he visited an ice cream vault, only 12 degrees below and was told to eat all he could carry... in his stomach. . . . And they get paid for this, too!

Guests On WCAO and WMC

Trenton, N. J.—WTTM's women's director, Mary Wilson, is on an extended vacation tour of the U. S. and is making appearances coast to coast. During the past week she made guest appearances at WCAO, Baltimore, on Betty McCall's "Your Friendly Neighbor" show and the next day made two guest shots on WMC-TV and WMC-AM in Memphis. Her daily program on WTTM is heard via transcription made en route and air-expressed back to the station by American Airlines for broadcast.

PROMOTION

Advertising Awards

Awards for the best public service copy produced by budding ad-men and ad-girls in the country's colleges and universities was announced yesterday by Alpha Delta Sigma, national professional advertising fraternity.

First award went to Richard Joe chapter of ADS at Emory University, Emory, Ga., for an outstanding presentation based on the Council's campaign against racial and religious discrimination.

The second award was won by the George Burton Hotchkiss Chapter a New York University for a presentation on the American Economic System campaign.

Northwestern University's Walte Dill Scott Chapter took third place with a campaign on the Traffic Safety phase of the Stop Accident program.

Birthday Fete

A round robin of congratulation between sponsor, program and station will feature the Birthday Club broadcast on August 8th over WIMS Michigan City, Ind., independent kilowatt. On that date in 1947, the Eastport Laundry became the first sponsor of the first program on the first radio station in LaPorte county; Ed Herkner, general manager of WIMS, will cut the three-layer cake.

Relativity

At 12:30 PM any weekday, on the corner of Calhoun and Berry Streets in thriving Fort Wayne, you'll see a big crowd competing to take part in WOWO's famous man-on-the-street program, *One Moment Please*.*

And, according to WOWO's consistently high Hoopers, you'll find a much *bigger* crowd listening in, throughout the city of Fort Wayne.

Bigger still.. FAR BIGGER.. is WOWO's huge audience in its 59-county BMB area *outside* Fort Wayne! Here, in the heart of the rich Midwest, are nearly *two million* customers within reach of WOWO's dominant and ever-popular signal. For details check WOWO or Free & Peters.

*Available Tuesday and Thursday
Other days sponsored by Perfection Biscuit Co.

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ABC NETWORK
AFFILIATE

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for WBZ-TV, NBC Spot Sales



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 24

NEW YORK, THURSDAY, AUGUST 4, 1949

TEN CENTS

CBC TABOOS MORE SPOT COMMERCIALS

Radio-TV Audience Off Slightly In July

Combined radio and TV home use in July fell off slightly from the June figure, according to the latest Pulse ratings, following the usual summer trend, but the decline was less than last year's.

One reason for this, according to Pulse, is "the increased penetration of TV ownership," and another is "the continued sustained interest in baseball."

In the program ratings Walter Winchell held the leadership of the

(Continued on Page 2)

McBride To Preview Parisian Creations

Paris — Mary Margaret McBride will preview creations of Parisian couturiers via shortwave on her regular WNBC, New York, program, today, 1-2 p.m.

Miss McBride has been in Paris for several weeks, broadcasting daily in the French language over Radio Diffusion Francaise as well as continuing her regular New York broadcasts via shortwave. She will wind up her stay tomorrow in order to return to New York.

Farber Leaving NAB For NLRB Position

Washington Bureau of RADIO DAILY Washington—The NAB yesterday announced the resignation of David Farber as assistant director of its employer-employee relations department. A new second man to director Richard P. Doherty will be named soon.

Farber will hereafter be with the National Labor Relations Board.

Mix-up?

Buenos Aires—Declaring that the Government had nothing to do with the failure of the United States Embassy cultural division's radio programs failing to go on the air on July 22 and 23, the Argentine Broadcasters Association yesterday attributed the incident to a mix-up in schedules. The U. S. government's schedule of programs was resumed on July 25th.

Iowa Broadcasters Take Sports Stand

Mason City, Ia.—Ban on the broadcast of high school sports by stations throughout Iowa was proposed in a resolution adopted by the Iowa Tall Corn Network following reports that the Des Moines School Board planned to assess a fee for the broadcast of play-by-play high school football and basketball games this fall.

Copies of the resolution signed by 16 member stations of the regional web were forwarded yesterday to

(Continued on Page 5)

State AFL Lauds Radio For Convention Coverage

Syracuse, N. Y.—American Federation of Labor at the concluding session of its 86th state convention here yesterday adopted a resolution commending the city's radio stations for their public service in covering the sessions of the convention.

The five Syracuse stations which

(Continued on Page 5)

Canadian Board Of Governors Denies Broadcaster Requests For More Latitude Selling Of Time

IBEW-Web Accord Covers 7 Key Cities

The International Brotherhood of Electrical Workers and the Columbia Broadcasting System have ended their negotiations of several weeks after reaching an accord on wages and working conditions for the net's technicians in Boston, Chicago, Los Angeles, Minneapolis, New York, St. Louis and San Francisco.

The contract, awaiting final signa-

(Continued on Page 5)

Hair Tonic Co. Sponsors News Program On WCBS

Odell Company, for Trol Hair Tonic, has assumed sponsorship of WCBS' 11:00-11:10 p.m. news period on Mondays, Wednesdays and Fridays, effective immediately, it was announced by Don Miller, WCBS sales manager. George Bryan is the

(Continued on Page 2)

Knox Named Manager Of WDLF In Florida

James H. Knox, formerly director of radio for the National Association of Real Estate Boards, Wash., D. C., yesterday was named general manager of station WDLF, DeLand,

(Continued on Page 2)

Montreal — Three requests by the Canadian Association of Broadcasters for changes in broadcasting regulations have been rejected by the CBC board of governors. In a series of decisions and recommendations made by the board it: 1. Declined change of regulation banning broad-

(Continued on Page 5)

Gross Up, Net Down In 6 Months At CBS

CBS gross income from sale of facilities, talent, lines, records, etc. for the six-month period, ending July 2, 1949 totalled \$52,855,319, an increase of \$4,068,333 above the comparable period of last year, according to a consolidated income statement released by the network's board of directors yesterday.

The net income for the period,

(Continued on Page 8)

Moline Asks TV Permit; Other Activities At FCC

Washington Bureau of RADIO DAILY Washington—Tri-City Telecasting Company, Moline, Ill., yesterday filed an application with the FCC for a CP for a new TV station to operate on Channel 9.

The Commission cancelled the CP of the Contra Costa Broadcasting

(Continued on Page 5)

Continued Upturn Noted In Commercial Radio Sales

Pessimism about the outlook for fall and winter commercial radio business which gripped the industry in the early part of the summer has faded away and the network and station picture on commercial commitments looks bright as the new season approaches, a new survey by RADIO DAILY reveals.

Network billings for fall and winter on NBC, CBS and ABC will be as good or better as a year ago and

an upturn in Mutual commitments is expected as the season gets under way. Many of the national advertisers who have been experimenting in television have retained their commercial time periods in radio and will enter the new season with programs and commercials pitched to the buyers' market.

Indie station business also looks promising. A survey of the New

(Continued on Page 2)

Nylon Shirts & TV

A New York outfitter to gentlemen, whose well worded ads in a daily newspaper have prompted many stimulating replies from readers, yesterday 'debated' the pros and cons of nylon shirts and summed up with "we don't think that nylon will replace all other shirt fabrics any more than we believe that television will put Broadway out of business."

In Demand

Guest appearances of Charles (Buddy) Rogers, former film star and band leader, on New York TV and radio the past few weeks have netted him two offers for TV sponsorship and one radio program, according to his managers. Rogers will guest on CBS' "This Is Broadway" on CBS-TV tomorrow from 9:00 to 10:00 p.m., EDT.



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

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FINANCIAL (August 3)

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

Decca Dividend

Consolidated net earnings for Decca Records, Inc., for the six months ended June 30, 1949, amounted to \$390,647 after provision of \$239,429 for income tax. This equals 50 cents per share on 776,650 shares of capital stock outstanding at June 30, 1949 and compares with net earnings of \$427,212 or 55 cents per share in the corresponding period of 1948.

RCA INSTITUTES, INC. The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry. Our graduates have 1st Class Telephone License. We solicit your inquiry. Address Placement Manager, RCA INSTITUTES, Inc. 850 W. 4th Street, New York 14, N. Y.

COMING AND GOING

I. R. LOUNSBERRY, president of WGR, Buffalo, N. Y., and representative of District 2 of the CBS Affiliates Advisory Board, is back at the station after having been in New York Monday and Tuesday for the board meetings at the headquarters of the network.

LARRY RUDELL, director of recording at ABC, will leave with MRS. RUDELL tomorrow for a three-week vacation in Canada. He expects to shoot about 16 mm. color film on the Gaspe Peninsula, the St. Lawrence River and in Toronto.

SYLVAN LEVIN, music director at WOR, will leave tomorrow following his "Opera Concert" for a vacation on the family farm near New Hope, Pa.

WALTER CRAIG, vice-president of Benton & Bowles in charge of radio and television, is in Hollywood to oversee the planning of the agency's forthcoming West Coast programs.

RAY McDONALD and PEGGY RYAN will leave via American Airlines a week from today for England, where they'll fill an engagement at the London Palladium.

BARBARA WHITING, sister of Maggi and a star of "Junior Miss," has arrived from the West Coast for a vacation of two weeks.

NELSON OLMSTED, announcer on NBC, off for a vacation in the woods.

JACK RYAN, manager of the NBC press department in Chicago, and LES RADDATZ, head of the web's press department in Hollywood, arrived in New York early this week. Ryan has returned to his Windy City headquarters, but Raddatz is staying in the Big Town through Sunday.

TEX BENEKE and the members of his band have arrived from Pittsburgh and have opened an engagement at the Paramount.

BEN BLUE, comedian, has arrived in New York via American Airlines and will leave shortly for London and an engagement at the Palladium.

GEORGE CRANSTON, general manager of WBAP, Ft. Worth, Tex., is in town for conferences at NBC, with which the station is affiliated.

MARTHA WRIGHT, who has been singing opposite Lanny Ross on the Swift Television Show, will fly to the West Coast following the final program tonight. In Hollywood she is scheduled for a number of radio and video guest shots.

MARCUS BARTLETT, program director at WSB, Atlanta, Ga., has returned from a two-week tour of duty with the U. S. Naval Reserve. LEE JORDAN, newscaster and also a reservist, currently is aboard the new aircraft carrier West Point.

Knox Named Manager Of WDLF In Florida

(Continued from Page 1) Fla. The announcement was made by Lyle Van, New York network newscaster and owner of the station. Knox leaves for Florida immediately to assume his new duties.

Served Many Agencies A veteran of 14 years experience in the production-direction of many network shows and station operation, Knox has served on the staff of such agencies as Young & Rubicam, Biow Co., N. W. Ayer & Sons, Kenyon & Eckhardt, and the D'Arcy Advt. Co. In 1947 he was named officer in charge of radio recruiting, Headquarters, U. S. Marine Corps, and during the war he served overseas with the Second Marine Division as a combat radio correspondent.

Radio-Video Audience Dropped Slightly In July

(Continued from Page 1) Top Ten Evening Shows, with 18.0, followed by "Stop the Music" with 12.1, "Escape," "Inner Sanctum," "Crime Photographer," "Mr. District Attorney," "Gangbusters," Louella Parsons, "The Fat Man," and "Leave It To Joan."

Marx Opening Oct. 5

"The Groucho Marx Show," scheduled to start on the CBS network, Wednesday, September 28, will start instead one week later, Wednesday, October 5. Series sponsored by Elgin American Watch Company will be aired 9:00-9:30 p.m., EDT.

Hair Tonic Co. Sponsors News Program On WCBS

(Continued from Page 1) reporter on the 11:00 p.m. nightly news show over WCBS. L. C. Gumbinner is the agency for Odell Company.

Fall-Winter Prospect Seen As Brightening

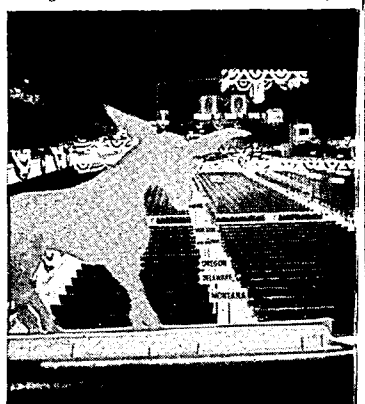
(Continued from Page 1) York, Chicago, Los Angeles, Boston and San Francisco markets reveals that business is good and prospects, for fall even better. An increase in local advertisers have been noted in every city with retail department stores, automotive dealers, theaters, jewelers and home appliance dealers leading in local business. National spot business, too, has perked up and this will increase gross billings for the year.

New Business Noted Indicative of an improving commercial market in national business is the recent announcements of Robert Hall Clothes fall and winter campaign on 150 stations; heavy spot campaigns by American-made watches; the plans of major movie companies to use spot campaigns or picture premieres in key cities and increased spot business from the automobile manufacturers in connection with their 1950 line of cars.

Senators To Sub For Pearson

Washington — Vacationing Drew Pearson's ABC mike, August 7, (p.m., EDT), will be shared by Sen Joseph R. McCarthy (R. Wis.) and Sen. John J. Sparkman (D. Ala.) They will debate housing legislation

"Ladies and Gentlemen.."



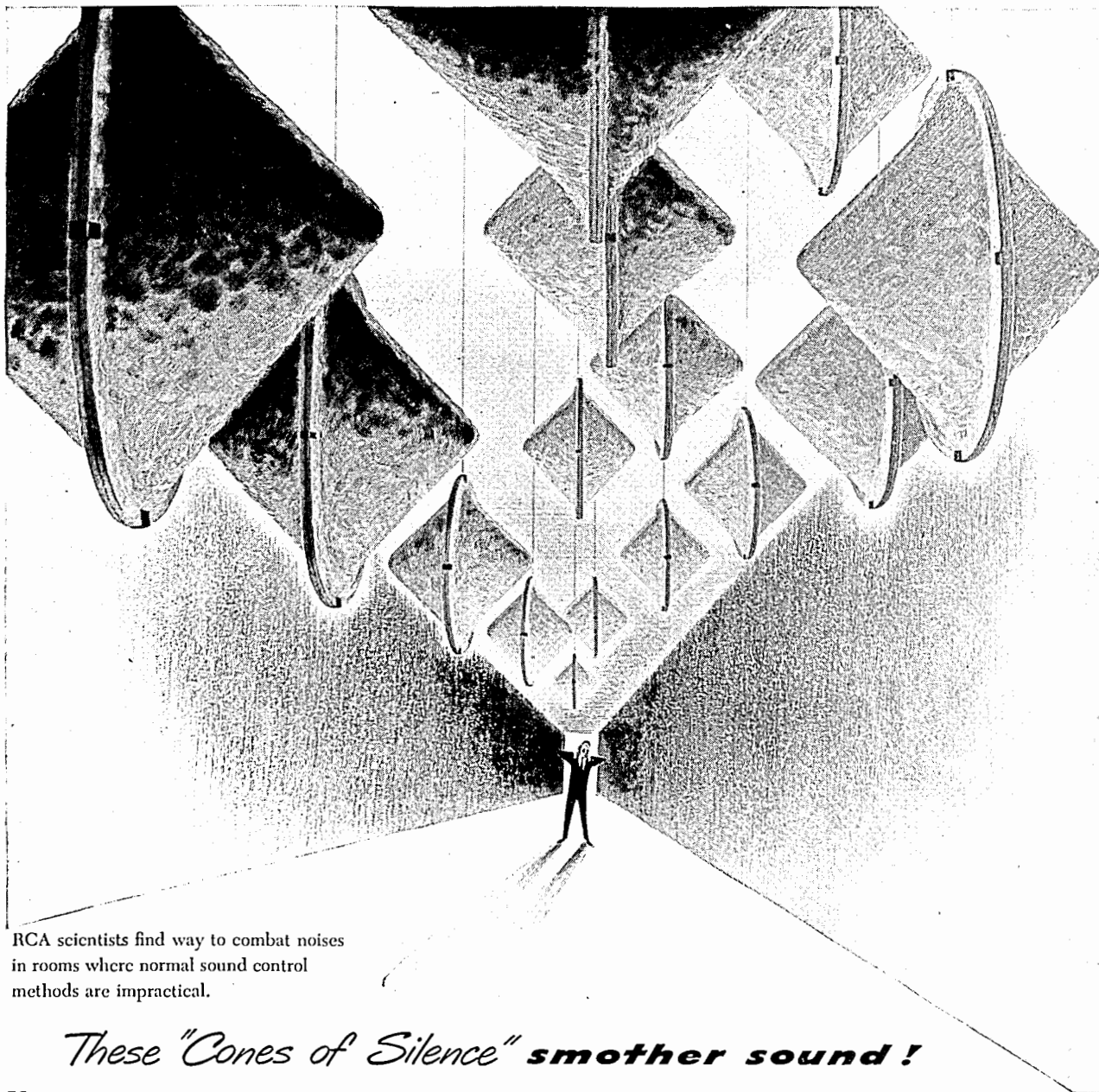
Here's the convention hall at Philadelphia before any of the "b'hoys" showed up. Not a timely picture, but it makes a darn good point.

It's useless to talk to an empty house. It takes audience to give meaning to any message.

If you remember that when you buy radio in Baltimore, you're bound to end up with W-I-T-H. W-I-T-H gives you audience — big, steady, interested audience at rock bottom cost-per-listener.

W-I-T-H is the big bargain buy because it produces more listeners-per-dollar than any other station in town. So if you want to produce BIG results for a LITTLE bit of money, call in your Headley-Reed man and get the full W-I-T-H story.

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



RCA scientists find way to combat noises in rooms where normal sound control methods are impractical.

These "Cones of Silence" smother sound!

You think of RCA Laboratories—in part—as a place where scientists work with *sound*, for radio, television, phonographs. This is true, but they are also deeply concerned with *silence*.

One example is a recent RCA development, a way of killing clatter in places where conventional sound-conditioning—with walls or ceilings of absorbent materials—would get in your way. Overhead pipes, ducts or

other fixtures might prevent the installation of a sound-absorbent ceiling—and you wouldn't want to blanket a skylight.

RCA's invention solves the problem in this way: Cones of sound-absorbent substances are clamped together base-to-base . . . then hung in rows where not in the way. Light, inexpensive, easy to install, these "Cones of Silence" convert sound waves into heat energy, and will absorb from 60% to 75% of the clatter in a noisy room.

How you benefit:

Development of this functional sound absorber indicates the type of progressive research conducted at RCA Laboratories. Such leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

The newest developments in radio, television, and electronics can be seen in action at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.



RADIO CORPORATION of AMERICA
World Leader in Radio — First in Television

AGENCIES

MURRAY BOLEN, veteran radio and television producer-director, joins the radio production staff of Benton & Bowles, Inc.'s Hollywood office on August 15th. Bolen has been active in West Coast radio for twelve years, during which time he was associated with the production departments of Young & Rubicam, Ruthrauff & Ryan, and Compton Advertising, Inc., where he was vice-president in charge of Hollywood office.

KUDNER AGENCY, INC., radio and television department has moved to new offices at 724 Fifth Avenue, it was announced by J. H. S. Ellis, president of the agency. The move was made necessary by growth of the agency and increased staffing of the radio and TV department, and lack of available space in the agency's main offices in the International Building. The new office will be under the direction of Myron P. Kirk, vice-president in charge of radio and television, and will have complete facilities, including an audition studio.

HENRY T. EWALD, president of Campbell-Ewald Co., Detroit, has been named chairman of the committee of judges for a national high school essay contest sponsored by the Advertising Federation of America, on the subject of advertising.

JOHN C. JONES 3rd, formerly with Eddy-Rucker-Nickels Co., has joined the Copley Advertising Agency, Boston, as vice-president.

HOWARD ADVERTISING ASSOCIATES, New York, has moved to larger quarters located at 226 W. 42nd St.

CHARLES SCHLAIFER & CO. has been named to handle advertising for the Theater Owners of America.

MARK A. FORGETTE, formerly executive director for Harold E. Stassen and ex-aide to General Mark W. Clark, has been appointed Northwestern Sales Representative for United Videograms, Inc.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Piracy-Copyright

**INSURANCE
FOR THE WISE BROADCASTER-
OUR UNIQUE EXCESS POLICY**

provides adequate protection.
Surprisingly inexpensive.
Carried Nationwide.

For details & quotations write
**EMPLOYERS REINSURANCE
CORPORATION**

Insurance Exchange Bldg., Kansas City, Mo.



Windy City Wordage. . . !

● ● ● Agencies are beating the bush to Danville, Illinois, in an effort to snare the "Chuckles" candy account. Foote, Cone and Belding will relinquish the account September 1st. . . . The oldest continuous sponsored show in radio, "Jack Armstrong," will return to the full ABC network next month for the 15th consecutive year for General

Mills on behalf of their "Wheaties." The program will be heard on alternate days, with Swift & Co.'s "Sky King," currently continuing right through the summer, heard on the other days. Peter Pan Peanut Butter, a Swift product, is plugged on the latter program. Jewell Radio Productions of Chicago, produces the "Armstrong" program for Knox-Reeves Agency of Minneapolis. . . . Green & Associates report nearly 50 sales already for their popular transcribed "Leahy of Notre Dame" football series.

★ ★ ★ ★

● ● ● Bill Duane, veteran WBBM executive and chief of announcers for the last several years, left for New York over the week-end to take over a top TV production spot for CBS directly under ex-Chicagoan Jack Van Volkenburg. Bill will take a two-week vacation at his Michigan summer home before assuming his post shortly after Labor Day. He's in New York at present for an "indoctrination" course at the CBS studios. Duane graduated the University of Michigan together with Robert Q. Lewis, currently subbing for "The Great Godfrey." . . . Ernie

★ ★ ★ ★

● ● ● A local ad agency took a special survey and came up with the startling figures that the highest-rated news commentator in Chicago is WENR's Paul Harvey. However, if Julian Benley's WBBM newscast, which is on afternoons, were projected, local researchers say the latter commentator would be top man in town. . . . Feature Productions very happy over the sale of their "Man on the Farm" program to Quaker Oats Co. Show starts on over 400 MBS stations on August 27th. Agency is Sherman & Marquette. Product to be featured is Full-O-Pep Feeds which heretofore used only half-hour transcribed programs. Cost of network is little more than the previous "spot" campaigns. . . . Wilson Sporting Goods again sponsoring the Tribune's All-Star football game over some 500-odd MBS stations on August 12th. "Red Grange," the oldtime "Galloping Ghost" football hero, will handle part of the announcing chores. Ewell & Thurber Associates, Chicago, handles the Wilson account.

★ ★ ★ ★

● ● ● Several agencies actively interested in the new radio package featuring "Yellow Kid" Weil, notorious ex-swindler now in retirement in Chicago. His book, "The Autobiography of America's Master Swindler," was recently published by Ziff-Davis, Chicago publishing firm. . . . Irving Yergin, here at the Ambassador East Hotel, said his new three-dimension plan for motion pictures is not yet ready for TV adaptation. . . . Two of the comedy highlights on the "Garroway at Large" TV show are the antics of Cliff Norton and Carolyn Gilbert. . . . "No Snore," a new product guaranteed to cure snorers of sound-making, is now sponsoring John McCormick nightly at 12:30 a.m. "Old Mac at Midnight," sells the "No-Snores" at \$2.00 apiece via direct mail. However, WBBM states emphatically that it is not a P. I. deal as they do not accept any such business on their station. . . . Hal Tate received exclusive permission in Chicago to broadcast Decca Records' "Manhattan Tower" on his WAIT disc jockey show. Album features Gordon Jenkins and can only be played on the air by receiving special permission from the New York publishers.

SOUTHWEST

WBAP-TV will televise the remaining Fort Worth Cats baseball games under the sponsorship of Nicolson-Jones Motor Company, local Lincoln-Mercury dealers. The schedule will cover full games on Wednesdays and Sundays and half games beginning at 9 p.m. on Tuesdays and Thursdays when the Cats are at home. New WBAP-TV camera positions are now directly behind home plate at La Grave Field so that swinging of camera from side to side will be reduced to a minimum.

"Singer Sewing Club" is the latest addition to the increasing number of studio-produced shows on WBAP-TV's Thursday afternoon schedule. The 30-minute program will follow "TV Grab Bag" for the next 13 weeks and the Graybar-Hotpoint "Dream Kitchen Time." The Hotpoint show from 4 to 4:30 p.m. is a 52-week pact.

Whether it's poultry or pulchritude, WBAP Farm Editor Layne Beaty always stands ready, willing and able to give an expert opinion. Beaty has just completed his fourth stint as a beauty contest judge and the recent appearance on his television program, "Gardening Can Be Fun" of "Miss Wisconsin" seems to indicate his interest lies as much in the beauties as in the beasts of the farm.

Julie Benell, Kelly Maddox and Louis Breault, all of the WFAA, Dallas, staff delivered a wide variety of gifts to Barbara Jean McKee who is suffering from a tubercular spine. The youngster was recently saluted by Jack McElroy on his "Breakfast in Hollywood" program. WFAA and the Dallas News gave the youngster a table radio with which to hear the special broadcast and other programs she desires. A special tape record was made in the hospital room of the youngster's reactions.

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

Iowa Broadcasters Take Sports Stand

(Continued from Page 1)

I. D. McCombs, superintendent of the Des Moines, Ia., public schools, by Charles E. Jones, secretary-treasurer of the broadcaster group, and general manager of KJOM, Mason City, Ia. Superintendent McCombs was asked to present the resolution to the school board at the next regular meeting.

The text of the resolution follows: WHEREAS, the Iowa Tall Corn Network has been advised of a decision by the Des Moines School Board to assess a fee for the privilege of publicizing Des Moines schools' sports through broadcast of play-by-play football and basketball games played in Des Moines, and

WHEREAS, all members of the Iowa Tall Corn Network have in the past given generously of their time in free publicity of these and other school activities without thought of recompense, and

WHEREAS, any cost in addition to program time, telephone line charges, personnel expense and general overhead could not be assessed a potential advertiser, and

WHEREAS, radio stations of the Iowa Tall Corn Network feel they have played a large part in the development of interest in high school sports activities through their play-by-play broadcast as indicated by increased attendance figures, and

WHEREAS, other high schools have actually provided modern broadcast facilities or use by their local, as well as out of town stations, without fee or charges of any kind,

BE IT RESOLVED, no member of the Iowa Tall Corn Network will broadcast high school sports events of any kind anywhere in the State of Iowa for which a fee is necessary.

Broadcasters who signed the resolution were:

Ben Sanders, KICD, Spencer; Walt Reich, KROS, Clinton; Geo. Adkinson, KOKX, Keokuk; Al Triggs, KAYX, Waterloo; Geo. Volger, KWPC, Muscatine; Bill White, CFJB, Marshalltown; Paul Millen, CWCR, Cedar Rapids; Bob Webber, CWDM, Des Moines; Geo. Webber, TCN, Des Moines; Dutch Horning, KSIB, Creston; E. M. Horning, KSIB, Creston; Ken Gordon, KDTH, Duquaque; Ed. Breen, KVFD, Fort Dodge; Bill Jacobson, KROS, Clinton; Sen. Frank Byers, KWCR, Cedar Rapids; Charlie Jones, KICM, Mason City, Iowa.

ABC To Air Jackson Talk

Rep. Donald L. Jackson (R. Cal.), member of the House Foreign Affairs Committee, will discuss the Atlantic Pact and methods by which its military aid features might be handled, tomorrow, 10:45-11 p.m. EDT, over ABC.

Soft-Boiled Cop

The New York Chapter of the Police Sergeant's Benevolent Society has extended an honorary membership to Ed Latimer, the actor featured in Mutual's Sunday evening series, "Nick Carter, Master Detective," because he portrays the police sergeant as a human being instead of as an ordinary hard-boiled cop."

CBC Won't Rescind Its Ban On Broadcasting Of 'Spots'

(Continued from Page 1)

cast of spot advertising announcements between 7:30 p.m. and 11 p.m. and on Sundays.

2. Turned down a request for permission to make commercial spot announcements at intervals during network programs.

3. Refused a request that food and drug advertisements be made subject of approval of the health department only instead of both the department and the CBC.

4. Recommended approval of a series of applications for permission to transfer shares in radio station companies without affecting their control.

5. Turned down three applications for new commercial broadcasting licenses.

6. Recommended approval of number of power increases and changes in frequencies for existing stations.

The decisions and recommendations resulted from representations heard by the board at public meetings in Montreal last week. In declining to increase the time for spot announcements the board said that some stations now are carrying from 500 to 2,000 such announcements a week in the hours already available. "It is aware also that the last Parliamentary committee on radio broadcast-

ing expressed itself against excessive commercialization of time on community stations," said the announcement. "The board believes that the prohibition of spot announcements in the evening hours should be continued as providing some check in the interests of listeners against saturation of good listening time with commercial announcements."

CAIB, made up of representatives of most privately-owned radio stations in Canada, asked that approval of food and drug announcements be speeded up by having them handled only by the National Health Department. The board said, it found no evidence that the present method of having the announcements cleared by both the CBC and the department caused any great delay to the stations. Furthermore, if the regulation was changed the CBC would have no opportunity to see that the advertisements were suitable for a mixed company of adults and children. "The board is of the opinion that the present system should be continued so as to provide for this review to protect listeners from having particularly objectionable references, on the air on such subjects as personal hygiene and the human digestive system."

Moline Asks TV Permit; Other Activities At FCC

(Continued from Page 1)

Co., Richmond, Calif., for AM-FM transmitter at the request of the company. Contra Costa operates AM station KRCC.

An initial decision by Commission Examiner Elizabeth C. Smith recommended the granting of Metropolitan Broadcasting Company's application for a new standard station in Alamo Heights, Texas, to operate on 1240 kc, 250 watts, unlimited time. Application of St. Mary's University Broadcasting Corp. should be denied, the examiner said. FCC also: Denied the request of WJIM-TV, Lansing, Mich., for extension of its completion date, but told the station that if it requests a hearing within 20 days, the denial will be set aside pending the final outcome of the hearing.

Reversed its action of June 29, and granted the Phoenix Television Co., Phoenix, Ariz., an extension to Nov. 27 for completion of TV station KTLX.

Granted the Everett Broadcasting Co., Everett, Wash., a CP to change the facilities of KRKO from 1400 kc, 250 W, unlimited time, to 1380 kc, 1 kw.

Applications filed yesterday with the FCC included:

Southwest Broadcasting Co. (Bernard Corren, Sidney Kerner, Saul Levine and A. Milton Miller), Orange, Calif., CP for a new stand-

State AFL Lauds Radio For Convention Coverage

(Continued from Page 1)

shared pickups of the convention were WSYR, WOLF, WFBL, WAGE and WNDR. Morris Novik, radio consultant to the AFL, was co-ordinator of convention programming for the state labor organization.

Shriner And Alka-Seltzer Won't Resume In Autumn

After lengthy discussion regarding program format, Herb Shriner and his sponsor, Alka Seltzer, yesterday reached an amicable decision not to resume the "Herb Shriner Show" this Autumn. The program had been heard five days weekly over CBS.

Shriner and the William Morris Agency had held out for a tape-recorded show, while A-S desired another type of feature. These differences, unreconciled, led to yesterday's decision.

ard station to operate on 1560 kc, 1 kw, daytime;

Gulf Beaches Broadcasting Co., St. Petersburg Beach, Fla., CP for a new standard station to operate on 1300 kc, 1 kw, daytime;

Carl F. Knierim, Grand Coulee, Wash., CP for a new standard station, to operate on 1240 kc, 250 W, limited hours; Norfolk Broadcasting Corp., WNOR, Norfolk, Virginia, to sell control of corporation to Louis H. Peterson.

IBEW-Web Accord Covers 7 Key Cities

(Continued from Page 1)

tures, provides a \$3.50 weekly pay rise for five-year men in Los Angeles and New York. The other technicians in the two cities will be granted \$2.50 weekly wage boost. A shorter "beginners' period" was set up in Chicago and a salary scale based on length of service at the CBS San Francisco station was instituted. Previously, the wage scale at San Francisco was a flat rate. A new assistant technician category for television work was also established.

The IBEW agreed to "certain changes" in working conditions in New York and Los Angeles. CBS had originally offered a \$2.50 weekly increase while the union had demanded a blanket 25 per cent boost in wages.

The contract is for a one-year period, effective as of May 28, 1949, the anniversary date of the former agreement. Signing of the deal is expected within the next few days. The IBEW had threatened a strike last Friday midnight, but it was averted when both sides agreed to continue negotiations. At that time, the network made preparations for meeting the walkout by sending in supervisors to handle the technical aspects of programming.

James M. Seward, CBS v-p in charge of operations, in commenting upon the negotiations, stated that the establishment of a new assistant technician category for television work, and other changes in working conditions, would substantially balance the cost of the advances.

Woodland Named Pres. Of Amsterdam Firm

Amsterdam, N. Y.—Cecil Woodland, general manager of WCSS since the station first took the air, has been elected president of the Community Service Broadcasting Corporation, operator of the station. Ted Aber, assistant advertising manager of Mohawk Carpet Mills, Inc., has been named vice-president. Attorney Ralph J. Kurlbaum continues as secretary and Judge Felix J. Aulisi as treasurer.

As president of the corporation, Woodland succeeds Arthur Carter, who announced his withdrawal from active participation in the operation of WCSS. Carter's financial interests have been assumed by present stockholders.

WANTED

By WVOM, BOSTON
5,000-watt independent on 1600 kilocycles can use good experienced radio salesmen with opportunity for advancement to commercial manager. WVOM has good regular programming and also foreign language.

Send Full Details to:
Manager, WVOM
Harvard St., Brookline, Mass.

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
 RYTVOG, Inc.
 1585 Broadway New York 19, N. Y.

You'll LUV this novelty!
IT MUST BE L U V
 MANOR MUSIC COMPANY
 1619 Broadway New York City

"A HIT Since . . ."
SAME OLD MOON
 FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

Terrific in England!
"IN A SHADY NOOK"
 (By A Babbling Brook)
 STASNY MUSIC CO.
 1619 BROADWAY NEW YORK CITY

Disc Jockeys: Record for Your Brewery
 and Beverage Accounts
Come Wet Your Mustache with Me
 on Records
 Capt. Stubby's Buccaneers (Decca)
 Bottoms Up Quartet (20th Century)
 Disc Jockeys Write for Record
Evan Georgeoff Music Pub. Co.
 1650 BROADWAY NEW YORK CITY

**MY ONE AND ONLY
 HIGHLAND FLING**

From M.G.M.'s
 "THE BARKLEYS OF BROADWAY"
 recorded by
 BUDDY CLARK—DINAH SHORE
 Columbia
 GORDON MacRAE—JO STAFFORD
 Capitol
 FRED ASTAIRE—GINGER ROGERS
 M.G.M.
 FREDDY MARTIN
 RCA Victor

HARRY WARREN MUSIC, INC.
WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—The release on the 17th of "Jolson Sings Again" by Warner Bros. plus the release by Decca of a new Jolson platter of the tune should zoom the oldie, "Is It True What They Say About Dixie" back onto the Hit Parade. . . . Irving Caesar, co-writer and publisher of the number, should again utilize the contacting services of Harry Hoch who did a fine promotion job on the ditty and who at the moment is 'at liberty.' . . . ● BMI's most successful song team, Bernie Wayne and Ben Raleigh, both of whom write lyrics and melodies, have split . . . the pair wrote "You Walk By," "You're So Understanding," and "Laughing On The Outside." . . . ● Jay Martin, the baritone who succeeded Lanny Ross on the Mon-thru-Friday at 12:30 MBSpot, is the lad who did so well in the lead of "Finian's Rainbow" and "Ziegfeld Follies." . . . ● Tuesday nite at 11:30 we were NBCharmed by a half-hour of music dispensed by Ted Weems and his ork originating at the Peabody Hotel in Memphis. . . . Ted's modern music in the nostalgic manner is easy to listen to. . . . ● The way Bill Lawrence toyed with the new ballad, "Twilight" on the NBCheserfield program last nite sounded to us like Ben Bloom music has a hit . . . number, based on Borodin's Polovetsian Dances, was adapted by Gladys Shelley, Louis Urban and Al Goodman. . . . ● Cecil (Woody) Woodland has been upped to General Manager of WCSS, Amsterdam, N. Y. (the home town of Mohawk Carpets). . . . ● Charming Penny Olsen (Johnny's wife) takes over the "Rumpus Room" WABDuties Friday mornings when J. O. flies to Chicago every week to handle the Kleenex Television series "Fun For The Money" viewed Friday nites via ABC.

☆ ☆ ☆ ☆

● ● ● Lark Connee Boswell will be co-starred with Freddie Martin's Ork at the Capitol Theater late next month. . . . ● A top agency is paging director Barry Bernard as a result of his swell efforts on the Chev-NBTelecast of "The Wine Glass." . . . ● William Morris making the rounds with a funny TV package starring Smith & Dale . . . the 15-minute series scripted by Burnet Hershey. . . . ● Walter Bishop, who gave J. J. Robbins & Sons "Bop Goes My Heart" last year has given that pubbery another winner in "Bop-corn Polka." . . . ● Suzanne, daughter of Radio & TV Chief at NAM Johnny Johnstone, got her degree at Oberlin Music Conservatory and joins the U. of Alabama faculty next month . . . the talented gal majored in piano and harp. . . . ● Vi and Jerry Wagner are making friends and influencing people down in Columbus, Ohio, singing at the Jai Lai club. . . . ● In their latest MGM waxing of the standard instrumental "San," the Korn Kobbler's omitted the usual 'corn.' . . . so Albert Millet and Hal Davis, (Kenyon & Eckhardt) on behalf of the Kellogg Corn Flakes Co. effected a tie-up whereby records and sample packages of the crispy, crunchy (free plug) cereal were sent to disk jockeys, radio columnists and music editors. . . . ● Dave Dreyer's music firm setting plugs on "Dance of the Schmoo" the week of Aug. 18 which is the 2nd anniversary of Al Capp's brainstorm, Schmoo. . . . ● Jerry & Sky, currently heard on WROW, Albany, have been signed to record hillbilly and mountain ballads for Decca. . . . ● "Swiss Lullaby" which is breaking for a hit for Southern Music, was penned by Vaughn Horton and Harry Kogen, who is one of Chicago's most popular Ork Pilots. . . . ● Warren Hull can chat about their home towns with anyone he calls on the "CBSpin to Win" quizzer . . . He'd visited practically every important American city during the ten years he co-starred (with Parks Johnson) on the "Vox Pop" programs. . . . ● Jack Mangan, clever emcee of the WJZ-TV series, "Ship's Reporter," and Norma Vincent an item . . . she's the daughter of producer Chick Vincent.

☆ ☆ ☆ ☆

PLUG TUNES

Climbing Fast!
**I DON'T SEE ME IN
 YOUR EYES ANYMORE**
 Laurel Music Co.
 1619 Broadway New York City

**DREAMY OLD
 NEW ENGLAND MOON**
 LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
 MAYPOLE MUSIC CO.
 22 E. 67th St. New York City
 Phone: REgent 7-4477

A Great Ballad!
**THEN I TURNED AND
 WALKED SLOWLY AWAY**
 ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Meehan

—◆— ◆—

JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.

Tony Martin's
"CANCEL THE FLOWERS"

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

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

TELEVISION DAILY

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

DuMONT ENDS MACY SET FRANCHISE

TELE TOPICS

IT IS THE NAIVE BELIEF of this department that drama on TV, as in all other visual media, should contain action, something to see. For this reason, we think IBC's selection of Harry Junkin's radio play, "Long Distance," for airing on "Lights Out" Tuesday night was unwise. Although in all counts the production was outstanding, the play was very static visually. If a viewer had turned off the picture on his set and relied only on audio, his enjoyment of the play would not have been diminished. . . . Use of a split screen for the phone calls which took up most of the program was an effective device. There are constant switching within the halves of the double image and from split screen to full screen, and it is to the credit of director Kingman Moore and technical director Don Pike that the whole thing came off very smoothly. Jan Miner turned in a powerful performance in the lead role and was ably supported by a fine cast. Adaptation was by Douglas Wood Gibson, sets by Paul Barnes, and musical effects by Billy Nalle.

THE PHILADELPHIA EAGLES, NFL pro grid champs, will be taken to task for their ban on TV pickups in a series of our articles in TV Digest, Philadelphia program weekly, beginning Aug. 7. Stories will quote attendance figures to show that the reason for drops (in gate receipts) is not the increase in the number of television set owners, but the fact that promoters are not giving the public good shows to draw the crowds," editor Arthur Sarnoff said. "If anything," he adds, television is stirring up interest in sports cities." Series will end with the results of a survey of subscribers on the question. . . . Receivers and other video equipment are now considered to be priority targets for truck hi-jackers, in case you're interested. . . . Bob Cooke, of the N. Y. Herald-Tribune, will be sports editor of the new fan mag by G. and E. Publishing.

TOP TEN PROGRAM RATINGS as compiled by Pulse for New York, Philadelphia, Chicago, Cincy and Boston show "Toast of the Town" on top for July with 17.4. Following are Arthur Godfrey, 35.2; Olsen & Johnson, 31.0; Kraft Theater, 10.6; Amateur Hour, 24.2; Stop the Music, 24.1; The Clock, 21.7; Chevrolet On Parade, 21.5, and NBC Theater, 20.8. . . . Gyle MacDonnell is expected to announce her engagement to her hometown sweetheart in the near future. Wedding is scheduled for June. . . . Mary Kay and Johnny Stearns return to a half-hour one-week format over NBC Aug. 11. . . . All webs, with the exception of ABC, probably will cut daytime programming drastically. CBS will sign-on at 4 p.m., and NBC may drop daytimers altogether from its New York flagship.

Hope Dim For Merger Of E-W Talent Groups

Hollywood — The jurisdictional conferences between the Screen Actors Guild and AAAA yesterday moved into their sixth day, and are expected to continue through today, in order that proposals can be submitted to general session Friday.

Indications yesterday were that the eastern groups have given up hope of getting SAG and the Screen Extras Guild into a proposed television authority. Paid executives and legal counsel yesterday started to draft a working agreement which would embody an organization with SAG and SEG as one partner and the eastern groups as another partner, although a complete merger of the east-west talent organizations seems to be a remote possibility.

Predicts 50% Increase In Receiver-Set Sales

Receiver sales will increase as much as 50 per cent as the industry enters a low-price competitive market, according to Irving Sarnoff, executive vice-president of Bruno-New York, metropolitan area distributors for RCA Victor.

Sarnoff said that lower price tags on the eight new models unveiled by RCA Victor yesterday are the result of new mass production efficiencies.

Pointing out that four of the new models employ the firm's 16-inch metal tube at substantially reduced prices, Sarnoff said:

"The significance of these prices

WLAV-TV Plan Relay For Chi. Web Shows

Grand Rapids, Mich.—WLAV-TV, new station here, is building its own microwave relay system to enable it to pick up network programs from Chicago. It is believed to be the first outlet to use equipment carrying both audio and video for commercial programming over a privately owned relay system.

Shipment of equipment to WLAV-TV is expected to get under way this week from the General Electric plant in Syracuse, N. Y. Video equipment is the 2,000 mc. type. Audio relay is in the 890 to 910 mc. band and is a modification of the 920-960 mc. gear for studio-to-transmitter service.

Signals from network stations in Chicago will be picked up on relay equipment at Stevensville, Mich. From there, programs will be relayed to Cedar Bluff, Mich., and then to the station.

WMAR-TV Gets Spot Pact

General Time Corp. has purchased spots for Seth Thomas Clocks and Westclox on WMAR-TV, Baltimore, through BBD&O. The contract runs through Oct. 6.

for 16-inch consoles is well worth noting. Around the first of this year the metal-coned 16-inch picture tube was first announced. Its instantaneous acceptance and tremendous demand presents one of the most dramatic examples of the benefits from mass production it has ever been our experience to observe."

Press-Time Paragraphs

ABC To Scan Soap Box Derby

All-American Soap Box Derby, sponsored by Chevrolet Motor Division at Akron, Ohio, will be scanned by ABC, August 14, 4:15-5 p.m., EST. Don Watrick, sports director of WXYZ-TV, Detroit, the w. o. & o. outlet, will describe the event. Pickup will be fed into the network at Cleveland.

Lever Announces "Clock" Sponsorship

Lever Brothers Co. yesterday announced that the firm will assume sponsorship of "The Clock," NBC mystery series, beginning Oct. 5, 8:30 p.m. Agency is J. Walter Thompson. Program is produced by Fred Coe and directed by Laurence Schwab, Jr.

NBC-TV Realigns Business Staff

Realignment of the NBC-TV business department under J. Robert Myers was announced yesterday. Leslie C. Vaughan was named cost and billing manager; Joseph Berhalter, budget officer; Neil Knox, personnel supervisor; J. M. Milroy, pricing supervisor; Robert A. Anderson, cost analyst; Joseph Fuller, production facilities cost and billing supervisor, and Harrison Week, film cost and billing supervisor.

Take Action After Giant Store Cuts Prices On Sets

Strongest move to date by a receiver manufacturer to halt price-cutting by retailers was disclosed by Allen B. DuMont Labs, which has terminated the dealer franchise of R. H. Macy & Co., largest department store in the country.

General trade reaction to DuMont's action was favorable, with most sources in agreement that the Macy case will stop all price cutting once and for all on the DuMont line. In addition, many expressed the belief that other manufacturers will follow DuMont's lead in a concerted effort against price slashing.

L'affaire Macy began about two weeks ago when the store advertised DuMont receivers far below list price. On July 25, DuMont gave ten days notice of the termination of franchise, it was revealed yesterday by Ernest A. Marx, receiver division chief.

Yesterday, Macy's ran large space ads in New York dailies offering an additional 20 per cent off the already cut prices. In some cases, sets were offered for almost half of list.

As a result of the ads, Macy's literally was swamped with shoppers and its sales persons were taking orders as fast as they could write. It was reported that many local retailers were among the shoppers, trying to buy up sets for resale.

Although it is not known what the next step, if any, might be, it was reported last night that Macy is planning legal action to restrain the disenfranchisement. It is known that attorneys for both the store and DuMont are studying the situation.

For many months, price cutting has been a major headache to all manufacturers and many had urged that RMA take action on the matter.

KFAC Still Seeking Frequency Of KLAC-TV

Washington—Lawyers for KFAC, Los Angeles, yesterday reminded the FCC that they are still applicants for the frequency now assigned to KLAC-TV, owned by Mrs. Dorothy Schiff. KFAC refused to bid against Warner Brothers for the station under Avco rule when Warner's had bid \$1,045,000 for the station as well as for AM stations in Los Angeles and San Jose (KLAC and KYA). The KFAC bid for a competitive hearing remained on file, however, and the station has now renewed its efforts to wrest the frequency from Mrs. Schiff.

PROMOTION

Public Relations

A new plan to bring stockholders and management closer together was put into practice yesterday when Edward T. Howell, of Wilmington, Delaware (one of Motorola's 2,950 stockholders) was taken on the first of a series of management-sponsored tours to explain the operations of the Chicago radio and television company.

Earlier in the year Howell, a DuPont research chemist, had been named "Motorola Stockholder of the Year" for writing the best letter expressing his views on policy as a part owner of Motorola, Inc. Howell's holdings amount to 100 shares, although the contest was open to any stockholder. The plan was developed by Paul V. and Robert W. Galvin, president and vice-president, and was first announced in a brochure sent out with the annual report.

As winner, Howell is receiving a week's vacation in Chicago with all expenses paid, a Motorola radio-television set, and a trophy which was presented to him at a management banquet yesterday. He will meet all Motorola officials and have an opportunity to discuss the company with officers, technicians, and production line employees.

Howell's winning letter suggested improvements in employee morale through public recognition of individual effort, particularly in research and development divisions.

Giveaway Technique

Frank Finch of Clyde, New York, winner of the grand finals of the You Can Be A Star program, (WHAM, Rochester), talent contest show, will arrive in New York on Sunday, August 7th, via Eastern Airlines. Mr. and Mrs. Finch will stop at the Hotel Statler and will start a nightly round of dining and entertainment at many of the most famous spots and theaters in town as part of his New York vacation prize. In addition to the week in New York Mr. and Mrs. Finch will spend a week at the Bigwin Inn, Lake of Bays, Ontario, Canada, as the guests of Frank S. Leslie, owner. All arrangements were set by Adele M. Purcell for the Storm Advertising Agency, Rochester, N. Y. owners of this talent package.

WMGM Coverage Map

WMGM, New York, has prepared a new coverage map with up-to-date population figures on its primary listening area. The map indicates a population rise of almost a million since the last edition in 1947. A printing of 5,000 is scheduled.

Spicy Passout

New York trade press editors were gifted with sample packets of six assorted spices on behalf of Tex Beneke, who, according to his publicist, "adds flavor to songs" in his appearance at the New York Paramount Theater.

PICTURE OF THE WEEK



Dr. Leon Levy, right, yesterday congratulated Donald W. Thornburgh, who succeeds him as president of WCAU, Inc., Philadelphia, when Thornburgh arrived to take over his new post. Dr. Levy, who held the position since 1924, continues as a member of the board. Thornburgh was formerly vice president in charge of the western division of Columbia Broadcasting System.

Tate Radio Productions Announces Expansion

Chicago—Hal Tate Radio Productions, yesterday announced the acquisition of nearly a half-dozen nationally known transcribed syndicated programs, which will be sold to advertisers and stations at a low flat price ranging from \$2 per show upward regardless of the size of market or wattage of the station. One program, Smiley Burnette, is being offered at \$100 for 78 episodes.

In addition, the Tate firm also announced the appointment of George Roesler, veteran radio rep and top-flight sales executive, as vice-president in charge of sales for the company.

New radio shows acquired by the Chicago firm for national distribution include the famous Republic Pictures cowboy star, Smiley Burnette; Alexander McQueen's "Nothing But the Truth" program; a new radio and TV series starring in person, "Yellow Kid" Weil, author of his life story, titled "The Autobiography of America's Master Swindler"; Frann Weigel's "When Day is Done," and "The Tom, Dick and Harry Show." In addition it is understood the firm is also dickering to handle and take over national

Day Chicago Engagement Gets Theater-NBC Co-Op

The NBC Central Division advertising and promotion department and the Chicago Theater management have joined in an "all-out" promotion of the personal appearance of NBC star Dennis Day at the Chicago Theater week of Aug. 5.

In addition to spot announcements aired over WMAQ and WMAQ-FM, 5,500 17 x 22 inch posters and an accompanying smaller picture poster of Day are being mailed by NBC to retail grocers in the Chicago area. This week, a trailer film is being shown on the Chicago Theater screen, to promote Day's appearance there as well as his NBC program, which will return to the air this fall, sponsored by Colgate-Palmolive-Peet Co.

Legerster In Mexico

Leslie Legerster, who is Latin-American division director for McCann-Erickson, is visiting Publicidad Elías, the firm's Mexico City representative.

sales for "The Franklyn MacCormack Show" and "The Ted Lewis Show." Latter program is currently syndicated by Chartoc-Coleman out of New York.

COAST-TO-COAST

WNEB Staff Items

Worcester, Mass.—Peter Jameran has joined WNEB as the featured deejay on the station's afternoon 1230 club. He was formerly associated with WCKY. Andrew F. Hickey, Jr., has been appointed to the position of chief of the newsroom at the same station and was formerly on the news staff of WPJF in Providence.

WSBA Fulltime in Fall

York, Pa.—Beginning September 30th, WSBA, affiliate of ABC, will commence fulltime operations with 1000 watts power on 910 kc. The station is currently operating daytime only with the same power of 900 kcs.

Globe-Circling News Editor

Canton, Ohio—Elwood Broadwater, news editor of WCMW, took off recently for a round the world flight that will take him 50,000 miles and into 26 countries with a tape recorder in one hand and a typewriter in the other. He plans to return recorded programs and script features from each country he visits and is making the four-month journey to report to WCMW listeners what an American see and feels on a post-war visit to foreign soil.

WIBG's Answer to the Weatherman

Philadelphia, Pa.—Doug Arthur WIBG disc jockey, used the full 9 minutes time of his Danceland program by playing a full show of records that included "Snowfall," "Let It Snow," "Baby It's Cold Outside" and tunes of similar nature while Philadelphians sweltered with 96 degrees temperatures. Arthur hopes the mental suggestion worked and the cool music helped cool tempers of listeners but to play it safe he signed off with "Lay That Piston Down" the only non-refrigerated music heard during the hour and a half.

Gross Up, Net Down In 6 Months At CBS

(Continued from Page 1)

however, decreased by \$578,846. For the first six months of this year, the net income totalled \$1,709,391 compared to \$2,288,237 during last year's first six months. The earnings per share for this year were \$1.00 compared to \$1.33 for the same period of 1948.

Dividend Declared

The CBS board yesterday declared a cash dividend of 35 cents per share on its Class A and Class B stock payable on Sept. 2, 1949, to stockholders of record at the close of business on Aug. 19, 1949.

The time discount and agent commissions, record returns, allowances and discounts for this year's first six months amounted to \$1,679,379.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 25

NEW YORK, FRIDAY, AUGUST 5, 1949

TEN CENTS

HEAVY RADIO PROMOTION DRIVE SET

Operational Economy Theme Of NAB Meets

Washington Bureau of RADIO DAILY
Washington—Methods for reducing station operating costs without sacrifice of efficiency will keynote the presentation to be made before district meeting delegates by Richard P. Doherty, director of the employee-employer relations department of the NAB.

Doherty's department now is completing a final analysis and report on operation costs which will be unveiled first at the District 7 meet-

(Continued on Page 3)

CAB Is Disappointed At CBC "Spot" Ruling

Montreal — Disappointment was expressed by T. J. Allard, general manager of the Canadian Association of Broadcasters, on behalf of the directors of the association, on learning that requests for changes in broadcasting regulations and practices were not approved by the board of governors of the Canadian Broadcasting Corporation.

At hearings before the CBC governors here last week the CAB had

(Continued on Page 4)

Father Peyton Heads Catholic Broadcasters

South Bend, Ind.—The Rev. Patrick Peyton, C.S.C., founder of the Family Rosary Crusade, was named president of the Catholic Broadcasters Association at the second annual convention of the association held at the University of Notre Dame the past weekend.

Father Peyton, who directs the "Family Theater" over the Mutual

(Continued on Page 6)

Favorite Son

Onaway, Mich.—Onaway will honor its favorite son, Lou R. Maxon, president of Maxon, Inc., with a "Maxon Day" celebration Sunday, August 7, featuring a parade and dedication of Maxon Field, the local baseball park. A special edition of the Onaway News will carry full-page advertisements by all of the Maxon national advertising accounts.

Maxon grew up in Onaway. This tribute is being paid to him in recognition of the many benefactions he has bestowed upon the local people.

UP FM Time-On-Air, Assn. Asks FCC Today

Washington—FMA today will ask the FCC to require an increase in the number of hours of operation of FM stations. FMA board, meeting last month in Washington, decided that public interest would best be served by FM stations through increasing the number of program hours available to the public. Specifically the petition would

(Continued on Page 6)

Book Publisher Buys Fall Radio Campaign

Extensive plans for the Fall in network and local spot radio by Doubleday & Company were disclosed yesterday by Huber Hoge & Sons, agency for the publishing house.

Starting Sept. 15, Doubleday will

(Continued on Page 3)

Networks Will Spend Over \$1,000,000 In Promotion Of Fall, Winter Programs And Stars

Over \$1,000,000 will be spent in radio promotion by the four major networks in advertising and exploitation of their fall and winter programs through the use of radio, newspapers, magazines, trade press, films and direct mail, a RADIO DAILY survey completed yesterday reveals.

ABC, reported to have included air time in their estimate, will top the network expenditures with around \$500,000; CBS and NBC will spend around \$300,000 each and Mutual is reported to have earmarked about \$150,000 for their campaign.

The network campaigns will differ somewhat in the efforts to make the nation radio conscious this fall. ABC will shoot the works in plugging its Friday night and Sunday program lineups; CBS will place emphasis on its array of name stars and high rating shows; NBC as "the No. 1 network" will accentuate 'the show of tomorrow' and Mutual will emphasize its program blocks rather than its individual shows.

Forerunners of the fall and winter radio promotion plans have been

(Continued on Page 3)

Johnson Still Against Liquor Advg. On Air

Washington Bureau of RADIO DAILY

Washington—"I am neither a crusader nor a zealot," Chairman Edwin Johnson of the Senate Interstate Commerce Committee wrote yesterday in renewing his stand against liquor advertisements on the air. Replying to a letter from Tom Watson, Jr., of WSWN, Belle Glade, Florida, Johnson said he simply "believe (s) that the privacy of the home is more sacred than the sales talk of the whiskey peddler aided and abetted by the family radio

(Continued on Page 6)

Philco Signs McNeill Show On ABC Web

Philco Corp. has renewed its contract with ABC for sponsorship of the 9:45-10 a.m. daily segment of "Breakfast Club" on 271 stations, for 52 weeks.

Philco has been sponsoring the quarter-hour since September, 1945. Hutchins Advertising Co., Philadelphia, handles the account. The renewal is effective Aug. 29.

WJZ, New York, key ABC outlet, (Continued on Page 2)

FCC Indicates Year Delay In Shifting TV Channels

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday notified three TV permittees that although their presently-assigned channels are proposed for deletion they can look forward to a full year of operation before any frequency shift will be necessary. The assurance of special temporary authorizations went to WSYR-TV, Syracuse, WXEL, Cleveland, and WHAM-TV, Rochester.

The proposed new plan calls for shifting of WSYR-TV from channel 5 to channel 3, WXEL from channel 9 to 11, and WHAM-TV from channel 6 to channel 5.

These are the only three instances where currently permitted stations would be affected by adoption of the proposed new allocation plan.

The Commission sought additional information yesterday, too, from

(Continued on Page 7)

Returning

"Hit The Jackpot," featuring Al Goodman's orchestra and giveaways galore, will return to the air on CBS Tuesday, August 9, 10 to 10:30 p.m., EDT., under the sponsorship of the Plymouth-De Soto dealers of America. As in the past a new De Soto automobile will be among the weekly prizes to be awarded successful contestants.

Promotion

Copies of the remarks of Rep. Sidney R. Yates of Illinois read into the Congressional Record on the occasion of the 25th anniversary of WLS, Chicago, is being mailed to 2,000 advertising men, agencies and clients by the midwest station. Rep. Yates traced the history of the station and outlined its various public service role.

RADIO DAILY



★ **COMING AND GOING** ★

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

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 Phone: Wisconsin 3271
CHICAGO BUREAU
 Hal Tate, Manager
 Vickie Hubbard, Assistant
 360 No. Michigan Ave.
 Phone: Randolph 6-6650

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FINANCIAL

(August 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	61 ⁴	61 ⁸	61 ⁸	— 1 ⁸
Admiral Corp.	175 ⁸	171 ²	171 ²	— 3 ⁸
Am. Tel. & Tel.	143	142 ⁷ / ₈	143	— 1 ⁴ / ₈
CBS A	183 ⁴	183 ⁴	183 ⁴	— 1 ² / ₈
CBS B	191 ⁴	185 ⁸	191 ⁴	— 3 ⁸
Philco	261 ⁴	261 ⁶	261 ⁸	— 1 ² / ₈
RCA Common	103 ⁸	101 ⁴	103 ⁸	— 1 ⁸ / ₈
RCA 1st pfd.	691 ²	691 ²	691 ²	— 5 ⁸
Stewart-Warner	111 ⁸	11	111 ⁸	—
Westinghouse	25	24 ³ / ₈	24 ⁷ / ₈	—
Zenith Radio	22	22	22	—

NEW YORK CURB EXCHANGE

Hazeltine Corp.	121 ⁴	121 ⁴	121 ⁴	— 1 ⁸
Nat. Union Radio	21 ²	23 ⁸	23 ⁸	— 1 ⁸

OVER THE COUNTER

	Bid	Asked
U. S. Television	5-16	1 ² / ₈
WCAO (Baltimore)	15	18
WJR (Detroit)	6	6 ¹ / ₂

Ship To Shore Interview

Margaret Arlen, WCBS commentator, who has been vacationing in Europe, will be heard in a special two-way ship-to-shore broadcast from the S. S. Caronia from 200 miles off Nantucket Lightship on Monday, August 8. She will be interviewed on the regular Margaret Arlen program over WCBS at 8:30 a.m. by Harry Marble and Isabel Manning Hewson. Miss Arlen will arrive in New York on Monday evening and will resume her regular broadcasting duties on Tuesday, August 9.

Ross In Series For Goldwyn

Lanny Ross, singing star of radio and television, has waxed the second in a series of recordings for Samuel Goldwyn Productions. The recordings are musical portraits in song of beautiful women, beginning with "Roseanna," from the film "Roseanna McCoy," and including "Juanita" and "Sweet Genevieve."

B. T. WHITMIRE, general manager of WFBC, Greenville, S. C., a visitor this week at the offices of NBC, with which the station is affiliated. He plans to leave for home tonight.

FRANK SAMUELS, vice-president of ABC in charge of the network's western division, is in New York on business.

GERALD MAULSBY, manager of broadcasts for the Columbia network, is sojourning at Nantucket, R. I. He'll be there for the next three weeks.

WILLIAM M. O'NEILL, president of WJW, American network outlet in Cleveland, is in Gotham for conferences at the headquarters of the web.

C. T. LUCY, general manager of WRVA, Columbia network affiliate in Richmond, has returned to Virginia following a few days in New York.

ROBERTA QUINLAN, of the "Mohawk Show Room" on NBC, accompanied by her husband, **JACK QUINLAN**, will leave today for St. Louis, her home town, where she'll vacation for a month.

HUBBELL ROBINSON, JR., vice-president and director of programs at CBS, has returned from a three-week vacation spent in Bermuda.

NEWTON E. MELTZER, director of program development for Telencws Productions, Inc., has returned from a three-week vacation tour of the Gaspe Peninsula, Quebec and Maine. He was accompanied on the trip by MRS. MELTZER.

MIKE FOSTER, manager of the trade and features division at CBS, is spending three weeks in Ogonquit, Me.

BERT LOWN, vice-president of Associated Program Service, accompanied by MRS. LOWN, is vacationing at Belgrade Lakes, Me. They'll be back Aug. 15.

GLENN MARSHALL, JR., commercial manager of WMBR, Jacksonville, and representative of District 4 of the CBS Affiliates Advisory Board, is back in Florida after having attended the recent meeting of the board in New York.

JOCKO MAXWELL, sportscaster on WWRL, Woodside, is vacationing in upper New York State.

Philco Signs McNeill Show On ABC Web

(Continued from Page 1)
 has sold Phil Alampi's Farm News show on Monday, Wednesday, and Friday, 6:15-6:30 a.m. to Kerr Chickeries, Inc., starting Sept. 26. The E. H. Brown Advertising Agency, Chicago, placed the business.
 The program is heard Monday through Saturday, 6-6:30 a.m. The first quarter-hour is sponsored co-operatively. Kerr Chickeries also bought a slice of the show on WJZ from Dec., 1948, through May, 1949.

Milwaukee Manufacturer Renews NBC's Farm Hour

Chicago Allis-Chalmers Manufacturing Co., Milwaukee (farm equipment) on September 10th will start its fifth year of sponsorship of NBC's "National Farm and Home Hour" Chicago-originated program. The 52-week renewal contract for the program was announced this week by Paul McCluer, manager of

Crosley Buy Of WHAS Goes Before FCC Sept. 9

Washington Bureau of *RADIO DAILY*
 Washington — The FCC yesterday announced oral argument for Sept. 9 in the attempt by Crosley Radio to purchase WHAS, Louisville. An initial decision by the FCC denied approval, on the ground that the overlap of service is too great to be permitted to stand. Crosley will attempt to support its argument that although primary service from both WHAS and WLW, Crosley station in Cincinnati, can be received by many people, the actual listening habits in the area render the duopoly question moot.

the NBC Central Division network sales department.
 The program heard Saturdays at 12:00 noon CDT over the entire NBC network, has been broadcast since October, 1928. Bert S. Gittins Advertising, Milwaukee ad agency, handles the Allis-Chalmers account, and George Diefenderfer is the NBC Chicago account executive.



Fire! Fire!

That cry went out too late for this one. By the time the firemen really got to work, about \$1,000,000 worth of property had been lost in smoke and flames.

Which goes to prove that the time to cry "Fire! Fire!" is before the conflagration gets under way . . . while there's still a chance to put it out before serious damage is done.

And the same thing applies to sales in today's market. The smart time to do something about sales is before any trouble really gets under way.

In Baltimore there's a simple way for radio advertisers. You just buy W-I-T-H, the BIG independent with the BIG audience.

For W-I-T-H delivers more listeners-per-dollar than any station in this big town. It covers 92.3% of all the radio homes in the Baltimore area.

So if you want low-cost results from radio in Baltimore, call in the Headley-Reed man and get the W-I-T-H story today.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
 Represented by Headley-Reed

50,000 watts at 800kc.

Very Soon!

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

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

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

Operational Economy Theme Of NAB Meets

(Continued from Page 1)

ing, inaugural session, of the series, October 8-9 in Cincinnati.

This new study, presented on such a vast scale for the first time in broadcasting history, will be based on detailed reports of over 900 of the nation's stations.

It will reveal, for all types of stations in all kinds of markets, average labor costs, and delineate normal figures for other operating costs as well.

In presenting the results of the study, Doherty will advise stations on procedures they might follow to reduce their own expenditures without jeopardizing operational efficiency.

"As a test run," Doherty said yesterday, "we have taken the figures for one category of market and station and applied them against a typical middlewestern operation. In subsequent discussions with the station's manager, and review of his balance sheet, we have been able to reduce his cost by over \$6,000 annually with absolutely no impairment of efficiency."

Doherty, nationally known as an economist, believes that many stations have not yet re-adjusted their operations to the present economy—and need only examine the cost analysis study to find methods for reduction.

Staff structure, profit ratios, revenues and expenses, all are directly related to the whole economic progress a business entity enjoys," Doherty observed. "In many pursuits, management has not kept pace with the changing business cycle. The result has been over-expenditure, often even in those cases where gross income is up."

Doherty, in addition to presenting the study under the title of "analyzing station operating and labor costs," will consult with district meeting delegates on their individual operational problems.

He will be one of four who will make up the headquarters contingent to attend district meetings. Others are Justin Miller, president; Maurice B. Mitchell, director of the Broadcast Advertising Bureau; and Don Petty, general counsel, who will attend most of the meetings.

Elwood Honored

San Francisco—John W. Elwood, general manager of KNBC, San Francisco, has been appointed Northern California Chairman of the Citizens' Committee for the Hoover Report. Elwood, who is also president of the Down Town Assn. of San Francisco, was appointed by Dr. Robert L. Johnson, president of Temple University.

Over \$1,000,000 In Budgets For Fall Radio Promotion

(Continued from Page 1)

publicity, advertising and promotion huddles which have been held at the network headquarters in New York and plans for regional affiliates meetings within the next few weeks. Secrecy has characterized each gathering indicating the competitive nature of the planning. NBC, for one, has declined to give out any detailed information on their plans until August 15.

ABC Using Life Spreads

One ABC campaign, to be backed by extensive spreads in "Life," will hammer at the theme, "Aren't You Glad It's Friday Night?" dwelling on the delights of the week-end, particularly those available on ABC stations.

The network has blueprinted appropriate local tie-ins for its owned-and-operated stations and affiliates. The Sunday promotion campaign will revolve about the theme, "Your Sunday Best," backed by newspaper ads to break early in the Fall. ABC hopes to tap an additional 1,500,000 listeners by a promotional column to run in the women's departments of Fawcett, Dell, and Macfadden publications. Copy will consist of news on ABC programs and personalities, with local outlets indicated but no network identifications.

CBS 'Big Name' Emphasis

CBS too is planning a magazine tieup. The October issue of "Radio Mirror," a fan magazine, will be devoted to the CBS Fall lineup. In general, Columbia's Fall promotion nationally and locally will be keyed to the return of the big name shows which have been off the air for the Summer. The network has other, new promotion ideas which were

New Talent Program May Preem With Heatter

A new opportunity contest program, similar to the "Talent Scout Show," with Gabriel Heatter as emcee, may tee off on a night-time spot over the Mutual network early this Fall, RADIO DAILY learned yesterday.

It is expected that there will be one winner each week for ten weeks, followed by an elimination contest for the grand prize winner. The producer of the once-a-week stanza reportedly will be Herb Rice, currently on a three-week vacation.

'Showcase' Debut Set

A new full-hour musical series, "Conductors' Showcase," featuring "noted" composer-arrangers conducting their own compositions, will bow over the CBS network, August 17, 9-10 p.m., EDT, with David Brockman as the first guest maestro. The new show will take the spot vacated by the Lewisohn Stadium concerts.

developed at its recent promotion clinic in New York, but is understandably reluctant to tip its hand too far in advance.

NBC Preparing Campaign

NBC is also keeping the lid on its upcoming promotion plans, for the most part. A network spokesman conceded that newspapers as well as radio promotion would be used heavily. Equal emphasis will be placed on NBC programs and personalities, he indicated. The network is expected to reveal its Fall promotion plans in greater detail about two weeks hence.

MBS Touting Block Programming

Mutual, according to its vice-president in charge of program sales, Robert Schmid, will angle its Fall promotion toward program blocks, rather than individual shows. The emphasis will be placed, he said, on such program groups as the Sunday night and Saturday night lineups, and the "kid shows."

Mutual's promotion plans, he added, are kept up-to-date via a network closed circuit, in which promotion men of MBS affiliates cut in each Friday for talks with the New York office.

Book Publisher Buys Fall Radio Campaign

(Continued from Page 1)

sponsor a 15-minute quiz show, "The Doubleday Quiz Club," across-the-board on MBS. The time has not yet been set. Starting Sept. 24 the firm will sponsor a quarter-hour news program each Sunday, also on Mutual. Starting Aug. 15, Doubleday will sponsor "Top Tunes," a 15-minute program of popular recorded music, on WOR, New York, Monday through Friday.

Additionally, a spokesman for the agency said, Doubleday will spend from \$10,000 to \$12,000 weekly on spot radio in selected markets. Approximately 150 stations will be used, with the number of outlets fluctuating seasonally.

One of the heaviest and most consistent radio users among publishing houses, Doubleday also has been sponsoring several musical programs each week on WQXR, New York.

Press To Meet Scott on MBS

Washington—Hugh D. Scott, Jr., retiring chairman of the GOP National Committee, will guest on MBS' "Meet the Press," today, 10-10:30 p.m., EDT, when a panel of four newsmen and a moderator will question him on his reported break with other party leaders.

• faces • facts • figures • wins •



John Bradford with his children, Johnny and Barbara, discusses the comics on THREE CORNER CLUB . . . daily feature on WINS, 9:30-10:00 A. M.

THREE CORNER CLUB

For mothers and small fry alike, award-winning THREE CORNER CLUB is a friendly, half hour show which includes everything from child-rearing tips for mothers to the latest record albums for children.

A good buy in the world's greatest market . . . contact your nearest WINS-CROSLLEY Sales Office for availabilities.

WINS

50KW NEW YORK

CROSLLEY BROADCASTING CORPORATION

CHICAGO

By HAL TATE

LEW GOMAVITZ, director of the "Kukla, Fran and Ollie" TV show, is busy week-ends in his plane. Lew recently returned from his Montana vacation.

New stations acquired by Independent Metropolitan Sales, of which Jack Mulholland is Chicago manager, includes: WACE, Springfield, Mass; WNOR, Norfolk, Va.; and WARL, Arlington, Va.

The Crown Stove Works will give away a choice of any stove in their line on the new "Man on the Farm" MBS show. Latter program was sold by Chuck Acree to Quaker Oats for Full-O-Pep.

John McCormick, popular WBBM disc jockey, was recently awarded a Treasury Department certificate for his efforts on behalf of the current "Opportunity Drive" bond-selling campaign.

The Variety Club, located in fancy quarters in the Sheraton Hotel in the heart of radio row, has launched an intensive campaign to increase its radio membership. Ralph Kettering has been appointed by Irving Mack to handle the new membership campaign. Shower facilities are available for radio personnel, as well as a private swimming pool, private bar, card-room and club-rooms. A special introductory offer of \$50 initiation fees and \$50 annual dues is being offered to members of the radio and television profession. Jonas Perlberg is manager of the Variety Club which encompasses all branches of "show business."

Immediately following the Bermuda Vacation Contest, Gordon's "Dress Up Quiz" is offering another all-expense vacation contest. The vacation for this contest will be two weeks in Mexico, for two, for completing a jingle in 25 words or less. Details were announced on the program of Sunday, July 24, from 2:30 p.m. to 3:00 p.m., CDST. "Dress Up Quiz" is heard each Sunday over WGN, and is emceed by Howard Engle and Ed Cooper.

Bernadine Flynn, who was seen as Sade in the NBC-TV version of Vic and Sade, is mourning the loss of her father, George C. Flynn, age 75, who died at his Madison, Wis., home July 20.

ABC Preview Of Fight To Feature Boxing Mgr.

A preview of the impending heavyweight bout between NBA title holder Ezzard Charles and challenger Gus Lesnevich will be on ABC Monday, 8:30-8:45 p.m.

Managers of the two boxers will be interviewed by Joe Hasel, ABC sportscaster, and other fistic luminaries will also be heard. ABC will broadcast the bout itself from Yankee Stadium in New York Wednesday night, starting at 10 p.m., as part of the Gillette Safety Razor Company's "Cavalcade of Sports."



Mainly About Manhattan. . . !

● ● ● Buddy Rogers very close to signing an AM-TV deal, but not a simulcast. . . Gabe Heatter and Mutual are prepping a new half-hour series—an opportunity contest type of show. Contest winners will be selected weekly and at the end of 10 weeks, the 10 winners will slug it out for the grand prize. . . CBS working up another stanza tagged "Shy Guy" with Bill Erwin topping the cast and Lud Gluskin supplying the music. . . With the big video set manufacturers hacking off prices, look for a lot of the smaller fry to fold up. . . Dorothy Lamour and her husband, Wm. Ross Howard, III, have been offered a Mr. and Missus session to be aired from their Beverly Hills cottage. . . New Yorkers are receiving postcards with a Los Angeles postmark assuring them that for a buck they'll be given the answers to radio quiz shows. (Yeah, but are they the right answers?) . . . Revival of vaudeville in many key center cities confirms a forecast made by John Royal shortly after variety programming became popular on television. . . Maxine Keith hears that Barbara Stanwyck and her mate may do a Taylorvision series.



● ● ● Radical rabble rousers seeking radio time on Mutual invariably get cold tootsies when the network counters with an invite to "Meet the Press." Facing a question-firing battery of reporters usually scares 'em off—with Paul Robeson most recent to refuse—all of which inspired Sen. W. Stuart Symington's public relations attache to dub the program as "Mutual's best insurance policy against loudmouths."



● ● ● OUT OF MY MIND: If you're a Giant fan who watches the Yankee games on TV, you realize what poor camera placement and inferior shots emanate from the Polo Grounds. . . For all the splurge and publicity in connection with his Astor Roof appearance, it wasn't a century ago when Xavier Cugat was the relief band at the Waldorf. . . For years we've been spelling Ray Bloch's name with a 'k' and Katharine Cornell's first monicker with an 'e'. . . An insignificant person can be made to feel big and an overstuffed phony can be deflated by spending 15 minutes with Ed & Pegeen Fitzgerald. . . For sheer nonsense, those early Henry Morgan WOR sessions were tops. If his present program suffers from minor league scripting, Henry would be wise to write his own stuff. He can do it. . . What a sweet business this would be if all TV execs had the savvy and courtesy of NBC's Charlie Prince. What's more he's one of the hardest-working lads around, but he's never too busy to give you a straight answer. (Those on the receiving end of the well-known brush-offs or the double-talking "Let's discuss it" will know what we mean by "a straight answer.") While on the subject, considering all the red tape involved in the follow-through of a program idea, the miracle isn't whether the show is good or bad—the miracle is getting the show on the air at all.



● ● ● MAIN STREET TREATS: Steve Gethers' Big Time pretending in "The Clock"—a performance which netted him a flock of other TV offers practically immediately. . . Vic Damone's warbling at the Paramount. . . Robert Q. Lewis' Hooper-duper pinch-hitting for Arturo Godfrey. . . Doug Storer's video satisfyer—"Believe-it-or-Not."



● ● ● SMALL TALK: Teleneews to film N. Y. State swim championships Sunday at Lido Beach Club. . . Evelyn Knight starts her Roxy date on the 12th and then heads back to the coast to resume her "Club 15" chores. . . Latin Quarter star, Billy Vine, has his cherche of two video series to start in the fall.

CONSTRUCTION PERMITS

The FCC in action this past week, granted the following Construction Permits to 3 AM and 2 FM stations:

AM Stations

Robert F. Wolfo Co., Fremont, Ohio.—Granted CP for new station to operate on 900 kc., 600 watts, daytime only, using DA system; estimated cost \$20,450.

Times & News Publishing Co., Gettysburg, Pa.—Granted CP for new station to operate on 1450 kc., 250 watts, unlimited time; estimated cost \$33,410.

Wheeling Broadcasting Co., Wheeling, W. Va.—Granted CP for new station to operate on 1000 kc., 1 KW, daytime only, using DA system; engineering conditions; estimated cost \$34,830.

FM Stations

Tennessee Valley Broadcasting Co., Inc., Decatur, Ala.—Granted CP for new Class B station; frequency 92.5 mc., channel No. 223, ERP 3.1 kc., antenna 300 feet, estimated cost \$28,642 exclusive of land.

WKMH-FM — WKMH, Inc., Dearborn, Mich.—Granted CP for Class B station; frequency 100.3 mc., channel No. 262, ERP 7.7 KW, antenna 220 feet, subject to site approval by CAA and subject to approval of application BP-7228 which provides for mounting FM antenna on the WKMH ant. (ant.)

CAB Is Disappointed At CBC "Spot" Ruling

(Continued from Page 1)

asked that spot announcements be permitted on weekdays between 7:30 p.m. and 11 p.m.; that radio stations be allowed to insert announcements at intervals during network broadcasts and that the CAB be allowed to submit advertisements on food and drugs direct to the National Health Department.

Text Of Statement

In his statement Allard said: "As to the continuance of the ban on evening spot announcements, we sincerely believe that the lifting of this ban would not have resulted in extended commercialism, but would more probably have meant a spreading of these announcements over the whole broadcasting day. We must please our listener or lose him and we are as anxious as is the CBC to do nothing to offend our audience." He said that the suggestion that broadcasters be permitted to apply directly to the Department of Health for approval of food and drug continuities was put forward because the association thought a streamlining of this procedure desirable.

"We can only hope that the continuance of the present dual supervision by both the CBC and the Department will not result in unnecessary delays. Here again we share the CBC's concern for the listener whose wishes must be our guide," he said.

Chip Off Old Block

Lindsay Crosby, Bing's 11-year-old son, has assumed the announcing duties on Daddy's WCBS daily transcribed show, "This Is Bing Crosby" at 10:00-10:15 a.m. Young Crosby is subbing for the vacationing Ken Carpenter. Show is sponsored by Vacuum Foods Corp. for Minute-Maid Orange Juice.

AM-TV EQUIPMENT FM-FAX

Section of RADIO DAILY, Friday, August 5, 1949

RMA Statistics Comm. Named By Cosgrove

Washington Bureau of RADIO DAILY
Washington—Frank Mansfield of Pennsylvania Electric remains at the helm of the RMA Industry Statistics Committee for the 1949-50 year, President R. C. Cosgrove announced this week. The committee lists among its duties supervision of all RMA production and sales statistics, monthly and quarterly.

Membership includes E. C. Anderson and George McCleary of RCA, Paul Eshleman of DuMont, G. W. Kenyan of GE, C. G. Miller of Crosley, Bill Rinkenbach of Philco, A. J. Schifine of Stromberg-Carlson, C. C. Sprague of Sprague Electric and Edgar Stanton of Belden Manufacturing Company.

Cosgrove also named a membership committee, to serve under the chairmanship of J. J. Kahn of Standard Transformer. It includes Virgil Graham of Sylvania, H. L. Hoffman of Hoffman Radio, George Lewis of Federal Telephone and Radio, A. Liberman of Talk-A-Phone, Harry E. Sparks of Sparks-Withington, R. A. Triplett of Triplett Electrical Instrument, and Thomas A. White of Jensen Manufacturing.

Appointed Bendix D. M.

Max Fischman, prominent merchandising manager, has been appointed district manager for Bendix Television and Radio in the Pittsburgh area. It was announced by Edward C. Bonia, general sales manager.

PRODUCTION PARADE

'Telop' TV Slide Projector

Announcement of a new TV slide projector has been made by Arthur Jones, v-p in charge of sales of Gray Research & Development Co., Inc., Hartford, Conn. Known as the "Telop" it is used for flashes of news photos, temperature readings or time, for station or sponsor identification, titles, announcements or for superimposition of slides to aid lecturers. A recent added development to the "Telop" is called Stage No. 1, which enables the simultaneous projection of a teletape news tape, announcements on roll paper stock vertically, or small objects on a turntable.

Zenith San Antonio Distributor

The Perry Shankle Co., newest San Antonio wholesaler, has been appointed distributor of Zenith's radio and television products in San Antonio and Southern Texas, it was announced this week by H. C. Bonfig, vice president of Zenith Radio Corp.

"Perma-tube" Used In TV Antennas

Jones & Laughlin Steel Corporation's recently announced "Perma-tube" is now being used by The Ward Products Corp., Div. of the Gabriel Co., Cleveland, Ohio, in their "Minute Man Series" of TV antennae. "Perma-tube" is an Electricweld tubing produced exclusively by J&L with a special protective finish. The finish, which consists of Vinsynite pre-treatment and a pigmented coating with a tough vinyl resin base, provides an almost completely impervious film on the surface of the metal and is therefore extremely durable and resistant to atmospheric corrosion as well as acid and alkali.

Named To Atlanta Post

The appointment of G. E. "Rex" Rand as RCA broadcast equipment field sales representative in the Southeastern Region, with headquarters in Atlanta, Ga., was announced last week. He was formerly associated with the BBC and British Communication activities. He is a member of the IRE and the American Designers Institute.

TV Window Antenna

A new window antenna, designed for areas of high signal strength where roof installations are not allowed, is being manufactured by Telrex, Inc., Asbury Park, N. J. Called the "Superex" it mounts easily and quickly on any window sill and can be oriented through an 180 degree arc for proper pick-up. Antenna is designed to work on all channels (7 to 13) and loses only slight efficiency on channels 2 to 6.

Five New RCA Brochures

Describing the latest broadcast station equipment, RCA's five new brochures are now available on written request to RCA field offices or the RCA Engineering Products Dept., Camden, N. J. Equipment covered includes RCA's complete line of microphones and accessories, the new RCA magnetic tape recorders, a portable remote amplifier, the duo-cone monitoring loudspeaker, and a professional recorder. Also announced were information sheets on a studio console and new test instruments.

Swivel For Table TV Sets

A new swivel-ring that fits all table TV sets permits viewing of video programs from any angle without shifting set or furniture is being manufactured by Amplex Corp., Brooklyn, N. Y. Unit, known as Tele-Turn, glides on nickel-plated ball bearings, it is slipped between set and table with set resting on a steel supporting ring. Retail price for Tele-Turn is \$3.95.

RCA TV Service Sales Fee

RCA Victor television dealers, franchised by Kirch-Radisco, Inc., northern New Jersey territory distributors, will now receive commissions from the RCA Service Company for the sale of one-year RCA Victor television owner contracts, it was announced this week in Newark. Retailers will get \$2.50 commission on each owner contract covering 10-inch sets, \$3 for 12½-inch sets, \$4 on 16-inch models and \$5 on all projection receivers.

Name V.P. For Boston Andrea Distr.

Charles Van Maanen has been made vice-president of the J. J. Golumbo Co., exclusive Boston distributors for Andrea television sets, it was announced yesterday. Prior to joining Golumbo, Van Maanen was sales manager for J. H. Burke Co., Boston and The Eastern Co., of Cambridge. He was also vice president of R. U. Lynch Co., Inc., Providence, Columbia Records distributors in that area.

Tele-tone N. C. Distributor Named

The Shaw Distributing Co., Charlotte, N. C., has been appointed distributors for Tele-tone Radio Corp.'s complete line of radio and TV sets, it was announced by Morton M. Schwartz, general sales manager. Headed by Oliver N. Shaw, the distributing firm will cover the western two-thirds of North Carolina and all of South Carolina. Schwartz pointed out that a TV station has just opened in Charlotte, N. C. and that two more video stations are opening in N. C. shortly, one in Greensboro.

Admiral & Emerson New Radio-TV Sets

The Admiral Corporation presented its new radio-phonograph and television set models at a trade showing on Wednesday at the Essex House, New York. The showing was highlighted by the announcement of price reductions in Admiral's video line, and notification to dealers of price protection to Dec. 1 in the form of rebates.

Thomas J. Hodgins, general manager of the New York branch of the Admiral Corporation, said: "Every set in the Admiral television line is now within reach of the buying public. Admiral economies in mass production have made possible values in console television that compare favorably with competitive table models."

Hodgins announced that the Admiral 10-inch expanded console which formerly sold for \$249.95, had been reduced to \$219.95. The 16-inch console, which sold for \$445, has been reduced to \$399.95. A table model radio-phonograph which plays seven-inch discs is priced at \$49.95.

Emerson Radio & Phonograph Corporation also announced three new TV models at a dealer preview yesterday at the Waldorf-Astoria Hotel. A new Model 637, Emerson's first 10-inch TV receiver in a wood cabinet, will retail for \$199.50. Also shown for the first time was a 7-inch wood cabinet model to retail for \$129.95, the company's lowest-price set. The third model was a 12½-inch set in mahogany, listing at \$249.50.

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AGENCIES

MASTERSON-REDDY-NELSON has opened a New York office in Radio City with Charles B. Brown as manager. The Eastern office will represent both radio and television for the firm. Brown was formerly director of advertising, promotion and research for NBC in New York, director of advertising for RCA-Victor and one of the founders and a past president of the Academy of Television Arts and Sciences.

MINNEAPOLIS BREWING COMPANY has purchased television spot announcements to advertise its Grain Belt Beer over WTCN-TV, Minneapolis, through Batten, Barton, Durstine and Osborn, Inc. The contract runs through Sept. 11, 1950.

FRED WAGENVOORD, manager of KCRG and KCRK in Cedar Rapids, Iowa, announces the appointment of the Burn-Smith Co., Inc. as national representatives for these stations.

WILLIAM R. HESSE of Batten, Barton, Durstine & Osborn, Inc., has been appointed account executive for Swan Soap which will be handled in the agency's New York office. Hesse joined BBD&O in February 1948.

Up FM Time-On-Air, Assn. Asks FCC Today

(Continued from Page 1)
amend Section 3.261 of FCC rules and regulations which requires FM stations to operate a minimum of six hours per day—three before six p. m. and three after six p. m., local standard time.

FMA General Counsel Leonard H. Marks said that at the time Rule 3.261 was adopted (September 12, 1945) there were only about 50 stations operating on the FM broadcast band. Since then, he observed, there has been a tremendous development of FM broadcasting to where there are now approximately 740 stations on the air throughout the United States.

In 450 Communities
"These stations," Marks said, "are located in 450 cities and communities serving a population both day and night of more than 100-million persons. It can thus be seen that FM broadcasting has now progressed to a point where it can and is rendering broadcast service to substantially all parts of the United States."

The FMA petition would amend Rule 3.261 as follows:

(1) Require FM hours of operation to coincide as a minimum, the same number of hours as the AM station where there is a jointly-owned FM-AM affiliation in the same city or metropolitan area.

(2) In cases where AM is a daytime operation, require FM affiliate to operate a minimum of three

Johnson Repeats Opposition To Liquor Advg. Over Radio

(Continued from Page 1)

station." He said Watson "selfishly and conveniently" overlooks "that both radio and liquor are licensed industries, each with its own peculiar limitations...to argue that the sale of whiskey is no different from the marketing of groceries is contrary to all of the facts."

The Coloradian repeated his devotion to free speech, but recalled that the late Justice Holmes once observed that free speech doesn't entitle a man to shout 'fire' in a crowded theater. Said Johnson:

Cites Wide Illegality

"I repeat, the sale of liquor is not legal in hundreds of communities in the United States. Your radio station has no more right to invade the privacy of citizens residing in the area which it serves than I have to enter their houses at will. A man's home is his castle, and in view of the fact that radio broadcasting is an interstate business, the Federal Government has the duty of protecting the states in the exercise of their police powers. Such an assurance was given in the amendment to the Constitution repealing the 18th Amendment."

"There is another side to the 'legal' question involved," said Johnson, "to which you have undoubtedly given little thought. Under the public-interest clause of the Communications Act the Federal Communications Commission has a very pointed legal duty. Please look up the KRLD, Dallas, case handed down in 1946 in which the Commission makes clear that a question of prime public importance is involved in liquor advertising or even public advocacy of liquor use.

Sees "Tune-Out" Insufficient

"Of course, there is a freedom of choice in radio, the freedom of the listener to turn off the receiver, which you, and others like you, constantly hammer on as an excuse for programming anything, no mat-

hours after six p. m., in addition to the same number of hours of the AM station, which signs off at local sunset time.

(3) Recognize hardship cases and permit relaxed hours of operation of individually proved hardship cases.

(4) Require independent FM stations not associated with an AM station to operate the first year a minimum schedule of six hours per day; the second year, eight hours per day; the third year, 12 hours per day and thereafter fulltime.

The petition also opposed any future ruling by the Commission to require an FM station to duplicate programs of a similarly owned and operated AM station.

The petition stated "it is the unanimous opinion of the board that a licensee of an FM station should decide for himself which programs would be of benefit to the station's audience."

ter how objectionable. But that is a choice that is premised on the theory that radio broadcasting is not a licensed industry, and that its standards of conduct are the standards set by the individual licensee. That promise does not square with the facts. The people in their wisdom, through their Congress, established certain minimum standards for radio licensees and you and every other licensee is required as a condition of your franchise to observe those standards. It is not an effective control to tune out a station. Long before it is turned off much damage may have been done to alcoholics and others who are fighting to leave whiskey alone.

"The truth of the matter is, and you apparently don't see it, that radio could do itself inestimable damage by following the vicious policy you advocate of compelling the listener to screen your broadcasts. It indicates laziness, lack of pride and a total rejection of station responsibility."

Evanston, Ill.—The growing controversy over reported plans of distillers to invade radio was joined yesterday by the traditional foe of Demon Rum, the National Woman's Christian Temperance Union.

Mrs. D. Leigh Colvin, WCTU president, in a statement here urged Congress to enact without further delay the Langer-Bryson bills to "defeat a back-door plan of radio networks and stations to break all precedent and broadcast whiskey advertising." The bills would prohibit liquor commercials on the air by outlawing alcoholic beverage advertising in interstate commerce.

Once the distillers get a toehold in radio, Mrs. Colvin warned, their blandishments will be "poured into American homes as blatantly as wine and beer commercials at the present time."

Father Peyton Heads Catholic Broadcasters

(Continued from Page 1)

Broadcasting System, succeeds Monsignor Francis X. Sallaway, director of radio for the arch-diocese of Boston. Monsignor Sallaway was the first president of the association that unites all Catholic broadcasters in the United States and Canada.

Only other change in the official board of the organization was the election of Rev. Louis Gales, of St. Paul, Minn., founder of the "Catholic Digest," to serve a one year term on the board.

Stork News

Les Abramson, music librarian for WMGM, New York, is the father of a boy, born yesterday. The Abramsons also have a five-year-old daughter.

SOUTHWEST

CHARLES Balthrope, owner and manager KITE, San Antonio, is off on a vacation trip to Biloxi, Miss. where he also plans to spend some time fishing. Anna Scharf, KITE secretary, is on her vacation in Houston. Newsmen Glen Krueger will return to his home state, Nebraska, for his vacation.

A salute to the city of San Antonio was presented on the "Mr. Tucker's Smile Program" which originates in the studios of WFAA, Dallas, and carried over the Texas Quality Network three times each week. Working through the WOA, San Antonio, merchandising department, 16 Hom-Ond Food Store inserted advertisements in local papers calling attention to the broadcast.

George Waverley Briggs' dedication address at the opening of the new Red Cross Building in Dallas was aired on WFAA. Also on the program was an interview made by Bob Standford of several local Red Cross leaders.

Vacationers at KCOR, San Antonio, include Ted McCann of the sales staff and Emma Alircon of the Spanish continuity staff. McCann is vacationing in the "Hill" country of Texas, while Miss Alircon plans to go to Mexico City. Tommy Reynolds, KCOR, sports announcer and William Smyth, commercial and station manager took a hasty trip down to Port Aransas for one day's fishing.

Send Birthday Greetings To—

August 5	
Arthur B. Church	Jack Wilbur Evans
Malcolm Claire	
August 6	
Jim Ameche	Jack Armstrong
Arthur Fields	Louella Parsons
Walter Valentine	Jackie Kell
August 7	
Torrence E. Donley	Al Goodman
Hildred Price	Robert Lawrence
August 8	
Charles Boyer	Bill Connor
Ross Graham	Michael E. Kent
J. Mattfield	Robert L. Simpson
William Elmo Tanner	Herb Holm
Otis Wright	Victor Young
John Facenda	Joe Kapps
Jimmy McKibben	
August 9	
Ken Dolan	Daniel S. Samuels
Charlie Speer	W. A. Wilson
Frances Head	Andy Wilson
August 10	
Larry Fisk	Jack Haley
Frank E. Mullen	Jane Pickens
Duke Rorabough	A. A. Schechter
Ethel Dietz	Stuart Kelly
Mori Nusbaum	
August 11	
Fred Barron	John W. Dolph
Carl Landt	Val Adams

TELEVISION DAILY

Continuation of RADIO DAILY, Friday, August 5, 1949 — TELEVISION DAILY is fully protected by register and copyright

ZENITH SEEKS PHONEVISION TRIAL

TELE TOPICS

ROBERT Q. LEWIS emerged as a fine TV personality Wednesday night as he began an eight-week stint substiting for Arthur Godfrey on the Chesterfield show on CBS. Wisely eschewing the studied pattern of folksy informality established by Godfrey, Lewis ably presided over a variety show that was above average only in a few spots. Opening of the show was highly effective, with Lewis mouthing a recorded intro by Godfrey. There followed a hilarious satire on the Berle show, complete with "Chesterfield Star Theater" strains, siren, bells and quartet. Lewis' take-off on Berle's opening monologue was top-notch stuff. If the program had ended at this point, everything would have been perfect. Unfortunately it bogged down rather badly during the second half and was backed up only by the heavy dose of nostalgia proffered by Benny Fields, but his act was too long. Paul Remos and Cyril Smith did specialty numbers, and Art Carney was in and out as the program's "cultural advisor." Carney's speech and a restaurant skit were weak in the script department. Also present were the show's regulars, Janette Davis, Bill Lawrence, Tony Marvin, the Mariners and Archie Meyer's ork.

LARGE SCREEN SET manufacturer, Trad Television Corp., is using video to sell tavern owners its three-by-four foot screen receiver. Firm has signed with JZ-TV to sponsor wrestling pickups from Chicago's Rainbo Arena on Wednesday nights. Contract runs through Sept. 14, and was placed through the Clayton agency. First regular network show to originate in Cleveland bows on NBC tonight. Titled "Practice Tee," program is a 15-minute golf lesson by William P. Barbour. Stuart Buchanan will produce and Charles Ranallo, NBC field director, will direct. . . . Ed Masheff, WPIX program supervisor, is in an Arbor today to address radio students at the University of Michigan on programming problems. This afternoon he'll conduct a seminar for advanced students on educational video.

NBC'S FOURTH STUDIO in Chicago will be opened Monday for the return of "Kukla, Fran and Ollie." Two cameras will be used in the new studio, which has been designated D. In addition to the studio space, a suite of three offices, a reception room and storage vaults are being readied in Merchandise Mart for Burrillstrom's production staff and web engineering personnel. . . . Second session of the University of Miami Summer TV workshop gets under way this week at WTJV. Class produces a half-hour drama once a week as its main project and also assists around the station. Sydney W. Head is chairman of the school's radio-tele department and Labe Mell is station coordinator.

Full Year Is Assured Before Band Deletion

(Continued from Page 1)
present operators regarding their wireline facilities between studios and transmitters. Licensees and permittees were asked to reply by September 1, so the information can be used in the overall allocation hearings.

They were asked to explain in detail on the bandwidths used in studio transmitter channels, with figures in decibels on attenuation, to say whether these are leased from common carriers, and to indicate when they plan to increase the width to 4.5 mc.

Beauty Show On Film Completed By Coast Firm

West Coast Bureau of RADIO DAILY
Hollywood — Mini-films, Inc., has mapped an extensive tele program, having completed its first series, "Beauty, Glamor and Personality," with Ern Westmore. Company also is filming the new Jerry Colonna show at KLAC and will handle sales and distribution of the film nationally.

In preparation is "For Men Only," a live show featuring the husbands of well known wives, as well as a live variety show featuring Maxine Stone. Benne't Ross, head of Mini-Films, is co-producing most of the programs.

DuMont Gets Court Order To Stop Macy Price Cuts

The battle between DuMont and R. H. Macy & Co. over price cutting on DuMont receivers continued yesterday when Ernest A. Marx, general manager of the DuM receiver division, announced that his firm has obtained a court order to prevent Macy's from further cut-rate practices.

The store was ordered to show cause on Monday why it should not be restrained. Order was signed by Judge Samuel Dickstein of the New York State Supreme Court.

Meanwhile, a telephone call to Macy's yesterday revealed that the store has sold out all the DuMont sets it advertised in Wednesday's papers at prices almost 50 per cent below list. However, the store reported that it expects to obtain additional sets, although it would not

Sales Report

Total of 42 national advertisers sponsored 52 network programs during July for gross time expenditure of \$721,336. N. C. Rora-baugh reported yesterday. Gross for June was \$936,087, spent by 54 advertisers on 68 web shows. Gross time expenditures on the four webs for the January-July period was \$5,195,401. Rora-baugh said.

New Low Cost Film System Developed

West Coast Bureau of RADIO DAILY
Hollywood — Development of a new system said to bring production costs of TV films down to the level of off-the-tube recording was announced yesterday by Dr. Ferenz H. Fodor, chief engineer of Filmtone, Inc. The new process, known as Videofilms, was developed through utilization of the B-29 fire control technique, on which Fodor worked during the war, and operates two or more cameras through central control.

Fodor said that Filmtone is now negotiating with several top comedians planning their TV debut in the fall to utilize the process instead of kinescope recording.

Quality of Videofilm is identical to that of a major movie film, Fodor said.

Ask FCC Approval For Three-Month Chicago Run

Washington Bureau of RADIO DAILY
Washington — Zenith yesterday asked the FCC to okay a three-month trial run of Phonevision in the Chicago area. The plan calls for the sending of first-run films, current stage shows and sports events to some 300 subscribers, who in turn will be asked to 'contribute' amounts equivalent to what regular charges for commercial service might be. The contribution, Zenith said, is to prove the extent of the interest in the service.

The petition filed by former Sen. Burton K. Wheeler and his son, Edward, stipulates that 250 of the subscribers will be in the Lakeview telephone exchange area of Chicago, with the rest scattered through the city. Each would receive for the three-month period a Zenith receiver with the needed equipment. Special telephone lines would be installed.

The plan calls for use of Zenith's Chicago station, W9XZV for transmission of frequent exclusive programs for the subscribers. These programs would come in scrambled on all sets not equipped for Phonevision. Phonevision subscribers desirous of receiving the program would simply call the telephone company and make known their wishes.

A special signal would go out from the telephone company, releasing electronically a key in the Phonevision unit of the subscriber's set, and the program would come in normally.

Any set can be equipped, Zenith said.

Plan would permit a subscriber to select only those offerings he desires, with monthly billings on the basis of programs for which the special unscrambling signal has been given.

Joins CBS-TV Web

KRLD-TV, Dallas, Texas, becomes a full primary affiliate of the CBS Television Network effective October 1. This brings total number of CBS video affiliates to 44. Station, assigned Channel 4, is owned by the KRLD Radio Corporation with Clyde Rembert, general manager.

WMBR-TV To ABC

WMBR-TV, slated to go on the air Oct. 2 in Jacksonville, Fla., has signed an affiliation agreement with ABC. Station is owned by Florida Broadcasting Co. Glenn Marshall, Jr., is manager.



**WHAT DO YOU
WANT TO KNOW
ABOUT**

**RADIO
STATIONS ?**

A DIRECTORY OF
RADIO STATIONS
SHOWING
PERSONNEL, POWER,
AFFILIATION
&
OTHER USEFUL
INFORMATION
ARE CONTAINED IN
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1949 RADIO ANNUAL
AND TELEVISION YEARBOOK

ONE OF 1001
SUBJECTS COVERED
IN THE
**RADIO ANNUAL
for 1949**



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 26

NEW YORK, MONDAY, AUGUST 8, 1949

TEN CENTS

WILL CHALLENGE TV AUTHORITY OF FCC

Report Miss Hennock To Get N.Y. Judgeship

Washington Bureau of RADIO DAILY
Washington—It was rumored here Friday that Frieda Hennock may shortly leave the FCC to take an appointment as a Federal Judge in New York. No confirmation was to be had. Miss Hennock's name is high on the list of those before the White House for appointment to the several new seats on the Federal bench in New York created in recently passed legislation.

Miss Hennock has been on the FCC since June of last year.

Shoe Company Sponsor Returns to WJZ, Sept. 10

Dr. A. Posner Shoes, Inc., will return with its "The Big 'n' Little Club," to WJZ, New York, key station of ABC, Saturdays, 10:30-11 a.m., on Sept. 10, after an absence of about six months.

The children's program will retain its format of stunts, games, songs and stories with supplementary entertainment by name guest stars. Dick Collier will be emcee.

Hirshon-Garfield, Inc., handled the 9-week contract for Posner.

Tom Mix Show Renewed On MBS With New Format

Chicago—"Tom Mix and His Ralton Straight Shooters," under terms of a renewal contract with the Ralton Purina Co., will return for the sixth year to MBS on Sept. 26 with a revised format.

The program will be aired three times weekly, Mondays, Wednesdays and Fridays, for half-hour periods. (Continued on Page 2)

Family Affair
Father and son combinations were present for the first time at the CBS promotional clinic held last week at the Waldorf Astoria Hotel in New York. Ike Lounsberry of WGR, Buffalo, brought along his son, F. L. Lounsberry, station publicity director, and R. G. Soule of WFBL, Syracuse, was accompanied by his son, Hendrick Soule, publicity director.

Paid Listing Plan Interests Networks

Disclosure that the Chicago Tribune will offer radio page program listings to sponsors as paid advertising starting Sept. 6 has aroused keen interest in network broadcasting, publishing, and advertising circles across the country.

The Tribune will continue to run unpaid listings as usual, as a public service, but the sponsored listings will be displayed more prominently and in bigger type. The service will (Continued on Page 6)

Soothing Commercial Used At WBRY Sign-off

Waterbury, Conn.—Using its own conception of a commercial lullaby as a midnight sign-off, WBRY puts you to sleep with the following soothing spot announcement:

"The next seven hours of silence are brought to you through the courtesy of the Wayne Furniture (Continued on Page 2)

Technique Of TV Set Sales Indicates Misrepresentation

By ERNEST STERN
Staff Writer, RADIO DAILY
Revealing the current technique of misrepresentation in advertising television receivers to the retail trade, your reporter posing as a potential set buyer was given a sales workout last Saturday in a chain retail store in mid-Manhattan. The advertisement, appearing in New York dailies, mentioned four television receivers being drastically

FCC Bar Association Will Test Right Of Commission To Adopt Proposed Television Allocations Table

New Type Of Glass Said To Aid Viewing

Development of a new glass said to provide sharp black and white contrast pictures equally well in daylight or artificially lighted rooms was announced over the weekend by D. O. Burnham, vice-president of Pittsburgh Plate Glass Co.

The new material has been named Teleglas and will be used in viewing face of metal tubes. It makes possible (Continued on Page 7)

Progress Of WNYC Noted In Annual Report

Last year was the most successful one in the history of WNYC, New York, the city-owned station, according to a report submitted last week to Mayor O'Dwyer by Seymour N. Siegel, director of radio communications for New York City.

Siegel said that WNYC's program (Continued on Page 6)

CBC Board Denies License To Society

Montreal—The board of governors of the Canadian Broadcasting Corp. has recommended denial of a broadcasting license to the St. Jean Baptist (Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington—The FCC Bar Association, composed of lawyers practicing before the FCC, will this week challenge the right of the FCC to adopt an allocation table for TV channels. The lawyers will maintain that the Commission does not have the right to adopt such a table as a rule, (Continued on Page 7)

Storecast Radio Plans FM Tieup Campaign

The switchover this month of Storecast radio transmissions in New England from telephone lines to FM radio will be heralded by a major promotion campaign utilizing FM spots, newspaper ads, posters, and window displays, the Storecast Corporation announced last week.

Promotion will be built around the slogan, "Your Majesty, Mrs. Homemaker." New England house- (Continued on Page 2)

Philadelphia Station Sets Aside Negro Hour

Philadelphia — Charges by local Negro leaders that Philadelphia radio men have either ignored the needs of this city's 300,000 Negroes or given them public service time at undesirable hours have been announced (Continued on Page 2)

Girl Scout Tribute
Muskegon, Mich.—A special Girl Scout Roundtable, featuring girl scouts from all parts of the U. S. and other Western Hemisphere countries, will be broadcast by ABC in cooperation with the Girl Scouts of America, tomorrow, 8:15-8:30 p.m., EDT. The program will originate from ABC affiliate, WKBZ, in this Michigan city.

Acceptance
United Nations officials have accepted an offer by Broadcast Music, Inc. for financial support of "The World In Music," a series of 54 half-hour shows consisting of live continuity cued to recorded music. Prepared under UNESCO auspices, each program is based on the music and culture of a UN member nation.

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

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WEST COAST OFFICES
Al Steen, Manager
6425 Hollywood Blvd., Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Oiler, Chief 6417 Dahlonaga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager.
Vickie Hebbard, Assistant.
360 No. Michigan Ave.
Phone: Randolph 6-6650

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

FINANCIAL

(August 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 1/4	6 1/8	6 1/4	+ 1/8
Admiral Corp.	17 5/8	17 3/8	17 3/8	+ 1/8
A.M. Tel. & Tel.	143 1/2	143	143 1/2	+ 1/2
CBS A	19 1/8	19 1/8	19 1/8	+ 1/8
CBS B	19	19	19	+ 1/8
Philco	26 3/8	26 1/8	26 3/8	+ 1/4
Philco pfd.	83 1/2	83 1/2	83 1/2	+ 1/2
RCA Common	10 1/2	10 3/8	10 1/2	+ 1/4
RCA 1st pfd.	71	69 3/4	69 3/4	+ 1/4
Stewart-Warner	11 1/8	11 1/8	11 1/8	+ 1/8
Westinghouse	25	24 1/2	25	+ 1/4
Westinghouse pfd.	97 1/2	96 1/2	97 1/2	+ 1/8
Zenith Radio	23	22	23	+ 1

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 1/2	2 3/8
OVER THE COUNTER		
DuMont Lab.	12 1/2	13 1/2

Soothing Commercial Used At WBRY Sign-off

(Continued from Page 1)

Company, Waterbury's Smart New Furniture store at 209 South Main Street. Wayne Furniture cordially invites you to enjoy a good night's rest on the famous Sealey mattress. See the Sealey mattress now on display at the Wayne Furniture Co. Good night—Sleep tight."

'Bonny Maid' Show Sold

Bonafide Mills, Inc. have bought a new variety show, "The Bonny Maid Floor Show," from Basch Radio and Television Productions, it was announced last week. The show will originate in New York Fridays at 9:00 p.m., starting August 26th and will star George Givot, well-known star of stage, screen, night clubs, radio and television. The show will promote Bonny Maid Floor Coverings and Versa-Tile.

★ COMING AND GOING ★

HENRY GROSSMAN, Columbia network director of plant construction, will leave tomorrow for Hollywood, where he'll spend three weeks supervising the building of the CBS Hollywood television studios.

MIKE DANN, trade editor in the NBC press department, left Friday for a one-week vacation, which he will spend in the province of Saskatchewan, Canada.

RICHARD BOREL, general manager of WBNS, Columbus, has returned to Ohio following a business trip to New York.

BEN LUDLOW, musical director of "Scattergood Baines" on Mutual, will leave the day after tomorrow for Racquette Lake, N. Y., where he'll spend two weeks.

JOHN T. MADIGAN, news director at ABC, has departed for cooler climes in Upstate New York.

FRED THROWER, vice-president of the American network in charge of sales, left over the week-end for a fortnight of sailing in the vicinity of Cape Cod and Nantucket.

DON BALL, program director at WCBS, today will leave on a motor trip through New England, Pennsylvania and Ohio. He'll be away for three weeks.

JOHNNY ANDREWS, singer on the WNBC program, "Easy Does It," is leaving for Cape Cod, where he'll sojourn for the next two weeks. He'll be replaced during that period by Arthur Johnson, formerly with the Hotel New Yorker Ice Show.

HOWARD SUMMERVILLE, general manager of WWL, New Orleans, and representative of District 5 on the CBS Affiliates Advisory Board, is back at the station following attendance at the recent meetings of the board in New York.

Philadelphia Station Sets Aside Negro Hour

(Continued from Page 1)

swered by WDAS, Philadelphia. with a full hour daily program to be devoted entirely "to furthering the best interests of the local Negro community."

The program, to be heard Monday through Friday, 11:30 a.m.-12:30 p.m. starting Aug. 15, will be known as "The Bon Bon Show," and will feature George Tunnell, recording artist known professionally as Bon Bon, who was the original singer with Jan Savitt's orchestra.

Lambert B. Beeuwkes, general manager of WDAS, said in announcing the program: "It is the intention of WDAS to provide a daily program that will not only serve the needs and interests of the Negro community but will also help to develop a better appreciation and understanding by the general community."

Storecast Radio Plans FM Tieup Campaign

(Continued from Page 1)

wives who write the best letters on why they believe theirs is a "Royal Family" will receive gifts ranging from a Florida vacation to a Seth Thomas clock.

Full page announcement advertisements on the contest will break in newspapers in 18 New England cities on Aug. 11. Supporting announcements will be fed to stores and homes by Storecast through WMMW-FM, Meriden, Conn.

Garod Issues Dealer Aids

A new series of dealer advertising aids and point-of-sale display material has been released by the Garod Electronics Corporation, Brooklyn, N. Y., for the promotion of Garod "Tele-Zoom" receivers and their new low-price TV line starting at \$199.95. Included are four newspaper mats, two large window streamers, lithographed in color, four new catalog sheets, printed two sides, offering complete receiver and cabinet specifications, and a new consumer folder.

Tom Mix Show Renewed On MBS With New Format

(Continued from Page 1)

5:30-6 p.m., local times, instead of five times weekly for 15-minute periods each day. Curley Bradley, who has played the role of Tom Mix on radio since June 5, 1944, will be featured again as the cowboy.

In announcing the new format to be a complete drama each day, producers of the show said it is believed that youngsters dislike "cliffhangers" because their daily chores often interfere with day-by-day listening. The agency handling the renewal is Gardner Advertising of St. Louis.

CBC Board Denies License To Society

(Continued from Page 1)

tiste Society of Montreal. The society, a French-Canadian nationalistic organization, said it wanted to operate a 1-kw station mainly for educational purposes but would need commercial revenue to maintain it.

In vetoing the bid, the CBC board declared: "Only a limited number of air channels are available. There are not nearly enough channels to accommodate all organizations or groups of different viewpoints or interests which might wish to have stations of their own. . . Licensees controlling the use of air channels should be in impartial positions and should provide for maximum fair expression of different views and concepts and the meeting of different needs."

The board cited the same reasons for denying an application by the Wesley Church Radio Board, operator of COWR, St. John's, Newfoundland, for permission to transfer its license to the Pioneer Broadcasting Assn. of Newfoundland, to operate commercially and to increase its power from 500 to 1,000 watts.

To Discuss Radio's UN Future

"Radio's Future in the United Nations" will highlight a two-way interview of radio producer Norman Corwin by Mrs. Franklin D. Roosevelt on her program over ABC, Aug. 12, 4:45 p.m., EDT.



Quitting time

They've done a day's work . . . and they're going home. They'll eat. Then they'll listen to their radios. That picture was shot outside of one of the big middle west industrial plants . . . but we're using it as an example for Maryland.

We don't know what percentage of our listeners work with their hands or their heads. But we do know this:

In Baltimore, the country's 6th largest city, it is W-I-T-H that delivers more listeners per-dollar-spent, than any station in town.

If Baltimore is in your plans for next year . . . now's the time to buy time on W-I-T-H!



WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



**for
daytime
television
see
Du Mont**

If you want to reach the housewife, daytime television must occupy an increasingly important place in your plans. Daytime television is doing a job for many advertisers, at a very modest cost. Surveys show that when television comes into the home, radio is neglected*—and the television antennas are sprouting thick as corn in Kansas. Du Mont is your logical contact on daytime television, because: Du Mont pioneered daytime television. Du Mont has developed the daytime programs. Du Mont has the daytime network coverage.

AGENCIES

WACE, Springfield, Mass., and WNOR, Norfolk, Va., have engaged Independent Metropolitan Sales as their national sales representative, effective immediately. WARL, Washington, D. C. has also appointed Independent Metropolitan Sales contract to become effective September 4, 1949.

JOHN D. BROOKS, manager of The Newagen Inn, Newagen, Maine, announces that John C. Dowd, Inc. has been retained to handle their advertising and sales promotion, effective immediately.

NICO-STOP SALES COMPANY, St. Helena, Calif., has appointed Ad Fried Advertising, Oakland. The product is a palatable medicament for alleviation of excessive tobacco habit. Detailed campaign will be announced soon.

JOYCE MILLER, formerly of the sales and production staff of radio station WMAZ, CBS affiliate, Macon, Georgia, has joined MPO Productions, Inc., New York, as assistant to Bernard Dudley, director of sales, in charge of television development. As a writer-director Miss Miller has received praise in the preparation and production of documentary and dramatic shows. She is a native of Macon, Georgia, and a graduate of the Wesleyan College School of Radio.

ALBERT WEISBERG, ADVERTISING, has been appointed by the Kingston Watch Co.

LEE RAMSDELL & CO., Philadelphia, has been named by Richel Distributors, Inc., cosmetic manufacturer. Radio and other media will be used in a test campaign for Richel Charm Cream Deodorant.

MURRAY BOLEN, formerly a CBS-TV producer, joins the radio production staff of Benton & Bowles' Hollywood office, effective Aug. 15.

KENNETH H. THOMPSON, formerly with Buchanan Co., has joined Erwin Wasey & Co. as an account executive.

SIDNEY ASCHER, in association with GEORGE SCHREIER, has signed to launch a publicity-promotional campaign for the Lantern Press, Inc., book for teen-agers titled "My Private Life."

WALTER KANER ASSOCIATES, have been named to handle publicity and promotion for The Pines, South Fallsburg, N. Y.

Olson Back at Desk

Hartford, Conn.—Harvey Olson, program manager of WDRC, has returned to his desk following an illness of eight months. Olson recuperated at the Gaylord Farms a health resort located in Wallingford, Conn.



California Commentary. . . !

• • • Watch for Paramount to announce the formation of a kinescope TV network serving television stations with films of show originating on KTLA. . . . Carl Webster Pierce on Thursday moved from producer of ABC's "Breakfast in Hollywood" to program director, a newly created post. Ralph Hunter joins the staff as producer. . . . Starting today, "Bride and Groom" will do two shows a day for the balance of the month. The morning show will be "live" and the afternoon stint on tape, to allow the personnel to go on vacations. . . . KNX's Housewives Protective League program will add a Saturday broadcast effective next weekend. Ten minutes also have been added to the daily schedule. . . . J. Kelly Smith, CBS vice-president in charge of owned and operated stations, is vacationing for a week in Michigan before returning to New York after several weeks on the Coast. . . . Jimmy Wakely has advanced to second place among singers in the Western and American folk music singers, according to a national survey for the first six months of the year. . . . Tommy Dorsey held his 15th anniversary and alumni reunion Thursday night, designed as a jam session to end all jam sessions. . . . Bob Purcell's "California Caravan" becomes a TC show next month and will get to more than 200 MBS stations across the country. . . . The Armed Forces Radio Service will participate in the radio tribute to Ethel Barrymore which is being presented tonight by the Academy of Motion Picture Arts and Sciences over ABC. Program will celebrate Miss Barrymore's 70th birthday and 50th year as a star. Program will be beamed to every point on earth where American service men are stationed. . . .



• • • Murray Bolen, veteran radio and television producer-director, will join Benton & Bowles Hollywood radio production staff next Monday. Discontinuing his present free lance assignments, Bolen will direct the Fall series of "The Prudential Family Hour of Stars" and will supervise production on "Armchair Detective." . . . Cathy Lewis has been signed to resume her role as Jane in "My Friend Irma" when the CBS show returns in the Fall. . . . Judy Canova is reported to be getting \$8,000 a week for her Fall air show, compared with \$11,500 last season. . . . Despite reports that Penny Singleton would be back next season as "Blondie," it now looks as if Ann Rutherford will retain the role she took over at the tail end of last season. . . . Hawthorne, the zany comedian of local popularity, is being offered by General Artists Corp. to networks, television, night clubs and films. . . .



• • • KFVB Disc Jockey Peter Potter is a pappy. His wife, singing star Beryl Davis, gave birth to a young feller weighing seven pounds, nine ounces last week. He's their first. . . . And Dale Babcock, KFI music librarian, is the bride of Marty Wall, formerly of the KFI music staff. . . . Joe Bigelow is writing a half-hour comedy air show to star Dick Wesson as solo comic, since the Wesson brothers will split up following their Galveston booking late this month. Bigelow will package the show with "Bullets" Durgom. . . . KNBH bows in Wednesday with a new tele program series presenting well known Hollywood stars. First, in cooperation with the William Morris office, will be "Pardon My Pinky," starring Pinky Lee. . . . Kenneth Yourd arrived last week to take over his new CBS post as director of program operations, while Richard C. Elpers came in from Detroit to head up Los Angeles office of Radio Sales. Elpers replaces Henry Flynn, recently appointed account executive of Radio Sales in New York.

SOUTHWEST

DESCRIPTION of the 14th annual Tarpon Rodeo, held on the gulf waters of Aransas Pass, Tex., was aired by KTSA, San Antonio, in a series of three special broadcasts by direct wire from the coast city. Broadcasts were sponsored by Toepferwein's, local hardware and sporting goods store. This marked the first broadcast of the event.



ENJOY
the nation's
top flights
to
LOS ANGELES



Step aboard one of United's swift, luxurious DC-6 Mainliner 300s—you're only 3¼ hours nonstop from Chicago; 10 hours and 55 minutes onestop from Los Angeles.

Try United's famous "Service in the Mainliner Manner" (including delicious full-course meals aloft) . . . quiet, air conditioned luxury of the DC-6 Mainliner 300. You'll never be satisfied with anything less!

Three flights daily—11 a. m. ("the Hollywood"), 4 p. m. and 9 p. m. (E.S.T.)

UNITED AIR LINES

Airlines Terminal Bldg., 80 East 42nd St., or Hotel Statler, or 1 Wall St., Brooklyn; Brooklyn Airlines Terminal (opposite Abraham and Straus). Call Murray Hill 2-7300. Newark: Call Market 2-1122 or an authorized travel agent.

*Is There
Something New
in Radio?*

CERTAINLY...

Many new program ideas; many new sales approaches and many new prospective clients will be revealed in the 10th annual edition of Radio Daily's

SHOWS OF TOMORROW

Coming off the press on August 22

In addition, this fact-packed accepted sales reference volume will contain a complete listing of all the new 1949-50 television program ideas. A whole section devoted to the growing sight and sound media.

ADVERTISING FORMS WILL CLOSE AUGUST 15th

WIRE OR WRITE IN YOUR RESERVATION *NOW*

Paid Listing Plan Interests Networks

(Continued from Page 1)

be roughly comparable to that offered by the telephone company in its Classified directories, in which a subscriber may purchase a bold-face listing along with the trade name of his product or service.

It was understood that the other Chicago dailies—Marshall Field's "Sun-Times," John Knight's "Daily News," and William Randolph Hearst's "Herald-American," would follow the Tribune's lead and begin running paid program listings soon after Labor Day. The Tribune's television listings will be offered to sponsors on the same basis.

May Set Precedent

Observers in the trade are of the opinion that the Chicago venture may set a precedent to be followed by many other newspapers. The Tribune management is widely respected in the publishing trade for its sagacity on the business and advertising side.

Col. Robert McCormick, publisher of The Tribune, also owns WGNS, WGNB, and WGN-TV. A spokesman for the newspaper declared, however, that The Tribune stations would get no preferential treatment in the listings, paid or unpaid. Rate cards are already being mailed to potential advertisers, that is, to all sponsors of commercial shows heard in the Chicago area. Rates are \$2 per line daily and \$2.50 Sunday, with a minimum of three lines and a maximum of 14 lines.

Identified As Ads

Paid listings in The Tribune will appear at the top of their respective time brackets, with the longest ads coming first. Each sponsored listing will be marked by an asterisk, indicating "listing paid for by sponsor to give you more information about program."

RADIO DAILY has learned that The Tribune publisher decided to offer paid listings because of dissatisfaction with the volume of advertising in The Tribune from radio advertisers. A spokesman for The Tribune conceded that the radio page was one of the most avidly read features in the paper, and that any attempt to eliminate listings altogether would undoubtedly bring an outcry from readers.

Difference In Service Noted

It was pointed out that The Tribune's plan differs in two important respects from those adopted by other publishers with regard to program listings: other newspapers which have offered paid listings have attempted to sell them to the station, and not the advertiser; such papers have refused to carry any listing except those which are run on a paid basis.

According to a compilation made by the American Newspaper Publishers Assn. several years ago, at that time about 400 U. S. newspapers reported that they were refusing to

★ THE WEEK IN RADIO ★

Business Outlook Bright

By AL JAEGBIN

BBROADCASTING companies and advertisers alike announced plans, involving millions of dollars, for all-out "selling" in the current competitive market in anticipation of the coming upsurge in business this Fall.

The four major networks will spend more than \$1,000,000 in radio promotion through the use of radio, newspapers, magazines, trade press, films and direct mail, according to a RADIO DAILY survey. ABC will top network expenditures with about \$500,000; CBS and NBC have earmarked about \$300,000 each, and Mutual about \$150,000.

In line with its "selling" plans, CBS' Columbia Affiliates Advisory Board wound up its two-day session early in the week with a commendatory resolution on the net's "brilliant 1949 program promotion in support of the greatest schedule of programs ever to be carried by any radio network." The net's "Promotion Clinic," held simultaneously, centered around Fall plans.

One of the advertisers leading the week's parade for an "all-out" drive for business was Robert Hall Clothes, Inc., which announced plans for a 52-week, coast-to-coast campaign over an additional 35 stations to bring the grand total to 150 stations across the country. The firm's new drive will involve close to 1,000 one-minute spots per week and more than 200 musical and news programs, beginning Sept. 5.

Philco Corp. renewed its contract with ABC for a 15-minute daily segment of the "Breakfast Club" over 271 stations for a period of 52 weeks. . . . Paramount Pictures scheduled a \$100,000 radio spot campaign as part of its promotion for "My Friend Irma." . . . The Hickok Manufacturing Co. will use recorded radio spots as part of its national campaign on behalf of the "Profile Initial Buckle." . . . Doubleday & Co. will include a 15-minute quiz show, "The Doubleday Quiz Club," across the board, a quarter-hour Sunday news program, both on Mutual, and sponsorship of WOR's "Top Tunes," Mondays through Fridays, in its extensive plans for the Fall. The publisher also will spend between \$10,000 and

accept unpaid listings. This does not mean, of course, that all of those papers were carrying paid listings; many of them carried none at all.

The entire subject of station listings has been a center of hot controversy between publishers and stations and networks for several years. Despite claims by some newspapers that listings eat up too much valuable space, readership surveys have shown repeatedly that the radio page and listings are among the most popular feature of most newspapers. The more influential newspapers such as The New York Times, take the view that such listings are a public service.

\$12,000 weekly on spot radio in selected markets. . . . Gillette Safety Razor Co. will sponsor the heavy-weight bout between Ezzard Charles and Gus Lesnevich over ABC, August 10.

Emphasis will be placed on local radio sales, on "a grass roots level," in the planned revamping of district meetings of the NAB. . . . At the NAB District 7 meeting scheduled for Cincinnati, Oct. 8-9, Richard P. Doherty, director of employee-employer relations department, will discuss methods of reducing station operating costs without sacrifice of efficiency. . . . The upcoming Study No. 2 by Broadcast Measurement Bureau lists 601 broadcaster members, indicating a decline in subscribers and a decrease in coverage of key metropolitan areas.

The NAB board of directors sent a report to the organization's FM executive committee including in its recommendations that publications carrying information on rates be asked to list FM also. . . . William E. Ware, FMA prexy, described current campaigns of Zenith and Crosley as "dollars and cents indications that FM is radio's most expandable market." . . . The FMA asked the FCC to require an increase in the number of hours of operation of FM stations.

Among other Washington developments, papers on the sale of WOL to the present owners of WWDC, were filed with the FCC. . . . The Commission was petitioned by AFRA for a revocation of the license of WATL and WATL-FM, Atlanta, Ga., on charges that the station is violating the Taft-Hartley act. . . .

The National Labor Relations Board obtained a new member: David Farber who was assistant director of the NAB employer-employee department. . . . The IBEW and CBS reached an accord during the week on wages and working conditions under a new one-year contract covering Boston, Chicago, Los Angeles, Minneapolis, New York, St. Louis and San Francisco.

Chairman Edwin Johnson of the Senate Interstate Commerce Committee renewed his stand against liquor advertising on radio. . . . The CBS board of governors, in Montreal, denied a CAB request for more latitude in selling spot commercials. . . . A ban on the broadcast of high school sports by stations throughout Iowa was proposed by the Iowa Tall Corn Network following a report that the Des Moines School Board planned to assess a fee for the airing of the schools' football and basketball games this Fall.

At Catholic Broadcasters Assn. convention, Bill Coleman of Fordham University proposed at least one AM or FM station to be sponsored by each Diocese in the U. S. . . . The CBA named the Rev. Patrick Peyton, C.S.C., president to succeed Msgr. Francis X. Sallaway.

Coast Broadcasters Attending CBS Clinic

West Coast Bureau of RADIO DAILY

Hollywood—Nearly 100 broadcasters, network executives and promotion men will gather at Columbia Square today for a two-day meeting of the CBS western division affiliates promotion clinic.

The station representatives will hear Louis Hausman, CBS director of advertising and sales promotion outline the network's 1949-50 promotion plans in a morning session at Columbia Square, today at 10:30 a.m. After a luncheon at the Brown Derby American Room, they return to Columbia Square for an afternoon promotion clinic to discuss the plans.

Tonight at 8:30, the affiliates will attend the special trade press preview of the Hal Wallis production for Paramount, the "My Friend Irma" picture based on the Columbia network radio series.

Mr. Ackerman will host a luncheon for CBS stars at the American Room tomorrow when the promotion plans will be outlined to them.

Progress Of WNYC Noted In Annual Report

(Continued from Page 1)

ming of classical and modern music United Nations broadcasts, and educational features during 1948 had greatly widened the station's public service. Among technical improvements he listed the installation of a new 20-kw transmitter for WNYC-FM.

Operations of WNYC are costing New York \$235,155 for the fiscal year that began July 1 and will end June 30, 1950. This represents a rise of \$30,880 over the appropriation for 1948-49.

NEW BUSINESS

WHLI, Hempstead, Long Island—Three contract renewals have been signed, each for 52 weeks, and each for the third year: Big Ben, supermarket chain, quarter-hour segment of "Commuters' Time" across the board, and 15 minutes of "Long Island Music Hall" on Sundays; Lincoln Venetian Blinds, Inc., four weekly quarter-hours of "Rendezvous with Romance;" Lobel's Youth Centre, three weekly quarter-hours "Story Land."

WINS, New York: Ben Tucker-Furs will sponsor three live quarter-hour musical shows each Tuesday, starting Aug. 2, "The Melody Lingers On," "Music Box Theater," and "Fashions in Melody." All three will feature R. D. Wilber's WINS orchestra with vocalists. Sidney Robbins Agency placed the business for Tucker, a WINS advertiser since 1942.

TELEVISION DAILY

Section of RADIO DAILY, Monday, August 8, 1949 — TELEVISION DAILY is fully protected by register and copyright

TO TEST FCC'S TELE AUTHORITY

TELE TOPICS

HERE HAS BEEN an increasing number of mystery and horror shows on the air during recent months, and a great many of them, if not most, have been small failures as entertainment. The mysteries were not mysterious while too many horror and fantasy programs were either boring or ludicrous. The high percentage of failure has caused this department to wonder at times whether or not TV should attempt to do such shows. Television and reality are virtually synonymous in the minds of a great many set owners. In the medium, therefore, successfully presented tales of the supernatural and other horror-fantasies? (It must be pointed out that all this is under the assumption that these programs should be aired at a late hour.) In radio, where there have been many outstanding adult horror-fantasies, the script merely has to suggest, and let the imagination of the audience take it from there. In TV, the camera has to show things and does not leave very much to be imagined. Of course the entire problem could be one of weak scripting, but now that we've raised the question we'd like to know your thoughts on it.

HOTTEST RUMOR of the year has Texaco switching the Berle show to CBS. It is known that Berle and Kudner's tappers discussed the matter with William S. Paley before the star went to the Coast. . . . Arthur Johnson will pinch-hit for the vacationing Johnny Andrews on NBC's "Easy Does It" this week. . . . WPIX coverage of St. Francis College basketball games last season is highlighted in an eleven-page section in the school's yearbook. . . . Alan Manson is a newcomer to the cast of "Spin the Picture" over DuMont, and Minnie Jo Curtis returns to the show after a turn in Summer Stock. Program now claims over 36,000 names on its phone list. . . . The Governor of Illinois last week signed a bill prohibiting installation of a TV receiver in the front seat section of an automobile because it would distract the attention of the driver and contribute to the rising toll of accidents. What we want to know is who suggested automotive viewing in the first place.

JUST ABOUT A YEAR AGO: WJZ-TV went on the air with a big blowout at the Palace Theater. . . . Texaco Star Theater talked up an ultra-high Hooper, 40.5. . . . Shortage of cathode ray tubes was the industry's biggest headache. . . . There were 30 stations on the air, 81 CP's outstanding and 299 applications on file. . . . George Moskovich, of CBS, made a speech titled "Commercial Aspects of Television." . . . The Original Amateur Hour was bought by Old Gold for AM and TV.

N.Y. Sales Rep Named For Crosley Stations

Plans for an intensified sales campaign on behalf of its three Ohio stations were announced by Crosley Broadcasting Corp. at the weekend with the appointment of Theodore Fremd as the full-time New York sales representative. The stations, connected by relay, are WLW-T, Cincinnati, WLW-D, Dayton, and WLW-C, Columbus.

To Headquarter in New York Fremd's activities will be separate and distinct from the firm's set-up, although he will headquarter at the WLW (AM) sales offices at 630 Fifth Ave. He spent last week in huddles with Marshall Terry, vice-president in charge of TV, in Cincinnati, and with personnel of the three outlets.

The new sales rep will report to Harry Mason Smith, Crosley v-p in charge of sales. Fremd has been sales promotion manager for GE in Pittsburgh, district sales manager for Armour & Co., and advertising and sales promotion chief of Yale & Towne.

RCA Renews Simon Show

Chicago—RCA Victor has renewed the Ernie Simon show over WBKB and has expanded the program from three to five nights a week, effective Aug. 22, when Simon returns from vacation. Program will be seen in a new time, 6:30 p.m., beginning Aug. 8. Russ Davis is pinch-hitting for Simon.

Berry To DuMont

G. I. "Gil" Berry has resigned his post as sales manager of the American network's central division to assume the post of sales manager of the DuMont television network's newly-created midwestern division with headquarters in Chicago. It has been announced by Tom Gallery, DuMont director of sales. Berry will take over the post with DuMont on August 15.

New Type Of Glass Said To Aid Viewing

(Continued from Page 1) ble the maintenance of an approximate 35 to one contrast under widely varying conditions of room light. (A 35 to one contrast means that picture highlights, when viewed with surrounding illumination, would be 35 times brighter than the darkest shade obtainable.)

According to Dr. J. H. Sherts, product development director of the company, Teleglas is the first practically colorless glass the firm has ever manufactured designed especially to provide less than a maximum of transmitted light. It acts as a filter to reduce the detrimental effects of room light, he said, and to minimize halation.

First major manufacturer to market the new product in receivers is Zenith, which is featuring the glass in its new "Glare-Ban" line.

Legality Of Table Of Allocations Is Disputed

(Continued from Page 1)

although it is proper to set up an allocation plan to be used as a guide in the assignments of TV channels. Oral argument on the question will be asked prior to next month's scheduled rule-making hearings on the allocation plan and other TV standards. The petition for oral argument will be filed by the Bar Association's Practice and Procedures Committee, of which Leonard H. Marks is chairman.

Section 307B of the act provides that frequencies must be assigned according to the demand therefore. Legal interpretations have been to the effect that "demand" is to be adjudged according to applications.

The Commission will be told observance of the import of these legal rulings is that applications must be the determining factor for TV channels, rather than any table such as was proposed last month by the Commission.

Points to FM "Guide"

The FM allocation table, it is pointed out, is used as a guide and is not to be found in the body of the rules governing assignment of FCC frequencies.

Objection will be registered also to legality of the proposal that any applicant seeking a channel not provided for in the allocation table must seek a rule-making procedure. He should be given automatically a hearing on the merits of his application, the Bar Association will hold, whereas the Commission has summarily rejected the rule-making petition it proposes to require.

WBKB Appoints Kusack To Top Eng'g Post

Chicago — Appointment of Bill Kusack as chief engineer of WBKB was announced last week by John H. Mitchell, general manager of the pioneer Balaban & Katz station.

Kusack has been with the station since Nov., 1940 having been previously associated with RCA Victor. He enlisted in the Navy in 1941 and served until 1946. He was a lieutenant at the time of his discharge.

On his return to WBKB, he became project engineer and assistant chief engineer under A. H. Broly. In this capacity he built a relay system between Chicago and South Bend for scanning of Notre Dame football games. Kusack is the holder of several video and radio relay patents.

The Week In Television

Report RCA Has New Electronic Color

RCA has developed an improved system of electronic color and plans to hold a demonstration coincident with the FCC hearings next month, an exclusive story in RADIO DAILY reported. It is believed that the firm will reiterate its position, however, that commercial color still is several years away. . . . Zenith asked the FCC for a three-month Phonovision trial run in Chicago using the company's outlet W9XZV. . . . DuMont terminated the dealer franchise of R. H. Macy & Co. because of price-cutting ads and obtained a court order to restrain the store from further cut-rate practices. . . . Board of directors of MPAA (the Johnston office) instructed membership to petition for an FCC hearing on allocation of high-frequency channels for theater tele. . . . Preponderance of one-station cities on the coaxial network was seen as a deterrent to web program sales. . . . G. Emerson Markham, manager of WRGB, Schenectady, resigned to become head of the NAB video department. . . . FCC notified three stations whose present channel assignments are slated for deletion that they can look forward to a full year of operation before any frequency shift will be necessary. . . . Consolidated Edison became the first N.Y. public utility to enter tele on a regular basis when it signed with WPIX for across-the-board sponsorship of the station's TelePIX newscast.

CHICAGO

By HAL TATE

TWO NBC Chicagoans became fathers recently. Gregory Michael McPartlin was born June 30 at the Lake Forrest, Ill., hospital to the wife of John McPartlin, local TV salesman. On July 7, Glenn Uhles, of the Chicago NBC guest relations staff, became the father of 7 pound Gregory Arnold.

"It's Your Life," Chicago's award-winning health documentary, heard Sundays at 3:30 p.m. over WMAQ, was recently renewed for another 13 weeks by sponsor Johnson and Johnson. The new contract will be in effect through October 9.

Louise King, WBBM singing star, and Marty Hogan, well-known Chicago deejay, are being featured in a new quarter-hour series called, "Between Us Girls," a program of song and informal patter with special appeal to women. The show is written by Charles Romine, and produced by Jerry Dee. Tuesday and Thursday sponsor is Muntz TV. Monday, Wednesday and Friday sponsor is Robert Hall Clothes.

Jack Fulton, WBBM musician-singer-composer, has completed another song, "Great Day In The Morning." Once again, as in the case of his recent song "Be The Good Lord Willing," Fulton has taken his inspiration from a phrase used by CBS star Arthur Godfrey. Publication details and recordings are yet to be arranged.

In keeping with the Railroad Fair festivities here, this year's Bell and Howell convention of 150 special sales representatives will conduct a mythical railroad trip on the "B and H" line, to such scenic spots as "Profit View" and "TV Peak." Realistic backdrops, sound effects and railroad crossing warning signals have been provided to add authentic atmosphere to the "trip."

Directors of Television Fund, Inc., have declared a dividend of six cents a share, payable Aug. 15, 1949, to shareholders of record July 29, 1949.

WGN-Mutual will broadcast the All-Star football game again this year. The Aug. 12 competition in which the college all-stars play the Philadelphia Eagles will be announced by Harry Wismer and Red Grange from Soldier Field.

Duplication of AM programming on FM was reversed Sunday, July 24, when WJJD rebroadcast a special memorial to the late Kenesaw M. Landis, II, first broadcast over FM station WMOR.

Since it will soon be time for county fairs, the R.F.D. America staff decided to conduct its own fair on a small scale. Contestants were asked to bring a jar of their prize jelly to the show, and the judges awarded blue ribbons for the best entries.

Johnny Lujack, star of ABC's kid show, "The Adventures of Johnny Lujack," is passing out miniature footballs in honor of the first ad-

Technique Of TV Set Sales Indicates Misrepresentation

(Continued from Page 1)

vestigating the claims as set forth by the store's ad. The set shown was a regionally advertised, 16-inch console in mahogany cabinet, tagged at the bargain price of \$269.95. The salesman, was queried if the set could be purchased on the installment plan with the coin-operated timer attached. The attachment allows the purchaser to deposit a minimum of 25 cents enabling him to receive one hour of television programming. This device, the writer was informed, was available at an additional charge of \$20. When asked if the store would take back the timer after the set had been paid for, the reply was that they would not and that it would have to be disposed of by the purchaser in any way he saw fit. With the purchase of the timer (purely optional), the price now stood at \$289.95. Had any other set advertised by the store been desired in place of the special model, the timer could not be purchased with it. No satisfactory explanation for this policy was given.

Noticing our increased interest in the set, the salesman then spoke of its fine reception quality, outstanding cabinet design, clarity of picture, number of tubes, ad infinitum. The free antenna which the ad spoke of was nothing more than an ordinary indoor, table top affair and was offered "free" with the purchase of the set. No assurance was given by the salesman that the indoor anten-

na would function properly even in strong signal areas.

Thereupon, our genial salesman conducted us to a desk, to log the detailed figures involved in the purchase of this receiver on the installment purchase plan, indicating that a down payment of 10 per cent was necessary in order to receive delivery of the set. No mention was made of the \$5 down payment referred to by the ad. A telephone call later to the store revealed that a \$5 down payment could be made, but that under such an arrangement, interest rates ran "about three times" higher than those on the 10 per cent down payment arrangement.

Agreeing to the purchase price of \$289.95, installed with the coin operated timer, the salesman was informed that the set would have to be delivered and installed some 30 miles from New York on Long Island. Thereupon the salesman mentioned what he had "forgotten to mention," i.e., that an added charge of \$85 would be necessary for an outdoor antenna installation due to the locale that the set would be used in, which also covered a one year service contract. This brought the price to \$374.95. The writer was asked to place a \$2 deposit on the set as good faith towards intention of purchase.

This reporter still has his \$2 and is listening to his radio set, which is a standard make and is paid for.

James Goes Coast To Coast

Hollywood — "Here's Hollywood," with Owen James reporting the latest news from the movie colony, has gone coast-to-coast on ABC as a weekly feature, beginning Aug. 6, 7-7:15 p.m., EDT.

The program has been a regular feature for several months on the ABC Pacific Coast network.

tion to his family, a little girl named Mary Jane, born Sunday, July 24, in Mercy Hospital, Davenport, Iowa.

George Herro, MBS Central Division Publicity Director, recently served as member of the Blue Cross National Public Relations Contest jury.

David B. Pivan, chief engineer of FM station WMOR, recently delivered the commencement address to 368 graduates of the Midway Television Institute.

Jimmy Hutchinson, former member of the WWVA staff orchestra, Wheeling, W. Va., has joined the WLS Sage Riders. He replaces Red Blanchard who is now a comedian single act on the WLS National Barn Dance and other shows.

A special transcribed feature prepared by Jack Jackson, farm editor of ABC affiliate KCMO, Kansas City, Mo., concerning soil conservation and experimentation will highlight the American Farmer broadcast on

ABC To Air 5%'ers' Hearings

Washington—ABC will air highlights of the hearings into the activities of Washington's so-called five percenters, Mondays through Fridays, 11:35-12 midnight, beginning today, with the net's correspondent John Edwards doing the interpolations during the edited tape recordings.

Saturday, Aug. 6, from 12:30 to 1:30 p.m., CDT, over ABC.

Frank Barton, Assistant News Editor at WBBM, leaves Friday, Aug. 12th, for two weeks in Europe. During his vacation from WBBM, Frank will be working on a show to entertain various Air Force units in Europe.

Steve Gibson's rhythmic Red Caps are due in Chicago for another Mercury Recording date, as well as for radio and TV appearances as soon as present commitments permit.

Tommy Bartlett and his "Welcome Travelers" crew will change places with their show's guests beginning Aug. 12. Rather than travelers coming to the show, the show will travel to the guests. Tommy, Les Lear (the program's business manager), director Bob Cunningham, and several others, will go to Europe to do the program for servicemen there, as guests of the USAFE.

COAST-TO-COAST

WIDE Joins Yankee Web And MBS
Biddeford, Me.—On August 1st, WIDE joined the Yankee Network and the Mutual Broadcasting System. During a two-hour celebration program held at St. Joseph's Hall, which was filled with almost a thousand people, congratulatory speeches were made by Mayor Louis B. Lausier of Biddeford and representatives from other communities within the station's area. WIDE is the 28th station to join the Yankee web.

Two Announcers To WKNA

Charleston, W. Va.—Two staff announcers have been added to WKNA, ABC affiliate. John Allen Smith, formerly with WLIB, and Van Darby, a former announcer for WEPM, are the new members. WKNA-FM recently became Charleston's first FM station and has been airing a regular schedule of programs throughout 18 hours each day broadcasting with 3600 watts on 97.5 megacycles.

Lathrop Resigns WNAX

Sioux City, Ia. — Tom Lathrop, regional sales representative for WNAX for the past seven years, has resigned that position effective August 1st to establish his own advertising agency in Sioux City. He will handle all media.

New Program On WSB

Atlanta, Ga.—WSB's newest show is the "Georgia Jubilee" a once-a-week hillbilly recorded program to be heard each Wednesday at 12:05 a.m. Deejay for the show is Cottor Carrier, the popular emcee of WSB's Barn Dance Party and the Plantation Gang show.

Miss Passaic on WPAT

Paterson, N. J.—Eileen Walsh, who was recently chosen "Miss Passaic, a title sought after by more than 5 girls, was guest of Bill O'Toole of his "Off the Record" show over WPAT last week. A beautiful three dimensional portrait of Miss Walsh was the prize arranged by O'Toole and Mr. Westervelt, executive vice pee of Vitavision Corporation, producers of the dimensional portrait which are the same as those used in the official "Miss America Pageant."

"Patriotic" Giveaway

Nashville, Tenn.—WLAC and its manager, F. C. Sowell, have come up with a novel idea in the way of giveaways that rings with a note of patriotism. The Washington Manufacturing Company is awarding a suit of their work clothes each day together with a \$50 savings bond every week on their WLAC program. In order to win the daily prize and compete all the listener has to do is write a letter on "Why I Lik America." At the end of a year the weekly winners are in line for \$1,000 savings bond awarded by the local manufacturing company.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 48, NO. 27

NEW YORK, TUESDAY, AUGUST 9, 1949

TEN CENTS

GIVEAWAY SHOWS CRAZE HITS ORIENT

Two New Committees Appointed By RMA

Washington Bureau of RADIO DAILY
 Washington — Appointment of two new RMA Committees—those to excise taxes and cathode ray safety—were announced at the week-end by President R. C. Cosgrove. Samuel Insull, Jr., of Stewart-Warner chairs the first, with E. Carlson of Tung-Sol heading the second.

The excise tax body, which will advise RMA members on tax problems and also press for repeal of the ten per cent excise levy on radios, in-

(Continued on Page 3)

Nursery Co. Planning New Radio Campaign

Naughton Farms, Waxahachie, Texas, mail-order nursery, made the first 26 15-minute transcriptions of a series in Nashville last week, using Hank Williams, Ernest Tubbs, George Morgan, Jimmy Dickens, and other "and Ole Opry" talent.

Transcriptions will be used on mail-order advertising on stations of all power types during the coming season. First tests will be on southern stations in October. Hedrick Ad-

(Continued on Page 2)

Spalding Will Sponsor Davis Cup Tennis Matches

A. G. Spalding and Bros., sporting goods firm, will again sponsor broadcasts of the Davis Cup tennis matches at Forest Hills, Long Island, over a special seven-station broadcast.

The tennis classic, to be played on Aug. 26, 27, and 28, will be fed by

(Continued on Page 3)

Hits Jackpot

A 20-year-old Union City, N. J. girl, Anne Natre, hauled in \$31,000 in prizes Sunday by identifying the "film of fortune" on NBC's "Hollywood Calling" jackpot show. Her loot included a trip to Paris for two, a \$1000 wardrobe, two French poodles, and other oddments. Another \$31,000 jackpot awaits the next winner.

Alaskan 'Giveaway' Blows Phone Fuses

Anchorage, Alaska—Both the telephone company and the city government recently asked KFQD to cease broadcasting its disc-jockey operated "giveaway" show because audience responses were so great that fuses were blown at the city's main switchboard and thus endangered the fire-fighting system.

The show offered a few dollars worth of prizes to listeners who telephoned the correct answer to clues to a riddle. The overload which resulted to the "giveaway" plug was too great for the main switchboard. KFQD is the key station of the Alaska Broadcasting Company, owned and operated by William J. Wagner.

19,000 Give \$37,000 For Town Hall Tour

The 12-week appeal of Town Hall to listeners for "Dollars For Democracy" to defray the costs of the round-the-world tour of "America's Town Meeting of the Air" brought in contributions of \$1 or more from 19,000 listeners to the ABC program, Dr. Thurston J. Davies, Town Hall's educational assistant, announced yesterday.

The \$37,000 in contributions from listeners in addition to another \$10,000 to \$12,000 from trustees, lecture members and other friends of Town Hall, brought the total intake to date to within about \$6,000 of the total estimated cost of the world

(Continued on Page 3)

MBS Loses El Paso Outlet; KSET Suspends Operations

Mutual was without an outlet in El Paso, Texas, the past week following the sudden closing of KSET, 250 watt operated by the Sunland Broadcasting Company. KSET suspending operations on Saturday, July 30th because of alleged financial difficulties.

Yesterday efforts were being made to re-finance and open the station, according to the station relations de-

Broadcasters From Japan And Korea Tell How American Program Cycle Has Caught On At Home

Name Judges Panel For NARND Awards

A panel of four judges has been selected by the National Assn. of Radio News Directors to appraise entries in the 1949 NARND radio news awards competition.

The judges are: E. R. Vadeboncoeur, general manager of WSYR, Syracuse, N. Y.; Wilton Cobb, general manager of WMAZ, Macon, Ga.; Professor Mitchell V. Charnley, of the University of Missouri School

(Continued on Page 2)

Agency Commitments Set By Three Major Accounts

Three important client moves in the agency field were announced the past weekend.

The Kudner Agency, which in the past has had complete charge of the television programs of the Admiral Corporation, will now handle all

(Continued on Page 2)

President To Join Radio In Barrymore Tribute

West Coast Bureau of RADIO DAILY
 Hollywood — President Harry S. Truman and a distinguished "supporting cast" will be heard Monday night, Aug. 15, in "The Ethel Barry-

(Continued on Page 2)

The American "giveaway" program craze has spread across the Pacific to both Radio Tokyo with its 46 stations and the Korean Broadcasting System with its 11 stations in southern Korea, it was indicated by two Japanese and three Korean broadcasters in an interview with RADIO DAILY

(Continued on Page 6)

Motorola Expanding Set Manufacturing

Motorola, Inc., radio and television set manufacturer, has announced the hiring of 1,000 additional workers, bringing its total number of employees to 4,500, highest in the firm's history.

Motorola's president, Paul V. Galvin, said the added help was necessary for the firm to achieve maximum production of its 1950 line of radio and video sets, and to keep

(Continued on Page 2)

Erikson Named V.P. Of McCann-Erickson

Leonard F. Erikson, formerly a vice-president of Kenyon & Eckhardt, has joined McCann-Erickson, Inc., New York, as a vice-president and general executive.

Before his association with Ken-

(Continued on Page 3)

FM Development

Dallas, Tex. — Dr. R. Alton Reed, director of radio activities for the State Baptist Convention has announced that contracts have been let for a 600 foot tower and other equipment for KYBS, an FM outlet to be built here by Texas Baptists. It is slated to be the key station of a proposed Baptist broadcasting network.



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JOHN W. ALICOATE : : Publisher

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

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

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

FINANCIAL

(August 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	63 1/2	61 1/2	61 1/2	+ 3/4
Admiral Corp.	187 1/2	177 1/2	183 1/2	+ 3/4
Am. Tel. & Tel.	144 1/2	143 1/2	144 1/2	+ 5/8
CBS A	195 1/2	193 1/2	191 1/2	+ 3/8
CBS B	191 1/2	193 1/2	191 1/2	+ 1/2
Philco	28 1/2	26 3/4	28 1/4	+ 1 1/2
RCA Common	11 1/2	10 5/8	11	+ 1/2
Stewart-Warner	11 1/2	11 1/4	11 1/4	+ 1/8
Westinghouse	27 1/2	27 1/4	27 3/4	+ 1/2
Westinghouse pfd.	25 1/4	24 3/4	25 1/4	+ 1/4
Zenith Radio	24 1/2	23 1/4	24 1/2	+ 1 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	12 1/2	12 1/2	12 1/2	+ 1/2
Nat. Union Radio	2 1/2	2 3/8	2 1/2	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	12 1/2	13 1/2
Stromberg-Carlson	10 1/4	11 1/2
U. S. Television	5-16	1/2
WCAO (Baltimore)	15	18
WJR (Detroit)	6 1/4	6 3/4

Agency Commitments Set By Three Major Accounts

(Continued from Page 1)

Admiral radio shows and the corporation's public relations, Seymour Mintz, advertising manager, announced.

A. E. Staley Manufacturing Company of Decatur, Ill., has appointed Ruthrauff & Ryan, Chicago, to handle its entire account. R. & R. previously handled Staley's industrial division and Cameo starch. Agency now takes over other package goods including Sweetose syrups, cream corn starch and Sta-Flo liquid starch. Company's budget last year ran around \$750,000.

The Cory Corporation and Fresh'd Aire Company have placed their account with the Chicago office of Dancer-Fitzgerald-Sample Line includes Cory coffee brewers.

★ **COMING AND GOING** ★

PAUL GIRARD, regional station representative with offices in Dallas, is on a quick swing around the other Texas agency centers of Waco, San Antonio and Houston.

CARL BURKLAND, general manager of CBS Radio Sales, is en route to Hollywood for conferences with West Coast officials.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, will leave this week for a lengthy stay at his fishing camp in Maine.

HUGH JAMES, veteran radio and video announcer and commentator, is back from a business trip to Washington, D. C.

HUBBELL ROBINSON, JR., vice-president and director of programs at CBS, is en route to Hollywood on business.

MILTON BERNARD KAYE, staff director at WMGM, and MILDRED EMODY, secretary to Frank Roehrenbeck, general manager of the station, are vacationing.

WILL BALTIN, secretary-treasurer of TBA, is vacationing with his family on the Jersey shore.

AL JOLSON has arrived in New York from Los Angeles.

HOWARD MEIGHAN, Columbia network vice-president and general executive, off for the West Coast, where he will spend four weeks on business.

GENE HAMILTON, announcer-director of ABC's "Carnegie Hall," left last night for a two-week vacation at Cooperstown, N. Y., but he'll be back Sundays for the broadcasts.

EDGAR KOBAK, business consultant, is in Chicago. On Friday he'll attend the all-star football game, having as his guest Rev. John H. Murphy, vice-president of the University of Notre Dame.

MARGARET WHITING, vocalist, has arrived from the West Coast.

CONRAD THIBAUT, baritone, has returned to New York following a concert engagement in Moline, Ill.

DON HAYNES, manager of Tex Beneke, has returned to the West Coast after having attended the opening of the band's current engagement at the New York Paramount Theater.

President To Join Radio In Barrymore Tribute

(Continued from Page 1)

more Tribute," a half-hour special broadcast on ABC honoring the famous actress on her 70th birthday.

The program, starting at 11:05 p.m., will also be shortwaved by the Armed Forces Network to U. S. servicemen stationed abroad. Parts of the tribute to Miss Barrymore will be tape-recorded.

Participants, in addition to the President and Miss Barrymore, will include: Lionel Barrymore, Bing Crosby, Spencer Tracy, Katharine Hepburn, Mrs. Eleanor Roosevelt, W. Somerset Maugham, Lynn Fontanne and Alfred Lunt, Charles Brackett, and Herbert Bayard Swope.

Nursery Co. Planning New Radio Campaign

(Continued from Page 1)

vertising Agency, Southland Building, Houston, handled production for Naughton and is placing its radio advertising only.

Naughton Farms used about 60 stations, most of them across the board, on its last radio campaign in 1948.

Stork News

Robert M. Hoffman, research director of WOR, and his wife, Lennie, are the parents of a baby girl, born Thursday, August 4, at the LeRoy Sanitarium, New York. The baby has been named Steffi Wyn. It is the Hoffmans second child. They have a boy, Barry, age two-and-a-half.

Milwaukee, Wisc.—It's a girl for the George A. DeGraces. Kathleen Ann is the name selected for the DeGraces' first child born August 1 at Columbia Hospital, Milwaukee. Father is promotion director of WISN, Milwaukee.

Motorola Expanding Its Set Manufacturing

(Continued from Page 1)

pace with demands for current models. Last week Motorola announced a new six-months peacetime sales record of \$33,822,368—nearly \$7,000,000 more than the corresponding figure for 1948.

Name Judges Panel For NARND Awards

(Continued from Page 1)

of Journalism, and Robert K. Richards, NAB public relations director. Awards will be made in three categories: "to the single individual who through his broadcasting or allied radio activities has made the greatest contribution to the progress of radio news during the past year; to the station whose news department has achieved the greatest record of community service; to the TV station whose community service record through its news presentation is adjudged to be the most outstanding."

Deadline Sept. 1

Deadline for entries in the contest, open to NARND members and non-members alike, is Sept. 1. Together with scripts and/or transcriptions, they should be addressed to Erle Smith, KMBC, Kansas City, Mo. The awards will be made at the NARND convention in New York, Nov. 11, 12, and 13.

Art Baker In Chicago

Art Baker is in Chicago to portray the role of a dentist in a commercial film. His Hollywood "Notebook" broadcasts have been transcribed for broadcasting while he's away.

"What do we do now?"



When a scared deer gets loose in a china shop, there's not much you can do except open the door and hope for the best.

But if you timebuyers want a sales kick in Baltimore, you don't have to trust to luck. Cold, hard facts and figures lead you straight to W-I-T-H, the bargain buy in this market.

Yes, sir! If you want to do a lot with a little bit of money, use W-I-T-H, the station that delivers more listeners-per-dollar than any other station in town. Get the full W-I-T-H story from your Headley-Reed man today.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Two New Committees Appointed By RMA

(Continued from Page 1)

cludes, in addition to its chairman, A. M. Freeman and H. M. Hucke of RCA-Victor, George N. Gardner of Wells-Gardner, Joseph Gerl of Sonora, Stanley Groser of Crosley, Raymond Herzog of Emerson, E. E. Lewis of Colonial, C. E. Maass of Western Electric, Arthur Milk of Sylvania, R. E. Norem of GE, Manu-ice Vault, Jr., of Philco, R. C. Sprague of Sprague Electric and Thos. A. White of Jenuen Manufacturing Co.

The cathode ray safety-committee includes Carlson, A. T. Alexander of Motorola, A. Y. Bently of DuPont, A. C. Dewalt of GE, R. K. Jessford of Sylvania, Joseph Gra-ble of Philco, Virgil M. Graham of RMA, Dorman D. Israel of Emerson, Stanley H. Manson of Stromberg-Carlson, William Painter of RCA-Victor and E. K. Taylow of Zenith.

Slain Broadcaster's Son To Conduct Own Program

Alice, Texas—The 22-year-old son of a radio broadcaster, W. H. (Bill) Mason, says he hopes and plans to continue his father's radio program. He is Burton Mason. His father, a crusading broadcaster, was slain while driving through the local industrial district. The elder Mason was also program director of KBKI, here.

Young Burton says he hopes to continue his father's program, "Bill Mason Speaks" over some outlet, possibly one in Corpus Christi.

The younger Mason stated that the program would not be aired on KBKI inasmuch as the management of the outlet deems it inadvisable at this time. He will leave his own program on KIBKI to carry on his father's work.

The elder Mason was slain following a broadcast in which he criticized a local dime-a-dance palace.

Dr. Compton To Speak

Dr. Karl T. Compton, chairman of Massachusetts Institute of Technology and head of the National Military Establishment's Research and Development Board, will address the annual meeting of the American Standards Assn. in New York on Oct. 14, climaxing a four-day series of conferences.

The ASA's 31st annual parley will convene at the Waldorf-Astoria hotel on Tuesday, Oct. 11.

Hardy Honored

Ralph W. Hardy, assistant manager of KSL, was honored at a special luncheon August 1, by the Salt Lake Executives Association. Mr. Hardy recently accepted a position as director of the audio division of AB and will move to Washington to take up his new post Sept. 1.

Spalding Will Sponsor Davis Cup Tennis Matches

(Continued from Page 1)

WQXR, New York, to the following stations: WPAT, Paterson, N. J.; WCFL, Chicago; KMPC, Los Angeles; WCOP, Boston; KYA, San Francisco, and WIP, Philadelphia. WQXR will itself carry the matches from 3:05 each afternoon to completion.

Hanly, Hicks & Montgomery is the Spalding agency.

Name Brand Awareness Noted In Confection Trade

Strong brand-name awareness among youngsters when shopping for candy and chewing gum has resulted from the confectionery industry's \$4,000,000 annual national advertising campaign, according to a survey by the Student Marketing Institute of New York for the Brand Names Foundation, Inc.

Among more than 1,800 students interviewed in 29 states, 77.6 per cent relied on brand names in buying candy bars, 78.6 per cent bought boxed candy by brand, and 78.8 per cent bought chewing gum by brand.

Erikson Named V.P. Of McCann-Erikson

(Continued from Page 1)

yon & Eckhardt, Erikson was assistant to the president and manager of the radio department of BBD&O. Prior to that he was western sales manager for CBS in Chicago and general sales manager in New York.

Two Indiana Stations Planning To Merge

Fort Wayne, Ind.—Fort Wayne Broadcasting Co., Inc., owner of WFTW Fort Wayne, will ask the Federal Communications Commission for authority to purchase WKJG, that city, from the Northeastern Indiana Broadcasting Co., Inc. Sale of all outstanding stock of the WKJG firm was sold to Fort Wayne Broadcasting at undisclosed terms, and plans for future operations, subject to FCC approval, provide for a merger of the two stations, broadcasting from the WKJG transmitter, on 1380 kilocycles, with 5,000-watts power.

WFTW officials declined to comment on future plans, other than to

19,000 Give \$37,000 For Town Hall Tour

(Continued from Page 1)

tour. The deficit is considered too small by Town Hall spokesman to warrant another public campaign.

Dr. Davies told Radio Daily that the listeners' response to the "Dollars For Democracy" appeal was especially significant in view of the fact that the broadcast plug involved two numbers, the listeners' own envelopes and stamps, unlike the usual run of fund-raising drives. The "Town Meeting" plug requested the radio audience to send contributions to: "Town Hall, Box 56, New York 46."

say that a full-time broadcast schedule would be maintained after taking over WKJG. Latter is affiliated with Mutual Broadcasting System.

WFTW began operating Aug. 10, 1947, with 1,000 watts power on AM during the day, and on FM after 7:45 p.m. WFTW is licensed for daytime operation only, going off the air at 9 p.m. WKJG started broadcasting Nov. 15, 1947.

W-I-N-D Dominates CHICAGO'S BASEBALL AUDIENCE

With nearly **3** times as many listeners as all 3 Chicago baseball telecasts combined*

SUNDAY BASEBALL

1:30-3:30 P.M.

TELEVISION "A"	1.8
TELEVISION "B"8
TELEVISION "C"8
TOTAL TV	3.4

W-I-N-D . . 9.4

(AVERAGE—4 HALF-HOURS)

*HOOPER REPORT, MAY-JUNE, 1949

LOS ANGELES

By AL STEEN

MINI-FILMS and Robert Oakley Television Productions have assembled a 30-minute TV package titled "Face the Music," starring "Violin Echoes," an all-girl instrumental group, Ronnie Kemper, Margo Powers and Curtis & Claire. Oakley and Bennett Ross are co-producers.

Don Logan, 36, former photo editor of ABC's publicity department here, died last week following the removal of his right lung. Logan at one time was radio editor of the Oakland Post-Enquirer and a member of KROW's publicity department.

In preparation for its TV bow here in September, ABC is doing a number of closed circuit pickups of various sporting events. Latest was the wrestling show at Ocean Park Friday night.

Alan Courtney, assistant manager of guest relations and public affairs for NBC's Western division, was married last week to Mary Curtin of Beverly Hills.

Radio-Video Associates has transcribed a half-hour drama based on the life of the American painter, Grant Wood, which will be aired as part of the "Voice of America" series.

Latest rumor: That "Cavalcade of America" will shift from NBC to CBS in the Fall.

Jerry Fairbanks has completed filming the 26th program of "Going Places With Uncle George," winding up the video package series for NBC.

Jo Stafford set to star at the Michigan State Fair in Detroit starting Sept. 5. She may go to England in the Fall to do a picture for J. Arthur Rank.

Harlan Thompson has been named associate producer of the Ed Wynn television show which debuts over CBS in late September. Thompson formerly was vice-president of IMPPRO, one time film producer and writer of Broadway musicals.

The Jerry Colonna show will be cinemascope at KLAC-TV this week, marking the first professional bow of the new film-recording system developed by the station and Television Recorders.

McNeill Broadcasts From N. Y.

Don McNeill emceed yesterday's "Breakfast Club" broadcast on ABC by remote control from New York, with the rest of the cast in Chicago. McNeill happened to be in New York on business yesterday, which occasioned the split.

HELP!!! (for you)

General manager, young, aggressive. Seeks job with new station or one someone made a mess-ive. For complete information just drop a line to Box No. 262 at this publication!!



Mainly About Manhattan. . . !

● ● ● Those who are selling radio short these days are all wet in my book. And those who so generously give radio "another four or five years" are also slightly damp. You can give radio another four or five thousand years and still be playing it safe. In sum, like England, there'll ALWAYS be radio. Don't tell me that people will want to watch television all day long the way they listen to radio. Oh yes, I've read the figures too. About the alarming inroads daytime TV has made into air audiences, etc. But this is still the novelty stage. Wait'll all this hysteria dies down and you'll be spot-dialing in television the same way you did in radio. And finding precious few stanzas worth sitting through. Another thing the television boosters will have to recognize one day is that people just don't wear well on TV. They don't sustain. You get tired of them, son. Weary, that is. It's like going to a movie every week and watching the same cast perform. On radio you'll listen to an Amos 'n Andy or Fibber McGee for 20 years or more. How long do you think you'll remain faithful to a performer on TV? Not that I'm anti-television, I'm just anti all this hysteria which is out to bury radio. Television is great in its place—and its place in the future, I'm convinced, will be confined for the most part to sports, news events, dramatic fare and documentaries. Speaking of the latter, television oughta hang its collective head in shame. What could very easily be the greatest educating force in the history of this country is instead being dissipated with worn-out films, tired vaudeville routines and sheer nonsense that isn't worth the cost of the electricity consumed.



● ● ● AROUND TOWN: Swift & Co. getting out of big time video. Costs too much for what they get. . . . NBC interested in Cecil B. DeMille's return to the kilocycles if he can clear up that union hassle. . . . This is what makes Bing so great. On his disc jockey show, he keeps spinning platters of Como, Sinatra, Damone, etc. . . . NBC-TV all heated up over "The Colossal Little Show," a John Irving Fields package with Ray Heatherton, Hildegard Halliday and Hal Chase. . . . A Washington deb is why Johnny Bradford has been turning down those offers to bring his TV series to N. Y. . . . Lisa Kirk recording for RCA-Victor?. . . Cecile Roy, the gal with all that voice-atility, and John Bent, Fifth Ave. hair stylist, honeymooning at Lake Placid.



● ● ● OUT OF MY MIND: I remember when David Ross each week described a certain ciggie as being "mellow as a cello." That ad copy writer can pen for me anytime. . . . A guy that can't write for me, however, is the lad who had the Ronson gal saying: "Users are constantly amazed. . . ." etc. What comes out is "Youse is constantly amazed. . . ." etc. . . . Leave It To The Girls Aftermath: John K. M. McCaffrey's opening line was a classic: "I don't feel in a defensive mood tonight," he said, "defending men. I feel more offensive. I'm in the mood to attack women." Take it easy, Arthur, er . . . I mean, John. . . . And Harriet Van Horne, Im sorry to report, erred in attributing that unforgettable Geo. Bernard Shaw quote to his letters to Ellen Terry. Actually, it stemmed from his correspondence with Isadora Duncan . . . Television comics in order to be bearable must forget Berle's success. Most of the trigger gag funny men, when before a video camera, try for laughs by "Milton their audience."



● ● ● FILLER-DILLERS: CBS will never have to worry about comedy so long as it has Goodman as its Ace in the hole, points out Johnny Thompson. . . . Bill Bertolotti warns video producers to remember that the public has a high eye-cue. . . . Harvey Stone signs his letters "Yours till Abe Burrows is sponsored by a hair tonic." . . .

SOUTHWEST

JIM ALDERMAN, veteran newsman of WRR, Dallas, is taking what amounts to a busman's holiday. Always interested in boys clubs and activities, he has four boys of his own, Alderman is spending his August vacation camping in the Indian Reservation of the Oklahoma Wichita mountains, supervising the summer activities of a troop of Dallas Boy Scouts.

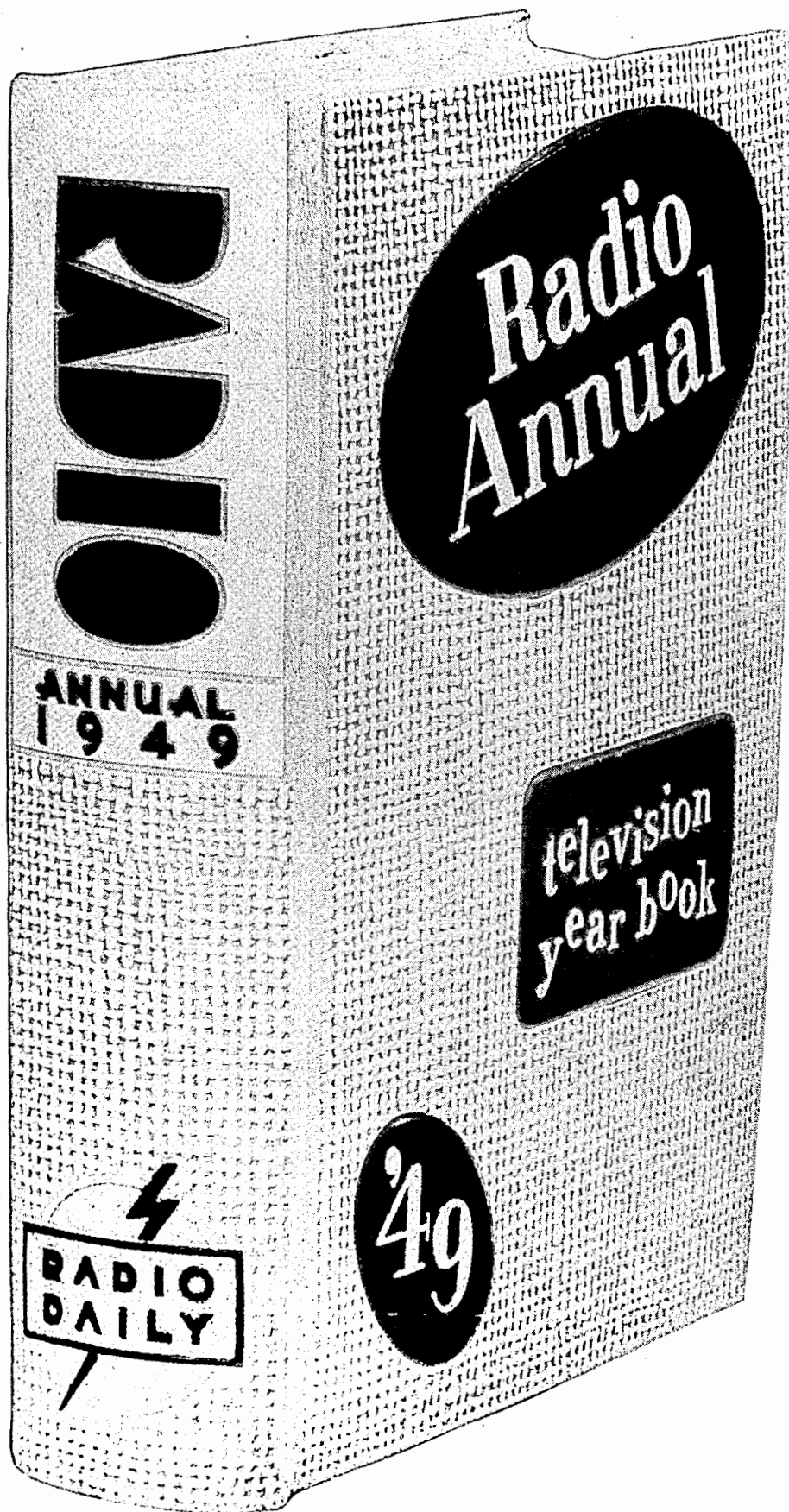
Ruth Jones O'Neal has replaced Joyce Merrell as continuity editor of WRR, Dallas, and Virginia Keck, formerly with Mutual stations in Houston and Galveston, has joined the copy department.

Bill Jones, former commercial manager of KSET, moved over to the sales staff of KEPO, ABC affiliate in El Paso, Texas, as account executive.

Thomas F. Conroy, Inc., of San Antonio, has been named to handle promotion and advertising for Comette Nylons, of New Braunfels, Texas. The account is now running; test announcement schedules on WFAA, Dallas, KXYZ, Houston, K TSA, San Antonio, KROD, El Paso, and KTBC, Austin, and will market Comette Nylons through drug stores exclusively.

Gerald Morgan, former announcer and engineer for KONO, San Antonio, and more recently a member of the San Antonio Police Department, will be narrator of the "So, You Wanna Be a Cop" broadcasts heard each Sunday evening over KONO. The broadcasts are a vivid word description of what goes on in the San Antonio Police Department on a Saturday night. The KONO wire recording is wired in a scout car which speeds to the scene of wrecks, shootings and other trouble calls aired by the police dispatcher. Cpl. Guy Ligon will assist in the broadcasts.

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



**WHAT DO YOU
WANT TO KNOW
ABOUT**

**EQUIPMENT
FIRMS?**

A DIRECTORY OF
EQUIPMENT
MANUFACTURERS
SHOWING
PERSONNEL, ADDRESSES
PHONE NUMBERS
&
PRODUCTS
MANUFACTURED
ARE CONTAINED IN
THE
1949 RADIO ANNUAL
AND TELEVISION YEARBOOK

— • —
ONE OF 1001
SUBJECTS COVERED
IN THE

**RADIO ANNUAL
for 1949**

AGENCIES

J. W. ALSDORF, president of Cory Corporation and Fresh'nd-Aire Company, has announced the appointment of Dancer-Fitzgerald-Sample, Incorporated, Chicago, to handle the trade and consumer advertising on all of the companies' products. These include Cory coffee brewers, electric knife sharpeners, Fresh'nd-Aire fans, air circulators, humidifiers, and heater fans.

DONALD ZAHNER has been appointed account executive of Harry S. Goodman Productions and will headquarter in St. Louis. Zahner will represent that concern in Missouri, Iowa and Kansas, and will handle its syndicated television and radio features. His father, Oscar Zahner, is senior vice-president of Ruthrauff & Ryan.

KUDNER AGENCY, INC., has been named by the Admiral Corp. for public relations and Admiral radio shows. Kudner has been handling Admiral's television programs.

J. HARVEY HOWELLS, formerly advertising manager of Standard Brands, Inc., has been named an account executive for Ted Bates & Co.

WMFD Ups Power

Wilmington, N. C.—On Sunday, July 10th at 7:30 a.m., WMFD opened its program schedule with increased power to 1000 watts at the greatly improved frequency of 630 kilocycles.

Simultaneously with the beginning of operation on the new AM frequency, WMFD-FM, broadcasting on Channel 242 (96.3 mc) with 11 kilowatts, introduced FM service to the Southeastern coastal area of North Carolina. The FM pylon antenna is mounted atop the central AM tower giving it an overall height above average terrain of 354 feet.

New ET Series

Ralph Bellamy, star of the current "Detective Story," cut the initial and audition disc for "Conflict," a new dramatic radio series, produced and directed by Mitchell Grayson for Torchlight Productions. Plans for future programs include the following guest stars: Tallulah Bankhead, Jose Ferrer, John Garfield, Canada Lee, and Zachary Scott.

The series is being offered for sponsorship on both radio and television.

Stork News

Detroit — Twin daughters were born Tuesday, August 2, to Mr. and Mrs. Hal Wingerter in Lincoln Hospital, Detroit. Wingerter is an engineer with WJBK-TV of that city. The girls have been named Judith Alane and Janet Arlene.

Broadcasters From Orient Tell Of Giveaway Programs

(Continued from Page 1)

yesterday. The broadcasters, visiting the United States and Canada under the auspices of the Rockefeller Foundation and Columbia University's Bureau of Applied Social Research, expressed their interest in American "giveways" and indicated that they will expand experiments with such types of shows upon their return home at the end of this month. They also approved of American "informality" and stated that they will attempt to inaugurate a more informal manner of announcing on many of their programs.

Commercial Radio In Prospect

It was disclosed that the Japanese Diet will consider next month the feasibility of allowing commercial broadcasting throughout the islands, alongside of Radio Tokyo, in about the same form as that presently operating in Canada. Prior to the departure of the broadcasters for the United States about one month ago, it was revealed, there were about 20 applications on file for opening commercial stations in Japan, pending the approval of the Diet.

Seven Now in New York

Of the ten radio representatives touring the United States, seven currently are in New York. The five interviewed yesterday were: Miss Teruko Ihara, director of women's programs, Radio Tokyo; Jun Ho Bae, director of children's programs, Korean Broadcasting System; Young Ho Song, program director of the Korean Broadcasting System; Kyung Ho Park, script writer for the Korean Broadcasting System; and Michio Uda, chief of the production division of Radio Tokyo.

These five, plus two others of the original group, will leave on August 13 for a tour of Canada as guests of the Canadian Broadcasting Corp., with W. John Dunlop, supervisor of international exchange, acting as host. Their itinerary follows: Toronto, Aug. 14; Ottawa, Aug. 16; Montreal, Aug. 17 and 18; Quebec City, Aug. 19 and 20; and back to New York on Aug. 22.

Quiz Shows Popular

The quiz shows now being broadcast in Japan and Korea are patterned, for the most part, after American programs. The Japanese version of "Information Please" is known as "Fountain of Knowledge" and offers between 200 and 300 yen, equivalent to about 60 cents, per week. The Korean counterpart of "Information Please" is known by the title, "10,000 Answers to 1,000 questions."

"What's My Name?" aired by Radio Tokyo, offers a top prize of 1,000 yen per week, equivalent to about \$3.00. Prizes are offered for the use of questions submitted by listeners as well as to participants.

The Oriental counterpart of "Twenty Questions" is known in Japan as "Twenty Gates" and in Korea as "Twenty Hills." The Japa-

nese show offers between 200 and 300 yen in prizes.

With such an array of giveaways currently on Radio Tokyo, Mr. Uda commented that "we have enough for the present time." But he foresaw the possibility of more such shows in the event the Diet passes a law permitting commercial broadcasting which would probably be followed by the entry of American advertisers with American types of shows, including giveaways.

Women's Programs Developed

Miss Ihara pointed out a Radio Tokyo program, "Wings of Melody," as an example of a disc jockey show for housewives which has proved very popular with Japanese listeners. She also cited "The Women's Hour," consisting of live music, drama, talks and news, as rising in popularity. Both of these shows, however, follow a formal announcing pattern, unlike similar American programs. She indicated that she hopes to make such shows more informal, provided they do not run counter to Japanese psychology. The Korean representatives, in like manner, felt more informality would help to popularize programs to Oriental audiences.

Radio Tokyo is a government controlled organization employing a total of 7,500 persons. Of this number, 4,000 (more than half) are engaged in collecting the monthly receiver-set fee of 35 yen (about 11 cents). Of the 1,500 employees of the Korean Broadcasting System, about 800 (more than half) are engaged in collecting fees from set owners.

Percentage of Receivers Small

An estimated 200,000 sets are registered in Korea with its population of 20,000,000. According to their statistics, an average family is composed of five persons.

In Japan, with its population of 70,000,000, there are 7,500,000 sets registered. Both Miss Ihara and Mr. Uda expressed the belief that Japanese receivers are of good quality. They stressed, however, that Japanese as well as Korean transmitter and studio facilities are obsolete. Several factories near Tokyo and Osaka currently are in full production of radio parts. It is hoped that American industry soon will send modern equipment to the Orient.

Pay Tribute to AFRS

All of the representatives emphasized the growing popularity of Armed Forces Radio Service which operates WVTR in Tokyo and WVTP, Seoul, Korea. AFRS, it was stated, has done much toward introducing American type programs and music. Jazz is growing steadily in popularity, especially with the young people, while the classical and semi-classical music of the Western World is assuming greater significance in both Japanese and Korean programming.

NEW BUSINESS

WCBS, New York: Participation purchases in WCBS' Jack Sterling program, Mon. thru Sat., 6:00-7:45 a.m., are announced as follows: Schick, Inc., Monday, Wednesday and Friday effective September 19 through BBD&O, Inc. American Home Foods, Inc., for G. Washington Coffee, Monday thru Saturday, beginning September 5. Agency is Ted Bates & Company. Chap Stick Company for Chap-Ans, Monday, Wednesday and Friday, beginning September 26, through L. C. Gumbinner Agency. Seecks & Kade, Inc., for Pertussin, Tuesday, Thursday and Saturday starting September 20 through Erwin-Wasey advertising agency.

WEWS, Cleveland, Ohio: Brown and Williamson Tobacco Co. (Kool Cigarettes) Weather spots, six times weekly. Kesterman Brothers. (watchbands) Spots, one weekly for six weeks. Agency: Gordon Schonfarber. P. Lorillard-Admiral Corp. Spots, one weekly, Agency: Kudner. Scott and Fetzer Co. (home cleaning equipment) "Kirby Derby," Thursday, 9:30-10 p.m., Oct. 27. Agency: General Publicity Service. Borden Dairy. Spots, twice weekly. Agency: Young and Rubicam. Pepsi-Cola Bottling Co. of Cleveland, participations, "Dinner Platter," five weekly, to Oct. 21. Agency: direct. Record Rendezvous, participations, "Dinner Platter," five weekly. Agency: Ohio Advertising Agency.

WINS, New York: Radio Offer Co., through Huber Hoge & Sons, has bought Carroll Allcott's news show, 7:30-7:45 p.m. daily. Firm also is a participating sponsor of "Singing Battle Royal," Sundays, 2-4 p.m. Raleigh Cigarettes has bought a 13-week spot series, through Russel M. Seeds agency. Curtis Publishing Co. has signed for a special campaign on Aug. 17, 18, and 19, through BBD&O. The New York, New Haven & Hartford Railroad will sponsor the 8-8:15 a.m. segment of the "Art Scanlon Show" during the month of August.

**YOUR Biggest
TV FILM BUY!**

**1 MINUTE TELEVISION
Animated Title
COMMERCIALS**

Just \$150.⁰⁰

COMPLETE CUSTOM-MADE

16mm PRODUCTION 35mm

Quick Delivery - Write or Phone

FILMACK TRAILER CO.

1327 S. Wabash - Chicago 5, Ill. - HARRISON 7-3395

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, August 9, 1949 — TELEVISION DAILY is fully protected by register and copyright

SET SALES TO REACH NEW HIGH

TELE TOPICS

NOT TOO LONG AGO, the program boys at NBC-TV, disheartened by the success of The Goldbergs, Godfrey, Mama" and other CBS shows, took a close look at their own schedule and realized that it lacked warmth, a highly valuable commodity on the air these days. In fact, they had only one really warm show, "Kukla, Fran and Ollie." To correct this situation, they turned to warmth expert Harleton E. Morse, proprietor of "One Man's Family," soon to become a regular feature on NBC. . . . Morse's initial effort for the web, "Mixed Doubles," made its debut last week. It's too early to tell if the program will have the enduring appeal of, say, The Goldbergs, but the preem did give evidence that it has what it takes. . . . Light comedy about two young copywriters and their wives living in adjoining one-room apartments, "Mixed Doubles" gets its lift mainly from the performances of Rhoda Elaine Williams, Edward Firestone, Ada Friedman and William Idelson. They're likeable folks and wholly believable, more so, in fact, than what happens to them. On the inadequate basis of one show, their future looks bright, indeed. Production was fine throughout, thanks to Morse's triple-threat chore as writer-producer-director. Only error was minor; program ran short and closing credits had to be stretched.

KUDNER AGENCY will follow its Olsen & Johnson show on NBC with "Martin Kane, Private Eye," starring William Morgan, in the 10-10:30 Thursday spot, or U. S. Tobacco (Model, Bill's Best), beginning Aug. 25. Walter Kinsella will be featured. Eddie Sutherland directs, with script by Frank Wilson and music by Charles Paul. . . . TV-Programs, Inc., has acquired rights to the international polo championships at Meadowbrook Field and is pitching the package at several carriage-grade bankrollers. Matches begin Aug. 28 and run through Sept. 25. . . . Ford Theater takes over the Friday, 9-10 spot, on CBS when it returns to the air Oct. 7 on an every-other-week basis.

N. Y. STATE SUPREME COURT JUDGE Samuel Dickstein yesterday postponed the DuMont-Macy case until Aug. 15. DuM's temporary injunction against the store still stands, however. . . . Never one to shirk unpleasant tasks for the sake of his art, Tex McCrary is slated to spar with Mike LaMotta at Broadway Arena during next week's "Preview" airer. . . . Interstate Davis Cup matches between Italy and Australia will be scanned by NBC next week-end. . . . Van Des Autels has been signed by Jerry Fairbanks to narrate a new series of film commercials for Griffin Spice Labs, of Chicago. Filming of the series was completed yesterday.

Heavy Grid Schedule Lands WTMJ Sponsors

Milwaukee—An extensive schedule of football coverage, both college and professional, has been completed by WTMJ-TV. Twelve contests will be scanned and all will be sponsored. First Wisconsin National Bank will bankroll five University of Wisconsin games and three Marquette University games. This is the first time that the Wisconsin home games will be picked up from Madison, more than 80 miles from Milwaukee. A special relay system is being installed by AT&T. Marvin Lemkuhl agency handled the deal for the bank.

Socony to Sponsor

Four home games of the Green Bay Packers, of the National Football League, will be sponsored by the Wadham's Division of Socony Vacuum, through the Compton agency. In addition, Wadham's will bankroll description of nine Wisconsin games and 15 Packers contests, at home and on the road, over WTMJ AM-FM. This will be the 21st consecutive season that the same sponsor is presenting the Wisconsin and Packer games over WTMJ.

Garod Protects Prices

Current factory list prices on Garod "Tele-Zoom" receivers and the new straight TV line, were guaranteed today for all distributors and dealers in a new overall price protection policy announced by Garod Electronics Corporation, Brooklyn, N. Y.

The new price protection plan

Talent Parleys Stalemated; Will Reconvene In New York

West Coast Bureau of RADIO DAILY

Hollywood—Conferences between Associated Actors and Artistes of America and Screen Actors Guild and Screen Extras Guild about "methods of organizing speedily and efficiently the television field for all performers" recessed over the weekend and will resume in New York at "a date in the near future, to be mutually agreed upon," it was announced by Paul Dulzell, international president of AAAA.

Inability to agree on various points involving control between

Postponed

Washington—In reference to petitions from TBA, NBC, RCA, ABC and 20th Century-Fox, the FCC announced yesterday that it has granted a 60-day extension of the time for filing comments on its proposal to give permanent status to TV relay and pick-up channel allocations. Closing date for such filings had been August 1, but the extension is to Oct. 3. The Fox request was to permit the consideration of theater TV channels in the disposition of these frequencies, which are between 7000 and 12,000 MC.

DuMont Income Up 120% Over Last Year

An increase in income of 120 per cent was reported yesterday by Allen B. DuMont Laboratories, Inc., for the Jan. 1-June 19 period of this year as compared with the corresponding period in 1948.

Net income after taxes was \$1,779,587, equivalent to 83 cents per share on common stock after preferred dividends. The figures for last year were \$807,246 and 40 cents a common share.

Sales increased 87 per cent from \$9,827,192 for the 1948 period to \$18,486,856 this year.

The firm reported that working capital increased 75 per cent over the corresponding 1948 period.

guarantees Garod list prices for a 120-day period, and covers any new models to be introduced before the end of 1949.

Receiver - Makers See Big Demand For Models

Receiver sales by major manufacturers during the second half of this year are expected to exceed all previous records, according to initial dealer and consumer reaction to the new fall lines introduced during the past month.

Industry-wide goal of 2,000,000 set output for the year is virtually assured, the manufacturers feel, with many reporting that sales could exceed this figure if receivers are available.

Sales of the new Philco line are exceeding all expectations and are greater than at any other period in the company's history, executive vice-president James H. Carmine said. It is "proving the greatest stimulus to public interest and sales that we have known . . . (and) dealers are placing the largest television orders we have ever received." Carmine said that "all indications point to record-breaking television sales during the remainder of 1949."

A spokesman for RCA Victor said that public response to the firm's new line has been "unusually favorable," especially on sets featuring RCA's 16-inch metal-cone picture tube. Reduction in price of a ten-inch table model to below \$200 has boosted sales considerably, he added.

Ernest A. Marx, general manager of the DuMont receiver division, termed consumer and dealer reaction "terrific." Pointing out that DuMont took orders totalling \$1,200,000 at the recent NAMM convention in New York, Marx said that demand is so heavy that the firm is just able to keep production high enough to meet it. DuMont's new "Bradford" receiver with 19-inch metal tube has gone so fast, he said, that it is all sold out at present.

Two Join C-E Tele Staff

Appointments of Don Tomkins and John Coleman to the New York TV staff of Campbell-Ewald was announced yesterday by vice-president Winslow H. Case. Both have had wide production experience and will work on various agency-produced shows.

WWJ-TV Sells Trotting

Detroit—Trotting races from Northville Downs will be scanned by WWJ-TV Thursday nights through Sept. 9, under sponsorship of Pfeiffer Brewing Co., through Maxon agency. Orlo Owen will call the races, with color by Paul Williams and Mort Neff.

COAST-TO-COAST

Salute To Dennis Day

Cleveland, Ohio — NBC's singing comedian, Dennis Day, was presented the key to the city during his recent appearance at the RKO Palace here. The occasion for the presentation was a cocktail party given in his honor by RCA-WTAM interests, with representatives of local press, radio and civic offices attending.

College Forum On WISN

Milwaukee, Wisc. — Problems of college education were discussed on the "Your Question, Please" program heard recently over WISN. During the program students answered such questions as "Should teenagers be made to go to college against their wishes?" along with other topical subjects such as budgets, work, allowances and types of schools. Gertrude Puelicher acted as moderator.

KOOL Notes

Phoenix, Arizona—Maria Kukman, late of WBBM in Chicago, is the newest addition to the KOOL staff in charge of sales promotion. While Bill Henry is vacationing during the month of August, Charles Shaw will pinch-hit for him on the Bill Henry News Show, which is aired at 7:55 p.m. each day.

WSTC Aids Fire Dept.

Stamford, Conn.—Twenty-two fire alarm boxes covering a whole section of that city were put out of order by a heavy cloudburst recently and WSTC and FM kept the area alert for two days until service was restored, by broadcasting emergency announcements directing residents and industrial plants to use the telephone. The staff at WSTC was commended by the fire department for invaluable assistance and co-operation.

Staff Additions At WTWA

Thomson, Ga.—According to a recent announcement, Edward W. Williams has joined WTWA as chief engineer and announcer along with Leonard S. Zepp, as a combination engineer-announcer.

WMTR Telephone Test

Morristown, N. J.—A phone test which gives sponsors an added break was started by WMTR this week. Every day from 11:57 a.m. until 12:00 noon a commercial is read over the air omitting the sponsor's name. The first listener to call in and identify the sponsor correctly is awarded with two tickets to Morristown's Community Theater.

Rice Asst. Genl. Mgr. WMIL

Milwaukee, Wisc.—Conrad C. Rice joins WMIL on August 15th as assistant general manager, according to recent announcement. For the past 12 years Rice has been associated with stations WEMP and WFOX.

NETWORK SONG FAVORITES

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

Survey Week of July 29-August 4, 1949

TITLE	PUBLISHER
A Room Full Of Roses.....	Hill & Range
A Wonderful Guy.....	Chappell
Again.....	Robbins
And It Still Goes.....	Shapiro-Bernstein
Baby It's Cold Outside.....	E. H. Morris
Ball Ha'.....	Chappell
Everytime I Meet You.....	Feist
Ev'ry Night Is Saturday Night.....	Broadcast Music
Fiddle Dee Dee.....	Harms
Four Winds And The Seven Seas.....	Lombardo
Huckle Buck.....	United
I Don't See Me In Your Eyes Anymore.....	Laurel
It's A Great Feeling.....	Remick
Just One Way To Say I Love You.....	Berlin
Let's Take An Old Fashioned Walk.....	Berlin
Lora Belle Lee.....	Sanity-Joy
Lover's Gold.....	Oxford
Maybe It's Because.....	Bregman-Vocco-Conn
My One And Only Highland Fling.....	Harry Warren
Now That I Need You, (where Are You).....	Famous
Riders In The Sky.....	E. H. Morris
Slimilau.....	Campbell
So In Love.....	T. B. Harms
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
Swiss Lullaby.....	Southern
There's Yes In Your Eyes.....	Witmark
Twenty-Four Hours Of Sunshine.....	Advanced
Two Little New Little Blue Little Eyes.....	E. H. Morris
Weddin' Day.....	Famous
Who Do You Know In Heaven.....	Robbins

Second Group

TITLE	PUBLISHER
"A"—You're Adorable.....	Laurel
Always True To You In My Fashion.....	T. B. Harms
Don't Call Me Sweetheart Anymore.....	A-B-C
Dreamy Old New England Moon.....	Leeds
Everywhere You Go.....	Lombardo
Five Foot Two, Eyes Of Blue.....	Feist
Hollywood Square Dance.....	Sanity-Joy
Homework.....	Berlin
How It Lies, How It Lies, How It Lies.....	E. H. Morris
In The Good Old Summertime.....	E. B. Marks
Just For Me.....	Melody Lane
Look At Me.....	Jewel
Love Is A Beautiful Thing.....	Porgie
Powder Your Face With Sunshine.....	Lombardo
Someone To Love.....	Warren Publications
Through A Long And Sleepless Night.....	Miller
Why Fall In Love With A Stranger.....	Campbell
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin
You're My Everything.....	Harms
You're So Understanding.....	Baron-Pemora

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PROMOTION

Pick Program Of Month

Each month the San Diego Daily Journal selects a locally-produced radio program as best of the month. Peg White, the Journal's radio editor, monitors the offerings of San Diego's four network and two independent stations to select the best local show.

In April there was a three-way tie and two of the three winners belonged to KCBQ; "Sons of the Saddle," a live western music group, and "Car Number Seven," a radio ride on the last street car to run in San Diego.

For May, KCBQ had to be content with runner-up with its "The Sound of the Fury," a half-hour Memorial Day tribute to war dead.

In June the CBS affiliate for San Diego took the award again with its new series, "This is San Diego," a documentary which takes the listener from top to bottom in the city's industries and activities.

KCBQ's newest award-winner is "La Jolla Premiere" which took the Journal's July award. The show originates from the lobby of the famed La Jolla Playhouse where top Hollywood stars appear during the summer season.

Horsey Contest

WBAP-TV, Fort Worth, has a new contest under way to find a name for the latest addition to the television and dramatic staff, a Palomino quarter horse, complete with bridle and a hand-tooled Western saddle!

The Palomino, probably the only horse now regularly employed in television, was presented in a special ceremony during the "Flying X Ranchboys" program, by George Wilderspin, Fort Worth stockman. Before turning his talents to television, the \$2,000 Palomino appeared in rodeos all over the country. During this phase of his varied career, he was known as "Lemon," but now that he is to be a star in WBAP-TV studio-produced Western programs, a new and more suitable name is required.

No Western star is considered completely outfitted without a hand-tooled Western saddle and this accoutrement was supplied by L. White's Fort Worth Saddle Shop and the maker's name and "WBAP-TV Fort Worth" is engraved on the side of the saddle.

Newsroom Notice

Beverly Hope, the high school junior who won the recent competition sponsored jointly by WINS; New York, and the Westchester Herald, is collecting her reward—a month's assignment in the WINS news room. Beverly will also observe operations in other WINS departments, including promotion and publicity. Writing the best news-feature story in a contest among Westchester country high school students won her the job.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 28

NEW YORK, WEDNESDAY, AUGUST 10, 1949

TEN CENTS

McFARLAND'S BILL PASSED BY SENATE

Name U. S. Delegates To Confab In London

Washington Bureau of RADIO DAILY
Washington—The State Department announced yesterday the makeup of the United States delegation to the London session which got under way yesterday on revision of the Bermuda Telecommunications Agreement of 1945. Wayne Coy, chairman of the FCC, heads the group, with Henry Ernst Nesbitt of the State Department telecommunications division as vice-chairman.

Advisers include Harold J. Cohen, John R. Lambert and Marion H. Woodward, FCC officials in law, accounting and engineering.

NBC Will Schedule Six Documentaries

NBC will present six documentaries on the United Nations, supervised by Norman Corwin, in weekly installments starting Sept. 11. The programs will form part of a nationwide UN project co-sponsored by NBC and the American Assn. for the United Nations.

The first program in the series, "Could Be," will be written, directed and produced by Corwin, who is in charge of special products for United Nations Radio.

Garry Moore Signed For CBS Variety Show

Garry Moore has been signed by CBS for a full hour daily program series to be heard in the 3:30-4:30 p.m. slot starting in late September.

Tabbed as an "informal variety" type, the show will be offered in quarter-hour segments to participating sponsors.

NBC Plans Meeting

Annual NBC affiliates convention will be held at the Green Briar Hotel, White Sulphur Springs, West Virginia, September 7 to 11th. Last year the web affiliates met at Sun Valley, Idaho.

Language Group Plans to Expand

Further plans for a national co-operative network of foreign language stations were drawn up on Monday at the first committee meeting of the Foreign Language Quality Group, held at the offices of WOV, New York. WOV's Ralph Weil is chairman of the group.

In addition to changing the organization's name to "Foreign Language Quality Network," the conferees voted to solicit membership at the outset from stations in 20 cities across the country, all of which

(Continued on Page 6)

Increase Co-op Spots On ABC Web Programs

Starting Monday, Aug. 15, ABC will permit its affiliates to sell spot announcements in network programs, the web announced yesterday. This means that a show broadcast nationally and sponsored locally may have a number of "participating" local sponsors on a spot basis instead of a single one.

The new provision, designed "to bring a substantial amount of addi-

(Continued on Page 2)

Would Define FCC Anti-Trust Power, Permit Cease-And-Desist Orders And Raise Commissioners' Pay

TV Committee Meet To Discuss Rate Card

Five members of the Broadcast Advertising Bureau's Television Standardization Group, under the chairmanship of Eugene Thomas, general manager of WOIC, Washington, will meet in New York today to begin work on a standardization of rate card formats and contract forms for the video industry.

The station men will be represented.

(Continued on Page 7)

WNAR Plans Birthday, Will Gift Sponsors

WNAR, Norristown, Pa., is planning a benevolent switch for its third birthday on Aug. 16. The station is offering free time to its advertisers on that day, in appreciation of their past patronage. Furthermore, WNAR's unique "giveaway" to its customers will take place during the premium hours of 6:15 to 8 p.m.

WW, Spade, Heidt Lead In Coast Hooperatings

"Adventures of Sam Spade" and Horace Heidt follow Walter Winchell's 22.2 rating with ratings of 17.2 and 14.3, respectively, to take 2nd

(Continued on Page 6)

NBC Publicists Go On Tour To Ballyhoo Radio Plans

An intensive campaign to revitalize radio thinking in the key center cities of the country is being undertaken by the National Broadcasting Company with the dispatching of a field force of public relations men from New York, Chicago and Los Angeles to all points of the country this week.

The public relations plan to place emphasis on the importance of radio as a commercial medium is the cul-

mination of a series of conferences with Sydney Eiges, vice-president in charge of press relations, and other key network executives in New York. The field force was indoctrinated on the fall program promotion plans of the network and were given facts and figures on radio families and radio listening in the United States. They are also prepared to address civic luncheon clubs, appear

(Continued on Page 6)

Washington Bureau of RADIO DAILY
Washington—The Senate yesterday passed, without a dissenting voice, the McFarland Bill to amend procedural sections of the Communications Act. As explained by the Senate Interstate and Foreign Commerce Committee in its report, written by Senator Ernest McFarland, Arizona

(Continued on Page 3)

FCC Salary Increase May Alter Coy's Plans

Washington Bureau of RADIO DAILY
Washington—Speculation is high on the extent to which the excellent present prospects for an increase in pay for FCC members from \$11,000 to \$16,000 will influence the future course of Chairman Wayne Coy. Coy is due back from Paris shortly. His departure for more profitable fields has been widely forecast, especially in view of his unabashed

(Continued on Page 7)

Pulse, Inc., To Increase Coverage In N. Y. Market

Pulse, Inc. has announced a new policy for its study of Italian-language audiences in the New York area, whereby subsequent surveys will be offered jointly to all Italian language stations, and no fractional

(Continued on Page 4)

Postponement

ABC's hour-long documentary on post-atomic Japan, "Hiroshima and Japan, Four Years Later," has been postponed one week to Sunday, Aug. 21, 4.30-5.30 p. m. The documentary is in preparation by Norman Cousins, editor of "The Saturday Review of Literature," who is now in Japan interviewing survivors of Hiroshima and Nagasaki.

Taps for "J Z"

Chicago—"JZ" loyal wartime employee of station WMAQ, died recently in his second year of retirement from duty guarding the station's transmitter. A 60-pound German shepherd, "JZ" was one of two watch dogs that guarded the transmitter property during the war years. The dog was trained by the New York police department.

RADIO DAILY



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

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

FINANCIAL

(August 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 1/2	6 1/4	6 1/2	+ 1/4
Admiral Corp.	19	18 3/8	18 3/8	+ 3/8
Am. Tel. & Tel.	144 1/4	144 1/8	144 1/4	+ 1/8
CBS A	19 5/8	19 1/2	19 5/8	+ 1/8
CBS B	19 5/8	19 1/2	19 5/8	+ 1/8
Philco	28 3/4	28 1/4	28 1/2	+ 1/4
RCA Common	11 1/4	11 1/8	11 1/8	+ 1/8
Stewart-Warner	11 1/2	11 1/2	11 1/2	+ 1/4
Westinghouse	25 1/8	24 3/4	25	- 3/4
Westinghouse pfd.	96 1/2	96 1/2	96 1/2	+ 1
Zenith Radio	25 1/2	25	25 1/2	+ 1

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 1/2	2 3/4	2 1/2
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OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	10 1/4	11 1/2
U. S. Television	5-16	1/2
WCAO (Baltimore)	15	18
WJR (Detroit)	6 1/4	6 3/4

Will Sponsor WNBC News

The Simoniz Company has signed a 52-week contract for sponsorship of WNBC's 7:00 a.m. "News With Clyde Kiffell" program on a Monday-thru-Saturday basis.

Allen I. Stock

Allen I. Stock, vice-president and general manager of National Radio Features, Albany, N. Y., died suddenly of a heart attack at his home in Albany last week.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY BY EDWARD PERRY & CO.

★ **COMING AND GOING** ★

MURRAY ARNOLD, program director at WIP, Philadelphia, is honeymooning on the Jersey Shore. **SAM ELBER**, assistant promotion and publicity director of the station, has just returned from a motor trip to the Southwest.

BEN PARK, producer of "It's Your Life," has arrived from Chicago for conferences with sponsors on Autumn plans for his productions.

CHUCK MASON, comic at WDAK, Columbus, Ga., is spending two weeks in Gotham.

WILLIAM QUARTON, general manager of WMT, Cedar Rapids, Iowa, is back at the station, a CBS outlet, following a business trip to New York.

MARGARET ARLEN, femme commentator heard on WCBS, arrived in New York yesterday from Europe.

KEITH BYERLY, general sales manager of WBT, Charlotte, N. C., is spending this week in Chicago meeting with agency officials and executives of CBS Radio Sales.

CHARLES BECKMAN, copy chief and radio director of Moss Associates Advertising Agency, has left for a swing through the South in connection with Autumn campaigns for several clients. He'll wind up his tour at Virginia Beach, where he'll vacation.

CARL WARREN, chief of the AM-TV news desk at the New York Daily News, has returned from Florida, where he had rested up for a month.

KENYON BROWN, executive vice-president of KWFT, Wichita Falls affiliate of CBS, is back in Texas following a short trip to New York.

Cinderella Program Set For WMCA Midday

At the request of sponsors the Cinderella Show, New York's own \$3,000 weekly giveaway, WMCA and Know-how, Inc., owner of the program, will shift to the noon-2 p.m. slot from midnight-2 a.m. time. Originally scheduled to start next Monday (August 15), the Cinderella airer is now planned for October 3, the first date at which WMCA will be able to clear the time. Co-mc's are actress Charlotte Manson and Eddie Stone, orchestra leader at the Glass Hat of the Belmont-Plaza, from which the show is broadcast.

Increase Co-op Spots On ABC Web Programs

(Continued from Page 1)
tional national spot revenue to affiliated stations," applies to all ABC co-ops except two — "America's Town Meeting," and "Breakfast in Hollywood."
In announcing the move, Murray Grabhorn, the net's vice-president in charge of cooperative program sales and owned-and-operated stations, said it was planned to accommodate advertisers unwilling to commit themselves to a five-times-weekly broadcast schedule, who nevertheless want to use radio extensively.



How to cool off

Polar bears have one method. They just dive into the pool and take a swim.

Time buyers who are hot and bothered about a sales problem in the rich Baltimore market have an equally efficient way to cool off. They just buy W-I-T-H, the BIG independent with the BIG audience. This will positively solve the problem.

Yes, sir! It's as simple as that! You see, W-I-T-H delivers more listeners-per-dollar than any other station in town! It covers 92.3% of all the radio homes in the Baltimore trading area.

So if you're looking for low-cost sales in Baltimore, W-I-T-H is your best buy. We say so. Advertisers say so. Time buyers say so. Call in your Headley-Reed man today and get the full W-I-T-H story from him.



WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Up to 42% Savings on your Recording Costs!

By The Sensational New **COLUMBIA**

Ⓛp Microgroove Method

See How You Save!

- *Substantially Lower Cost Per Record
- *More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc. Ⓢ

Trade Marks "Columbia" and Ⓢ Reg. U. S. Pat. Off. Marcas Registradas Ⓢ Trade Mark

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Bradshaw 2-5411 | New York:
799 Seventh Avenue
Circle 5-7300 | Chicago:
Wrigley Building
410 North Michigan Ave.
Whitehall 6000 |
|---|--|---|

PROMOTION

Of Station—City—County

Latest mailing piece issued by WOAI, San Antonio, to agencies and clients, is one titled "Eyeing Media Performance in South Texas," which is a comparative analysis of newspaper, magazine and radio performance in this area. Folder was the work of Dallas P. Wyant, WOAI promotion manager. Six-page leaflet in two colors—violet and black—shows coverage of each medium in a 65-county area in identical maps placed side by side on the inside spread of the folder. Also shown is a comparison of circulation increases on the part of the area's leading newspaper and WOAI, area's leading station since 1940. On back page is a breakdown of the individual 65 counties, with latest sales management estimates of population, retail sales and effective buying income.

WPAG Promotes Fair

WPAG, Ann Arbor, Mich., radio promotion is credited with being the advertising medium making Milan, Michigan's First Annual Free Fair, the smashing success it was the last week in July. Over 35,000 people from northeastern Indiana, Central Ohio and southeastern Michigan attended the 5-day fair event in Milan, a small community 20 miles distant from Ann Arbor. WPAG's extensive promotion included 4 remote control broadcasts daily from the Milan Fair Grounds, conducted by WPAG's Farm Director, Howard Heath, promotion announcements and news.

Former FCC Chairmen Attacked By Sen. Butler

Washington Bureau of RADIO DAILY Washington—Sen. Hugh Butler, Nebraska Republican, yesterday attacked former FCC chairman, James Lawrence Fly for representing broadcast clients before the FCC shortly after leaving the Commission. Fly's name was added to those of his successors—Paul Porter and Charles Denny—both of whom were attacked by Butler a week earlier.

Butler said that whereas the so-called "five percenters" may not have the influence they claim, "these former New Deal officials actually do have the influence they claimed. There is no doubt about it. They are in position to give their private clients value received."

The Nebraskan said he was delighted with provisions of the McFarland bill, passed Tuesday by the Senate, which would bar any commissioner from practice before the FCC during the length of the seven-year term to which he was appointed, regardless of how early in that term he might resign. Other employees would be barred from practice before the Commission during the first year after they departed from association with the Commission.

Senate OK's McFarland Bill To Revise FCC Procedure

(Continued from Page 1)

Democrat and author of the measure, it is designed to remove ambiguities, to make for speedier FCC action on applications and rule-making, to separate prosecutory and judicial functions, to increase salaries, to provide personal legal assistants for Commissioners and to bring FCC functions more clearly into line with the Administrative Procedures Act.

First Move of Magnitude

This is the first important overhauling of the Communications Act to pass the Senate since the act became law in 1934. An effort will be made to win House consideration for the measure this year, but it was believed likely it would go over to 1950.

Eliminated from the bill was the section originally included, which testimony indicated might have clouded the authority of the FCC with regard to anti-trust violators. The section as offered had contained a declaration that the Commission "shall make or promulgate no rule of substance or procedure, the purpose or result of which is to effect a discrimination between persons based upon race, religious or political affiliation, or kind of lawful occupation or business association."

Stemmed from Newspaper Incident

It was explained that this language had been offered to safeguard against repetition of Commission policy of denying a whole class of applicants—with reference to the two-year period during which all newspaper applications were held up while the Commission pondered the advisability of blocking all newspapers from radio licenses.

In hearings on the bill this spring, however, it was pointed out that "present Commission practice and procedure have been in accord with the proposed section for several years," that constitutionally of any rule barring applicants "because of kind of lawful occupation" was doubtful.

Movie Companies a Factor

It was decided to drop the language proposed in order that no question be raised whether the new language would call for any change in current Commission procedure. Although not referred to, the question of barring motion picture companies from radio and TV because of their anti-trust violations was clearly in mind here.

Much of the bill is in line with recommendations contained in the so-called Hoover report on reorganization of executive branches of the Government.

Included in the bill is an amendment to Section 311 of the act limiting the power of the FCC with regard to certain types of anti-trust proceedings. This is the section designed to protect broadcasters from double jeopardy, with the committee upholding the industry arguments against existing law.

At the same time, it was stressed that revocation of a license for anti-trust violation may be ordered by a court and carried out by the FCC, and that the Commission is still empowered to consider an applicant's anti-trust record in dealing with problems of renewal or new applications. The bill declares:

"The Commission's authority to determine whether or not the public interest, convenience or necessity will be served by the granting of a license remains paramount and if it finds that the conviction of a licensee under the anti-trust laws has materially affected the character or standing of such licensee as to warrant refusal of a renewal, or grant of license, it may so proceed.

"Monopoly Control Unaffected"

"Thus the Commission's power to protect against monopoly control of radio licenses remains unaffected by the changes herein recommended; it is merely stopped from initiating and proceeding with an anti-trust case of its own."

The bill provides for the issuance of cease-and-desist orders, thereby giving the FCC a power not now held. At present, the Commission can penalize only by revocation of license. Issuance of declaratory orders, binding on those who are parties to the proceeding, is also provided for. This would make it possible for broadcasters to get FCC opinion with regard to the legality of actions, whereas now in order to get such an opinion it is necessary to take action which might violate law or regulations.

High Court Appeal Permitted

Another section gives licensees faced with revocation decisions by the provisions the right to appeal directly to the Supreme Court—a right not presently theirs. Because of the limited number of such cases, the committee believes this will not impose any great burden upon the high court.

Pay raises for a number of Commission personnel are included in the measure, with the salaries of personal secretaries to Commissioners limited, however, to a base of \$4,000 per year. This latter means a decrease in some instances, but it is provided that there be no decrease for those now holding the jobs.

No More AVCO Rulings

Another part of the bill rules out by law any procedure of the nature of the so-called Avco rule, providing for comparative consideration of matching offers to buy broadcast licenses. Such procedure, the committee said, "is an unwise invasion by a Government agency into private business practice." It was noted that the Avco rule has been dropped by the FCC.

A new section was added, the committee report pointed out, merely to establish for radio a parallel

BEHIND THE MIKE

MONA FISHER, ex-WWRL femme commentator, switched to H'wood seeking radio spot.

Ed Woodruff's booming video film distribution outfit, Cine-tel Corp., supplying most of those silent film classics for ABC's new series.

Pat Bright never looked lovelier than she did last week on Irving Mansfield's great show, "This Is Broadway."

WHOM's Willie Bryant to headline a video variety package.

Laura Leeds a holdover attraction at the Blue Room of the King Edward Hotel.

Lanny & Ginger Gray spending a few weeks in Asbury Park getting in shape for their new television series which starts in the fall.

Conrad Thibault makes his TV debut on the 14th as star of "The Music Room" over ABC-TV.

Despite the great break he got in the Dorothy Kirsten flareup, Jack Perlis has done a sensational job of bringing Cathy Mastice to the fore. A grad of Harvard where he studied for the bar, Jack is one of the hardest-working lads around.

Doug Storer, who has handled plenty of headliners in his time, now grooming Bill Harrington for the Big Time.

The three Johns of Hollywood—Masterson, Reddy and Nelson—now have a N. Y. office in Radio City under the direction of Chas. Brown, one of the founders and past prexy of the Academy of Television Arts and Sciences.

Kay Starr going into the Copa next month doubling from the "Supper Club."

Twenty Years With KMBC

Kansas City, Mo.—Eddie Edwards marks his 20th year with KMBC, Friday, August 12th. Edwards is the producer of three top shows, "Brush Creek Follies," "Rhymaline Time," and "Of Health and Happiness." He not only produces the shows but also portrays such versatile roles as blackface comedian or character actor.

provision now in the law for fraud by mail, so that fraud conducted or intended to be conducted by radio shall be amenable to the same penalties now provided for fraud by means of the mails. The Commission has pointed out that the loophole now in the law leaves not only citizens at the mercy of some clever schemer but actually places an innocent licensee at a serious disadvantage, since the only recourse the Commission has under existing law is to revoke a license.

Of course, should a licensee be found to be involved in such a fraud, the Commission's power to revoke his license is not affected by this new section. It does, however, provide a means to reach a non-licensee who may make use of the radio to defraud.

SOUTHWEST

NEW studio buildings on Hines Boulevard of KBTB, Dallas, are rapidly nearing completion. KBTB's new building, which will house the studio of the first Dallas television station, is rapidly nearing completion, and Dallas is becoming familiar with the slogan "Your steady date, on Channel 8." New staff members are getting their feet on the ground and making full preparation for the September 1st date when KBTB signal pattern will take the air. Staff appointments, according to Seymour C. Andrews, general manager, include Larry DuPont, formerly of WBAP-TV, Fort Worth, and well-known television author of "No Shoes" and many other NBC television shows, as program manager; Victor Duncan, former March of Time cameraman as director of films, Bob Stanford as chief announcer and George White, popular Dallas Morning News sports authority and newsmen in charge of sports and special events. Sherill Edwards comes from KWTB, Wichita Falls, to head the sales department as commercial manager.

J. W. (Jake) Luke, former art director of Herbert Rogers Company, Dallas agency, has resigned to assume post of radio director of J. B. Taylor, Inc., Dallas, where he will be responsible for details on Texas State Fair radio campaign.

W. A. (Bill) Roberts, who heads up the commercial department at KRLD, Dallas, has closed his briefcase and stored his pavement pounding shoes and taken to the mountains of Colorado for a vacation from the sidewalks of the city. The last rivet and the final bolt have been driven home in the new KRLD-TV tower in downtown Dallas, and is now ready for the antenna which will be located 568 feet above the average terrain. The mobile unit has arrived and the entire staff is busily pointing to an October 1st deadline.

Pulse, Inc., To Increase Coverage In N. Y. Market

(Continued from Page 1)
figures will be released for any single station.

In making this announcement Dr. Sidney Roslow, Pulse director, said that studies of Italian language listening heretofore have been made to the order of individual stations, and that statistics thus obtained could result in "misunderstanding and confusion" if projected to a wider area than was originally intended.

As a guide for its future surveys in the Italian language field, Pulse will establish a "standardized sample" for such studies based on the distribution of Italian population in the New York metropolitan area. The studies will be offered to all stations on a participation-of-cost basis, Roslow said.



Windy City Wordage. . . !

• • • Dorothy Fromherz, wife of script-writer Gene Fromherz, has joined the Leo Burnett Agency in the research department. She previously held a similar position with McCann-Erickson. . . . Jim Cominos at the Le Vally, Inc. Advertising Agency is looking

Chicago

for a show for Household Finance Corporation to substitute for "The Whistler." It will probably go on a split NBC-network. . . . W. T. Brannon of the Mystery Writers of America Chicago chapter has invited radio writers to attend to club's next session at Riccardo's Restaurant Saturday night at 8 o'clock. Chicago's famed "Drunkometer," used to test alleged drunken drivers, will be demonstrated at the meeting. . . . Nikki Kaye has joined the staff of the American Television School as an instructor in television writing and production.



• • • Jack Fascinato, brilliant Chicago composer, does all the original ditties used on the "Kukla, Fran and Ollie" show. Latter program was broadcast from WNBQ's new Studio D on the first 1949-50 season program Monday night. . . . NBC's Jack Ryan acutely worried over the accident to his youngster. A stick pierced the young Ryan's eye-ball. Doctors hope they can save the sight of the eye. . . . Henri, Hurst & McDonald spokesmen emphatically denied the Michigan Boulevard rumor that they're losing the "Red Heart" dog food account. They've just signed with NBC to resume the "Lassie" show in a few weeks. Program will now be heard Saturday mornings. . . . A local television tube manufacturer is coming out with a rectangular tube. . . . All Chicago papers following the lead of the Chicago "Tribune" in charging for listings placed at the top of the column.



• • • Ernie Simon will be returning from his Honolulu vacation in about 10 days. He's one of Chicago's top-earning disc-jockeys. . . . DuMont Network will shortly announce the appointment of a Chicago sales office. An ABC salesman is slated to take over the local post. . . . Frann Weigle has a surprise record hit up his sleeve. Those who have heard it predict it will be the biggest thing in 1950. . . . George Roesler is looking for a buyer for his palatial Palatine home so that he can move in closer to Radio Row. . . . Lawrence Welk will be host at a cocktail party and dinner at the Steak Host House tonight (Wednesday). Guests will then be escorted to his "Miller High Life" broadcast. . . . Freddy Martin, Jr., visiting local disc jockeys on behalf of his father's RCA-Victor discs. He says "Roseanna" looks very big. Young Martin recently graduated Harvard Military Academy and plans to enter the Missouri Journalism School at Columbia, Mo. this fall. He's planning to take up advertising and promotion.



• • • I. J. Wagner, vice-president of the Olian ad agency, is the author of "Pancho is a Fool," recently recorded by Dennis Day. Latter is in town now making a p.a. at the Chicago Theater. RCA-Victor's Bob Bodine garnered plenty publicity in having Dennis tour through town in an old 1910 Maxwell. . . . Herb Kessler, manager of "The Three Suns," in town on behalf of his clients. They authored, as well as recorded, the hit tune, "Lovers' Gold," . . . Paul Harvey, WENR newscaster, now broadcasting a Sunday night show for Stewart Coffee in addition to his nightly Atlas Prager newscast. Harvey is also now heard on a limited NBC network on behalf of the Sun Oil Co. . . . Donald O'Connor making radio guest appearances on behalf of his "Yes Sir, That's My Baby" film, which has its world-premiere at the Roosevelt Theater tonight (Wed.)

SAN FRANCISCO

By NOEL CORBETT

JOHAN W. ELWOOD, general manager of KNBC, has been appointed Northern California Chairman of the Citizens' Committee for the Hoover Report.

The California Packing Corporation has taken sponsorship of "The Adventures of Rocky Jordan," on KCBS, and the Columbia Pacific Net Sundays at 5. Agency for the mystery is McCann-Erickson, and CBS' Ole Morby is account exec.

Ed Neal, fish and game editor for the News, is being sponsored by McCune-Merifield Company (Rain-Beau Fishing Lines) in Tuesday night fifteen-minute shows over KGO.

Sponsorship on Monday and Friday of Ira Blue's "Blue Streak Final" on KGO has been taken over by the Gray Eagle Lodge in the Feather River Lakes Basin. Harry Morris is KGO rep.

Edwin W. Buckalew has been appointed manager of CBS network sales in the local office. Buckalew joined the net in 1937 as promotion manager of KNX in Hollywood.

Hugh J. Stump has joined the sales staff of KCBS. He was formerly associated with WKRC in Cincinnati.

Here 'N' There . . . Tony LaFrano, director of operations for the Don Lee Net, visiting KFRC . . . Jerry Devine ("This Is Your F.B.I.") giving the Bay Area the once-over . . . KGO-AM engineer Mark Dunnigan back from South American trip . . . KFRC's Bill Gwinn now emceeing "What's the Name of that Song" sponsored by Wildroot.

'Little Theater' On WSAZ

Huntington, W. Va.—Ted Eiland, WSAZ's program director has been re-elected prexy of the Huntington, W. Va. Community Players local Little Theater organization. Two other staff members, Bert Shimp, production manager, and Bob Howard, announcer, are also associated with the Players and the three WSAZites have the three top roles in "Small Miracle," with Shimp and Eiland playing the main roles in "Petrified Forest" and "Angel Street."

1906 *Henri* 1949
CONFISEUR

FRENCH RESTAURANT

LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED



What Makes Buzzie write like this? is?

BUZZIE is just learning to write. And every line he writes starts out with big, generous letters and ends up with little squeezed-up ones.

The trouble, of course, is that he hasn't learned to plan ahead. He concentrates on making those big letters, and lets the end of the line take care of itself.

Many grownups have the same trouble Buzzie has—but not with their handwriting.

They have that trouble with their money. They blow it all at the beginning, when it looks like there's nothing to worry about, and let the "end of the line" take care of itself. But it practically

never does.

That's why the Payroll Savings and Bond-A-Month Plans are such a blessing. They're "human-nature-proof." The saving is done for you automatically.

And remember, every U.S. Savings Bond you buy brings you \$4 in ten years for every \$3 invested.

So don't let your life run on like Buzzie's handwriting. Fix up the "end of the line" once and for all by signing up today for the Payroll Savings Plan—or, if you are not on a payroll, the Bond-A-Month Plan at your bank.

Automatic saving is sure saving — U.S. SAVINGS BONDS



THIS SPACE CONTRIBUTED BY RADIO DAILY

Language Group Plans to Expand

(Continued on Page 6) have substantial foreign-born populations. These are Boston, Chicago, New York, Philadelphia, Scranton and Wilkesbarre, Pittsburgh, Cleveland, Buffalo, St. Louis, Washington, D. C., Milwaukee, Providence, New Haven, Toledo, Wilmington, Del., San Francisco, Los Angeles, Springfield, Mass., and Baltimore.

For the present, membership will be limited to stations programming in Italian and Polish, with other languages to be added later. Claude Barrere, FLQN secretary, will send each participating station a questionnaire requesting market data and other statistics. The network will be incorporated as a non-profit organization. Next committee meeting is set for Sept. 12.

WW, Spade, Heidt Lead In Coast Hooperatings

(Continued from Page 1) and 3rd places in the July Pacific Program Hooperatings.

The follow-ups in the "first fifteen" programs reported by Hooper were:

- 4. The Whistler.....12.1
- 5. Your Hit Parade on Parade11.3
- 6. Let George Do It.....10.4
- 7. Inner Sanctum.....10.0
- 3. Mystery Theater..... 9.7
- 9. Big Story..... 9.6
- 10. Mr. District Attorney... 9.3
- 11. Count of Monte Cristo... 9.0
- 12. Take It or Leave It..... 8.9
- 13. Break The Bank..... 8.9
- 14. Mr. Keen..... 8.9
- 15. A Life In Your Hands... 8.8

The Average Evening Sets-In-Use of 29.4 reported was down 2.6 from last Report, up 0.8 from a year ago. The Average Evening Rating was 6.2, down 0.8 from last Report, no change from a year ago.

Evening Available Homes were 72.1, which was down 2.5 from last Report, down 0.4 from a year ago. The current Total Evening Sponsored Hour Index was 50 3/4 as compared with 70 last Report and 52 3/4 a year ago.

Bogus Agency Executive Passes Worthless Checks

Asheville, N. C.—A police alarm reportedly has been sent out for a man who recently posed as a representative of a large New York advertising agency and passed bogus checks at two stations here.

The fake agency representative called at the stations for the alleged purpose of buying time and then asked them to cash checks for him, both of which bounced. It was also said that he sent a telegram to the New York agency requesting money. This attempt, however, proved fruitless. Other stations have been warned against similar dishonesty.

Economist Criticizes Radio For Failure To Exploit FM

Consultant economist Millard C. Faught, president of the Faught Co. of New York, sent an open memo to NAB prexy Justin Miller and RMA prexy Max F. Balcom asking why broadcasters are "giving away" their added FM coverage at a time when they need a new talking point to maintain their competitive position with respect to other advertising media and why manufacturers have "failed to bring out a quantity and variety of low-priced but good quality FM sets."

In explaining his memo to RADIO DAILY yesterday, Faught declared "this is the first time that I have noticed that an industry hasn't taken advantage of a new technological improvement." The consultant, therefore, asked both broadcasters and manufacturers "why they are acting contrary to their own best economic interests."

Faught has just returned from a five-week, 9,000-mile "grassroots" motor tour through some 30 states where he conducted, on his own initiative, "avocational research" on the present status of the radio and television industry, both in terms of broadcasting and set sales.

Portions of his "round table inquiry" to the NAB and RMA follows:

"In the first place, I might observe as an economist that if there is a depression, or even a significant recession, abroad in the good old United States I couldn't find any drastic evidence of it in 9,000 miles of looking. Judging from such tangibles as: the millions of dollars worth of new equipment with which farmers are harvesting bumper crops; the new car traffic congestion on the Nations' Mainstreets; the well-dressed crowds of shoppers in stores; the seemingly endless numbers of homes, stores and industrial facilities abuilding; and the hordes of tourists on the roads—our depression must be pretty well localized in Washington, since that's the source from which we hear most about it.

"But, in contrast to the general evidence of over-all economic well-being, I found that about the most unhappy lot of merchants in the U. S. as a whole, are the folks who sell radio and television sets. In general their complaints add up about like this:

"People don't seem to want many more AM sets, not even for the convenience of a radio in every room. They're not sure about the addition of a phonograph because there is sudden confusion over how fast a record should rotate and how big a hole it should have in the middle.

"They are interested in FM because they've heard it's something better, and it's the habit of Americans to want the latest mousetrap—but they don't want to buy the biggest set or get it, and they don't like the price nor the performance of most of the few table model FM sets available.

"As for television, the customer is interested but he has a new reason for delaying his purchase every day: What about color? What about the new channels? What's this about black tubes? I hear TV is bad for kid's eyes. When will we have more stations and better programs in Hometown? When are the prices coming down like they did in early radio sets? . . .

"In view of the declining market for straight AM sets, the confusion and loss of sales appeal in record players (and the poor sales of records) plus the failure of the widely heralded market for TV to materialize quick enough (not to mention the vast areas where as yet there is no TV) . . . Why has the radio industry failed to bring out a quantity and variety of low priced but good quality FM sets? Except

for Zenith outlets, this seems the merchandising question which is irritating more radio dealers than anything else, with the possible exception of the question: 'When can I cash in on Television?'

"Now, I had heard that the thing holding FM back, especially as a market for sets, was that FM coverage was still very spotty around the country. Accordingly, I had my car equipped with a device whereby I could listen to both AM and FM on a good quality household table model set in the car as I traveled about the country.

"After listening to AM and FM stations for hours on end, night and day, in 30 states I can report that (except for the 'wide open spaces' in the Western States where there are hundreds of square miles with no radio coverage at all) in the major population and marketing areas FM signal coverage is as good or better than AM. At night FM is definitely better, both as to area and quality of signal; and throughout the South the FM coverage and services is just plain superior all around. . . .

"Time and again around the country, I found stations giving away their wider FM coverage in order to keep selling their questioned AM coverage. As a result, many advertisers have come to look on FM as 'something for nothing,' which has loused up the saleability of FM for both the AM-FM stations and the independent FMers in particular. The question is how to explain such something-for-nothing merchandising; especially when one considers that there are more than three times as many FM sets out as there are TV sets. . . .

"I suppose it's a good thing for AM radio that the average national advertiser doesn't have a chance to check up on the coverage he buys versus the coverage he gets. If he did, on the other hand, the future of FM would be greatly strengthened as a saleable advertising medium, on its merits.

"Perhaps there are logical rationalizations to explain these circumstances which

NBC Publicists Tour To Plug Web's Plan

(Continued from Page 1) on radio and even have the script for a special disc jockey show which emphasizes the commercial value of radio advertising.

Jack Ryan, NBC public relations director in the Central division, Chicago, will cover the cities in the middle and Northwest states; Les Raddatz, west coast NBC public relations head, has been assigned to carry the story to the Pacific coast cities and Mike Dann, trade press editor of New York, has taken for a tour of cities in the Southwest. Other NBC press department staffers in New York who have gone on tour are Sam Kaufman, Ursula Halloran and Jack Slocum.

Will Stress Fall, Winter The tour is a prelude to NBC's announcing its fall and winter radio program promotion plans. Visits to the various cities have been timed to coincide with NBC's placement of newspaper lineages, launching of special campaigns and other features of their promotion. NBC expects to announce its fall promotion plan this weekend.

I describe—but having spent years studying the economic history of this country, the unique merchandising techniques we have made our economy successful beyond comparison, I can find no parallels for it situations. . . ."

Close-up

Advertisers with a close-up view of the big, bustling Portland market-area.. local advertisers who are on the scene.. can and do check results at first hand. And more than 60 of these market-wise merchandisers are buying more and more time on KEX, Oregon's most powerful voice. Why? Because 50,000-watt KEX means more sales.. not only in Portland proper, but throughout all the most populous portions of Oregon, and a large section of southern Washington! You can't equal this coverage with any other medium. For details, check KEX or Free & Peters.

PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

KEX

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

TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, August 10, 1949 — TELEVISION DAILY is fully protected by register and copyright

NBC TO OFFER THEATER PROGRAMS

TELE TOPICS

SPORT TAKES: How will the public react to Ed Sullivan when he returns to "The Ed Sullivan Show" this week? Most viewers were mighty pleased to see talented entertainers in the emcee role during Ed's vacation. . . . Roy Marshall's "The Nature of Things" still is the best of its type on the air and deserves better treatment by NBC. . . . That Pearl Bailey-Lips Page duet on "It's Cold Outside" on the Condon show last week was the greatest. And speaking of greats, we remember Sarah Vaughn's appearance on the show over a month ago. That gal's best there is. . . . Why is it that every aristocrat's dummy around seems to have been cut from the same tree that killed McCarthy and Mahoney? . . . And trampoline performers make it all so easy that we always feel like jumping around on one just for kicks. . . . Where would all those panel-type shows be without the aid of cigarettes and low-cut gowns?

TOP NBC EXEC. yesterday denied the rumor that Texaco would move the Berle show to CBS. . . . Jean Paul Van Der Brink, now staging a comeback through the network, will sub for Durwood Kirby on "TV Telephone Game" over WJZ-TV Aug. 16. . . . Philip Morris will drop "Preview" on CBS after Sept. 5. . . . Harriett George, formerly in program operations, has taken over the flack chores at WAAM, Baltimore. . . . NBC is holding up debut of Carleton Carpenter's "One Man's Family" because several bankrollers are interested in the package and the web wants to start it as a commercial. It was originally skedded to air on Aug. 1. . . . DuMont's Pittsburgh station, WDTV, will increase its Class A monthly rate from \$300 to \$350, effective Aug. 1. . . . Carl Warren, radio-tele news anchor of the Daily News, is back at his job after a month's illness. . . . Jerry Branks has completed filming of his weekly series "Going Places With Uncle George." Ten-minute moppet stanza stars. . . . Elliott.

LUCKY STRIKE'S college football plans to call for scanning of three or more games every Saturday. Each would be carried by about two or three stations in the vicinity of the home team. . . . Rhoda Williams leaves the "Mixed Doubles" cast for the Aug. 19 airer to fill a prior radio commitment on the Coast. . . . A half-hour variety show starring Hank McCune will debut over WNBT next month, probably in the Sunday, 10:30-11 p.m. spot. Program being filmed in Hollywood. . . . Debut of the William Gargan show for U. S. Network, "Martin Kane, Private Eye," has been pushed back to Sept. 1. . . . Rita Hayworth, who landed a screen contract after her appearance on "Hollywood Screen Test" on ABC, will be given a TV build-up by the network.

TV Committee Meet To Discuss Rate Card

(Continued from Page 1)
led by E. Y. Flanagan, of WSPD-TV, Toledo, and John E. Surrick, of WFIL-TV; the networks by James V. McConnell, of NBC, and the station representatives by William Weldon, of Blair TV, Inc. Staff work on the project will be coordinated by Charles A. Batson. BAB assistant director in charge of television activity.

Batson Explains Plan
The committee chores, according to Batson, will be comparable to past work by the NAB Sales Managers Executive Committee, which drew up the recommended rate card format for AM and FM stations, and the NAB-AAAA standard contract form for radio. Records of the latter committee have been placed at the disposal of the television group. According to Thomas, the committee work begun today may take months to complete. Their aim will be to outline a rate card format and a standard contract form which will simplify for television broadcasters the task of drawing up their own rate cards and contracts. It is assumed that the committee will concentrate first on the rate card format problem.

Additional Members Listed
The Television Standardization Group, of which the five-man committee is a nucleus, is itself a subcommittee of the NAB Sales Managers Executive Committee. The full group includes the following additional members: stations—Arthur Garbel, Jr., KJR, Seattle; George W. Hervey, WGN-TV, Chicago; E. K. Jett, WMAR-TV, Baltimore; James T. Milne, WNHC-TV, New Haven;

TV Box Score	
On the air.....	76
CP's	39
Applications	346

FCC Salary Increase May Alter Coy's Plans

(Continued from Page 1)
statements that the pay of an FCC chairman is absolutely inadequate. General feeling is that the increase to \$16,000 might have been sufficient to keep Coy with the FCC had it come a year ago—but that his sights are now set for a much higher-paying job. At the same time, it is said that Coy has already committed himself so completely to the TBA position in video that he might find it embarrassing to stay on as an impartial arbiter in the approaching critical TV decisions.

Pay Hike Most Welcome
The pay increase bill already passed by the House and now by the Senate is an extremely cheering thing for other members of the FCC, however, especially in view of the Senate's decision to eliminate that provision of the appropriation bill which would have barred them from receiving an increase.

Louis Head, WDSU-TV, New Orleans; William Ryan, KFI-TV, Los Angeles; H. W. Slavick, WMC-TV, Memphis; networks — Harold L. Morgan, Jr., ABC, and George Moscovics, CBS; (Dumont is expected to assign a representative); station Rep.—Henry I. Christal, Edward Petry & Co., Inc.; Edward Codel Katz Agency; Russel Woodward, Free & Peters, Inc.

Press-Time Paragraphs

Luckies Mulling Ken Murray Sponsorship

Negotiations between American Tobacco Co. (Lucky Strike) and CBS over sponsorship of the Ken Murray show are reportedly nearing the signing stage. Hour-long revue is slated to debut Sept. 17, 8-9 p.m. Luckies will give up 9:30-10 p.m. Friday time on NBC formerly occupied by "Your Show Time," but American Tobacco will move "Big Story" into the period on behalf of Pall Mall.

Welfare Group Buys WPIX Program

Uniformed Firemen's Association of Greater New York has signed with WPIX for sponsorship of "City Hall," weekly show on civic government. Welfare organization will use the show in an attempt to improve pension plans for firemen and their widows. Mayor William O'Dwyer will guest on initial sponsored airing this Saturday. Account was placed direct.

Denny Says Web Will Cooperate With Fabian

NBC has given assurance to Fabian Theaters that it will cooperate in developing and making available suitable programs for theater TV, it was revealed yesterday with the release of an exchange of letters between Charles R. Denny, executive vice-president of the web, and S. H. Fabian, president of the theater chain.

In his letter, Fabian requested "a general understanding of whether NBC will do everything reasonably possible to make available to us at a reasonable fee such NBC television programs as we may request and also make every reasonable effort to obtain sponsors, promoters and legal clearances, where necessary and possible."

Fabian asked also whether "it would be possible to obtain broadcast and specially designed NBC television programs for our theater television."

In his reply, Denny said: "With respect to the clearance of theater rights in many of our regular television programs, we will encounter some extremely complicated problems. In a great number of instances special clearances for theater use would have to be obtained and in many cases it may be impossible or impracticable for us to obtain them. Nevertheless, we will do what we reasonably can to obtain or assist you in obtaining appropriate rights in order that such of our programs as you may request us to clear for use in your Fox Theater, Brooklyn, may be made available to you for that purpose on a reasonable basis.

"We have given further thought to the suggestions you made concerning the creation of specially-built television programs for use in your theaters. However, we cannot proceed further in this respect until we know specifically what kind of programs you need and the time at which you would propose to use them. At such time as you are in a position to furnish us with such information, we will be pleased to give you quotations on the production of specific programs to fit your specific needs."

Nathan L. Halpern, TV consultant to Fabian, said that the exchange "represents a first important step toward assuring a supply of programs for theater television. . . . (and) will provide an operating framework between Fabian Television and the National Broadcasting Co."

*The Only
Accepted
Catalogue
of New*

**RADIO-TV
SHOWS**

is

**RADIO DAILY'S
SHOWS OF TOMORROW**

OFF THE PRESSES AUGUST 22nd



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 29

NEW YORK, THURSDAY, AUGUST 11, 1949

TEN CENTS

NARBA CONFERENCE TO OPEN SEPT. 13

Liquor Distillers Oppose Radio Adv.

The Distilled Spirits Institute, which represents about 70 per cent of the industry, not including Schenley Distillers, Inc., has come out flatly against liquor advertising on the air on the ground that such a move "will unquestionably stir up controversies and animosities," thus jeopardizing the industry's goodwill with the public.

Howard T. Jones, the Institute's executive secretary, sharply criticized any attempt by a distiller to upset a precedent against radio ad-
(Continued on Page 2)

El Paso Outlet Sought For Mutual Net Programs

El Paso, Tex.—KELP reportedly is seeking a permit to extend its air time, following the closing of KSET which had unlimited air time under its license.

The shutting down of KSET has left MBS without an outlet here for almost two weeks. Network officials, however, are said to be unworried about the loss of KSET in view of the fact that KELP may be granted full-time and may then join the web as an affiliate.

Zionist Radio Programs Transcribed For Stations

Hadassah, the women's Zionist organization of America, will mark its first large-scale venture into radio with six dramatic programs to be released in September, highlighting the group's activities in Israel. The programs will utilize top writing and acting talent, and will be directed by Jack Kuney, NBC producer.

Hillbilly Influence

Combining the entertainment techniques of a drive-in theater with that of radio, WWST, Wooster, Ohio, is producing a Sunday matinee of hillbilly and western entertainment each week at the Sunset Auto Theater, Wooster. First matinee brought a turnout of 1,500 and the sheriff was called to handle a traffic tangle of motorists.

High Temperatures 'Soften' Net Execs.

This Summer's ninety-degree temperatures "softened up" network executives to an all-time high yesterday when New York offices of the four major networks were shut down except for skeleton crews.

Officials at CBS and MBS-WOR sent staff members home early for the tenth time this season. NBC and ABC staffers were let out early for the ninth time, an all time record for all networks. The average early checks for the entire hot seasons in previous years ran between two and six times. This year's Summer still has one month and ten days to go.

Langlois Announces Lang-Worth Changes

C. O. "Cy" Langlois has announced executive personnel changes in Lang-Worth Feature Programs, Inc., which he heads, concurrent with conversion of the Lang-Worth Library to eight-inch transcriptions.

John D. Langlois becomes secretary of the corporation, in addition
(Continued on Page 2)

Advertising Council Plans New Campaign

Network and local shows will carry special public service announcements prepared by The Advertising Council in cooperation with the American Heritage Foundation for
(Continued on Page 8)

Growth Of TV Audience In N. Y. Area Revealed

While the television audience still is dominated by the upper income groups, set installation statistics of the past year show that it is rapidly heading toward mass-medium status, it was disclosed yesterday by a survey made by The Pulse, Inc. for ABC and released by Ben Gedalecia, web research manager.

The survey reported that 48.6 per cent of all receivers in the New York area are owned by families in

150 Broadcasters Expected To Attend Third Conference In Montreal On Frequency Allocations

NAB Lists Schedule Of 17 District Meets

The revised list of 17 district meetings of NAB which will get under way with the 7th District meeting at Cincinnati on September 8-9 was announced yesterday by C. E. Arney, secretary-treasurer of the broadcasters organization.

The complete list of regional
(Continued on Page 8)

TV Preview Sells Sets Before Station Opening

Omaha—Nearly two months before WOW-TV begins service, 1131 television sets are being (or have been) installed, and 28,340 persons have become TV minded in the Omaha market. A unique WOW-TV market-opening promotion, just ended, is expected to result in 3000
(Continued on Page 8)

Senator Commends WGN On Silver Anniversary

Chicago — The Hon. Paul H. Douglas (Dem., Ill.) recently from the floor of the Senate commended WGN for its public service and well balanced programs. Douglas' remarks were made in connection
(Continued on Page 4)

Montreal—Under joint arrangement of the Canadian and U. S. Governments, the Third North American Regional Broadcasting Conference, expected to bring together over 150 topflight radio men from all parts of the world, will open Sept. 13 at the Windsor Hotel. Postponed
(Continued on Page 8)

Health Authorities Get Support Of Radio

Springfield, Ill.—When the Superintendent of Health imposed a polio quarantine, confining all children under 16 to their home premises, both Springfield radio stations were asked by the Playground and Recreation Commission to add children's programs to their schedules to help the youngsters while away the time.

WTAX cancelled its CBS network show "Make Believe Town" to
(Continued on Page 8)

Preston To Celebrate 25 Years In Radio

Walter Preston will celebrate his 25th year in radio on his WOR program, "The Show Shop," Aug. 14.

It will also mark the sixth anniversary of his show on WOR. Preston spent the balance of his 25 years in radio as a professional
(Continued on Page 8)

Topical

How the television set has become an influence in the behavior of youngsters is shown in "White Magic," the "Dr. Christian" presentation on CBS Wednesday, Aug. 17, 8:30-9:00 P. M. EDT. Rep. 11:30 PM, EDT. Starring Jean Hersholt with Rosemary De Camp as his nurse-secretary. "White Magic" is written by Ruth Monarch.



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

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WEST COAST OFFICES
Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager.
Vickie Hebbard, Assistant.
360 No. Michigan Ave.
Phone: Randolph 6-6650

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FINANCIAL

(August 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 5/8	6 1/2	6 5/8	+ 1/8
Admiral Corp.	19 1/4	18 3/4	19 1/4
Am. Tel. & Tel.	144 3/8	144 1/8	144 1/4
CBS A	19 1/4	19 1/4	19 1/4	- 3/8
CBS B	19 1/4	19	19	- 5/8
Philco	28 7/8	28 3/8	28 7/8	+ 3/8
RCA Common	11 1/2	11 1/4	11 1/2	+ 3/8
RCA 1st pfd.	70	70	70	- 3/8
Stewart-Warner	11 1/2	11 3/8	11 3/8	- 1/8
Westinghouse	25 1/8	24 7/8	24 7/8	- 1/8
Zenith Radio	26 1/4	25 3/4	26 1/4	+ 5/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 5/8	2 1/2	2 1/2
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OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	10 1/4	11 1/4
U. S. Television	5-16	1/2
WCAO (Baltimore)	15	18
WJR (Detroit)	6 1/4	6 3/4

Wedding Bells

Rochester, N. Y.—The engagement of Miss Mildred C. Voelkl, secretary to S. W. Townsend, operator of WARC, here, and WKST, New Castle, Pa., to Norman A. Amendola, student at Virginia Polytechnic Institute, is announced by the mother of the bride-to-be, Mrs. Carl Voelkl, of this city.



RCA INSTITUTES, INC.

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

A Service of Radio Corporation of America
RCA INSTITUTES, Inc.
350 W. 4th St., New York 14, N. Y.

Distillers Association Against Liquor Advertising On Radio

(Continued from Page 1)

vertising established voluntarily by a preponderance of the industry many years ago. He said: "Shortly following the repeal of prohibition, our members voluntarily adopted a code containing a number of provisions of public interest, one of which was a ban on radio advertising. This restriction has been adhered to uniformly throughout the years not only by our own members but by the distilling industry at large."

The current controversy was touched off about two weeks ago when a Schenley executive declared that the firm's inquiries on the subject of radio advertising "not only warrant continued inquiry, but immediate submission of contracts to radio stations and networks." This statement prompted Sen. Edwin C. Johnson, chairman of the Senate Committee on Interstate and Foreign Commerce, to write a letter to the Secretary of Treasury in which he said that liquor advertising on the air would be "vicious and without regard for the established standards of American homes." Moreover, said Sen. Johnson, any move in that direction would insure passage of a bill designed to outlaw

such advertising in interstate commerce.

The Institute's spokesman "emphatically" denied "the inference in some quarters that the liquor industry is behind the move to get on the air." He continued: "If certain distillers . . . have made overtures in that direction our organization as such has no control over their actions, but we definitely are not in accord with this attempt to upset a long-standing precedent." And he added: "We realize that there is a strong organized minority fundamentally opposed to our industry, but through the proper appreciation of the public relations involved, we also have gained the good-will of the majority of the public. That good-will we consider our most valuable asset."

Although there is at present no Federal law prohibiting radio advertising of liquor, 13 states ban such advertising within their borders.

Schenley officials were not available yesterday for possible comment on the statement by the Distilled Spirits Institute spokesman.

Langlois Announces Lang-Worth Changes

(Continued from Page 1)

to continuing his duties as Eastern sales representative and advertising agency contact. "Cy" Langlois, Jr., becomes treasurer, with responsibility for plant and studio operations in Manhattan, Long Island City, and Maspeth, Long Island. Pierre Weis continues as vice-president in charge of national sales, and W. O'Keefe continues as vice-president in charge of artists and repertoire.

Library Conversion Underway
The task of converting Lang-Worth's transcription library of about 620 discs from 16-inch to eight-inch will take six or seven months, the elder Langlois estimated. He disclosed that J. A. Miller, consulting engineer, has been retained to direct the conversion operations. The eight-inch transcription, he said, has much higher fidelity than the 16-inch type now in use.

Lang-Worth will be operating its own cutting and pressing plant in New York by next Monday, according to Langlois. A West Coast plant in Los Angeles is also planned.

Will Manage WPOR

Portland, Me.—Harold Meyer has been appointed manager of WPOR, Portland, replacing Murray Carpenter. The latter resigned as manager but will continue as a board member and important stockholder.

Meyer has previously been associated with stations in Florida, Stamford, Conn., and Albany, N. Y. He is a veteran of 21 years in radio.

COMING and GOING

EDDIE CANTOR and his wife, IDA, arrived in New York yesterday aboard the Queen Mary. The NBC comedian thus concluded an extensive trip to England and the Continent.

ERNEST LEE JAHNCKE, vice-president of ABC in charge of stations, and BUD STIMSON, of the network's station relations staff, today will return from a one-day business trip to Boston.

JACK STERLING, early-morning entertainer on WCBS, today will leave for Chicago on a short business trip.

MARIE WILSON, star of Columbia's "My Friend Irma," arrived from the West Coast yesterday via American Airlines.

GORDON GRAY, vice-president of WIP, Philadelphia, is spending his vacation motoring through the South.

TONY MARVIN, announcer on CBS, tomorrow will leave with his family on a two-week tour of Canada.

CLYDE F. COOMBS, vice-president of KROY, Sacramento, Cal., and representative of District 9, CBS Affiliates Advisory Board, has returned to the station after having attended the recent meetings of the board at web offices in New York.

ARTHUR SMITH and His Crackerjacks, heard on M-G-M records and WBT, Charlotte, N. C., are in Washington, D. C., for a four-week engagement at the Blue Mirror, capital city supper club.

MARY PICKFORD and BUDDY ROGERS flew into town from Los Angeles yesterday aboard an American Airliner.

Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do so much with so little money on W-I-T-H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W-I-T-H story.



WITH

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

SOLD BY MORE THAN 600 LOCAL STATIONS ...
during 7 thrill-packed seasons

TOUCHDOWN TIPS

with Sam Hayes

available now
for
the Fall of '49



TOUCHDOWN TIPS — now in its 8th great season — features Sam Hayes, one of America's outstanding sports commentators, and his amazingly accurate score predictions for 30 to 40 major college and professional football contests each week ... based on the tried and tested All-American Gridiron Index.

Sam Hayes records **TOUCHDOWN TIPS** weekly at NBC's Hollywood studios ... and the transcriptions are air-expressed to subscribers in time for local broadcast before the following week's games.

TOUCHDOWN TIPS, rapidly paced with sound effects and Hayes' brisk authoritative delivery, has met with overwhelming listener and advertiser success.

TOUCHDOWN TIPS '49 line-up ...

In the backfield:

- ★ concise, inside facts about rival squads
- ★ exciting sectional highlights across the nation
- ★ salute to a "team of the week" on every program
- ★ "Gridiron Grins" — the week's zaniest pigskin tale

On the line:

- ★ 13 action-crammed quarter-hours
- ★ Two big bonus programs
- ★ One complete emergency program
- ★ Local college prediction service
- ★ Advance listing of score forecasts
- ★ Merchandising and Promotion Kit
- ★ Specially produced preview program

FIRST BROADCAST: SEPTEMBER 16...

Wire, phone or write for audition today!



A Service of
Radio Corporation
of America

... Radio-Recording Division

RCA Building, Radio City, New York • Chicago • Hollywood

Cheers:

"... show well received here, particularly since Hayes predicted on-the-nose score of Denver U's first game of the season with Colorado Mines. Everybody — sponsor, listeners, etc. — happy."

KLZ ... Denver, Colo.

"... certainly have enjoyed carrying this program, which has met with splendid reception in the Central Florida area... considered an outstanding program by the sponsor... feel sure the coming football season will bring a highly successful presentation by Sam Hayes."

WDBO ... Orlando, Fla.

"... sold program few hours after signing contract with you... present client wanted this show all through this past season. It is a real pleasure to have this feature on our station."

KFPW ... Fort Smith, Ark.

AGENCIES

AMERICAN WOMEN'S VOLUN-TARY SERVICES, New York City unit, has appointed Lew Kashuk & Son Advertising Co., to prepare and produce a television program. The contemplated television show will be broadcast from various Veterans Hospitals and each show will have a galaxy of well-known names. An hour Sunday show is proposed. A single sponsor or several participating sponsors will present the new A.W.V.S. show. Sponsorship is still open at this time.

WILLIAM MORRIS AGENCY now is representing Samuel R. Zack's Labor Arbitration program for television and radio. This is the show that has been running locally on WMCA for the past nine years. Labor disputes are actually settled during the show by decisions made by the board, headed by Samuel R. Zack, who is a professional arbitrator. Morris Agency has a kinescope of the television version making the rounds.

ANNE VERDI, couturiere (gowns) has appointed Hicks Advertising Agency to attend to her advertising and publicity.

BLOCK DRUG COMPANY, through Redfield-Johnstone, is now purchasing spot radio on Stera-Kleen, Poslam, Allenru, Omega Oil and Rub. Contracts are for 26 weeks in 60 markets.

Senator Commends WGN On 25th Anniversary

(Continued from Page 1)
with WGN's 25th anniversary this year.

The Junior Senator from Illinois asked to have his statement inserted in the Congressional Record, along with congratulatory messages from Gov. Stevenson of Illinois, Mayor Kennelly of Chicago, James C. Petrillo, president of the American Federation of Musicians, and John S. Boyle, Cook County State's Attorney.

The text of the Senator's message read: "WGN's programs reach a great and growing cross section of Americans in the middlewest. Its audience includes families on remote farms and in hundreds of small towns and villages in this rich agricultural area. It is also heard in tiny mining communities and in great metropolitan areas. Few, if any, instruments of communication have such a heavy responsibility as accompanies this power to reach so diverse and so representative an audience of Americans.

"To serve the needs and interests of all these listeners WGN appears to have developed a commendable balance in its programs. Farm and market information, weather, reports, frequent news summaries and a wide variety of entertainment are available to its listeners."



Mainly About Manhattan. . . !

● ● ● **THAWTS WHILE DREAMING OF A MINT JULEP:** Dennis James has done so much to make the woman of the house an avid follower of boxing and wrestling, but does he know that by so doing many a sink has been piled high with dishes that dear old Dad had to mop up before going to bed. Is that okay, Mother? . . . The gais who mooned and moaned over Rudy Vallee when he was a dispenser of love lyrics in song must feel pretty silly now watching their former idol on the screen. The Vagabond Lover plays half-baked simps who are never in reach of the gai. C'est l'amour? . . . Can you imagine what the future has in store for Ed Herlihy? His predecessors on the Horn & Hardart kiddie-est were Paul Douglas and Ralph Edwards. . . . "Meet the Menjous" is a good little gab session but too urbane and sophisticated for the early ayem. Adolphe and Verree, two iashon plates, wear their words as they do clothes. . . . After watching "Enter, Madame" last week we wondered why anyone would choose to do a farce on TV. More than anything else, a farce depends upon audience "participation." Left alone with the actors, it either flounders and runs down like a cock or else it's over-done by the players for their own amusement. Most reliable type of fare for TV is the mystery yarn, which makes its own terms. It has the priceless ingredient of suspense which covers up all flaws. . . .



● ● ● Remember the "Joymakers Club" which Alan Courtney presided over for some three years via WNEW and which grabbed off over a million 'club members' plus topping popularity ratings for its time slot? Well, Jimmy Rich, who used to be the organist on the stanza, is down in Miami Beach now huddling with Alan, trying to lure him away from his daily broadcasts there and come back here to revive the idea on television. (Some of the current favorites who worked for Alan on the show then include: Barry Wood, Helen Forrest, Nan Wynn, Peggy Mann, Eileen Barton, etc.) TV could go a lot further and do a lot worse than grab this series back.



● ● ● **WHAT'S NEW:** What's this about the reported bust-up between March of Time and its exclusive voice, Westbrook Van Voorhis? . . . That old bug-a-boo about televising the ball games is bothering the magnates again. They insist it's hurting the gate. . . . Mike O'Shea has set the Journal-American's Bob Garland on "We the People" for the 16th. Bob will do a dramatic turn on the show, first time a critic has straddled the fence since Alec Woolcott. Also in the scene will be Madge Evans, Sidney Kingsley, Brock Pemberton, Burgess Meredith and Josephine Hull, who will sit in as a 'jury' to judge Garland's thesp debut. . . . Mike Jablons and Mal Boyd's booking of Buddy Rogers on a dozen shows within 14 days has made the former screen idol hotter than a traffic cop's toupee. . . . Allen Ducovny, whose amazing career we've been tracing from the days he was a free lance press agent right up to the time he became a big league radio director (Superman), has resigned from association with Bob Maxwell and has received overtures from two agencies and a network for an important post as creative producer. (If one suspects that this item is a character reference, they're exactly right). . . . Drop Al Hodge (formerly "The Green Hornet") a line. He's been bedded at the Nassau County Sanitarium in Farmingdale, L. I. for too long.



● ● ● **IMPressions:** Candid Camera: A quick click. . . . The Clock: Hour gang. . . . Vol 1: High Cooper rating. . . . Amateur Hour: Radiopportunity. . . . Xavier Cugat: Tempontai. . . . Hy Gardner: Humorator. . . . Robert Q. Lewis: Summerry fellow. . . .

CHICAGO

By HAL TATE

ABC sportscaster Harry Wismer is spending his time on the Tam O'Shanter Country Club's golf links this week, covering the 1949 World Championship of Golf. Wismer is doing five broadcasts, the last on Sunday, August 14, when the \$10,000.00 winner of the men's professional crown is named.

WCFL will broadcast a special program from Japan commemorating the anniversaries of the atomic bombing of Hiroshima and V-J Day, Sunday August 14. The hour program, starting at 3:30 p.m., CDT, will include a recount of four years of American occupation in Japan and interviews of witnesses of the bombing. Norman Cousins, editor of the Saturday Review of Literature, will be interviewer, and the ceremonies will be conducted by the mayor of Hiroshima, Shinzo Hamai.

Bill Seymour, WBBM producer and actor, will play the lead in the Chicago Community Fund's 1949 campaign movie, "Pay Day."

Congressman Ralph E. Church, Republican, 13th District, Ill., will take the negative, and Congressman Ray J. Madden, Democrat, 1st District, Ind., will take the affirmative in a discussion of "Should The Taft-Hartley Law Be Repealed?" next Sunday's subject on WGN's "For and Against," broadcast every other Sunday from 11:15 to 11:30 a.m., CDT.

Gil Berry, sales manager of the Central Division of ABC, has resigned to become sales manager of the Midwest Division of the DuMont Television network, effective August 15. DuMont is establishing the midwest quarters here to keep abreast of the rapidly expanding activities of the network. WGN-TV is the Chicago outlet of the network.

ABC-TV's Super Circus program due for a big layout in the September 13 issue of Look Magazine.

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

REMINDER

(Courtesy Mother Nature)

THE TURN OF SUMMER into fall is Nature's most poignant reminder of another year gone by.

It's a reminder that should make you think, seriously, that you yourself are a year closer to the autumn of your own particular life.

What steps have you taken . . . what plan do you have . . . for comfort and security in those later years?

You *can* have a very definite plan—one that's automatic and *sure*.

If you're on a payroll, sign up to buy U. S. Savings Bonds on the Payroll Plan, through regular deductions from your wages or salary.

If you're not on a payroll but have a bank account, get in on the Bond-A-Month Plan for buying Bonds through regular charges to your checking account.

Do this . . . stick to it . . . and every fall will find you richer by even more than you've set aside. For your safe, sure investment in U. S. Savings will pay you back—in ten years—\$100 for every \$75 you've put in.

**AUTOMATIC SAVING
IS SURE SAVING—
U.S. SAVINGS BONDS**

This Space Contributed by
RADIO DAILY



PLUG TUNES

On Records and Transcriptions
TELL ME WHY
 RYTVOG, Inc.
 1585 Broadway New York 19, N. Y.

You'll LUV this novelty!
IT MUST BE L U V
 MANOR MUSIC COMPANY
 1619 Broadway New York City

"A HIT Since . . ."
SAME OLD MOON
 FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

Terrific in England!
"IN A SHADY NOOK"
 (By A Babbling Brook)
 STASNY MUSIC CO.
 1619 BROADWAY NEW YORK CITY

Disc Jockeys: Record for Your Brewery
 and Beverage Accounts
Come Wet Your Mustache with Me
 on Records
 Capt. Stubby's Buccaneers (Decca)
 Bottoms Up Quartet (20th Century)
 Disc Jockeys Write for Record
Evan Georgeoff Music Pub. Co.
 1650 BROADWAY NEW YORK CITY

EVERY TIME I MEET YOU

from 20th Century-Fox's
**"THE BEAUTIFUL BLONDE
 FROM BASHFUL BEND"**
 Starring BETTY GRABLE
 Written, Produced and Directed by
 PRESTON STURGES
 recorded by
 MARGARET WHITING . . . Capitol
 PERRY COMO . . . RCA Victor
 BUDDY CLARK . . . Columbia
 DICK HAYMES . . . Decca
 ART LUND . . . M-G-M
 GLORIA CARROLL . . . Dance-Ton.
 LEO FEIST, INC.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TEAM THEME:**—As in sports, diplomacy, science and almost any field of endeavor where teamwork is of the essence, the close association of lyricists and melody writers, unselfish exchange of ideas and mutual cooperation makes for successful collaboration. . . . though there are many successful songwriters who compose both lyrics and tunes, like Irving Berlin, Cole Porter, Walter Donaldson and Frank Loesser, most of the nation's song hits were fashioned by teams . . . the most famous include, DeSylva, Brown & Henderson, Richard Rodgers and Oscar Hammerstein, Otto Harbach and Jerome Kern, Milton Ager and Jack Yellin, Ira and George Gershwin; comparatively newer teams include Bennie Benjamin and George Weiss ("Oh what It Seemed To Be," "Surrender," "I Don't See Me In Your Eyes Anymore"); Jay Livingston and Ray Evans ("Buttons & Bows"); Sol Marcus and Eddie Seiler ("I Don't Want To Set The World On Fire" "Ask Anyone Who Knows"). One of the most talented of the newer teams is Joan Whitney and Alex Kramer, responsible for songs like "It's Love, Love, Love," "Candy," "Faraway Places" and "Love Somebody." . . . The pair has just published their latest, a bright and tuneful ditty titled "I Never Heard You Say," which we predict will be a Hit Parader before long.

☆ ☆ ☆ ☆
 ● ● ● **TIN PAN ALLEY OOPS:**—Jefferson Music starting on a new ballad, "Just Got To Have Him Around," composed by Redd Evans and Dave Mann (writers of "There, I've Said It Again.") . . . ● Knickerbocker Music has added Mac Cooper and Harry Kassell to their New York and Hollywood professional staffs. . . . firm is plugging "You Worry Me," penned by Haydn Broughton and Lili Mae Wonn. . . . ● For soft music that caresses the ears, treat yourself to 15 minutes of organ music by George Henninger, ABCast Sundays at 10:30 p. m. . . . ● How-come agency execs don't grab Walt Framer to provide ideas for audience-participation TVehicles? . . . ● Golden-haired and ditto-voiced Ronnie Gibson starts an engagement the 29th at the Casino Room of the Ambassador Hotel in L. A. . . . Moom pitchur scouts might take a tip and give the gal a look-see.

☆ ☆ ☆ ☆
 ● ● ● The ever-widening scope of music is further enhanced by the demands of TV. . . . This Sunday, something new in music projection will be attempted when the "Garroway At Large" program, telecast from Chicago, will feature a special composition by Don Marcotte titled, "Rhapsody For Cameras and Orchestra." . . . ● Quite a clever stunt. . . . We mean the novel announcement, by Leeds Music of "The Wedding of Lilli Marlene" to Mr Joe Citizen (U. S. A.) . . . ● Thrush Carolyn Wood, who recently scored at Cafe Society, is a TV bet. . . . ● A year ago Juggy Gale played us a recording of a blues which we raved about in this pillar. . . . Number, "The Hucklebuck," is currently on the best seller list and wouldn't surprise us if it makes the Hit Parade real soon. . . . ● Arch Music has a commercial ditty in "Part Time Sweetheart," cleifed by John Nagy and Don Canton. . . . Prexy Garet Romero has mixed Sugary offers from two items.

☆ ☆ ☆ ☆
 ● ● ● **ON AND OFF THE RECORD:**—Harmony Label pairs Hot Lips Page with Pearl Bailey for a duet of "Baby It's Cold Outside" with good results. . . . flip, "The Hucklebuck" rounds out a platter which jukes and jocks will go for. . . . ● With fine close harmony by Roy Lear and Betty Smith, Arthur Smith and his Cracker Jacks turn in a commercial platter for MGM in the coupling of "Dime A Dozen" and the oldie "Someday You'll Want Me To Want You." . . . ● Betty Hutton's warbling of Frank Loesser tunes "That's Loyalty" reversed with "Hamlet" is strictly Capitol Gains. . . . ● Fred Kirby is the composer of the two ditties he just recorded for MGM, "Juke Box Jackson from Jacksonville" flipped with "My Little Dog Likes Your Little Dog." . . . top deck is country jive and should get a play by hinterland Dj's. . . . ● Lil Green's Victor disk of "I Want A Man" flipped with "Walkin' and Talkin'" is a natural for deejays who cater to race and blues addicts.

PLUG TUNES

A H-I-T!
"A"—You're Adorable
 (The Alphabet Song)
 LAUREL MUSIC CO.
 1619 Broadway, New York 19, N. Y.

SOME DAY
 (You'll Want Me To Want You)
 DUCHESS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
 MAYPOLE MUSIC CO.
 22 E. 67th St. New York City
 Phone: REgent 7-4477

A Great Ballad!
**THEN I TURNED AND
 WALKED SLOWLY AWAY**
 ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Ill.

My Heart Goes With You
 by Thomas G. Meehan
 —◆◆—
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.

Tony Martin's
"CANCEL THE FLOWERS"
 Ink Spots'
**"I DON'T WANT TO SET
 THE WORLD ON FIRE"**
 Cherio Music Publishers, Inc.
 1585 Broadway N. Y. C.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, August 11, 1949 — TELEVISION DAILY is fully protected by register and copyright

STUDY REVEALS OWNERSHIP DATA

TELE TOPICS

TREND TOWARD larger screen sizes for receivers reported elsewhere on this page may soon have far reaching effects in production of programs and commercials. Of all sets installed in the New York area, one out of three has a 12-inch picture tube or larger. This means that it may not be too long before producers will be able to stop building shows for animated postage stamps and get some sweep and scope into programming. . . . Another portion of the survey raises some interesting questions. Density of receiver ownership is higher for the upper income group and the upper middle group, and sociologists agree that education follows income rather closely. Therefore, why have so many programs ignored this factor and directed their appeal to a lowest common denominator? And if this is the situation now, what will happen when video achieves mass audience? Will the more adult shows disappear from the air altogether? It will be interesting to watch.

STATEMENT MADE RECENTLY by Lou Smith, executive director of Rockingham Park race track in Salem, N. H., that banning of horse races "has been a boon for illegal bookmakers" is refuted by two gentlemen who should know whereof they speak. In letters to Sammy Renick, who handles color on NBC's pickups from New York tracks, Ashley Trimble Cole, chairman of the State Racing Commission, and Edgar Hoover report unstinted praise for the web's coverage. The chief G-Man said that web pickups "have been exceedingly interesting and the National Broadcasting Co. is to be complimented on the manner in which they have presented these broadcasts." Cole said, "I hear nothing but good reports of your television broadcasts from the New York tracks. People are particularly impressed with both the manner and content." . . . Jimmy Nolan, of the NBC sports staff, said that the pickups sell horse racing, but not the gambling part of it. Cameras don't go to the tote board at all, he added, until after the official results are posted.

WE'VE SEEN THE NEW Miss Rhein-gold film several times now, and find that it wears better than did last year's edition. Main reason is that the personalities of the six contenders project better this year, because of more careful screening of the girls and better production. . . . Speaking of commercials, we'd like to register raves for BVD, Swift and the Lucky Strike square dance, and throw a few brickbats in the direction of Tide and Philip Morris. One of the most tempting commercials we've seen is the Schaefer beer film. Photography of the raised glass of suds is sensational, and especially appealing in this typical N. Y. weather.

New Motorola Models Unveiled In Chicago

Chicago—Motorola's new television receiver line, featuring the "Bilt-In-Tenna," has been shown to some 400 distributors and salesmen attending a two-day meeting at the Congress Hotel.

The second manufacturer to produce a set with a built-in antenna, Motorola has designed a set whose integrated double-loop antenna eliminates the need for an outside aerial. The line includes an 8½" table model receiver weighing less than 30 pounds, and retailing for \$149.95.

Motorola's highest-price set is "The Gainsborough," with 16" metal tube, AM-FM radio, and an automatic phonograph adapted for records of all three speeds and sizes, which sells for \$795. Smallest set is a 7" table model in a molded cabinet, at \$119.95, which is Motorola's lowest price for a video set.

The firm is again offering a medium-priced portable television set. This model is equipped with a "Broad View" screen, and is packaged in simulated leather. Price is \$139.95.

Wedding Bells

Newly married at WSB-TV, Atlanta, is Deloney Hull, cameraman. The wedding took place at the Glenn Memorial chapel on August 3. The bride is the former Barbara Smith, television feature writer.

WOR-TV Leases N. Y. Theater; Gets RCA Aid In Reception

New Amsterdam Roof Theater, on 42nd St., west of Broadway, has been leased for three years by WOR, it was announced yesterday by Theodore C. Streibert, president of the station.

One of the most famous on Broadway, the theater will undergo extensive alterations before it is reopened as a theater and studio for WOR-TV, slated to go on the air in the fall.

In addition to the theater, which seats 750, outlet is building studio facilities in the Television Center of ABC.

Another WOR-TV development yesterday was the announcement that RCA Victor is advising its 125,000 set-owners in the metropolitan area that it will cooperate with them

Tam O'Shanter Golf Sponsored On DuMont

The George S. May Co., business engineers, will sponsor a telecast of the Tam O'Shanter Golf Tournament over 11 stations of the DuMont network on Sunday, Aug. 14, 6-7 p.m. Agency is M. M. Fisher Associates, Chicago.

Final Portion On DuMont

DuMont will pick up the final portion of the tournament, to be played at the Tam O'Shanter Country Club in Chicago. Harry Nash, working with a remote field crew of WGN-TV, Chicago, will describe the tournament play. Three cameras will be used to insure complete coverage of the match from the 15th to the 18th holes. A DuMont sports staffer with a walkie-talkie will trail the players on the final greens and then will relay the information to Nash.

The May Co. sponsors the tournament itself as well as the telecast. George May, the firm's president, will award the trophies and prize money to the winners.

WNBT Sells 'Weatherman'

Duffy Mott Co. has signed a 39-week contract to sponsor the "WNBT Weatherman" show Mondays, it was announced yesterday by John C. Warren, sales manager for the station. Order, placed through Young & Rubicam, is effective September 19th. Richard Close represented NBC Spot Sales.

TV Heads Toward Mass Audience, Larger Sets

(Continued from Page 1)

fact that 55.4 per cent of set owners live in one or two family dwellings, while more than half of the total population resides in apartment houses.

Also revealed by the study was a rapidly growing trend toward larger screen sizes. In May of this year 12-inch and larger sets accounted for 34 per cent of the total, while in October, 1948, this figure was just below 21 per cent.

Sharpest decline was shown for seven-inch sets, which in May accounted for 5.3 per cent of the total, a drop of 8.8 per cent. Ten-inch sets dropped 4.4 per cent and now comprise 59.7 per cent of total installations.

Some makes of receivers, including the two most popular, RCA and Philco, showed a steady decline in per cent of total sets owned between Oct. 1948 and May 1949. RCA dropped 11.9 per cent and Philco 2.7 per cent, the survey reported. DuMont, GE, Stromberg-Carlson and Magnavox increased their position slightly during this period, with largest gains scored by Admiral, Crosley and Emerson.

A finding of the survey that might be a clue to the drop in viewing during the summer is that 69.3 per cent of all set-owners own automobiles and that of these, 86 per cent have radios in their cars.

The study revealed also a high level of telephones in TV homes, 81.8 per cent. Only 60 per cent of all families in the area have phones.

Jane Flaherty Named To WLW-D Flack Post

Dayton—Appointment of Jane O. Flaherty as manager of promotion and publicity for WLW-D was announced yesterday by John T. Murphy, general manager of the Crosley outlet here.

For the past three years Miss Flaherty has been with WIBC, Indianapolis, where she was promotion and publicity director. Prior to 1946, she was a member of the Chicago staffs of Robert Meeker Associates and the CBS station relations department.

In 1941 she was radio publicity director for the Indianapolis Civilian Defense organization.

Miss Flaherty is a member of the Association of Women Broadcasters and has been serving as State Chairman for Indiana.

SOUTHWEST

ONE of the features of the big Food Show slated to be given in Houston, will be the appearance of the Mutual network's "Queen for a Day" series with Jack Bailey as emcee. The coast-to-coast airings will originate from the Shamrock Hotel on Sept. 4, 5 and 6.

Julie Benell had as her guest on last Friday's broadcast heard over WFAA and WFAA-FM, Dallas, William Hines, Jr., director of public information training for the army and Pvt. Jerry Fields, who has been taking radio training at WFAA preparatory for an overseas assignment.

KDET, Carthage, went on the air here for the first time at 9 a.m. Thursday, Aug. 4 from studios in the Weaver Bldg. The outlet will air on 930 kilocycles with a power of 1,000 watts. Joe E. Foster has been named manager of the outlet.

Equivalent of almost a full day's broadcasting schedule on WOAI, San Antonio, is set aside each week solely for one sponsor—radio's biggest customer—Procter & Gamble. The soap firm buys a total of 60 weekly quarter-hour periods, 15 hours—during daytime only and in addition a half-hour program each Saturday night.

Rehgan L. Pries, son of Mr. and Mrs. Rex L. Pries, was one of 180 Naval Reserve Officer Training Corps students selected from 52 colleges throughout the nation for an eight-week training course at the Marine Corps School, Quantico, Va. Pries is commercial manager of KTSA, San Antonio.

Same product, same program, same station, for 14 years is the record for the Folger Coffee Co., presentation of "Judy and Jane" for a quarter-hour each weekday Monday through Friday on WOAI, San Antonio.

TV Preview Sells Sets Before Station Opening

(Continued from Page 1)
to 4000 sets-in-use when the station starts programming, September 1, according to John J. Gillin, Jr., President of Radio Station WOW, Inc.

WOW-TV accomplished the pre-service head-start by staging a "Television Preview" for 22 days (June 13 to July 8) in a small, air-conditioned hall. Eleven distributors showed 50 sets, 33 of them "in use," with filmed programming supplied by WOW-TV. Five half-hour shows were staged daily. All sets were connected by cable, and all were able to show same quality pictures. The audio was cut from each set and a speaker system carried the sound for all sets. Shows were held at noon, 2:00 p.m., 3:30 p.m., 7:30 p.m. and 8:30 p.m. The Nebraska-Iowa Electrical Council, of which nearly all distributors are members, paid out-of-pocket costs to WOW-TV and was "sponsor" of the preview.

NARBA To Convene Sept. 13; 150 Expected To Attend Meet

(Continued from Page 1)

from last year, the conference will be attended in addition to large delegations from Canada and the U. S., by representatives of Cuba, the Dominican Republic, Haiti, the Bahamas, Newfoundland, Mexico. A number of European and South American countries are also expected to send their delegates to the gathering.

Detailed planning already under way for the setting up of secretarial and other working facilities indicates these requirements will include a plenary sessions room with accommodations for 200 persons; two committee rooms with seating capacities of 50 and 15 respectively as well as a general office for stenographers; a general office for duplicating, docu-

ments room translation offices, space for secretaries as well as private offices for secretary-general and associate secretary-general of the conference. Further indications of the magnitude of the conference which may last for two months, are orders for facilities for document distribution, registration and information, equipment and supplies, storage and administrative services. All this accommodation will be required for a week or so before and after the conclusion of the conference. Besides single rooms for delegates, living accommodation requirements call for at least 10 suites for heads of delegations to the conference which for brevity, will be known as NARBA.

Illinois Health Authorities Get Support From Radio

(Continued from Page 1)

schedule a story hour, 2:30 to 3 p.m. Monday through Saturday, conducted by Betty Farrington who has had more than five years' experience producing and handling children's programs. The station also announces a quarter-hour telephone quiz for the boys and girls—with announcer Bill Miller playing Tick-Tack-Toe with the youngsters over the air and awarding prizes to all those who get their "three-in-a-row" before he does.

At the request of the Springfield Council of Churches, WTAX has also arranged a ten-minute Bible story period each morning, Monday through Friday, at 8:50 a.m. This is handled by ministers of various city churches who have volunteered their cooperation. Also on Sunday mornings, the station has put on a half-hour Sunday School of the Air, in addition to its regular broadcast of local church services. WTAX has also added a comic reading program on Sunday mornings for the duration of the quarantine.

WCVS, local outlet of ABC, also co-operated with the Health Department in staging special programs for the children.

Preston To Celebrate 25 Years In Radio

(Continued from Page 1)

singer. He started on the former WEAJ when it was located at 195 Broadway. From there, he moved his singing talent to WJZ, then located on West 42nd street, where he did his first commercial for Sylvania, radio tube manufacturers.

Preston is a member of the Radio Pioneers Club and acts, currently, as a representative of artists. Included in his various experiences was the position of director of radio and television for Columbia Artists Management.

NAB Announces Schedule Of 17 District Meetings

(Continued from Page 1)

meetings scheduled by the association follows:

District 7, Terrace Plaza Hotel, Cincinnati, Ohio—Thursday, Friday, September 8-9, 1949.

District 9, The Northernair, Three Lakes, Wisconsin—Thursday, Friday, September 15-16, 1949.

District 11, Radisson Hotel, Minneapolis, Minnesota—Monday, Tuesday, September 19-20, 1949.

District 10, Savery Hotel, Des Moines, Iowa—Monday, Tuesday, September 26-27, 1949.

District 12, Allis Hotel, Wichita, Kansas—Thursday, Friday, September 29-30, 1949.

District 13, Adolphus Hotel, Dallas, Texas—Monday, Tuesday, October 3-4, 1949.

District 6, Fenbody Hotel, Memphis, Tennessee—Thursday, Friday, October 6-7, 1949.

District 5, Roosevelt Hotel, Jacksonville, Fla.—Thursday, Friday, October 13-14, 1949.

District 4, Carolina Inn, Pinehurst, North Carolina—Monday, Tuesday, October 17-18, 1949.

District 3, Skytop Lodge, Skytop, Pennsylvania—Tuesday, Wednesday, October 26-27, 1949.

District 2, Berkeley-Carteret, Ashbury Park, New Jersey—Thursday, Friday, October 27-28, 1949.

District 1, Somerset Hotel, Boston, Massachusetts—Monday, Tuesday, October 31-November 1, 1949.

District 8, Book Cadillac Hotel, Detroit, Michigan—Monday, Tuesday, November 21-22, 1949.

District 16, Paradise Inn, Phoenix, Arizona—Monday, Tuesday, November 28-29, 1949.

District 15, Mark Hopkins Hotel, San Francisco, California—Thursday, Friday, December 1-2, 1949.

District 14, Utah Hotel, Salt Lake City, Utah—Monday, Tuesday, December 5-6, 1949.

District 17, Benson Hotel, Portland, Oregon—Wednesday Thursday, December 14-15, 1949.

Educators To Meet

The National Assn. of Educational Broadcasters will hold its annual meeting at the University of Michigan, Ann Arbor, Oct. 15, 16, and 17.

'Little League' Game On NBC

Williamsport, Pa. — Sportscaster Ted Husing will deliver the play-by-play account of the championship Little League game here, Aug. 27, 3-4 p.m., EDT, to be broadcast by NBC.

COAST-TO-COAST

KGW Roundup Story

Portland, Oregon — A roundup story of Oregon's great grass and legume seed industry was aired over KGW recently on the National Farm and Home Hour. Included in the format were tape-recorded reports from the scene of the harvest currently under way in the state. The harvesting story was told by busy farmers themselves during the interviews conducted and recorded in the field by Wallace Kadderly, station's farm service director.

Phillips Asst. Mgr. WROV-FM

Roanoke, Va.—Gordon R. Phillips has been named to the position of assistant manager of WROV and FM. Since November 1946, Phillips was program director of WROV and resigned to return to California, where he was associated with the Don Lee network. Back now with WROV, he will continue to supervise program operations in addition to his new administrative duties.

Burr Joins WXRA

Kenmore, N. Y. — Chuck Burr sportscaster, is the latest addition to WXRA, coming from WMLD, where he was a staff announcer. He also has been associated with KMUS. He is currently being heard on Buffalo's roundup, Sports Excerpts, several days a week at 5:30 p.m.

Three At KDKA Vacationing

Pittsburgh, Pa. — Franklin A. Tooke, KDKA's program manager is vacationing in his native Indiana. Subbing for Tooke is Ed Young, station's production chief. Charles Klug of the staff orchestra, is flying his wife and two youngsters to Comc Texas. During his absence Jack Swift will handle his news chores. Relda Garrett, secretary to the general manager of the station, is another of the staff vacationers.

Coogan Talks Air Conditioning

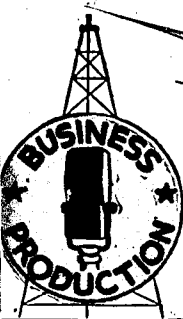
Waterbury, Conn.—Jackie Coogan did a guest spot on Alan Dary "Stardust in the Afternoon" over WBRV and "The Kid" was describing the intense heat in the movie studios where that film was shot years ago. "About like it is in here now," Coogan observed. Upon being informed that the studio was air conditioned, Jackie quipped, "What do you have? A midget blowing through the keyhole?"

Advertising Council Plans New Campaign

(Continued from Page 1)

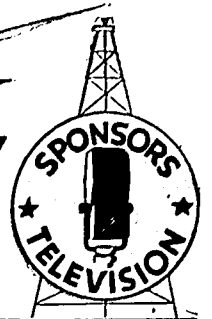
use during the two weeks preceding Labor Day.

The announcements will stress the theme of "full-time citizenship," and point out the importance of voting in all elections, serving willingly of juries, joining local civic groups, and so on. Foote, Cone & Belding is the volunteer agency for the campaign.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 30

NEW YORK, FRIDAY, AUGUST 12, 1949

TEN CENTS

CANADA DEMAND FOR RECEIVERS RISING

FCC To Alter Rule On FM Transmitters

Washington Bureau of RADIO DAILY
Washington—The FCC proposed yesterday that it revise its requirements for FM transmitter equipment to permit the permanent use of present equipment installed as temporary when adequate coverage is provided by the present facilities. It was explained that in order to comply with requirements as they now stand, some FM stations might be forced to go off the air because of the expense involved.

So long as the coverage with the
(Continued on Page 2)

Transcribed Travel Series Offered For Sponsorship

Ted Hudes Radio Productions, New York, has announced release of "The Baedeker of the Air," a new series of transcribed 15-minute travel programs. The discs will be offered free of charge to stations, but will be available for local sponsorship.

Program material, according to Hudes, will consist of recordings made in European countries outlined.
(Continued on Page 3)

Capt. Midnite Renewed For 10th Year On MBS

Chicago—The Wander Co. has renewed its sponsorship of Mutual's "Captain Midnite" program for the 10th consecutive year, effective Sept. 20.

The program will tee off with a new format, similar to that of "Tom Mix and His Ralston Straight"
(Continued on Page 3)

CBS Will Be There

CBS will cover an attempt by Otis Barton to establish a new deep-sea diving record in his Behlthoscoff off the coast of Santa Cruz, Cal. A recorded description of the dive will be aired Sunday, 4.45-5 p. m. Barton hopes to go 6,000 feet below the surface of the Pacific. A network reporter will be aboard the mother ship.

TV Fan Wrecks Tree In Quest Of Picture

Pleasantville, N. Y. — Ed McCurdy, merchant and TV fan, who doesn't believe in the saying "woodman spare that tree," intrigued fellow townsmen yesterday by stripping the branches of a stately 40-foot spruce tree so that he might utilize it as a base for his television antenna.

McCurdy armed with an axe denuded the tree limb by limb as his neighbors gathered to watch his aerial exploits to hold a wake over the dismembered landmark.

Justifying his act, McCurdy said he was unable to get a good picture with a roof antenna. He deduced that by placing the antenna on the tip of the tree the prospects for reception would be better.

Last night the quality of his picture was only slightly improved.

April, '49, Shows 62% Jump Over '48; Total For 4 Months Reveals Gains In All Provinces Except One

Coast Women Against Radio-TV Giveaways

Los Angeles—The Southern California Assn. for better Radio and Television, a listeners' organization, has condemned giveaway radio shows and similar programs designed "to buy the radio audience by requiring it to listen in hope of reward, rather than for the quality of its entertainment."

Such programs, in the opinion of
(Continued on Page 2)

Stirton Gets New Post With ABC In Chicago

Chicago — The appointment of James L. Stirton as sales manager of ABC's Central Division was announced by John H. Norton, Jr., vice-president in charge of the network's Chicago office. Norton also stated that Stirton would continue
(Continued on Page 3)

Texas Governor Uses Radio For Policy Talk

Austin, Texas—Gov. Allen Shivers made his first policy statement to the people of Texas yesterday in a radio broadcast originating in the Radio House of the University of
(Continued on Page 2)

Increase In Revenue Reported By WINS

July revenue of WINS, New York, is up 10 per cent over July of last year, according to an announcement yesterday by Eldon A. Park, general manager of WINS and vice-president of the Crosley Broadcasting Corp.

Time sales to movie chains for spots on new films, and to theater operators for Broadway openings, and other spot business accounted for much of the extra revenue, Park said. Additionally, he said, there was
(Continued on Page 2)

FCC Grants 4 New Stations; Okays WQQW Control-Shift

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday announced its okay for an involved transfer of voting control over the affairs of WQQW, Washington, and WQQW-FM. The reorganization concentrates control of the station in the hands of 10 voting stockholders, whereas hitherto control has rested with some 200 stockholders. Control now rests with Morris Rodman, Irwin Gelger, Jesse Miller, Wallace

Cohen, Marcus Goldman, Leonard Ackerman, Teresa Liss, Samuel Liss, M. Robert Rogers and Pierson Underwood. Rogers is manager of the station, which specializes in good music, and Underwood is musical director.

The Commission also okayed the sale of control of KXLW, Clayton, Mo., from Mr. and Mrs. Guy Runion to Lee J., Silas E. and T. Virgil
(Continued on Page 3)

Montreal—A sharp demand for radios in Canada sent sales zooming in April to register a 62-per cent climb over the same month a year ago, the Bureau of Statistics reported today. This sales impetus in April sent the total for the first four months of the year 30 per cent higher than sales in the first four months of last year. Radio sales in April were higher in all provinces except British Columbia. In the cumulative four month period all provinces except British
(Continued on Page 3)

Mutual Revamping May Reduce Co-Ops

MBS prexy Frank K. White and William H. Fineshriber, v-p in charge of programs, currently are studying the web's overall programming in an effort to iron out problems, including those centering around the net's co-op shows.

There is a possibility that Mutual may reduce the number of its co-ops because it was felt that such shows
(Continued on Page 2)

Illinois Stations To Carry Talks By Senator Lucas

Washington Bureau of RADIO DAILY
Washington — Sen. Scott Lucas, (D., Ill.) Majority Leader of the upper house, this week will begin a series of weekly transcribed radio reports and Congressional issues, to be aired by 23 Illinois stations. Senator Lucas will transcribe his
(Continued on Page 2)

Sporting

Cal. Columbia — Any advertiser who can disprove HJEW's claim to an average of 33 per cent of this city's radio audience during any week will be granted a free campaign over the station, according to Pan American Broadcasting Co. HJEW, currently broadcasting with 1,000 watts on 1480 kc, soon will boost its power to 1,500 watts.



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

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

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FINANCIAL

(August 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 1/2	6 1/8	6 1/8	- 3/8
Admiral Corp.	19 1/2	18 3/8	18 3/8	- 1/2
Am. Tel. & Tel.	144 1/2	144 1/4	144 1/2	+ 1/2
CBS A	19 1/2	19 1/2	19 1/2	+ 1/2
Philco	29	28 3/8	28 3/8	- 1/2
RCA Common	11 1/2	11 1/4	11 1/4	- 1/8
Stewart-Warner	11 1/2	11 1/2	11 1/2	+ 1/8
Westinghouse	25	24 3/4	24 7/8	- 1/8
Westinghouse pfd.	97	97	97	+ 1/2
Zenith Radio	26 1/4	26	26	- 1/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	12 7/8	12 7/8
Nat. Union Radio	2 5/8	2 5/8

OVER THE COUNTER

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

Broadcasters To Make Latin American Tour

Appointment of Jose Ramon Quinones, president of WAPA, San Juan, P. R., and Balerio Sico of Montevideo, Uruguay, to represent the Inter-American Association of Broadcasters on a goodwill tour of Latin American countries was announced yesterday by Goar Mestre, president of the association, at Havana, Cuba. Quinones and Sico will begin a month's tour of broadcasting in Central America on August 30th and report back at a meeting of the executive board of the Inter-American Association which will be held in New York on October 6, 7, and 8th.

Will Meet The Press
Dr. Samuel Green, head of the Ku Klux Klan, will face a panel of newsmen on Mutual's "Meet the Press" on Sept. 2, 10-10:30 p.m. The program will mark its 200th performance with this broadcast.

★ COMING AND GOING ★

J. R. POPPELE, vice-president of WOR in charge of engineering, is visiting briefly in Washington, D. C.

NED CRAMER, producer of "Hits and Misses" on WCBS, will leave tomorrow on his annual vacation, which he plans to spend at Buffalo and on Cape Cod.

JACK FOSTER, announcer-producer on the staff of Fordham University's WFUV-FM, leaves today for an extended holiday at Saltair, Fire Island, N. Y.

DAVE DRISCOLL, director of news and special features for WOR, is spending three weeks at his Summer home on Long Island.

EDYTHE J. MESERAND, assistant director of news and special features at WOR, is sojourning during the current fortnight at a Canadian resort.

JOSE RAMON QUINONES, president of WAPA, San Juan, P. R., stopped off in New York yesterday while en route to Washington on business.

ARTHUR GARY, narrator on NBC, accompanied by MRS. GARY, on Monday will leave for a two-week motor tour to Cape Cod, Niagara Falls and Murray Bay, on the coast of Canada.

TED NELSON, television producer-director, is commuting each Thursday between New York and the Copake Country Club, Craryville, N. Y., where he conducts weekly television auditions.

MITZI MAYFAIR, co-producer of the television show, "Stop the Music," left following the close of last night's program for Hollywood, where she will confer with Donna Fargo on their joint enterprise, "Teletranscriptions."

Illinois Stations To Carry Talks By Senator Lucas

(Continued from Page 1)
talks on Capitol Hill for air shipment to the stations, which will broadcast them over the weekend. The following outlets have agreed to carry the messages of Senator Lucas.

WJBC, Bloomington; WKRO, Cairo; WCNT, Centralia; WLBK, De Kalb; WTMV, East St. Louis; WCRA, Effingham; WGIL, Galesburg; WEBQ, Harrisburg; WKAI, Macomb; WLBH, Mattoon; WQUA, Moline; WEEK, Peoria; WTAD, Quincy; WROK, Rockford; WHBF, Rock Island; WTAX, Springfield; WLPO, La Salle; WDWS, Champaign; WVLN, Olney; WROY, Carmi; WFRL, Freeport, Ind.; WDAN, Danville, and WBBM, Chicago.

Texas Governor Uses Radio For Policy Talk

(Continued from Page 1)
Texas. The new Texas governor accepted the invitation of WFAA, Dallas to make his first report on the status of the state government through its facilities and in turn was fed the Texas Quality Network stations. This included KPRC, Houston, WOAI, San Antonio, KRIS, Corpus Christi and KVAL, Brownsville.

Increase In Revenue Is Reported By WINS

(Continued from Page 1)
much less of a summer slump this season than heretofore, and several winter advertisers have been placing their campaigns early to insure good positions on the air this fall and winter.

"Cisco Kid" Sales Up

The Frederic W. Ziv Company's "Cisco Kid," transcribed Western thriller, has been sold to six additional stations.

They are: WGGM, Gulfport, Miss.; WNBS, Huntsville, Ala.; KGMO, Kansas City, Mo.; WBIK, Knoxville, Tenn.; WLAM, Lewiston, Me., and KFYO Lubbock, Tex.

Mutual Revamping May Reduce Co-Ops

(Continued from Page 1)
have not produced an equitable share of profit to the network. At the present time, the web has about 20 co-ops on the air.

Fineshriber told RADIO DAILY yesterday that "some of the co-ops have done well while others have not." He indicated that his current talks with White are designed to obtain an overall picture and to find the "answers to our problems." He emphasized that it is a "long-term job," with no definite decision on programming expected for several weeks.

FCC Will Alter Rule On FM Transmitter

(Continued from Page 1)
so-called interim equipment fulfills the license requirements for class A and class B stations, FM broadcasters will not be required to replace it, according to yesterday's proposal.

The proposal does not alter the minimum power requirements for FM stations, however — 250 watts for class A and one kilowatt for class B.

Coast Women Against Radio-TV Giveaways

(Continued from Page 1)
Mrs. Clara S. Logan, the association's president, should be "black-listed" by listeners. Mrs. Logan said her group is alarmed by the fact that more and more giveaways are being launched, while "creative" programs are being dropped by the networks. Among such casualties she cited "Tell It Again," "You Are There," "American School of the Air," and "Information Please."

Mexico City Bound

Frank Burke, editor of RADIO DAILY, Mrs. Burke and their daughter, Mary Louise, will fly to Mexico City via American Airlines on Monday for a vacation visit with Don Emilio Azcarraga, president of Radio Programmas De Mexico.



He Likes An Audience

Jo-jo, the 2-year old chimp in the picture, is unhappy. He loves bananas, but nobody's watching him eat this one. And without an audience, life just doesn't seem worth living to poor Jo-jo.

Radio advertisers are pretty much that way, too. Except that they want a BIG audience at a LOW cost.

Maybe that explains the phenomenal success of station W-I-T-H in Baltimore, the BIG independent with the BIG audience. For W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore area.

So if you're not using W-I-T-H now, and you want low-cost results, call in that Headley-Reed man today and get the whole wonderful story.

AM  FM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Stirton In New Post With ABC In Chicago

(Continued from Page 1)

in his capacity as general manager of ABC in Chicago, a position he has held since his return from the service in November, 1945.

Stirton replaces Gil Berry, who resigns from ABC, effective September 1. In his new duties, which become effective September 1, he will work in close association with Norton in supervising the sales and general operations of ABC's Central Division.

Twenty Years in Radio

Stirton's appointment to his new position is almost simultaneous with his completion of twenty years in the radio field. It was on July 29, 1929, that he joined NBC in New York as a mail boy and shortly thereafter became a member of the network's artist's department. In 1937 he left to form his own talent managing organization only to return to NBC in the early part of 1939 when he was sent to Chicago to manage NBC's Artist's Service. He continued in this capacity until January, 1942 (the date NBC and the Blue network separated) at which time he was appointed program director for the Central Division of the network.

Served in Marines

In July, 1944, he was commissioned a Second Lieutenant in the U. S. Marine Corps. Discharged in November, 1945, he returned to ABC's Chicago office as general manager.

Stirton, married, and the father of three children, served as the first president of the Chicago Television Council. He is also a member of the Chicago Radio Management Executives Club, Chicago Federated Advertising Club, and the Electric Club. He and his family reside in Oak Park, Illinois.

Crosby Starting Date On CBS Will Be Sept. 21

Starting date of the new "Bing Crosby Program," Wednesday nights on CBS have been set for September 21, 9:30-10:00 p.m., EDT.

The show is being sponsored by the Liggett & Myers Tobacco Co. for Chesterfield cigarettes. Crosby, who got his start in radio on CBS in 1931, was signed by the Columbia network early this year for his services in both radio and television. No immediate plans for his TV appearance on CBS have been made.

Agronsky Substitutes Set

Washington — Author-Columnist Marquis Childs, Chicago Sun-Times correspondent Tom Reynolds and ABC staff commentators Gordon Fraser and Tris Coffin will share Martin Agronsky's ABC mike while the latter vacations from his early morning cooperatively - sponsored news commentaries, from Aug. 15 until Sept. 3.

FCC Grants 4 New Stations; Okays WQQW Control-Shift

(Continued from Page 1)

Sloan for \$25,000. Turned over was 52.2 per cent of the stock in the station.

Also okayed were new stations for Broken Bow, Nebr., on the 1490 band with 250 watts unlimited; Roanoke, Ala., with one kilowatt daytime on the 1360 band, and Fort Payne, Ala., on the 1250 band with one kilowatt daytime.

The Commission also announced a final decision to grant a five kilowatt, unlimited-time station on the 910 band for the Valdosta Broadcasting Company, Valdosta, Ga. Turned down was the competing application of the Okefenokee Broadcasting Company for the same frequency with one kilowatt in Waycross, Ga.

New Assignment Approved

WHSY, Hattiesburg, Miss., was permitted to change its assignment from 1220 to 1230 kc, extending its time on the air from daytime to unlimited. The same increase was granted WGAL, Elizabeth City, N. C., with the 560 kc assignment retained. Power goes from 500 watts daytime only to one kilowatt daytime and 500 watts night.

WWSC, Glens Falls, N. Y., was given a permit to change from the 1450 band with 250 watts unlimited to 1410 kc, 500 watts night, one kilowatt-unlimited.

Boosts in night power from one to five kilowatts, with engineering conditions, were okayed for KGVO, Missoula, and KGCX, Sidney, both in Montana.

The FCC yesterday announced a

Capt. Midnite Renewed For 10th Year On MBS

(Continued from Page 1)

Shooters," reported by RADIO DAILY on August 8. "Captain Midnight," which had been aired as a 15-minute weekday comic strip in previous years, will be broadcast Tuesdays and Thursdays, 5:30-6 p.m., in each of the four time zones, in keeping with the trend toward half-hour completed adventure dramatizations instead of "cliff-hangers."

The 39-week renewal was handled through Hill-Blackett Co. of this city.

WFDR Program Salutes India Independence

Rep. Emanuel Celler, Edgar Snow and Dr. John Haynes Holmes will join Sirdar J. J. Singh, president of the India League of America, in a special program commemorating the second anniversary of the independence of India, to be broadcast over WFDR on Monday, August 15, from 9-9:30 p.m. The program, a round table discussion of "India After Two Years of Freedom," will emanate from the WFDR studios before an audience of India League members.

final decision denying the application of WIBK, Knoxville, Tenn., for a license and for an FM construction permit. A permit for AM operation had been issued in the Fall of 1946 to Rev. J. Harold Smith as the principal stockholder, but protests against Smith resulted in a hearing on the issuance of the license two years ago. Two hearings were before former Commissioner Clifford J. Durr, and one of his last acts as he left the Commission in July of last year was to file a report recommending the action adopted yesterday by the Commission.

In its opinion yesterday the Commission charged that the original application, on the basis of which its original construction permit had been issued, was "far from complete and in instances wholly inaccurate." The Commission presented lengthy quotations from radio addresses and publications of Smith, one of the most vocal of the fundamentalist preachers in the South and Midwest. It was found also that Smith had failed to represent properly the extent of his considerable interest in XERF, powerful Mexican border station.

Receiver-Demand On Rise In Canada

(Continued from Page 1)

Columbia and Manitoba showed gains.

Sales in April amounted to 50,432 units with a value of \$3,777,363, compared with 31,157 units valued at \$3,021,599 in the same month last year. In the first four months this year, 190,777 units were sold for \$14,464,776 against 146,587 for \$13,950,802 in the similar period a year ago. Provincial totals for the month were as follows, those for April, 1948 being in brackets: Maritimes, 3,207 (1,671) units; Quebec, 8,300 (7,655); Ontario, 29,061 (13,367); Manitoba, 2,269 (2,074); Saskatchewan, 1,748 (1,156); Alberta, 2,910 (1,969); British Columbia, 2,928 (3,255).

Transcribed Travel Series Offered For Sponsorship

(Continued from Page 1)

ing suggested itineraries and points of interest for American families planning vacations abroad. Foreign tourist offices, travel bureaus, and express agencies have shown signs of interest in such a program series, Hudes said.

• faces • facts • figures • wins •



John Bradford with his children, Johnny and Barbara, discusses the comics on THREE CORNER CLUB... daily feature on WINS, 9:30-10:00 A. M.

THREE CORNER CLUB

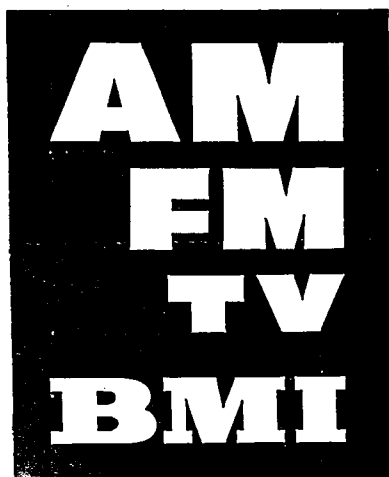
For mothers and small fry alike, award-winning THREE CORNER CLUB is a friendly, half hour show which includes everything from child-rearing tips for mothers to the latest record albums for children.

A good buy in the world's greatest market... contact your nearest WINS-CROSLLEY Sales Office for availabilities.

WINS
50KW NEW YORK

CROSLLEY BROADCASTING CORPORATION

**EVERYBODY
PERFORMS
BMI-LICENSED
MUSIC**



**OVER 14 MILLION
BROADCAST PERFORMANCES
IN 1948**

EVERYWHERE

**BMI-LICENSED MUSIC
IS USED BY
EVERY PERFORMING ARTIST
ON EVERY PROGRAM
OVER EVERY NETWORK,
EVERY LOCAL STATION AND
CAFE, NIGHT CLUB AND HOTEL
IN THE U.S. AND CANADA
and performed by
EVERY CONCERT ARTIST,
EVERY OPERA COMPANY and
EVERY SYMPHONY ORCHESTRA
IN THE WORLD**

SOUTHWEST

ALEC CHESSE, program director for KITE, San Antonio, has been named radio director for the forthcoming Community Chest Drive in San Antonio.

Every Saturday morning at 11 a.m. WFAA, Dallas, and the Dallas Pastors Association presents a prominent Dallas clergyman who discusses the next day's Sunday School lesson, making it easier to absorb the lesson.

Arthur Dyer of the National Foundation for Infantile Paralysis spoke on the subject "Vacations and Polio" on WRR, Dallas, as guest of Carol Weaver.

A new half-hour quiz show titled "Crosley's Smarty Party" has made its debut over KABC, San Antonio, and features Barclay Russell as quizmaster. Each week listeners are asked to stop by their Crosley dealer for an entry blank. Russell picks names at random from the group each week and telephones the party. Those answering questions correctly are awarded cash and merchandise prizes.

Request has been made to the FCC for the assignment of the license of KDET, Center, now held by Tom Potter and Tom E. Foster, doing business as the Center Broadcasting Co., to an organization to be known as the Center Broadcasting Co., Inc., composed of the two original owners and one new member. Foster has 49 per cent interest, Potter has 50 per cent holdings and newcomer William H. Smith, has a one per cent interest.

A 45-minute stage show presented for and by Dallas youngsters is heard each Saturday morning from the stage of the Palace Theater and aired through WRR, Dallas. Roy Newman is emcee and the program music is provided by organist Dwight Brown and pianist Inez Tweedlie.

KMAC, San Antonio, was off the air seven minutes one afternoon recently due to the proverbial "snake in the grass." When the transmitter went off the air engineer Joe Schwab opened the door of the transmitter to investigate the trouble and found a five foot rattle-snake coiled on the bottom of the transmitter. Fortunately, the snake was quite dead—from an overdose of 12,000 volts.

Unpleasant Habit

Lightning certainly strikes twice in the same spot for Morey Amsterdam, radio and television comic. A few months ago he took his car to an auto laundry and the bus was stolen from in front of the place. Yesterday he took his new Cadillac to the buggy cleaners, and again it was filched. Police are working on the case. Car was a gift to Morey from his wife, Kay.



Mainly About Manhattan. . . !

• • • **WHAT'S COOKING** (outside of myself): It's 99 and 44/100 per cent certain that the Giants won't be televising their night games next season—and more than likely their day games, as well. They're the first ball club to admit that television has fractured their gate to the tune of some 100,000 admissions. . . . It was a toss-up between the Ritz Bros. and Ed Wynn for the Speidel show, with the bankroller settling for the latter. . . . Jane Pickens discontinues her NBC series on the 22nd to devote her full time to the role of Regina in the musical version of "The Little Foxes." . . . The kinescoping of a major TV network is so poor that the sponsors (whose products are also sold on the West Coast) have ordered their agencies to switch channels. . . . Bill Slater's "Prize Party," produced by Marlo and Mina Bess Lewis, resumes on CBS-TV Sept. 20th for 39 weeks. . . . During Danton Walker's European vacation, Hy Gardner will use guest story tellers on Mutual's "Twin Views of the News." First guest this Sunday will be U. S. Attorney General, Tom C. Clark. . . . Perry Como gifted Vic Damone with a makeup kit—only he spelled it "Da-Moan." . . . Nancy Sheridan gets featured billing on Philco's airing this Sunday. . . . Bill Bertolotti sez that television is a delight. You can look away from the screen and it becomes almost as good as radio.

☆ ☆ ☆ ☆

• • • Joe Franklin, the young man with the old records, has two national sponsors interested in bankrolling him on a network radio and TV series. Joe, whose fabulous career reads like an Alger day-dream and who will shortly be profiled in the New Yorker mag, has long rated network audiences with his fascinating collection of out-of-print, oldtime platter favorites, plus his own particular brand of chatter which has built him into such a strong local draw.

☆ ☆ ☆ ☆

• • • **THAWTS WHILE THINKING:** You'll have to travel far and wide before you'll run into a guy with a more contagious sense of humor than the Daily News' Bob Sylvester—and that goes for whether he's writing or orating. . . . The late Graham McNamee was the subject of some of radio's choicest stories. Ask around for the Eskimo Pie yarn. It's the best. . . . Admitting that he hits the right notes most of the time, Nelson Eddy always impresses us as a guy with a good set of pipes, but they're refrigerated. So lacking in warmth are his tones. . . . We don't care who arranges it, how many men play, etc., the "Rhapsody in Blue" only gets near perfect treatment when Paul Whiteman is swinging the baton.

☆ ☆ ☆ ☆

• • • **MAIN STREET TREATS:** Danny (Iron Man) Webb's reading of the comics via WPIX—five times weekly for the past 14 months without missing a session. . . . Romolo DeSpirito's "Afterhour Swing Session" via WHOM. . . . Larry Hammond's new DuMont series, "Meet Your Neighbor."

☆ ☆ ☆ ☆

• • • Purely in the talking stage right now is Bob Hope's proposed "double" appearance in New York during the Christmas holidays. His film, "The Great Lover," will be booked into the Paramount during the holidays and Mike Todd is talking with him about providing his own opposition via a two-a-day appearance at the Winter Garden. Curiously enough, it was at this same Winter Garden that Bob made his last appearance in a N. Y. theater—back in '36 in the "Ziegfeld Follies" with Fannie Brice and Gertrude Niesen.

AGENCIES

CHARLES W. HOYT COMPANY continues to handle the advertising for The A. C. Gilbert Company of New Haven, for all Gilbert toys including Erector, America Flyer Trains and Gilbert Chemistry. Plans have already been completed for separate campaigns on each to be running during the months of October, November and December 1944.

R. T. O'CONNELL COMPANY announces its appointment as advertising agency for Molyneux Perfume New York. A consumer advertising campaign in national magazines will be used.

MILTON GOODMAN has been elected president of the Lawrence C. Gumbinner Advertising Agency, Inc., New York, succeeding Lawrence C. Gumbinner, who becomes board chairman. Goodman formerly was executive vice-president.

JACK PETERS and **DAVID BROWN** have been named vice-presidents of Kastor, Farrell, Chaley & Clifford, Inc. Peters is medical director of the New York office and Brown is an account executive and manager of the Chicago office.

FRANK N. RIGGIO has been named vice-president of Dance Fitzgerald-Sample, Inc. He joins the agency in 1944.

Send Birthday Greetings To—

August 12
 Scotty Bates Evelyn Gardner
 Leonard Joy Ruth Lee
 Frank Ross Arthur Sinshelmer
 V. A. Weber Carlo De Angelo
 Lee Wallace
 August 13
 Louise Cox Bert Lahr
 Tom Moore Mabel Todd
 Ellen Williams Robert Mayberg
 August 14
 Ed. J. Herlihy John Holbrook
 Margaret Jacobson Lew Story
 Samuel L. Ross Merle S. Jones
 Bob Patt John Porterfield
 Roy D. Williams
 August 15
 Virginia Arnold Rose Marie
 August 16
 Helen E. Bennett Chas. C. Hicks
 Bill Morrow Mildred Huebner
 Dennis James
 August 17
 Claire Glazer Abram Chasins
 Fred. W. Ziv George Howard
 "Uncle Don" Carney
 August 18
 Walter O'Keefe Dick Danes
 Sid White Jessyca Russell
 Wm. C. Roux Alvin Wilde
 Bill Bloomingdale

TELEVISION DAILY

Section of RADIO DAILY, Friday, August 12, 1949 — TELEVISION DAILY is fully protected by register and copyright

BOXING MAY ALTER TV ATTITUDE

TELE TOPICS

IT HAS LONG BEEN the contention of this department that a popular radio show does not necessarily make good or regular TV fare. But still they come, making little or no concession to the fact that they can now be seen as well as heard and that the visual is far more important than the aural. Neatly fitting this description is the "Quiz Kids," a fairly recent arrival on the NBC web. The kids wear academic gowns and quizmaster Joe Kelly wears a gown and mortar board; occasionally there is a question with a visual gimmick and sometime someone gets up and answers around a bit. But still nothing happens. For most of the show the camera is focused in either on Kelly or one of the kids. Kelly tries hard to make things seem bright and cheerful. ("My goodness, we're just scooting along here with answers, aren't we?") but the kids give the impression that they're bored with the whole thing, and their attitude toward Kelly seems mighty condescending. . . . Program is a Lou Cowan package, originated at WNBQ, Chicago.

"BREAK THE BANK," Bristol-Myers simulcast now on ABC, moves to NBC on Wednesday, 9 p.m. spot beginning Sept. 5. . . . One of the country's top advertisers is negotiating for the new TV star based on "Pot O' Gold," the old radio giveaway that caused such a sensation about ten years ago. . . . "Studio One," originally slated to return to CBS Oct. 3, will go back on the air Sept. 12, in the 11 p.m. spot on Mondays. Program will be seen on 24 stations in the Fall. Only nine carried it last season. . . . After Philippine President Quirino landed in New York yesterday, the 12 crew members of the chartered United Air Lines plane called Belmont to request a fix for the Morey Amsterdam show last night. They were accommodated at a ringside table on the night set. . . . KSD-TV has sold the INS newsreel daily newsreel to Stag Beer for 15 weeks.

EDITORIAL RED FACE DEPT.: Jim Beach, of BBD&O, phoned yesterday to point out that the Schaefer beer commercials we raved about in yesterday's pillar are not on film, as we had stated, but are actually done live from a special studio at Coney Island. Live or film, it's still a fabulous photographic job. . . . Samuel R. Zack, proprietor of "Labor Arbitration," has obtained the program's release from WOR-TV, and bought the film of the show made at the station. . . . Edward Everett Horton and Imogene Coca will guest on the Meredith Willson show Sunday night. . . . "Unit Videogram's" "The Marines' War" will be previewed for press and agencies at a special screening at the Ritz Carlton Tuesday.

Oil Co. To Sponsor Wayne King On NBC

Chicago—Standard Oil Co. (Indiana) will make its TV debut this fall when it sponsors a new weekly half-hour musical stanza featuring Wayne King over the NBC mid-west network.

Program will be aired Thursdays, 9:30-10 p.m., CST, beginning Sept. 29 over WNBQ, Chicago; WFBM-TV, Indianapolis; WWJ-TV, Detroit; KSD-TV, St. Louis; KSTP-TV, Minneapolis. Sponsor is trying to clear time on WTMJ-TV, Milwaukee.

Show will mark "The Waltz Kings'" initial commercial TV appearance. Assisting King and his orchestra will be Don Large's chorus of 12 voices and featured vocalists Nancy Evans and Harry Hall.

The program will originate in Chicago.

Campofreda To WAAM

Baltimore — Nick Campofreda, well-known WBAL-TV sports personality, has joined the staff of WAAM's daily three-hour "Sports Room" program. A former professional football player and coach, Campofreda will share emcee chores on the WAAM stanza with Tommy Dukehart and Joel Chaseman.

Texas Application Filed

McAllen, Texas—Application has been filed with the FCC by Max Lutz, heading the McAllen Television Co., for a video outlet to be operated here on channel number 12 with 2.73 kw visual and 1.36 kw aural. The estimated cost is said to be \$109,000. The first year operating cost is estimated at \$70,000 and a

Service

Cleveland — Charlie Lupica, Cleveland Indians fan-on-the-flagpole, is probably the only father to get a first glimpse of his new-born baby via tele. WEWS filmed Mrs. Lupica and new born Charlie, Jr., in the hospital and aired the clips for Lupica to see on the receiver installed atop his well-appointed flag-pole on Cleveland's east side. Lupica has vowed to stay aloft until the Indians get back into first place. He has been there 73 days.

Roller Derby On ABC Sold To Chesebrough

Chesebrough Manufacturing Co. will pick up the tab for ABC's Roller Derby coverage in the fall, it was reported yesterday. Sale involves two or three programs a week, from 10 to 11 p.m., to be carried by between 12 and 15 stations.

Will Plug Hair Tonic

Commercials will be on behalf of Vaseline hair tonic.

Pickups will originate at local arenas mainly in the New York metropolitan area, beginning in mid-October. ABC coverage of the event last season boosted attendance in every city played. Chevrolet sponsored seven weekly pickups in New York last season.

McCann-Erickson is the agency for Chesebrough.

similar amount is the estimated revenue for the first year. Lutz is a local buyer, seller and shipper of fresh fruits and vegetables.

N. Y. Dress Institute Filming Fashion Spots For Stations

New York Dress Institute, representing some 1,300 dress manufacturers, is producing a series of five-minute fashion films for release to stations throughout the country, it was announced yesterday by Eleanor Lambert, fashion director of the Institute.

"The series is planned as a regular part of the Institute's fashion publicity operation, supplementing the press releases and pictures already distributed to all newspapers, news syndicates and radio commentators," Miss Lambert said.

Films are silent and will be accompanied by a script to be read by station announcer or commentator. Designers' names are mentioned in the script.

Miss Lambert said that about 40 stations have indicated that they will use the films. She said that they may be used on a commercial program, but that the Institute preferred that the sponsor not be a store selling women's apparel.

Films will be issued every two weeks and are produced by Tele-news.

Heavyweight Fite Fails Despite Tele Ban

The Gus Lesnevich-Ezzard Charles heavyweight bout in Yankee Stadium Wednesday night may well prove to be the clincher in the industry's efforts to convince boxing promoters and managers that it is not TV that determines the number of cash customers at a bout but the quality of the match and public interest in it.

Despite the fact that the fight was extensively advertised to get across the fact that tele was banned, it drew the smallest gate of any outdoor heavyweight championship promotion in modern ring history. It drew only 16,630 fans who paid \$75,832. Sportswriters yesterday estimated a profit of \$3500 for International Boxing Club, but failed to mention that this would have been increased considerably through the addition of TV rights.

Last month's championship bout between Ray Robinson and Kid Gavilan in Philadelphia also banned video and its success was, in part at least, offered as a reason for Wednesday's ban. What was overlooked was the fact that the welterweight bout was between two able, colorful and well-matched boxers.

General attitude in the trade yesterday may be summed up as follows: If a fight promises to be a good one, it will draw a good crowd, whether or not the TV cameras are present. If it looks like a dud, neither the presence of the orthicons nor their absence will prevent the average fan from staying away.

An interesting sidelight on the affair is contained in attendance figures for Wednesday night at Queensboro Arena. The local club's wrestling-card which was scanned by WPIX, drew 2,400 that night, 1,000 more than usual, because the main event featured Antonino Rocca, one of the most popular grapplers in the area.

Capacity of Queensboro is 4,200. With a good attraction and TV, it drew 2,400.

Capacity of Yankee Stadium is 80,000. With a poor attraction and no TV, it drew 16,630.

More than 50 per cent of capacity against 20 per cent of capacity.

It is suggested that readers draw their own conclusions.

WDAF-TV Joins CBS

WDAF-TV, Kansas City, Mo., will join the CBS network Oct. 15. Station is owned and operated by the Kansas City Star Co.

AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, August 12, 1949

Altec Lansing Enters TV Receiver Field

Latest firm to enter the ever-increasing 'assembly line' of video receivers is Altec Lansing Corporation, Hollywood, Calif.

Announcement of the new line of Altec Lansing TV receivers was made yesterday by A. A. Ward, vice-president. Ward stressed that the firm has deliberately aimed at the "high end of the high-quality market," and that it is "not mass-produced for the hot-dog market." Receivers are now in production at Altec Lansing's own factory in California.

Among the features incorporated in the new receivers are "a new and unique" easy turning channel selector to provide for positive station tuning, an exclusive TV circuit design for which an increase of 40 per cent in picture quality is claimed, a 12½ inch picture tube, and an 8 inch speaker, which produces, it is claimed, audio quality superior to that of competitive receivers costing in excess of \$2,000. Table and console models are furnished in mahogany walnut or blond finish, listing at \$367, \$408, and \$308 for table, console, and chassis respectively.

AES Sponsors Audio Fair

The nation's first "Audio Fair," sponsored by the Audio Engineering Society will be held at the Hotel New Yorker, New York City, October 27, 28 and 29.

PICTURE OF THE WEEK



Henry G. Baker, general manager of RCA's Home Instrument Dept. congratulates Rita Leslie, representing workers in the Camden, N. J., TV receiver plant, on completion of the company's first new Special Anniversary Model, listing at less than \$200. Other sets in the initial run can be seen in the background.

NEC 3 Day Chi. Meet Slated For Sept. 26

Chicago—The National Electronic Conference, an annual national forum on electronic research, development, and application, will open September 26, at Chicago's Edgewater Beach Hotel, for a three-day conference.

Some fifty exhibitors of radio-TV and allied electronic equipment will be on hand displaying their latest-manufactured products. The opening session will feature a series of talks on television by Charles E. Torsch, General Electric Co.; R. E. Janes, R. E. Johnson and R. F. Handel, all of RCA; D. Mackey and E. J. Sass, RCA, and Myron F. Melvin, P. R. Mallory & Co., Inc. On Tuesday, Sept. 27, the technical sessions will get under way at 9 a.m. with a series of talks covering antennas by Paul W. Springer, Wright Patterson Air Force Base; Robert I. Beam and Harold D. Ross, Jr. Northwestern University; Norman L. Harvey, Sylvania Electric Products, Inc. and Walter Rotman, Cambridge Field Station, USAF. Another session featuring discussions on antennas will take place that afternoon with a discussion by K. Schlesinger, Motorola, Inc. on "An Automatic Built-in Antenna for Television Receivers."

A portion of the third day of the conference will discuss various subjects devoted to the vacuum tube. This year no banquet has been scheduled as a windup to the conference.

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PRODUCTION PARADE

Sightmaster Fall Prices Announced

The new Fall price schedule for all Sightmaster television receivers was announced by the corporation yesterday. According to Michael L. Kaplan, president of Sightmaster Corp., the feature set of their line is the exclusive Sightmirror remote control 16-inch unit which made its debut at Abraham & Straus Dept. Store last week. Set lists at \$550. Other sets range from \$399.00 to \$795.00, with the Sightmirror optional in any of the sets at an additional cost of \$40.00.

S-C TV Price Reductions

Reduction in the list prices of its TV receivers and price guarantees from August 1, 1949 to November 1, 1949, was announced this week by Stromberg-Carlson Co., Rochester, N. Y. Models affected by the price reduction are: the Manhattan, Model TC 10 H; the Chinese Classic, Model TS 125 M5M; the Weymouth, Model TS 125 IM; the Dorset, Model TS 125 HM, and the Somerset, Model TS 16 PM.

Admiral Price Protection Plan

The first 120-day price protection plan in the TV industry has been announced by Admiral Corp. The plan, which became effective Aug. 1, states that refunds will be paid distributors if recommended list, suggested dealer and distributor prices are reduced, and to dealers if recommended list and dealers prices are reduced. These refunds will equal the prices actually paid and the reduced prices on current radio and TV models in inventory and shipped between July 1 and November 30.

RCA Remote Control Equipment

New TV broadcasting studio remote control panel designed for mounting in the upper compartment of the RCA MI-26266 studio control console housing was announced by the RCA Engineering Products Dept. Included are panels for remote control of a monoscope camera, power supplies, relay receiver, sync generator, as well as stabilizing amplifier.

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WASHINGTON 6, D. C.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 31

NEW YORK, MONDAY, AUGUST 15, 1949

TEN CENTS

WEBS SET PROMOTION PLANS FOR FALL

Engineering Handb'k Out Sept. 5, Says NAB

Washington Bureau of RADIO DAILY
Washington—The 1949 edition of the NAB engineering handbook has gone to press, and will be available to broadcast engineers throughout the continent and Latin America about September 5, Neal McNaughten, NAB engineering department director, said Friday. Revised and greatly enlarged this year, the handbook has 675 pages, in a new, permanent post binder, capable of
(Continued on Page 8)

BAB's TV Report Mailed To Subscribers

The Broadcast Advertising Bureau has begun mailing to member stations the first releases prepared by its new dealer co-operative advertising service especially for video outlets.
Information is included on seven manufacturers which share time costs for local television advertising with dealers, and on one advertiser which produces film commercials with tie-in identification for individual retailers. The video service was the same format as the BAB's AM-FM releases which first went out five weeks ago.

Renewal Of 2 Programs On ABC Announced

One-year renewals of half-hour programs by the American Oil Company and Quaker Oats Company were announced Friday by ABC.
American Oil renewed "Carnegie Hall," effective Sept. 27 on 107 ABC stations. The show will be heard a half-hour later starting with the re-
(Continued on Page 2)

Conference Planned

The 1950 annual conference of the National Industrial Advertisers Association will be held at the Hotel Biltmore, Los Angeles, June 28 through July 1, according to an announcement by Bernard Dolan, president of the association and manager of merchandising, Peter A. Frasse & Co., Inc., New York.

TV Operations Cut Revenue Of ABC Web

ABC and its subsidiaries have reported a 7 per cent increase in sales for the six months ended June 30, 1949, and an estimated loss of \$46,141 for the same period. This decrease in net earnings, the network said, is due "to the substantial cost of television development."
The sales figure for the current six months' period was \$20,656,956, compared to \$19,324,553 for the same period in 1948.

'Big Story' Leads Ratings On Nielsen Radio Index

"Big Story" (Pall Mall cigarettes, NBC) led the Top 20 National Nielsen Ratings for the first time in the report for July 3-9, just released. Rated at 11.4, it was followed by "Mr. Keen" with 11.1, "Mr. District Attorney," 11.0, "Crime Photographer," 10.8, and "This Is Your FBI," 8.8.
Other leaders among once-a-week evening shows, in order, were "Cur-
(Continued on Page 3)

Poll Of Radio Listeners Reveals Advertising Interest

A large majority of families polled by Macfadden Publications, Inc., in its Wage Earner Forum—72.8 per cent—said "no" to the question: "Would you like radio commercials removed from radio?" A report on results of its survey of listener and reader reaction to advertising was made public last week by the Macfadden organization.
Those queried said they would object to deletion of advertising be-

Three Major Nets Budget \$1,500,000 With 75% Supporting AM Shows; No Overplaying Of Tele Seen

In moves which disprove completely trade rumors to the effect that the networks are underplaying AM radio in favor of television, NBC, CBS and ABC have announced AM promotion plans involving as much as 75% of their total promotion budgets, estimated at more than \$1,500,000
(Continued on Page 6)

Tony Provost Named Biz Mgr. Of WBAL

D. L. Provost, program manager of WNBC, New York, has been appointed business manager of WBAL and WBAL-TV, Baltimore, effective Sept. 6, freeing Harold Burke, general manager of the stations, for "important development and planning projects" to be announced in a few weeks.
This was disclosed Friday by
(Continued on Page 2)

RMA Export Committee Comprises 33 Executives

Washington Bureau of RADIO DAILY
Washington—Makeup of two more committees was announced yesterday by the RMA president, R. C. Cosgrove. Re-appointed to the chair and vice-chairmanship of the traffic committee were Richard C. Colton of RCA-Victor and W. L. Fogelson
(Continued on Page 2)

Ciggie Business Good, Philip Morris Reports

A continued upswing in the American cigaret business here and abroad was predicted by Alfred E. Lyon, board chairman of Philip
(Continued on Page 2)

Westinghouse Group Opposes Liquor Adv.

Philadelphia — Broadcasting and television stations of the Westinghouse group will not alter their long-standing policy of refusing to accept hard liquor advertising, despite current efforts in this direction by some segments of the industry, Vice-President Walter E. Benoit declared Friday. Mr. Benoit pointed out, however, that Westinghouse
(Continued on Page 3)

Brewery Co. Renews Welk Band Over ABC

Chicago — The Miller Brewing Co. of Milwaukee, brewers of Miller's Hi-Life Beer, announced the past weekend, that they will renew the "Lawrence Welk Show" on the ABC network for an additional 13 weeks effective September 7.
The program originally started as
(Continued on Page 3)

Pinch-Hitters

While Martin Agronsky vacations from his six times weekly series from August 15 through September 3, four commentators will pinch-hit for him. Gordon Fraser has the assignment for Aug. 15-20 with Tris Coffin of the network's Washington staff taking over from Aug. 22 to 25 and author-columnist Marquis Childs filling in on Aug. 26 and 27.

Europe-Bound

Chicago — All twenty-nine members of the "Welcome Travelers" party, headed by Tommy Bartlett and Les Lear took off at 12:00 noon Friday from Chicago for: Rheln-Main, Germany, Bartlett and his "Welcome Travelers," as guests of the United States Air Force, will make a two-week flying tour of Air Force bases in England, France and Germany.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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Vickie Hebbard, Assistant.
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Phone: Randolph 6-6650

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

FINANCIAL

(August 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net	Chg.
ABC	6 1/2	6 1/2	6 1/2		
Admiral Corp.	18 3/4	18 1/2	18 5/8	+	1/4
Am. Tel. & Tel.	144 7/8	144 1/4	144 7/8		
CBS A	19 7/8	19 3/4	19 7/8	+	3/8
CBS B	19 1/2	19 1/8	19 1/2	+	1/8
Philco	28 1/4	27 3/4	27 3/4	+	5/8
RCA Common	11 1/4	11 1/4	11 1/4	—	1/8
Stewart-Warner	11 1/4	11 1/4	11 1/4	—	1/4
Westinghouse	24 7/8	24 1/2	24 1/2	—	3/8
Westinghouse pfd.	97	97	97		
Zenith Radio	25 3/4	25 3/8	25 3/8	—	5/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 1/2	2 1/2

OVER THE COUNTER

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

Ciggie Business Good, Philip Morris Reports

(Continued from Page 1)

Morris & Co., on his return last week from a European business trip. "There is considerable evidence," he said, "that the 1949 demand for cigarets in the U. S. may even top the all-time record of some 350 billion units established last year." He added that several million dollars will be added to the annual cigaret export business of American companies if current negotiations with French firms are concluded successfully.

Joins WHLI Staff

John T. Hagarty has joined the engineering staff of WHLI and WHLI-FM, Hempstead, Long Island. A wartime radio technician in the Navy, he is a graduate of the Capitol Radio Institute.

★ COMING AND GOING ★

TOMMY BARTLETT and the program personnel of his "Welcome Travelers" heard on NBC from Chicago, left the Windy City last Friday for their two-week tour of American air bases in Europe.

CURLY BRADLEY, whose show is featured on the Mutual network, will leave today on his vacation. During his absence, Lee Bennett will sub for him.

MAJ. GEN. LEWIS B. HERSHEY, war-time head of Selective Service, has arrived in Washington to substitute for Theodore Granik as moderator on Mutual's American Forum of the Air.

JANET JOHNSTON, executive secretary at WINS, and **Muriel Kolish**, of the station's traffic department, are on the high seas aboard the Queen of Bermuda. They plan to be back in two weeks.

CEDRIC FOSTER, Mutual network commentator now in Europe, traveled from Berlin to Stockholm over the week-end and will broadcast today from the Swedish Capital.

GEORGE B. STORER, JR., director of WAGATV, Atlanta, was in New York last week for conferences with station reps, Fort Industry Company sales executives and officials of CBS.

JOE BESCH, director of promotional activities at WINS, will leave today on a vacation.

JANE O. FLAHERTY, sales promotion manager and publicity director of WIBC, Indianapolis, a visitor last week at the Chicago offices of the Mutual network.

JOHN SEAGLE, soloist on the "Morning Devotional" heard over WOAI, San Antonio, Texas, and **CLIFF WAYNE**, the station's "yodeling cowboy," are in New York.

RMA Export Committee Comprises 33 Executives

(Continued from Page 1)

of P. R. Mallory. V. S. Mameyeff of Raytheon was named to head the 33-man export committee, with E. E. Loucks of Zenith vice-chairman. Following is the complete roster of the Committee:

Committee Listed

W. M. Adams, I. Sprague Electric; Ad Auriema, Ad Auriema Inc.; Ernest W. Beyer, Olympic Radio & Television, Inc.; H. G. Boehm, P. R. Mallory & Co., Inc.; Meade Brunet, RCA International Division; James E. Burke, Stewart-Warner; George Carroll, Remington-Rand; Hugh J. Casey, Tung-Sol Lamp Works Inc.; G. J. Corrigan, Jensen Manufacturing Co.; H. A. Correa, Bendix Radio Division.

Also, F. L. Davis, Operadio Manufacturing Co.; R. E. Erbentraut, Sperry Gyroscope Co.; Bernard Nein, Ansley Radio & Television Inc.; Lewis Gordon, Sylvania; E. L. Hall, Pilot; Tye M. Lett, Jr., Crosley Division, Avco; Hans Mannheims, International Resistance Company; Ernest A. Marx, DuMont; H. O. McClumpha, The Sparks-Withington Company; D. W. McIntosh, Philco; Howard Murphy, General Motors; John H. Purcell, Weston Electrical Instrument Co.; Arthur J. Roche, Roche International Corporation; Norman Simons, The M. Simons & Son Co., Inc.; Stanley S. Sondles, Magnavox; Howard Spellman, RCA Victor; C. E. Sweeney, Westinghouse; W. L. Urquhart, Hytron Radio & Electronics Corp.; J. V. Van Buskirk, Belden Manufacturing Co.

And, S. K. Wolf, Federal Telephone & Radio Corp.; Carl M. Wynne, Motorola, Inc.; P. E. Anderson, Zenith; J. D. Barrett, J. P. Seeburg Corporation; Frederick J. Brennen, Sylvania; E. J. Burkhardt, The Sparks Withington Company; A. W. Farmer, General Electric; H. E. Giese, Federal Telephone & Radio Corp.; J. A. Green, Corning Glass Works; Kenneth Kistler, DuMont; E. F. Kinzie, General Electric; E. A. LaBelle, The Hallicrafters Co.; J. M. Malone, Tung-Sol Lamp Works Inc.; W. McGirr, Western Electric; F. C. Partlan, Crosley Division, Avco; George A. Peters, Bendix Ra-

Tony Provost Named Business Mgr. Of WBAL

(Continued from Page 1)

Tom A. Brooks, vice-president of Hearst Radio, Inc. Brooks explained that as business manager, Provost will be in charge of day-to-day operations, permitting Burke to concentrate on the broader aspects of operations and planning.

"Tony" Provost has managed the WNBC program department since 1942, and introduced many of the station's top performers, including Bob Smith, Tex and Jinx and others. He is also credited with creating WNBC's public affairs presentations, one series of which "Death on a Week End," won safety awards of the Sloan and the National Safety Council.

He entered radio in 1931 by forming his own program production firm. He later became sales manager of Empire Broadcasting Co.

Renewal Of 2 Programs On ABC Announced

(Continued from Page 1)

newal date, Sunday nights at 8. Joseph Katz Co., Baltimore, is the agency.

"Talk Your Way Out Of It," an audience participation show with Peter Donald, is sponsored by Quaker Oats on Monday, Wednesday, and Friday, 3-3:30 p.m., on 205 ABC stations. C. J. LaRoche & Co. is the agency.

Rathbone Limits Fatima Chores

Basil Rathbone will relinquish his dramatic chores on CBS' "Tales of Fatima," Saturdays, 9:30-10 p.m., EDT, on and after Aug. 27. From that time on, he will limit his duties on the program to narrator and emcee. Big name Hollywood players will take over the acting assignments, starting Aug. 27 with John Garfield as the kick-off guest. The show is sponsored by Liggett-Myers Tobacco Co. It has been on since January, 1949. Rathbone as the star.

dio Division; L. A. Schur, Stromberg-Carlson; J. H. Sims, National Union Radio Corporation; W. W. Stephens, Westinghouse; John B. Swan, Philco; R. R. Weist, Magnavox.



Pampered Persian

You're looking at a portrait of one of the most precious cats in the world—a pampered Persian—highly treasured by its owners. They wouldn't part with it for love or money.

Lots of radio advertisers feel just that way about W-I-T-H in Baltimore. Once they've discovered how this BIG independent produces such low-cost sales, they stick to W-I-T-H year in, year out. They won't part with W-I-T-H for love or money. W-I-T-H provides its BIG audience at amazing low cost. It delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. And it does all this at real bargain rates!

So if you're not already using W-I-T-H in Baltimore, call in your Headley-Reed man and get the full story today!

AM FM

WITI

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

RADIO DAILY

Westinghouse Group Opposes Liquor Adv.

(Continued from Page 1)
stations have been accepting and will continue to accept beer and wine copy subject to their usual supervision.

The Benoit statement came as stations across the nation began lining up for and against accommodating such advertising as a result of feelers put out by nationally-known disillling interests. "We believe that the basic question is one of real public service and honest good taste," Mr. Benoit explained. "It is the same question which has been confronting us from time to time—in its various guises—ever since the beginnings of broadcasting at KDKA in 1920. Furthermore we feel that radio's compelling appeal—the very attribute which makes it the greatest selling medium in the world—may make it too effective for presenting a commodity so controversial as hard liquors. In fact we seriously doubt that copy designed to sell hard liquors ever can be made completely acceptable for use by a medium so intimate as radio."

"Obscure Commendation"
Benoit also took occasion to remind the industry of an important, but obscure, commendation hidden away in this to-do over acceptance of hard liquor copy.

"It seems to me," he pointed out, that there is good capital for all roadcasters in the fact that this proposal—that hard liquor copy be accepted by radio—should stir up such a controversy while few complain about page after page of similar copy used each day in many newspapers and magazines.

"The inescapable conclusion seems to be that radio delivers its message with a far more telling effect than the printed word. Perhaps all of us would do well to bear this fact in mind and include it in every sales presentation."

Cleveland—A listeners' organization, the Radio Council of Greater Cleveland, has joined the growing controversy over radio liquor advertising.

In a letter to RADIO DAILY, the group's president, Mrs. Charles G. Weeks, declared that "we, as listeners, object strenuously to bringing whiskey commercials into our living rooms." Mrs. Weeks said the Council was of the opinion that such commercials would exert a dangerous influence on young listeners. And he added: "We are also thinking of the many members of Alcoholics Anonymous as well as the many people who seriously object to alcohol in any form."

McCormack To Be Heard

Washington—Rep. John W. McCormack (D.Mass.), a member of the House Expenditures Committee, will discuss "minimum wage legislation" over ABC in a special 15-minute broadcast, today, 10:15 p.m., EDT.

Brewery Co. Renews Welk Band Over ABC

(Continued from Page 1)
a summer test with a limited ABC network of some 40-odd stations. The 2nd 13-week period will probably see some 80-odd stations carrying the show.

Fred Miller of the brewing firm, together with Roy Barnier, advertising manager of the company, made the announcement at a press party. Hosts were Better Brands of Illinois, Inc., Chicago distributors of the Miller beer.

The brewing firm has found the program, spokesmen said, not only effective advertising but it has also been instrumental in obtaining dealers in markets where the beer had not been previously distributed. The firm recently completed a giant expansion program in Milwaukee.

Now Philco Gen'l Counsel

Philip Dechert, of the Philco Corporation's legal staff, has been named general counsel for the firm. He joined Philco in 1942, after 12 years of general law practice in Philadelphia. He is a former director of the National Union Radio Co.

'Big Story' Leads Ratings On Nielsen Radio Index

(Continued from Page 1)
tain Time," Walter Winchell, "Dr. Christian," Henry Morgan, "Mr. Chameleon," "First Nighter," "Fat Man," Gene Autry, "Mystery Theater," "Our Miss Brooks," "A Life in Your Hand," "Your Hit Parade," "Stop the Music," Vaughn Monroo, and Horace Heidt.
Five of the first ten Nielsen ratings claimed by mystery shows.

Announce Fall Lineup

Wilbur Stark and Jerry Layton, of Stark-Layton Productions, have lined up eleven shows for fall presentation on radio and television. These are "Affairs of Dame Rumor," starring Dean Jagger; "The Timid Soul," starring Ernest Truex and Sylvia Field; "Teens on the Scene," with Kathi Norris; "Sweepstakes," a giveaway show; "Cowboys and Indians," a kiddie show, with Pat Barnes; "Carnival," an audience participation show; "Roscoe Karns and Inky Poo"; "Partner for Four," a musical comedy series; "Play Sponsor"; "Movie Matinee" with Red Benson; and "Inside Detective."

Commercial Wanted, Mag Survey Reveals

(Continued from Page 1)
made it a point when shopping to look for products they had heard or seen advertised.

On the other side of the ledger were these criticisms of advertising: almost a fifth of the respondents objected to singing commercials; nearly 10 per cent of the housewives felt that too much advertising was boring because of repetition; more than half of all those polled thought that advertising in general wasn't specific enough.

The Wage Earner Forum is sponsored by Macfadden Publications as a continuing study, based on a panel of about 1,500 families. One set of questions is submitted to husbands and another to wives. Results are tabulated by an independent firm.

Stork News

Mel Spiegel, of the press department at CBS, is the father of a girl born Friday, Aug. 12, to Mrs. Spiegel at Madison Park Hospital, Brooklyn. It is the Spiegels' second child.

W-I-N-D Dominates CHICAGO'S BASEBALL AUDIENCE

With nearly 3 times as many listeners as all 3 Chicago baseball telecasts combined*

SUNDAY BASEBALL	
1:30-3:30 P.M.	
TELEVISION "A"	1.8
TELEVISION "B"8
TELEVISION "C"8
TOTAL TV	3.4
W-I-N-D . . 9.4	
<small>(AVERAGE—4 HALF-HOURS)</small>	
<small>*HOOPER REPORT, MAY-JUNE, 1949</small>	

SOUTHWEST

NEW musical show titled "Stars Over Texas" sponsored by Gulf Brewing Co., has made its debut and will be heard Monday through Friday from the studios of KPRC, Houston, and member stations of the Texas Quality Network. Program marks the return of Lynn Cole to Texas radio after an absence of several years in Hollywood where he was featured on NBC and CBS and recorded for Capitol Records. Femme vocalist is Trudy Wood. Orchestra is to be conducted by K. Burt Sloan, who also composed an original theme melody of the show titled "Stars over Texas." Producer and emcee of the show is Bill Bryan. The airings will feature favorite western and folk songs.

Hugh Waddill, organist, will be starred in another program of inimitable console arrangements over WFAA, Dallas. Programs will be titled "Do You Remember?" and will feature songs that may have been forgotten in the passing years. Theme will be Irving Berlin's "Remember."

Request has been made to the FCC for the assignment of the license of KSTA, Coleman, to a new corporation of the same name and ownership but with the addition of a new member, Billy B. Beach. Group at present is composed of Charles L. South, H. H. Jackson, Alton Steward and Ross Bohannon. Beach would buy half of the 40 per cent interest now held by South in the organization. Outlet operates on 1000 kilocycles daytime hours with 250 watts.

A recent guest on the Julie Benell's daily broadcasts heard on WFAA and WFAA-FM, Dallas, was Mrs. Ray Abel, a Dallas woman with a novel hobby. Mrs. Abel goes over the city visiting ailing children and presents moving pictures in their homes or hospitals.

Application has been made to the FCC by J. G. Long, owner and operator of KTLW, Texas City, for increased operating hours. Outlet at present operates daytime hours with 1000 watts on 910 kilocycles. Long would operate nighttime with 250 watts power.

Leroy Land, formerly program manager of KCBD, Lubbock, has been appointed the outlet's commercial manager replacing George Toale who resigned the post recently.

Claude H. Craig, automobile dealer, has been granted license to operate a new standard broadcast outlet to be built at El Paso at a cost estimated at \$24,276. Outlet will operate daytime hours with 500 watts on 860 kilocycles.

Elsa Maxwell Guesting

Elsa Maxwell, syndicated columnist, will sing for the first time on radio when she appears on the Maurice Chevalier show on MBS Aug. 18, 10-10:30 p.m., EDT.

She will sing with Chevalier the song, "Baby, It's Cold Outside."



California Commentary. . . !

• • • Don Ross, former publicity director for KFVB, has been signed by Masterson-Reddy-Nelson to write and produce the firm's two new network tele shows. "What's the Word" and "Auction-Aire." Shows will originate in New York. . . . Don Lee's KTSL has cancelled "Varsity Varieties," video collogiate show. . . . Brunetta Mazzolini of the CBS mail

room staff has been named assistant in the music department of the University of Portland. Last season she was the featured soprano on Sigmund Romberg's radio series. . . . Richard Sanville replaces William Rousseau as director on NBC's "Richard Diamond, Private Detective," starring Dick Powell. . . . Jack Smith and Frank DeVol return tomorrow from their eight-week European trip. Jack returns to his Oxydol show on Aug. 22 over CBS. . . . Edwin Miller, A. J. Cunningham, Spencer Colvin and James Brady, all of CBS's New York television department, have arrived here to augment the Hollywood staff. . . . The new all-tile kitchen at KFI-TV is claimed by the station as being the "only completely built, permanent television kitchen in the nation." . . . Herb Allen, producer and coach of KLAC's "Hail the Champ," is back on the show after recuperating from an automobile accident. . . . A big disc jockey buildup has been placed behind Benny Strong's debut at Tommy Dorsey's Casino Gardens. The platter boys have been plugging his new Capitol releases, as he is a newcomer out here although well known in the East and Midwest. . . . KECA-TV, which is not yet on the air, grabbed some experience Wednesday night when it did a closed circuit showing of the Los Angeles Dons-San Francisco '49ers football game. Three cameras were used on the "dry run." . . . The Detroit Tigers have signed Charles Herman, 18-year-old son of Slice Herman, of the ABC sales department.



• • • Gordon Minter has been named senior director of KTLA, succeeding Phil Booth. Gordon Wright becomes production coordinator of the same station. . . . Mary and Harry Hickox transcribed their KFI "All Around the Town" show last week and headed for Ensenada on their first vacation in four years. . . . Elliott Lewis goes into his second picture at Universal-International next Wednesday. He'll play a detective in "Ma and Pa Kettle Go to Town."



• • • Four weeks of personal appearances have been set for Alan Young. He'll play Chicago, Miami and New York, with first date at the Chicago Theater on Aug. 26. . . . Sam Hayes, for the eighth year, will record his "Touchdown Tips" for the 1949 football season. NBC Radio-Recording Division markets the 13 quarter-hour programs. . . . Jimmy Wakely has inked a new six-year pact with Capitol Records. He and Ray Whitley, his former manager, have severed connections. Deal was cooking for Larry Golden to handle him, although chore may switch to William Morris.



• • • Looks as if Mini-Films has a natural in that Ern Westmore video series. Westmore does some startling transformations in glamorizing the gals. . . . A law suit over alleged plagiarism in a big network show is on the horizon. . . . Disc Jockey Bob McLaughlin preparing a couple of tele shows with sponsor backing. . . . Bob Garred, CBS newscaster, is off on a three-week vacation. And Bert West, sales service manager, is back after a two-week holiday. . . .

CHICAGO

By HAL TATE

DOBERT F. HURLLEIGH, WGN news director, was elected treasurer of the Chicago Press Club at the July 25th meeting held in the Sheraton Hotel. Mr. Hurlleigh served as temporary chairman of the club, which was originally organized May 1st.

"It's Your Life's" co-producer and interviewer, Don Herbert, and his publicist wife, Maraleita Dutton, are back at their desks with glowing stories of their three-week vacation in California.

Louise King, WBBM singing star, is featured in a new afternoon series, "Lyrics by Louise," which began Tuesday, August 2nd. The quarter-hour show, aired Tuesday and Thursday at 2:45, will feature Louise doing popular ballads and the rhythmic interpretations of an instrumental combination.

A caesarian birth will be described by interviewer Don Herbert in the Aug. 14th broadcast of Chicago's award-winning health documentary, "It's Your Life," broadcast on WMAQ each Sunday at 3:30 p.m. CDT. Don appeared as a guest on Larry and Mary Hickok's KFI, Los Angeles, show during his recent vacation in California. During this broadcast he presented a short talk of "It's Your Life." It's since rumored that the show may soon be sponsored on the coast.

The early days of the Pony Express will be recalled on Monday August 22nd, when Val Sherman star of WBBM's "Pick-Up-Time," will carry the mail on horseback from Villa Park to the United States Post Office in Chicago. Val plays the part of the singing laundryman Patrick O'Riley, on the show.

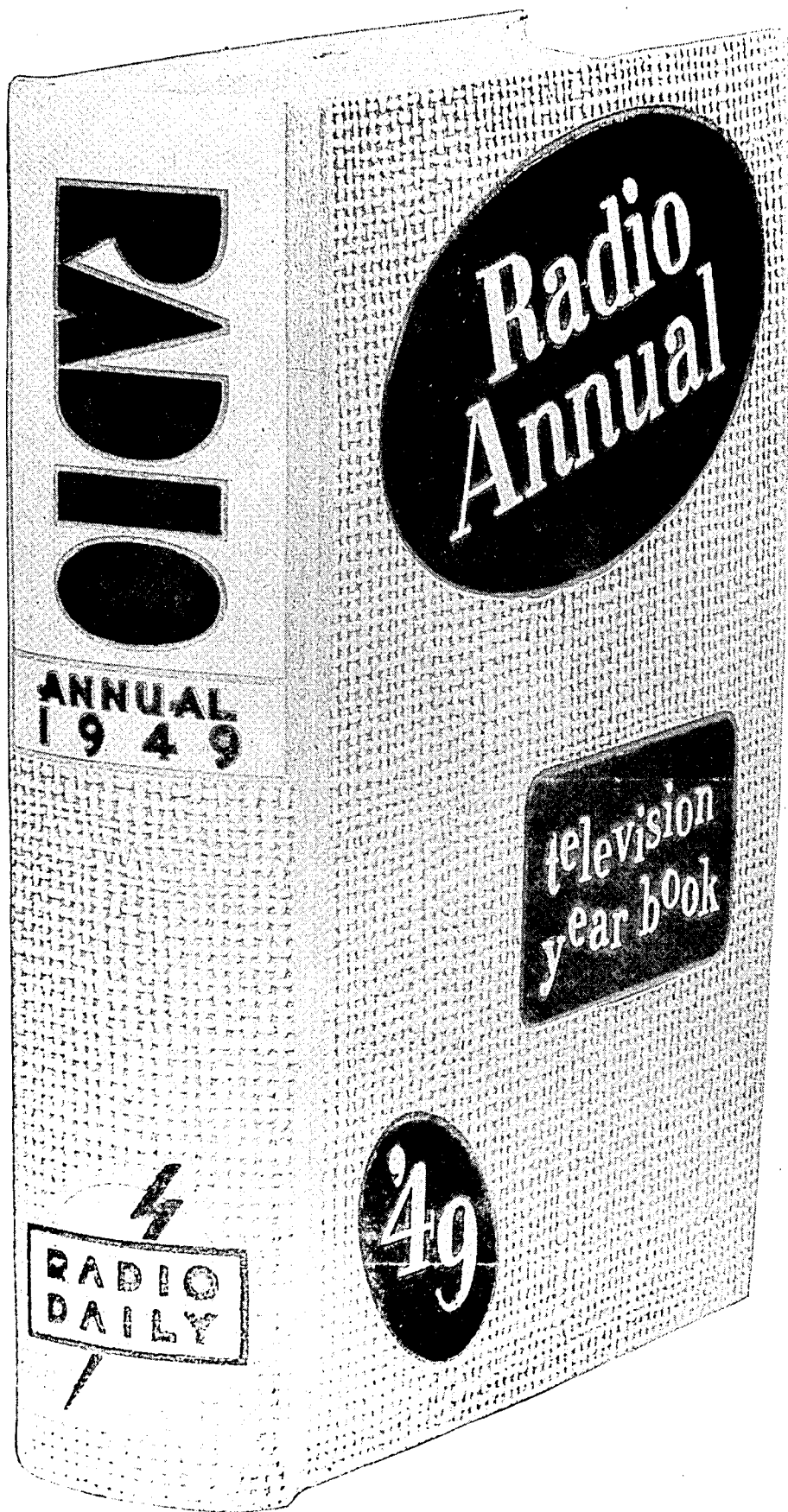
The occasion will mark Villa Park's second annual Pioneer Day celebration, from August 23 to August 29th. Also participating will be Cliff Johnson and his family; George Watson, star of WBBM's "Gold Coast Shows"; The King's Jesters, Sid Niernan, Louise King, Jeanne MacKenna, Billy Leach, Jim Conway, John MacCormick and the Meadow Larks.

Richard Bradley Associates bus these days readying half a dozen new shows for a venture into the transcription field. Participants of this Sunday's broadcast of "Quorum Call," WCFL feature heard every Sunday at 4:00 p.m., will be Senator Paul Douglas, Judge Sabath, Congressman Madden and Congressman Mel Price.

KAMQ To MBS

Amarillo, Tex.—MBS has affiliated KAMQ to replace its former outlet KLYN, RADIO DAILY learned last week.

KLYN, which was established in 1948 with the call letters of KVA, joined CBS on June 27, 1949. KAMQ was established in 1947 and is owned by the Top of Texas Broadcasting Co.



**SEE PAGES
798 to 960**

FOR A COMPLETE
BREAKDOWN OF
THE MEN
&
WOMEN
WHO WORK
BEHIND THE
MIKE
IN
RADIO,
TELEVISION
AND
FM



ONE OF 1001
SUBJECTS COVERED
IN THE

**RADIO ANNUAL
for 1949**

WEBS SET PROMOTION PLANS FOR FALL

Still Favoring AM, Says Porteous Of NBC

(Continued from Page 1)

for this Fall alone, it was reported.

In commenting upon NBC's extensive plans for AM programming, Roy C. Porteous, manager of the web's advertising and promotion department, told RADIO DAILY that NBC has had "a consistent history, certainly in the last few years in particular, of support of AM programming. Once and for all, this (NBC's plans) should quiet all the people who have been saying that radio is being underplayed by the networks in favor of television."

Porteous disagreed with the suggestion that the net's plans constitute a return of emphasis on AM programming. Instead, he maintained that there has been a constant increase of AM programming throughout the years and that present plans are a continuation of this expansion.

"AM Pays Bills," Says Hausman

Ivor Kenway, ABC v-p in charge of advertising and promotion, and Louis Hausman, CBS director of sales promotion and advertising, as well as Porteous of NBC, expressed similar views to RADIO DAILY in regard to the reasons underlying the networks' continued emphasis on AM radio. They all acknowledged that AM was still the "baby" paying the bills. They also pointed out the advantages which current promotions offer to AM advertisers.

Kenway revealed that ABC plans to spend about \$400,000 on each of two campaigns, scheduled to tee off for a six-week period beginning October first. One of the campaigns will center upon Friday night programming while the other will be focused upon Sunday night programming. A series of ads has been scheduled for national magazines, metropolitan and local newspapers as well as for buses and street cars. About 11,000 car cards will be mailed out to ABC's 270 affiliates. Air copy will be supplied to both affiliates and ABC's five owned-and-operated stations. A similar drive on a smaller scale will start later for TV programming. But, according to Kenway, "our dough comes from AM and we will continue to boost it. We don't think our baby is going to be buried."

Hausman revealed that about 75 per cent of the CBS campaign for this Fall will center around AM programming, with the remaining 25 per cent going to television. The AM campaign will go into 160-odd cities. Kits, slides, ads and commercials will be used. In response to a RADIO DAILY question, Hausman declared, "certainly, we are going to push AM because that is what pays our bills." He said that the television plans haven't been completely worked out yet except

that the TV promotion will be on a city-by-city basis.

CBS and NBC would not reveal exact figures on the amount they will spend on their AM promotions, but RADIO DAILY learned on August 4 that they will spend about \$300,000 each, which would be about \$500,000 less than that set aside by ABC. Yet, both CBS and NBC have individually described their promotions as the largest and costliest in radio history.

NBC Plans Ambitious

NBC's plans, announced Friday by Charles Hammond, v-p and assistant to the network president, and Sidney H. Eiges, v-p in charge of press, will be designed "to accomplish the most aggressive promotion campaign in the history of the industry, so that NBC shall further strengthen its position as the nation's number one network."

The promotion phase of the NBC campaign will include the use of network and local radio, newspapers and national magazines. It will begin in the latter part of August, as the first program of the 1949-50 season come on the air, and will be climaxed during the first week in October by the start of a three-pronged drive employing the combined potential of radio, newspaper and magazine promotion.

The publicity phase, part of which is already under way, will utilize every avenue of publicity, from personal visits by stars and publicists to most of the major cities of the country. "to the most comprehensive production and dissemination of written and pictorial publicity material ever sent out by a radio network."

During the first phase of the promotion campaign, Hammond said, radio promotional announcements and programs will be used primarily. He emphasized the importance of this phase by calling attention to the 1948 NAB study, "Radio Listening in America," which indicates that 59 per cent of radio listeners find out about new programs from radio itself.

Special Division Formed

A special Broadcast Promotion Division, with offices in New York and Hollywood, has been set up to handle this phase of the campaign. Every possible type of on-the-air promotion will be employed—trailers on sustaining programs; cross-reference announcements on commercial shows; brief announcements in chime-cue-time, and live and recorded chain-break, commentator and disc jockey announcements—all in a volume greater than ever before attempted. There will also

ABC Has \$400,000 For Each Of 2 Campaigns

be a network showcase program early in the fall and two regularly scheduled promotional programs continuing throughout the season.

In describing the publicity phase of the Fall campaign, Eiges said that "it will cover more programs more intensively than any previous such campaign."

Part of the publicity phase is already in operation, he said, with four members of the Press Department now visiting cities in the East and on the West Coast. In addition, three men were assigned last July to precede and accompany Dennis Day on his personal appearance tour of the East, and prior to that a similar number did publicity work on the road for Bob Hope. All these trips were designed primarily to promote the Fall line-up and the stars' parts in it. In all, seven publicity men will spend a total of approximately ten weeks during the next two months of visits to NBC cities, and more will be assigned to publicize other NBC stars on personal appearance tours.

NOW! Modern, Comprehensive TV "Staging" plus NEW TV REVENUE from Pattern Time

with the GRAY TELOP

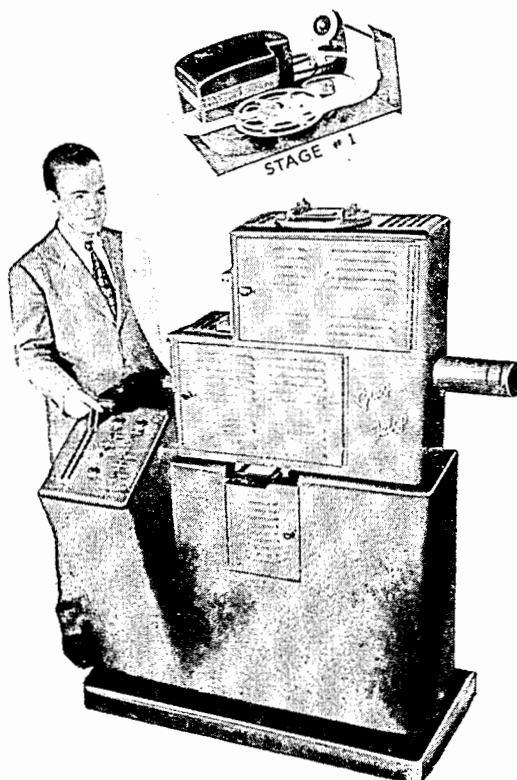
This most versatile telecasting optical projector enables dual projection with any desired optical dissolve under exact control.

The accessory STAGE NUMBER 1 adds three functions separately or simultaneously: a) teletype news strip, b) vertical roll strip and c) revolving stage for small objects.

The TELOP, used with TV film cameras, permits instant fading of one object to another, change by lap dissolve or by superimposing. Widest latitude is given program directors for maximum visual interest and increased TV station income.

For full details write for Bulletin T-101

GRAY RESEARCH and Development Co., Inc.
16 Arbor St., Hartford 1, Conn.



TELEVISION DAILY

Section of RADIO DAILY, Monday, August 15, 1949 — TELEVISION DAILY is fully protected by register and copyright

COMMERCE DEPT. BULLISH ON TV

TELE TOPICS

THE MOST STRIKING IMPRESSION received in viewing "Flight To Rhythm" per DuMont last week was that here is a show with tremendous potentialities that are not being exploited. It's not a bad program by any means, but it can be a very good one. The idea is fine—a half-hour of Latin American music and variety, there is a wealth of material here, but the program doesn't take advantage of it. Instead of a spirited production flowing from one number to the next and offering interesting sweeping motion, "Flight To Rhythm" lacks pace, confines its performances to a small area and is overloaded with miscellaneities. The songs seemed to have been plucked from identical patterns, while Miguel Valdes, appearing both with and without a shirt, managed to make all his numbers sound like "Babalu." There should have been more and better dances, and a comedy spot would have brightened the scene considerably. . . . Besides Valdes, regulars on the show include Delora Bueno, charming singer; dancers Roberto and Alicia, and Ralph Stanley, as a bartender in the nite club setting who intrudes the acts. Guest last week was Calypso singer Reggie Bean. Program is written, produced and directed by Bob Loewi, assisted by Barnaby Smith.

AS THE AUTHOR of "Dark Fantasy" and "The Strange Stories of Dr. Karac," writes Scott Bishop, program director of WIOD (AM), Miami, Fla., "I personally lock arms with you in your questioning the fact that TV can successfully present tales of the supernatural and other horror-fantasies. Arch Oboler and I always wrote our fantasies in such a manner as to practically compel listeners to imagine the horror and weirdness involved. Of course, Alfred Hitchcock has produced believable terror for film, but only after many long hours of scripting and re-takes. I don't believe TV can do it on a mass-production basis." . . . Many thanks for the note, Brother Bishop. We're admirers of the better examples of the scare-emit-ta-their-wits school of writing and would like to see someone come along to take a fling at it for video. Who knows? Perhaps somewhere there is a guy who can do it.

BEGINNING SEPT. 27, National Dairy Products Corp. (Sealtest) will sponsor "Kukla, Fran and Ollie" on Tuesdays and Thursdays. RCA Victor, now bankrolling the stanza across-the-board, is said to be giving up the two days as an economy move. It's been reported that the show has been costing RCA almost a million bucks a year. N. W. Ayer is the agency for Sealtest. . . . E & B Brewing Co. has renewed WXYZ-TV wrestling pickups for 13 weeks. W. B. Doner is the agency.

Ask Views On Rules For Auxiliary Stations

Washington Bureau of RADIO DAILY
Washington—NAB has directed a second request to all operating TV stations for comments on the FCC's proposed rule-making for auxiliary stations, consequent to the FCC's extension of the comment deadline Oct. 3. In a letter signed by engineering department director Neal McNaughton, NAB said excellent comments had already been received from many stations, for composition of the NAB statement on the proposal, and statistical presentation.

Another Letter Sent

A previous letter asking for comment had been sent to all television stations before the original Aug. 1 deadline, beyond which the NAB had been granted an extension to Aug. 15.

Set-Production Boost Reported By Admiral

Chicago—A substantial increase in output of the Admiral Corporation's television receivers has been announced by J. B. Huarisa, executive vice-president.

An increase from 10,000 to 13,500 sets weekly has been made possible, Huarisa said, by the development at Admiral's Cortland Street plant of "the longest straight production line in the television industry." In addition, he disclosed, Admiral's Harvard, Ill. plant has been geared to

FCC Approves Plans For Added TV Relays

Washington Bureau of RADIO DAILY
Washington — The FCC has announced okays for new TV microwave relay installations linking a number of eastern cities—including relays from Des Moines and Pittsburgh to Chicago. AT&T received okays for installation of equipment estimated to cost \$17,690,000, with the other grant to the Wisconsin Telephone Company for a one-way link from Madison to Milwaukee, with four stations estimated to cost \$110,000.

The Pittsburgh-Chicago link will parallel the present coaxial cable, and will call for 20 intermediate stations at cost of \$12,000,000. Cost of the 14 stations estimated for the Chicago-Des Moines link is four million, with a five-station link between Albany and Syracuse, N. Y., to cost \$1,055,000 and a four-station link between Richmond and Norfolk, Va., to cost \$635,010.

All these links will be completed before the end of 1950.

produce five hundred sets a day. Huarisa added: "Almost from its beginning as a television manufacturer, Admiral has developed a long list of improvements both in television sets themselves and in the methods used to build them. . . . So strong has been the buyer's preference, that during the first six months of this year, more than 60 per cent of all television console-combinations sold by the industry were Admiral."

The Week In Television

New High In Receiver Sales Expected

Receiver sales by major manufacturers during the second half of this year are expected to exceed all previous records, according to initial dealer and consumer reactions to the new fall lines introduced during the past month. . . . FCC Bar Association planned to challenge the right of the Commission to adopt an allocation table for channels. . . . Pulse survey for ABC revealed that TV's audience still is dominated by upper income groups although rapidly heading toward mass-medium status. . . . NBC assured Fabian Theaters that it will cooperate fully in developing and making available suitable programs for theater tele, an exchange of letters between Charles R. Denny and S. H. Fabian revealed. . . . Failure of the Gus Lesnevich-Ezzard Charles fight was seen as a clincher in the industry's argument that quality of a match and not presence or absence of video determines size of the gate. . . . Talent union parleys over TV jurisdiction were slated on the Coast and participants recessed to meet again in New York in the near future. . . . Income of DuMont Labs for Jan. 1-June 19 period of 1949 increased 120 per cent over similar period last year.

Sees No Industry Setback In New Allocations

Washington Bureau of RADIO DAILY
Washington—A "sales medium" rather than merely an "advertising medium," television's value for sales will not be appreciably retarded by adoption of the FCC's new allocation plan, the Department of Commerce predicted over the weekend. At the same time, the Department said in a booklet entitled "Television as an Advertising Medium" that the new channel table "may have a short-run adverse effect on the number of television sets to be installed."

The booklet contains market analyses of areas now covered by TV or where TV construction is now in progress. It was prepared by the general products division of the Office of Domestic Commerce.

"All surveys indicate that television, in terms of (A) audience identification of sponsor, (B) remembrance of, and understanding of the sales point of the commercial and (C) sales results produced, has greater sales producing impact per person reached than any other advertising medium," the Department

As use of TV for sales increases, it was predicted that "a short-range adverse effect on other advertising media" may be felt. In the long run, however, it was predicted that "television will stimulate larger advertising budgets in which newspapers, magazines and outdoor media will benefit and in which radio, as it becomes a more specialized medium, will participate in proportion to its more restricted use.

"This long run appraisal is based on the following premises:

"A. An outstanding characteristic of the United States economy has been the continual upward trend in the ratio of leisure hours to work hours. All available facts indicate that this trend will continue.

"B. Families will reexamine their use of leisure hours and will probably accept television not as a replacement but as an addition to the communication field.

"C. Television, as an advertising medium, will create new desires and needs and together with all other advertising media will help industry move far greater volume of goods than ever before. As a result advertising budgets should increase all along the line."

It was pointed out that although advertising budgets have risen steadily since the beginning of the war period, they have not kept pace with the simultaneous rise in national income.

COAST-TO-COAST

WNRL Covers Election

Richmond, Va.—WRNL planned, produced and fed to an 11-station statewide network minute-by-minute report of the Democratic primary for the gubernatorial election which was held August 2nd. Starting early that evening and continuing until 2 a.m., WRNL fed to its network the returns that came in and interviews and reports from eight origination points. The station was on the air when the final came in with the victory speech of Senator John Battle and the concession speeches of the other candidates.

KXYZ Staff Items

Houston, Texas—Forrest Patton, formerly of the Chicago office of Ruthrauff & Ryan, has joined KXYZ as their new sales representative. Tom Franklin, from KYA, reported to KXYZ this week to take over the duties of program director. Terry Lee, station's veepee and commercial manager, is back on the job after two weeks in Florida where he mixed a little business with pleasure.

Bob Brown With WJLS And FM

Beckley, W. Va.—According to recent announcement, Bob Brown is now on the staff of WJLS and FM in the position of production manager. Brown received his master's degree from Stanford this spring.

WHYN Public Service

Holyoke, Mass.—WHYN recently aired several announcements for the U. S. Employment Service office here to aid the large number of tobacco growers cultivate their crops on the many tobacco farms in the Connecticut Valley. The local USES manager reported that his needs were more than filled, with people calling his office and home all evening long. WHYN has been making similar announcements for the past few months to assist the local labor picture.

KFWB News Items

Hollywood, Calif. — Bill Leyden, KFWB deejay, has been selected as the most popular radio voice among the college crowds according to Mary O'Brien, buyer for the three Broadway Department stores here. Peter Potter, also a disc jockey at the Warner Bros. station and his wife, British born singing star Beryl Davis are the parents of a boy, William Bell. He's their first.

WGGB Covers Speedboat Races

Freeport, L. I.—WGGB broadcast a description of the annual speedboat regatta at Red Bank, N. J., August 13 and 14. Handling the description chores of the two-day classic was Ted Lawrence of the WGGB's announcing staff. Guy Lombardo was among the contestants. WGGB was the only station in the N. Y. metropolitan area that covered the 1947 Gold Cup classic in Jamaica Bay.

★ THE WEEK IN RADIO ★

Senate Passes McFarland Bill

By AL JAEGBIN

THE Senate passed, without a dissenting voice, the McFarland Bill which would amend procedural sections of the Communications Act, define FCC anti-trust powers, permit cease-and-desist orders, provide for speedier FCC action on applications and to increase the pay of Commissioners. House passage, however, is not likely before 1950.

Prospects for an increase in pay for FCC members from \$11,000 to \$16,000 raised speculation that Chairman Wayne Coy may change his mind about leaving the Commission. . . . The FCC okayed transfer of voting control over the affairs of WQQW and WQQW-FM, Washington, from some 200 stockholders to ten voting stockholders under a reorganization plan. . . . Also approved was the sale of control of KXLW, Clayton, Mo., from Mr. and Mrs. Guy Runnion to the Sloan family for \$25,000. . . . KELP, El Paso, Tex., reportedly is seeking a permit to extend its air time following the closing of KSET. . . . The sudden shutdown of KSET has left the Mutual Broadcasting System without an outlet in El Paso for about two weeks.

The FCC proposed a revision of its requirements for FM transmitter equipment so as to permit the permanent use of present equipment when adequate coverage is provided, thus avoiding the additional expense to FM stations of buying new facilities. . . . The board of governors of the Canadian Broadcasting Corp. denied a broadcasting license to the St. Jean Baptiste Society on the grounds that "only a limited number of air channels are available."

Approximately 150 broadcasters from various parts of the world are expected to attend the third conference of the North American Regional Broadcasting Association, scheduled to open Sept. 15 at the Windsor Hotel, Montreal. . . . Announcement was made of a revised list of 17 district meetings of the NAB, set to get under way with the 7th district meetings at Cincinnati on Sept. 8-9. . . . The RMA appointed two new committees, one on excise taxes and the other on cathode ray safety. . . . The National Assn. of Radio News Directors named a panel of four judges for the 1949 NARND Radio News Awards competition. The judges are: E. R. Vadeboncoeur of WSYR, Syracuse, N. Y.; Wilton Cobb of WMAZ, Macon, Ga.; Professor Mitchell V. Charnley of the University of Missouri; and Robert K. Richards, NAB public relations director.

The United States delegation to the London confab on the revision of the Bermuda Telecommunications Agreement of 1945 will be headed by FCC Chairman Wayne Coy, with Henry Ernst Nesbitt of the State Department Telecommunications Division as vice-chairman.

Three Koreans and two Japanese broadcasters, currently touring the United States and Canada, told RADIO DAILY in an exclusive interview that the American "giveaway" program craze has hit both Japan and Southern Korea. They revealed also that about 50 per cent of the personnel of the Korean Broadcasting System and Radio Tokyo is engaged in collecting the monthly tax on radio receivers. The representatives from Radio Tokyo disclosed that the Japanese Diet will consider commercial radio for Japan when it meets in September.

A listeners' organization in Los Angeles, the Southern California Assn. for Better Radio and Television, came out with a condemnation of "giveaway" shows in that such programs are designed "to buy radio audience by requiring it to listen in hope of reward rather than for the quality of its entertainment." . . . The Distilled Spirits Institute, which represents about 70 per cent of the industry, not including Schenley Distillers, Inc., declared its opposition to liquor advertising on the air because it feels "such a move will unquestionably stir up controversies and animosities."

Mutual, which is in the process of revamping its programming setup, may reduce the number of its co-ops on the belief that the web has not been deriving an equitable share of the profit from such sponsorships. . . . A trend away from cliff-hanger types of adventure shows toward completed half-hour dramatizations was noted in two MBS shows for the youngsters: "Tom Mix and His Ralston Straight Shooters" and "Captain Midnight," both of which return next month with the new format. . . . NBC sent out its publicists to ballyhoo its radio plans for the Fall. . . . The annual NBC affiliates convention was set for Sept. 7-11 at the Green Briar Hotel, White Sulphur Springs, W. Va. . . . ABC will increase co-op availabilities on network programs to its affiliates, beginning today, so that a show broadcast nationally and sponsored locally may have a number of "participating" local sponsors on a spot basis instead of only one.

A sharp rise in demand for radios in Canada sent sales zooming last April to register a 63 per cent increase over the same month of a year ago, according to a report by the Bureau of Statistics in Montreal. . . . Motorola Inc., radio and TV set manufacturers, hired an additional 1,000 workers to bring its total number of employees to 4,500, the highest in the firm's history.

Stork News

Philadelphia — KYW announcer-singer-disc jockey Gene Graves is the father of a 7½-pound daughter born Sunday Aug. 7 at Lying In Hospital here. Mr. and Mrs. Graves have another child, a son, Geoffrey, 2.

AGENCIES

DONAHUE & COE, INC., has been appointed by Arnold & Aborn, New York, for advertising of all products, including Aborn's Coffee, Aborn's Tea, and Putnam Coffee. Radio and television will be used, starting in early Fall.

ANNOUNCEMENT of the appointment of James Alspaugh as an account executive in the San Francisco office of John Blair & Co. was made in Chicago last week by John Blair, president. Alspaugh will assist Lindsey Spight, vice-president of the company and manager of the office. Mr. Alspaugh, an alumnus of Butler University, spent a year as a salesman with KYA, San Francisco, and was associated with KJBS San Francisco, as a salesman from 1944 until his appointment to the Blair staff.

WILLIAM R. DUFFY has rejoined McCann-Erickson, Inc., as television art director. He formerly was a member of the agency's art department.

FRANCIS H. VAN DEVENTER has joined Hewitt, Ogilvy, Benson & Mather, Inc., as account executive. He was with J. Walter Thompson previously.

BRADLEY A. WALKER has been elected first vice-president of Fletcher D. Richards, Inc.

DOYLE DANE BERNBACH, INC. has been named by Fairmont Food Co., Inc., for New York advertising.

Engineering Handbook Out Sept. 5, Says NAB

(Continued from Page 1) expansion to four inches. It contains FCC rules and regulation standards of good engineering practice, design data, material on television, FM, AM, audio engineering and a completely catalogue "wealth of information of constant daily usefulness."

The handbook will be sent free to all NAB members, and will be offered for sale additionally at \$17.50 in a severely limited edition.

Special 'Steel' Feature Set

Nelson Olmsted has been chosen by NBC to read a special narrative on the U. S. Steel Show Sunday, Aug. 28. Entitled "The Man Who Invented Music," the script is by Claris Ross. Special music for the occasion is being written by DeWitt Gillis, composer of "Symphony 54."

Heads Coast Office

Irving Rubine has been named to head the West Coast operation of Robert S. Taplinger and Associates, public relations firm. Rubine has operated a publicity office in Los Angeles for the past several years, serving independent film producers and civic and industrial organizations.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 32

NEW YORK, TUESDAY, AUGUST 16, 1949

TEN CENTS

SEES LIQUOR ADVG. AS 'CONTROVERSIAL'

New Steel Alloy To Cut TV Set Costs

Pittsburgh—The Allegheny Ludlum Steel Corp. has announced the development, after two years of research, of a new steel alloy, named Telemet, intended for use in making the cone section of television picture tubes at "substantially lower prices."

According to the firm's v-p, Russell M. Allen, glass picture tubes welded to Telemet will offer many (Continued on Page 7)

Six Receive Fellowships For Religious Radio Work

Chicago — Six fellowships were awarded to ministers and laymen working in religious radio for Northwestern University's Summer Radio Institute, held in cooperation with the National Broadcasting Company, which closed August 6.

The Reverends Kenneth Hildebrand, F. Marion Sharp and J. E. Dahlen, Miss Muriel Lockrow, and Mr. Dennis S. Burgess were each awarded \$150.00 fellowships, to cover tuition and help defray traveling expenses.

Recipients of the \$150.00 fellow- (Continued on Page 2)

Tube Sales During June Gained Slightly Over '48

Washington Bureau of RADIO DAILY
Washington—June sales of radio receiving tubes increased slightly over May, but sales during the first six months of this year were considerably under the corresponding period, RMA said yesterday. Sales in June totaled 13,923,885, compared (Continued on Page 3)

Time Trouble

Hollywood — Maurice Hart, who does an early-morning "musical clock" show on KFWB, found himself in a sticky situation the other morning: the studio clock was on the blink. After he mentioned this on the air, however, listeners phoned in the time after each record; Hart relayed the information to his audience, and the show went on.

Road Show

Edgar Bergen, whose new Coca-Cola show starts on CBS in the Fall, begins his first personal appearance tour in more than a decade in Hollywood on Thursday. He'll also play Detroit, Minneapolis, Vancouver, Philadelphia, Buffalo, Boston, and Hartford. Charlie McCarthy and Mortimer Snerd are making the trip, too.

Hanna Is Appointed To Succeed Markham

Schenectady—R. B. Hanna, Jr., has been appointed manager of the General Electric stations here, WGY, WGFM, and WRGB, effective Sept. 1, it was announced yesterday. He succeeds G. Emerson Markham, who has resigned to become television director of the NAB.

Hanna is now manager of the exhibits, lectures, and services division of GE's advertising and publicity de- (Continued on Page 6)

BPS Membership Upped By 57 Stations To 196

West Coast Bureau, RADIO DAILY
Hollywood — The Broadcasters Program Syndicate, a cooperative transcribed program group, has added 57 more stations to bring its total membership to 196, it was announced by Bruce Eells, director of the operation.

The new members added since (Continued on Page 2)

AIR Advisory Board Set To Meet In N. Y. In Oct.

Havana, Cuba — The Advisory Board of the Inter-American Association of Broadcasters will meet in New York City, Oct. 7, 8 and 9, for the purpose of considering "important matters of continental private broadcasting and its future policies" as well as to hear a report from Lorenzo Balerio Sisco of Uruguay on his goodwill tour of American countries. Goar Mestre, president of the Board and of AIR, reported to RADIO DAILY yesterday.

The Board's meeting will be open

Acting Head Of FCC Says Commission Might Have To Grant Equal Time To Anti-Drinking Interests

Ethyl Corp. Sponsors Regional Net Grid

Baton Rouge, La.—The ten football games of Louisiana State University will be carried by a regional network of seven stations, it has been announced by the Ethyl Corporation of this city, sponsors of the broadcasts.

The games will originate with WJBO of this city. The other sta- (Continued on Page 3)

J. Mac Wynn Resigns As WHAS Sales Director

Louisville, Ky.—The resignation of J. Mac Wynn as sales director of WHAS, effective Aug. 22, was announced yesterday by Victor A. Sholis, director. Wynn will become advertising director of the Atlanta Journal.

Wynn joined the Courier-Journal (Continued on Page 3)

Bible Institute AM School Gets Under Way In Chi.

Chicago—To raise the standards of religious broadcasting around the world is the focused emphasis of the fourth annual Summer School (Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington—Airing of liquor advertising might mean the FCC would clamp down on licensees unless they provide equal time for anti-liquor interests to combat the effect of the advertising, acting FCC Chairman Paul A. Walker wrote Senate Interstate Committee Chairman Edwin C. (Continued on Page 3)

Philco Net Income Up, Sales Down In 2nd Qr.

The net income of Philco Corporation increased to \$1,083,000 in the second quarter of 1949 from the \$915,000 netted in the first quarter of this year, it has been announced by William Balderston, president of the manufacturing firm.

Philco's sales, however, decreased from \$53,006,000 of the first quarter to \$50,261,000 in the second quarter. The increase in net income was ex- (Continued on Page 3)

Miller Show To Replace Nesbitt's MBS 'Parade'

Chicago—RADIO DAILY learned Friday that Marvin Miller's "Behind The Story" will start over the entire Mutual network September 6 as a cooperative program replacing John (Continued on Page 2)

Comforts Of Home

Topoka, Kans. — Note to law-breakers: if you're going to land in jail, try the Topeka hoosegow—it's got everything! Four cells are situated within earshot of a radio tuned to WIBW-FM, which airs a "Business Music Service" from 6.30 a.m. to 8 p.m. daily. The same music is piped to Topeka's Public Service transportation buses.

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

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

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

FINANCIAL

(August 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	63 3/4	61 1/4	61 1/4	- 1/4
Admiral Corp.	18 3/4	18 3/8	18 3/8	-
Am. Tel. & Tel.	145	144 3/4	145	+ 1/8
CBS A	193 1/2	193 1/8	193 1/8	- 3/4
Philco	27 1/2	27	27	- 1/2
Philco pfd.	84 1/2	84 1/2	84 1/2	+ 1
RCA Common	11 1/8	10 3/4	10 3/4	- 3/8
RCA 1st pfd.	69 5/8	69 5/8	69 5/8	- 3/8
Stewart-Warner	11 1/8	11 1/8	11 1/8	- 3/8
Westinghouse	24 5/8	24 1/4	24 1/4	- 1/4
Westinghouse pfd.	103 3/4	103 1/8	103 1/8	- 7/8
Zenith Radio	25	24 3/4	24 3/4	- 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	12 1/4	12 1/4	12 1/4	- 1/4
Nat. Union Radio	2 1/2	2 1/2	2 1/2	-

OVER THE COUNTER

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

Correction

"Carnegie Hall," sponsored by American Oil Co. on ABC, will be heard Tuesday at 8 p.m. effective with its renewal date, Sept. 27. The show is now heard Sunday at 7:30 p.m.



For SALES MAGIC in the "MAGIC CIRCLE" Hire **WIBW**

The Voice of Kansas TOPEKA
REN LUDY, General Manager

BPS Membership Upped By 57 Stations To 198

(Continued from Page 1)

May 1, from all sections of U. S. and Canada, are:

Alabama: WSPC, Anniston; Arizona: KWRZ, Flagstaff; California: KPAS, Banning, KNGS, Hanford; Colorado: KGIW, Alamosa, KUBC, Montrose; Georgia: WDUN, Gainesville; Idaho: KPST, Preston, KSPT, Sand Point; Illinois: WCVS, Springfield, WKAI, Macomb, WMIX, Mount Vernon, WSOY, Decatur; Indiana: WIOU, Kokomo; Iowa: KSIB, Creston, KWCR, Cedar Rapids; Kansas: KXXX, Colby; Louisiana: KSYL, Alexandria; Minnesota: KTRF, Thief River Falls, WPBC, Minneapolis; Missouri: KDMO, Carthage; Montana: KGCX, Sidney; North Carolina: WBBB, Burlington, WBBO, Forest City, WEWO, Laurinburg, WGWR, Asheboro; North Dakota: KDIX, Dickinson; New Mexico: KCHS, Hot Springs; New York: WRNY, Rochester; Ohio: WBBW, Youngstown, WFAH, Alliance, WPAY, Portsmouth; Oklahoma: KSWO, Lawton; Oregon: KOCO, Salem; Pennsylvania: WIP, Philadelphia; South Dakota: KSOO, Sioux Falls; South Carolina: WFAA, Charleston; Texas: KBOR, Brownsville, KXIT, Dalhart; Tennessee: WSIX, Nashville; Utah: KJAM, Vernal, KSVC, Richfield; Vermont: WJOY, Burlington, WSKI, Montpelier; Virginia: WFTR, Front Royal; Washington: KWIE, Kennewick; West Virginia: WCAW, Charleston, WHTN, Huntington; Wyoming: KOVE, Lander; British Columbia: CJAV, Port Alberni, CJDC, Dawson Creek; Alberta: CKRD, Red Deer; New Brunswick: CFBC, St. John. CFNB, Fredericton; Ontario: CKNX, Wingham; and Saskatchewan: CKCK, Regina, CKBI, Prince Albert.

Eells stated that he will shortly announce a new 5-quarter-hour strip, to be added to the program series now being received by BPS station members. Delivery of the new series will start about September 15.

Bible Institute AM School Gets Under Way In Chi.

(Continued from Page 1)

of Christian radio, which began last week at the Moody Bible Institute in Chicago.

Enrollment to the study is limited to 50 students, who will receive intensive training in both the practical and the theoretical aspects of radio. Classes in Station Management, Ethics of Broadcasting, Missionary Broadcasting, Script Writing, Announcing, Speech, Music and Production will be included, as well as visits to commercial Chicago stations, where the students will view and analyze outstanding programs.

Six Receive Fellowships For Religious Radio Work

(Continued from Page 1)

ships for the NBC-University of California Summer Radio Institute, held from June 20 to July 30, were Miss Ada Grace Cralle, Mr. Allan F. Crewe, and Mrs. Grace C. Kercher. Although Stanford University also conducts a Summer Radio Institute in cooperation with NBC, no persons working in religious radio matriculated there this year.

Fellowships were granted from among those attending the Institutes planning and providing radio pro-

COMING and GOING

WERNER MICHEL, chief of the CBS documentary unit, has returned from a one-month trip to Germany, where, at the invitation of AMG, he conducted a survey of Berlin radio operations.

GENE TRACE, general manager of WBBW, Youngstown, Ohio, is in town to attend the BMI clinic for program directors and station librarians.

ELDOROUS "PETE" DAYTON, assistant broadcast editor at the New York Daily News, returned over the week-end from a two-week vacation, which he spent at Constance Bay, Ontario.

JIMMIE MUNDEL, cameraman and reporter on the "Texas News" program over WBAP-TV, Fort Worth, is on an air trip to Havana, Cuba, to cover the sales convention of the Southland Life Insurance Company of Dallas.

EDWARD L. MERRITT, program director of WBSM, New Bedford, Mass., a visitor this week at the New York offices of BMI.

BOB HAWK, quizmaster, spent the week-end in Omaha, Nebr.

grams on sustaining time for state and city federations of churches, and ministerial associations of other inter-denominational agencies. The committee choosing the fellows was composed of leaders in religious radio, in cooperation with Miss Judith Waller of the Public Affairs and Education Department of NBC's Central Division and Sterling W. Fisher, manager of NBC's Public Affairs and Education Department.

The battle's on!



This picture was snapped just before these two tough polar bears tangled in what was the battle of the century in the Seattle Zoo.

There's another battle going on these days in the tough, competitive markets of America — like Baltimore. It's a battle for profitable, low-cost sales.

And that's where W-I-T-H comes in for smart advertisers. For this BIG independent delivers its BIG audience at the lowest cost-per-listener of any station in town. That's why you can get BIG results for a LITTLE money on W-I-T-H.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. For more facts about this big bargain buy, call in your Headley-Reed man and get the W-I-T-H story.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Miller Show To Replace Nesbitt's MBS "Parade"

(Continued from Page 1)

Nesbitt's "Passing Parade." Nesbitt's contract expires September 2.

The Miller show will originate in Hollywood and in most instances will be a delayed broadcast, in Chicago the show will be heard at 6:45 p.m. over WGN. Miller has been signed to a five year contract to narrate the program. Kenneth Houston of Radio Features, Inc., Chicago, will be the writer on the program. Show will be broadcast for a quarter-hour five times weekly.

Stork News

A seven pound, 11 ounce son was born to ABC executive vice-president Robert E. Kintner and his wife on Sunday, Aug. 14, in Gotham Hospital, N. Y. They also have a daughter, Susan, aged six.

Philco Net Income Up, Sales Down In 2nd Qr.

(Continued from Page 1)
explained by the fact that the company used certain reserves on which income tax had been paid in prior years, resulting in a net tax credit in the second quarter. The second quarter's net was equivalent, after preferred dividends, to 59 cents per common share on the 1,678,779 shares outstanding on June 30.

In the second quarter of 1948, sales totaled \$65,956,000. The earnings balance, after a tax-paid reserve of \$1,000,000 for inventories which was used at the end of the year and a reserve of \$191,000 for research, amounted to \$2,256,000, this being equivalent, after preferred dividends, to \$1.35 per common share on the 1,607,576 shares outstanding on December 31, 1948.

"Sales were slightly lower in the second quarter, as compared to the first quarter of this year, largely as a result of seasonal trends in the home radio industry," Mr. Balderston said; "we have just introduced our 1950 television receivers which feature the Philco built-in electronic antenna system representing one of the great technical advances in the history of art.

"These models are meeting with a very favorable reception from our distributors and dealers. Our television business this Fall promises to run at much higher levels than a year ago. Our new 1950 line of radio sets and radio-phonographs has also been well received and we anticipate a very satisfactory volume of business in this field, in addition to our large automobile radio business with the car manufacturers."

McGill Exits "Big Town"

After six years as writer-director-producer of "Big Town," Jerry McGill will bow out of the show next month. Sullivan, Stauffer, Colwell & Bayles and its client, Lever Bros. have brought Dick Uhl in from the coast where he directed "Hollywood Star Theater," to take over directorial chores with the agency's Phil Cohen, supervising and scripts to be written by several individual radio authors. The program, originally sponsored by Lever Bros. and starring Edward G. Robinson, had been a continuous CBS series from 1936 to 1943 when the program faded.

The series was off the air for a year when the agency, Ruthrauff & Ryan, dusted it off, called in Jerry McGill (who had written several stanzas for the program) to re-write and revise the entire package to a low-budget niche and with permission of Lever Bros., the package was sold to Sterling Products with McGill in charge and the racket-busting newspaper yarn remained on CBS until the Spring of 1948.

McGill, after six years without a vacation, will take two months

FMA Urges Broadcasters To Prod Mfrs. For FM Aid

Washington Bureau of RADIO DAILY

Washington—The FMA has called for aid by broadcasters to call public attention to what it termed "the general lack of interest of radio-set manufacturers who have taken a 'public be damned' attitude toward the development of FM." The "call to arms" was issued by the FMA as a result of a comprehensive study of an FM-AM coverage map. The map shows areas of dependable and reliable FM and AM reception obtainable throughout the United States, 90 per cent or more of available broadcasting time, day and night, and at all of the four seasons of the year.

One of the most illuminating facts revealed, according to FMA, was that more than three-fourths of the total population of the United States is within the primary range of one or more FM stations—both day and night—and that there are already 22 states being provided better reception and greater coverage by FM stations than that made available by AM outlets.

Edward L. Sellers, FMA executive director, said this "is an overwhelming indication of the growth of FM and the tremendous job FM broadcasters are doing in providing the finest sound reception attainable on an almost nation-wide basis."

Sellers added that the map shows there are many populous areas, particularly at night, where the only radio reception available is FM, because AM is unable to penetrate these regions with a reliable, non-fading, primary signal.

"In practically all of the south," Sellers stated, "it is not a question

of whether the people want FM or AM. They must have FM in order to get any dependable radio reception day and night."

"In addition to poor night-time AM coverage in this area—due to sky-wave interference—satisfactory day and night reception is not usually obtainable because of mountainous and sandy terrain, and poor solid conductivity," Sellers explained.

Also, he said, AM is further limited because of the high static level that makes even high signal intensity of AM stations unpleasant to listen to.

"Thus," Sellers observed, "FM augments AM coverage in that FM reception is available in many populous areas which have no dependable AM service."

According to the map, the FMA executive said, FM offers a virgin market below the Mason-Dixon Line as well as other vast sections of the country that do not have dependable fulltime AM service. These sections are shown on the map as upper Wisconsin, central Pennsylvania and northern New York.

"And this brings to mind the jackpot question," Sellers declared; "Why have the manufacturers refused to build a variety of good FM sets in sufficient quantity to give these areas the only dependable reception possible? It can't be anything but a 'public be damned' attitude by some of the manufacturers, when our study indicates that there are vast areas of the United States in which there is a definite need and demand for FM-only sets of good quality."

Tube Sales During June Gained Slightly Over '48

(Continued from Page 1)

with 13,488,121 in May. Sales during the first six months of 1949 totalled 81,663,213 compared with 100,005,963 in the same period of 1948. A breakdown of the June figures shows 9,994,999 tubes sold for new sets; 2,695,287 for replacements; 1,087,296 for export; and 146,303 tubes sold to government agencies.

A similar breakdown of the half-year tube sales shows 58,168,802 tubes sold for new sets; 17,448,451 for replacements; 5,632,560 for export; and 513,400 sold to government agencies.

ABC To Air Truman Address

Washington—ABC will carry the address of President Harry S. Truman on "Democratic Women's Day," Sept. 27, 3-3:15 p. m., EST.

off and plans to return with a new package, "Appointment With Crime," a half-hour mystery-melodrama. He has also placed with Arnold Weisberger a Broadway play, "Birds of Passage."

Reg. Net of 7 Stations To Air La. State Games

(Continued from Page 1)

tions on the football network will be: WWL, New Orleans; KWKH, Shreveport; KLOU, Lake Charles; KMLB, Monroe; KALB, Alexandria and KVOL, Lafayette.

John Fulton, sportscaster of Atlanta, Ga., who also serves as manager of WGST, Atlanta, was chosen by the agency, BBD&O, to handle the play-by-play. Fulton has aired the Georgia Tech games for several years over an east coast hookup.

Bob Scearce, production manager and sports director of WJBO-WBRL-FM, will handle the color and commercial assignments.

J. Mac Wynn Resigns As WHAS Sales Director

(Continued from Page 1)

organization, which owns WHAS, in 1929. He was named sales director of WHAS in 1947. J. Rodney Will has been named to handle his duties until a successor to him has been chosen.

Liquor Advg. On AM Seen 'Controversial'

(Continued from Page 1)

Johnson at the weekend, it was revealed yesterday.

While the Commission has no direct authority to ban liquor advertising on the air, Walker wrote, such copy is "highly controversial" and the Commission has held that whether the issue is raised on paid or sustaining time does not alter the fact that it is controversial. The serious social, economic and political issues raised, therefore, would impose upon broadcasters "the obligation to make available time, if desired, to individuals or groups desiring to promote temperance."

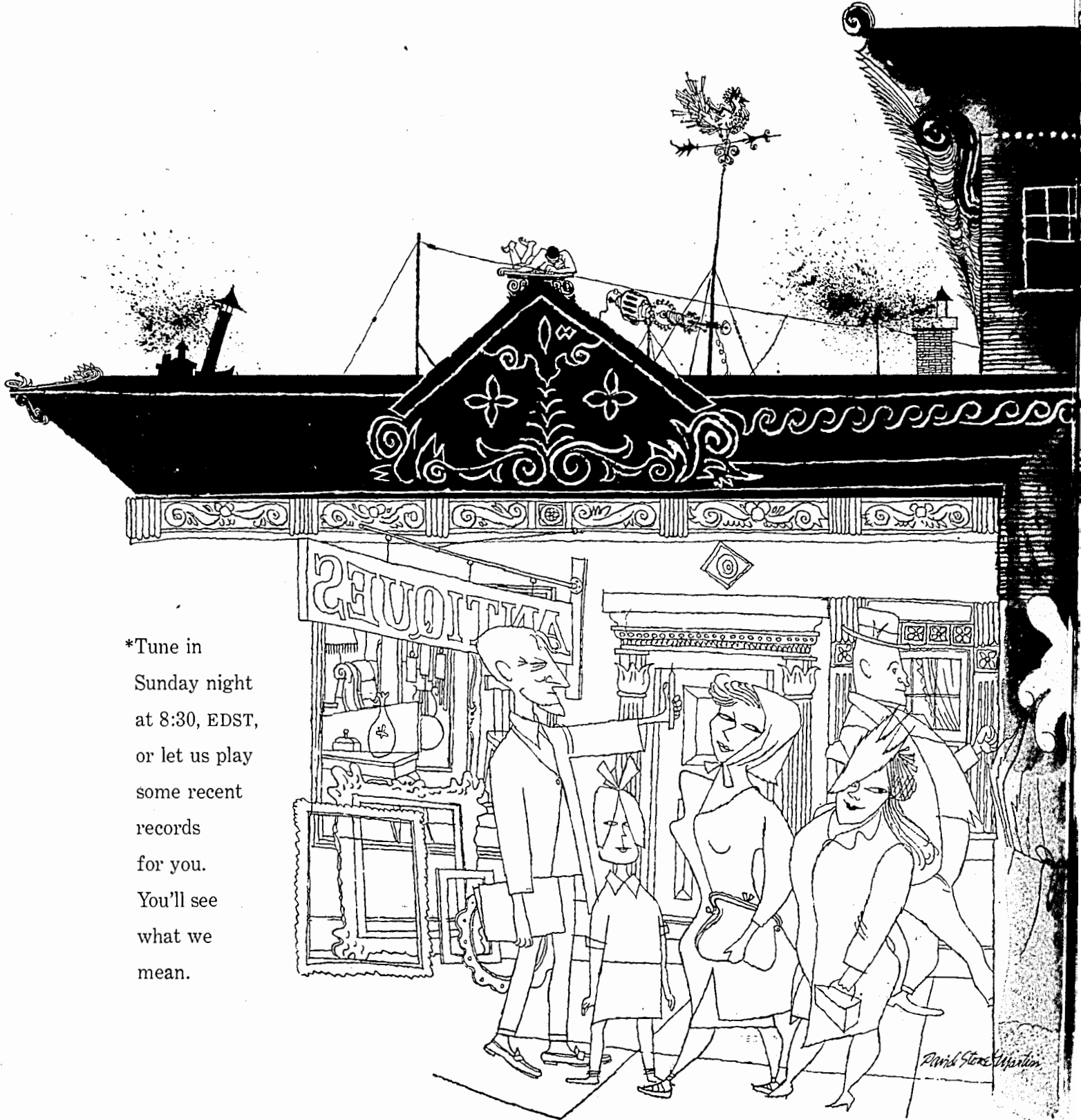
Walker wrote "by direction of the Commission" that in the absence of specific legislative authority the Commission "is limited in its authority to deal with this problem. However, we are fully cognizant of the seriousness of the matter and will exercise whatever authority may be vested in us with respect to it."

The basic problem before the Commission, Walker said, is whether the programming is in the public interest. Questions to be determined are who benefits, what interest is served, what are the affirmative values to be realized.

"These are not questions to be resolved in terms of the private moral judgments or esthetic and other values of either individual licensees or the men who compose the Commission. They must rather be resolved in terms of that open-minded, well informed, judgment, sensitive to all aspects of the life of the community, without which the criterion of the public interest must become a meaningless cipher, utterly devoid of the power to give guidance and to make radio broadcasting an affirmative contribution to the life of the nation, as Congress intended it to be."

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

On Sunday night, Luigi spent a half hour with some te



*Tune in
Sunday night
at 8:30, EDST,
or let us play
some recent
records
for you.
You'll see
what we
mean.

million friends... He could have

put in
a good word
for you!



"LIFE WITH LUIGI" is a hit because it's produced by the team that made "MY FRIEND IRMA" one of Radio's all-time great buys. As Radio's top availability today, LUIGI has the kind of audience size and critical acclaim that money can't buy... and the kind of value that money can. If you haven't heard LUIGI lately you ought to.*

another CBS
PACKAGE
PROGRAM

*delivering the
biggest values
in Radio.*

CHICAGO

By HAL TATE

KEN CHURCH, station manager of radio station WIBC, Indianapolis, Ind., was a recent visitor to the MBS-Central Division offices.

A full hour of the 20th annual Chicagoland Music Festival will be presented at 9:00 p.m. CDT, over WGN-WGNB and the Mutual network from Soldier's Field, Saturday night, August 20, in place of the regular Chicago Theater of the Air broadcast. Sponsored by the Chicago Tribune Charities, Inc., the festival will star Lauritz Melchior, and feature Nancy Carr, a Hammond organ ensemble of 52 instruments, directed by Porter Heaps, as well as a square dance of 2,000 participants forming 250 sets. Winner of the festival's vocal contests will be presented in a duet, along with the winner of the accordion contests and the winning mixed chorus.

Jack Ryan, NBC Chicago press department manager, left August 14 for a week's business tour of mid-western cities, including Minneapolis, Kansas City, Indianapolis, Oklahoma City, Omaha, and St. Louis.

John W. Edgerton, formerly account manager in the investment counsel division of Brown Brothers Harriman and Co., and Edgar N. Greenebaum, Jr., formerly regional manager for Emerson Radio and Phonograph Corporation, have joined the research department of Television Shares Management Co., distributors of Television Fund, Inc.

Stork News

San Juan, P. R.—Mr. and Mrs. Harwood Hull announce the birth of their son, Harwood Campbell, born August 4, weighing seven pounds eight and a half ounces. Father is general manager of WAPA.

GORDON M. DAY



Gordon M. Day jingles, like those for Marlin Blades, Ann Page Foods, Crosley Electric Range, pay off at the cash register because listeners become customers! . . . So get full value from your broadcasts with a Day jingle. Gordon M. Day Prods., 108 E. 30th St., N. Y. C. ORegon 9-3595.

TOP-NOTCH SPOTS AT MODERATE COST



Mainly About Manhattan. . . !

● ● ● **FOR TYPING OUT LOUD:** There's no question but that Dick Powell has developed into an authentic screen and radio tough guy—but the dialogue on his "Richard Diamond, Private Detective" is much too cute and precious for this reporter's digestion. (Especially when he and the Lieut. indulge in their weekly 'round-robin' arguments). . . . Add annoying habits of some emcees: The tremendous (and artificial) fuss they make over a contestant when they ask him what his occupation is. For instance, when the guy sez he's a milkman, the emcee goes out of his mind and roars: "A MILKMAN! WELL, HOW 'BOUT THAT!" You'd think they never heard of the profession before and that they were awe-struck with its glamour. . . . Multi-voiced performers always amaze us. Always doff the old skimmer to guys like Phil Cook, Amos 'n Andy and Mel Blanc. Why even Bergen and Paul Winchell astound us the way they exchange banter with their wooden stooges and never falter in delivering the continuity. . . . Funny about the local baseball broadcasting teams. Al Heller, only satisfactory at best, by comparison makes Russ Hodges an even greater world-beater than he is. Curt Gowdy, new at the big time trade, sounds as though he's in awe of the incomparable Mel(low) Allen. Connie Desmond, who has improved vastly over the seasons, does superior mike work, in our book, to his number one man, the carrot-topped Mr. B.



● ● ● Picking up an edition of the Barre, Vermont, Daily Times the other ayem (just happened to have it handy), we spotted a front page yarn on our old sidekick, Herbert Abercrombie Polesie, purveyor of comedy and witty sayings on "20 Questions," among other chores hereabouts. Seems that brother Herb is helping his youngster, Bobby, celebrate his 10th birthday up there with friends. To prove that a man is often a hero in his home town, Herb rates practically a column and a half in the Barre Times, bringing the local citizenry up to date on the fact that Herb directs "It Pays To Be Ignorant" and is also a motion picture producer of note. In fact, after reading the piece, one would gather the idea that our Herb is quite a guy. Come to think of it, he is. Happy vacation, Herb.



● ● ● **AROUND TOWN:** Transcontinental Television, Inc., has three shows out as sponsor bait, the outstanding item being a TV version of "Inner Sanctum." . . . Is Ned Irish holding out for such a hefty fee for televising the Madison Sq. Garden basketball games that they most likely won't be skedded this season? Seems the better a sport is, the faster it fades from TV. . . . Tex and Jinx launch a daily Herald-Trib personality interview column Sept. 11th. . . . Elliot Lawrence seeking a new male vocalist . . . Todd Russell pinchhits for the vacationing Bud Collyer as emcee of "Winner Take All." . . . Have a prediction on us: Joan Morgan, currently in "Born Yesterday," has looks and talent to such a degree it's almost illegal. Given the proper spot on video she'll go far. . . . Martin Goodman is auditioning a new Arlene Francis radio series, "Name Your Odds," a week from Wed. at ABC. For a change, it'll be an audience participation show without 'phone calls. . . . Carl Ravazza's stint on the Hit Parade on Parade Sunday night was the best we've heard on that stanza.



● ● ● **PURELY PERSONAL:** Wm. P. Saunders: I see what you mean. That line from Irving Berlin's "Say It With Music," which goes "That melody mellow played on a cello," was the inspiration for the ad copy we admired so about a ciggie—mellow as a cello. Well, Irving Berlin can write for me anytime, too!

AGENCIES

FOOOTE, CONE & BELDING has been named by Acme Breweries San Francisco. The Agency's San Francisco and Los Angeles offices will handle the account.

ARTHUR POPPENBERG has been named account executive by the firm of Philbin, Brandon & Sargent Inc., New York, television advertising agency.

PUBLICIDAD GENERAL, Mexican representative of Foote, Cone & Belding, has signed with XEW Mexico City, for a program series on behalf of the Swiss Watch Co.

YOUNG AND RUBICAM DIXON MEXICO has launched a campaign to introduce the new Packard auto mobile models. Radio will be used.

Hanna Is Appointed To Succeed Markham

(Continued from Page 1)

partment. In his new capacity he will be responsible for all non-technical functions of the three GE stations. He joined GE in 1929, after graduating from Butler University. He was named manager of the exhibits, lectures and services division last year.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, August 16, 1949 — TELEVISION DAILY is fully protected by register and copyright

CABLE EXPANSION SET BY AT&T

TELE TOPICS

TRANSITION FROM RADIO TO TELEVISION made recently by John J. Anthony's "What's Your Problem?" points up with painful clarity that the program is a disservice to the medium carrying it and an insult to its audience. Program was bad enough when it was cloaked in the invisibility of radio, but under the cold stare of the orthicons it becomes unbearable. It still the same old "agony hour." Anthony's "petitioners," as he prefers to call them, are mainly poor, ignorant and distant individuals who probably come to him as a last resort. The legs of the petitioner, who is identified only by initials, are seen entering through a door and walking to Anthony's desk. "Sit right here, please," the great man says, "and let's solve your problem in a nice loud voice." While the petitioner is talking, the camera tries in to show either the upper or lower half of his face. Anthony then glibly hides out his unsatisfactory, platitudinous advice in an annoying, supercilious manner. For some reason there is a four-man panel present, but Anthony hardly acknowledges its existence.

MORE AMSTERDAM has been renewed for another 13 weeks by the DuMont receiver division. Program's coverage will expand with the renewal to 30 stations, nine live and 21 by transcription. The WPIX daytimer "To The Ladies," which debuts Thursday, will be expanded across-the-board status after a while. It will feature Sarah Palfrey, Shirley Sencer, Judith Morgan and Jim Beard. Warren Wade is producer and Ed Stasheff will direct. . . . Top ABC brass, including E. Noble, Mark Woods and Bob Kintner, on a journey to Los Angeles for the Sept. 16 debut of KECA-TV, web's fifth o. & o. outlet. Initial programming plans for the station call for 17 hours weekly, Wednesday through Sunday.

DAMPTON W. HOWARD has resigned as president and director of Special Purpose Films, Inc., and will be succeeded by John Fox, vicepresident and treasurer. Executive William F. Crouch will take over as vicepresident in charge of production. Firm has just completed a series of commercials for Procter & Gamble and a 30-minute film, "Metropolis," featuring Bill Leonard, on CBS. . . . The DuMont daytimer, "Your Television Shopper," will be offered as a network feature. Sales staffer Charles Perry has been assigned to handle the show's web sales. . . . Series of breakdowns on creative and performing talent fees begins in the current issue of Ross Reports. Initial study deals with writers; second, dramatic talent; third, variety talent; fourth, directors; fifth, musicians and designers; sixth, technical workers. Seventh will be a summation of the 4-A negotiations.

Wool Bur.-McCall's TV Films Previewed

A series of ten open-end TV films, titled "Pattern Magic With Wool," produced jointly by The Wool Bureau and the McCall Corp., was trade-previewed in New York yesterday. The films have been offered to 100 stores across the country for local sponsorship.

Averaging 40 seconds in length, they were produced by the Wm. J. Ganz Co., New York. Each sponsoring store will be given exclusivity in its area. A spokesman for the producers said yesterday that three stores of those invited to participate have already wired acceptance.

The films offer visual information of tailoring, detailing, pattern cutting, and home sewing, utilizing both photography and cartoons. Time at beginning and end is provided for the local sponsoring store's message. The series of ten films may be used in its entirety or as spot announcements.

CBS-TV Signs Brynner

Yul Brynner, former circus clown and trapeze artist who has starred in the theater, films, and television, has been signed by the CBS-TV program department as a producer-director. Brynner was co-host on a CBS-TV variety series in 1944, and last spring starred in a "Studio One" production.

Government Control Of Video Urged By Canadian Group

Montreal—Television—"a tremendous potential force" for good or evil—should be placed under control of the Canadian Broadcasting Corporation or similar body responsible to Parliament, the Canadian Citizenship Council recommended yesterday.

The Council which collaborates with both provincial and federal governments in developing democratic citizenship, presented its views on television, radio, museum and other cultural outgrowths of Canada in a brief prepared for the Royal Commission on Arts and Science Development, at Ottawa.

Democracy in Canada was threatened by two internal forces, the Council said. One was the more or less "unorganized authoritarianism of the extreme right" and the other

Little Show

CBS, in association with logit producer Dwight Deore Wiman, has set plans in motion to adapt "The Little Show" into a half-hour TV revue. A closed circuit broadcast for CBS execs. and agencies will be produced within a few weeks. "The Little Show" was an annual legit presentation a few years back.

New Steel Alloy To Cut TV Set Costs

(Continued from Page 1)

advantages over present all-glass tubes and will become essential to large screen tubes. The new steel was produced to meet the needs of television set manufacturers and to make possible a reduction in the cost of future television receivers.

Since the metal cone section of picture tubes must form a vacuum seal with the glass front, Allen explained, it was necessary to produce an alloy which would have the same rate of expansion and contraction as glass when subjected to temperature changes.

"Metal-glass tubes," he declared, "can be manufactured more economically and faster than those made entirely of glass and they are considerably lighter in weight and less fragile."

"insidious totalitarianism of the extreme left." "Both these forces, find fallow soil in uninformed, lethargic, frustrated or uninterested citizenry," it was charged.

It therefore considered that television, because of its tremendous influence on people, "should not be monopolized nor should its possible positive quality be minimized by a handful of large corporations for the purpose of selling their products." The council recommended that the CBC which should continue to have full control of radio also be provided with "adequate resources, facilities and personnel to make possible a satisfactory television system."

The views of both the CBC and the Canadian Association of Broadcasters will be aired before the Commission on September 6.

Plans Links To 43 Cities By End Of Next Year

Washington Bureau of RADIO DAILY

Washington—Television networking over some 15,000 miles of AT&T facilities serving 43 cities is planned by the end of next year, the telephone company reported to the FCC at the weekend. Thirteen cities were served by the 3500 miles of relay available in January. In addition, the company said engineering work is now under way looking toward the extension of relay channels from Omaha to San Francisco. Suitable sites for relay stations are now being selected, it was said.

Had Been Queried By FCC

The company, in replying to a series of questions sent in by the FCC last month concerning the prospect of relay facilities for full band width TV locally and intercity, expressed great confidence in its ability to meet all industry needs for an indefinite period. It declared also that experiments have demonstrated that "the coaxial cable and radio relay systems now in daily use for black and white television are capable of transmitting color.

"When a demand for the transmission of color television arises we believe that the Bell System will be able to provide such network facilities as may be required."

In reply to questioning by the Commission about utilization of the full 4.5 mc. Tv bandwidth, the company said its present coaxial cables provide a picture bandwidth of only 2.7 mc, with the sound sent separately. At the same time, Bell Laboratories "now have under development a system for use with coaxial cables which will increase the available bandwidth up to about 8 mc." Present relay facilities provide up to about 4 mc. bandwidths, with new developments to provide double that width.

Sees Networks Vital

Questioned about the ability of the company to cope with the proposed allocation of 42 UHF channels, AT&T said the need for facilities for intercity relay must depend in large measure upon the number of networks rather than the number of channels. It "will continue to maintain close contact with the TV industry to insure that, in so far as practicable, intercity video transmission facilities will be available to meet the needs of the expanding industry."

Local channels with a 4 mc bandwidth are currently available at request, the company reported.

SOUTHWEST

TEXAS radio stations are now airing weekly dramas recorded by Trinity University of San Antonio student actors in the school's speech studios and broadcast from magnetic tape. For the fall semester, thorough course in radio announcing, writing and production is to be featured with practical application to be made through programs over local outlets.

Miss Jeannette Smith, formerly employed by various radio outlets at Austin, has been appointed assistant to the public relations director of Neiman-Marcus of Dallas.

David W. Ratliff and Guy C. Hutcherson doing business as the Houston County Broadcasting Co. have asked the FCC for permission to transfer the construction permit for KIVY, at Rockett, to the Pioneer Broadcasting Co. for a sum of \$500. The Pioneer company is composed of Hamilton C. Callen and James H. Gibbs, who are both at KWED, Seagin.

Manuel Avila is being heard each morning over KLFJ, Dallas, with a two-hour disk spinning session done in Spanish.

Jerry Lee, program and production manager of WOAI, San Antonio, and a former radio singing star, is returning to the air in a quarter-hour musical show titled "Songs You All Remember." Lee will sing under the name of George Gilbert. The program will be scheduled Monday through Friday and will also feature the WOAI staff orchestra under the direction of Melvin Winters.

W. J. "Dick" Dickerson, formerly general manager of KAMQ, Amarillo, has returned to the sales staff of KABC, San Antonio. Dickerson was formerly on the staff of KABC during 1946-1947 prior to joining the staff of KAMQ.

As a public service to its listeners, KITE, San Antonio, went on the air one full hour earlier than usual to air the latest developments on the impending bus strike. Bulletins were relayed so that the early risers would not wait on the corners for the buses to take them to work. Latest developments were aired throughout the day.

Spin To Win Moving To New CBS Spot

CBS' musical quiz, "Spin to Win," now aired Monday thru Friday, 7:00-7:45 p.m., EDT, will be heard 7:30-7:45 p.m. for the week of August 22 only.

Following this the program is expected to be rescheduled as a once-a-week full-hour program at a day and time to be decided upon shortly.

Program, emceed by Warren Hull, is moving out of its current 7:00 p.m. spot as a result of the return to the air of the "Beulah" and "Jack Smith-Dinah Shore-Margaret Whiting" shows, both of which have been on a summer hiatus.

NETWORK SONG FAVORITES

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

Survey Week of August 5-12, 1949

TITLE	PUBLISHER
A Room Full Of Roses.....	Hill & Range
Again	Robbins
And It Still Goes.....	Shapiro-Bernstein
Baby It's Cold Outside.....	E. H. Morris
Ball! Ha!.....	Chappell
Candy K'sses.....	Hill & Range
Dreamy Old New England Moon.....	Leeds
Everywhere You Go.....	Lombardo
Fiddle Dee Dee.....	Harms
Four Winds And The Seven Seas.....	Lombardo
How It Lies, How It Lies.....	E. H. Morris
Huckle Buck.....	United
I'll Keep The Lovelight Burning.....	Laurel
Just One Way To Say I Love You.....	Berlin
Let's Take An Old Fashioned Walk.....	Berlin
Lora Belle Lee.....	Santly-Joy
Love's Gold.....	Oxford
Maybe It's Because.....	Bregman-Vocco-Conn
Now That I Need You, (Where Are You).....	Famous
Riders In The Sky.....	E. H. Morris
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
Song Of Surrender.....	Paramount
There's Yes Yes In Your Eyes.....	Witmark
Through A Long And Sleepless Night.....	Miller
Twenty-Four Hours Of Sunshine.....	Advanced
Weddin' Day.....	Famous
Who Do You Know In Heaven.....	Robbins
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin
You're So Understanding.....	Barron-Pemo-a

Second Group

TITLE	PUBLISHER
A Wonderful Guy.....	Chappell
Be Goody Good Good To Me.....	United
Circus.....	Massey
Don't Call Me Sweetheart Anymore.....	A-B-C
Every Time I Meet You.....	Feist
Ev'ry Night Is Saturday Night.....	Broadcast Music
I Don't See Me In Your Eyes Anymore.....	Laurel
If You Fall In Love Again.....	J. J. Robbins
It's A Great Feeling.....	Remick
Kiss Me Sweet.....	Advanced
Little Fish In A Big Pond.....	Berlin
Look At Me.....	Jewel
Love Is A Beautiful Thing.....	Porgie
Make Believe (You Are Glad When You're Sorry).....	Bregman-Vocco-Conn
Merry-Go-Round Waltz.....	Shapiro-Bernstein
My One And Only Highland Fling.....	Harry Warren
Now Now Now Is The Time.....	Fremart
Ooh-If You Knew.....	Johnstone-Monteil
Similau.....	Campbell
Someone To Love.....	Warren Publications
Swiss Lullaby.....	Southern
Twilight.....	Ben Bloom Music
Two Little New Little Blue Little Eyes.....	E. H. Morris

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COAST-TO-COAST

WSB Activities

Atlanta, Ga.—James and Martha WSB's hillbilly entertainers, were recently signed to an exclusive Capitol Records recording contract. The WSB duo have cut out six sides four of which have already been released. The station's sports director Thad Horton, presented a special "Scoreboard" program dedicated to the American Legion Junior baseball program recently. Among the guests on the show were Gera McQuaig, Georgia Legion baseball mentor; Rusty Morgan, third baseman for the Atlanta Crackers, and George Shuba, Mobile Bears outfielder.

Wash. Post Ed. To WRC

Washington, D. C.—Bill Gold, editor of "District Line" column in the Washington Post, moved his program of local news sidelines to WRC recently. He will be heard on the NBC affiliate Monday through Friday from 1:30 to 2:00 p.m., with participating sponsors.

Galloway Sales Rep. WSTV

Steubenville, Ohio — Jack Galloway has been appointed sales representative to Mutual affiliate WSTV. Prior to this appointment was on the advertising staff of Steubenville "Herald Star."

WMTR Staff Changes

Morristown, N. J.—Come Lal Day week-end three of WMTR's announcing staff will be taking off in different directions. Chief Announcer, Ed A. Condit, Jr., leaves to accept a sales post with a large Eastern manufacturer. Summer replacements, Joe Dembo and Bob M. return to Rutgers "U" and Boston Emerson School respectively. A new staff will be built up around program director Jack Potts and J. Richards, present staff man.

WLW Honors Blind Educator

Cincinnati, Ohio—Linda Nevill Lexington, Kentucky woman whose life has been devoted to education and aid of the blind, and whose lobbying for health bills has helped bring about needed legislation, is honored on WLW's "Builders of Italy" program recently. Harriet Trosst, station continuity writer, penned the script for the dramatization.

Ind. Nat'l. Guard On WIRE

Indianapolis, Ind.—WIRE carried a special Indiana National Guard program which originated at Cambridgeport on August 5th. The program was carried "live" by Indiana stations and was carried by six other Indiana stations and by WLW. WIRE was the Indianapolis station on the broadcast schedule. The program featured Indiana National Guardsmen in interviews and entertainment. The 38th Division Band finished the music.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 33

NEW YORK, WEDNESDAY, AUGUST 17, 1949

TEN CENTS

DUMONT HAS 77-BAND ALLOCATION PLAN

Slain Newsmen's Son Is Beaten In Texas

Houston, Tex.—The son of a KBKI, Alice, Texas, news commentator who was shot to death on July 29, was himself waylaid and beaten by three men yesterday and is in serious condition in a local hospital.

The victim, 22-year-old Burt Mason, had been carrying on the crusading tradition of his late father, Bill Mason, through daily broadcasts on a Corpus Christi station. Young Mason said, however, that he be-

(Continued on Page 4)

ABC's Nancy Craig Show Adds 2 More Sponsors

ABC commentator Nancy Craig's return from a tour of six European countries was greeted this week by the addition of two new sponsors on her network co-op show, Mondays through Fridays, 1:15-1:45 p.m., EDT.

Consolidated Laundries Corp. has signed a 52-week contract to participate in the program five times per week, effective Sept. 12. The Drackett Co., in behalf of its Drano and Windex, has purchased a 13-week

(Continued on Page 4)

Library, Program Men Attend BMI Conclave

Twenty-two station executives attended the ninth program directors and librarians clinic held in New York yesterday and Monday under the auspices of Broadcast Music, Inc.

Speakers and their subjects included Ted Cott, WNEW, "New Frontiers in Music Programming"; J. R. Poppele, WOR, and Arthur

(Continued on Page 2)

Prize Bull

Philadelphia—WFIL will exhibit a prize yearling steer at the Reading (Pa.) Fair Sept. 11-18. How it all came about is too bizarre a story to compress into this eleven-line box, but the gist is this: the steer, acquired at an auction by General Manager Roger Clipp, goes to the listener making the best estimate of its weight.

Salute To Veterans

"The Return of Frank Higgins," true story of the rehabilitation of a disabled veteran, will be aired tonight by CBS, 10-10:30 p. m., in connection with the national convention of the Disabled American Veterans. Irve Tunick, who wrote the script, flies to Cleveland today to receive a citation from Gen. J. M. Wainwright, DAV national commander.

Gannon Appointed WNBC Program Mgr.

Harvey J. Gannon, WNBC service and traffic supervisor, has been promoted to program manager of NBC's key station to replace D. L. Provost, who resigned to become business manager of the web's Baltimore affiliates, WBAL and WBAL-TV.

Clay B. Daniel, WNBC production supervisor since August, 1947, was appointed to the newly-created position of production manager responsible for the over-all production facilities and for the development of

(Continued on Page 6)

Wine Firm Buys 'Holmes' On Full ABC Network

The Petri Wine Co. has signed a 52-week contract with ABC for sponsorship of "The Adventures of Sherlock Holmes" on the full network starting Sept. 21.

"Holmes" will be heard Wednesday nights at 8:30, with the length of the show still unsettled. Young & Rubicam is the agency.

Utilizes 12 VHF And 48 UHF Channels Reserving 10 Additional In UHF For Smaller Communities

"Voice Of America" Budget Increased

Washington Bureau of RADIO DAILY Washington—Told that the "Voice of America" programs are "hurting the Russians and hurting them badly" the House Appropriations Committee yesterday recommended a vast increase in funds for the "Voice." An additional \$11,500,000 was recommended for the current fiscal year for construction and im-

(Continued on Page 6)

New England Districts CBS Outlets To Meet

Franconia, N. H.—Top network and station executives will attend the meeting of New England district CBS affiliates to be held here on Friday, following the Columbia Affiliates Advisory Board meeting in New York on Aug. 1 and 2.

Davidson Taylor, vice-president (Continued on Page 6)

Drug Firm Buys Spots In WNEW Record Shows

The Block Drug Co., Jersey City, has bought participations on WNEW, New York, in "Make Believe Ballroom," and "Anything Goes."

The "Ballroom" buy, three ten- (Continued on Page 2)

A television allocation plan which would provide at least four channels for most metropolitan centers in the country and minimize the utilization of both VHF and UHF channels in any one community will be presented to the FCC by Allen B. DuMont Laboratories, it was revealed yesterday.

(Continued on Page 7)

ABC Seeks Sponsor For NFL Telecasts

ABC has the ball in the National Football League television scrimmage but is still looking around for a pass-receiver, i.e., a sponsor, it was learned yesterday.

As a condition to obtaining permission from NFL Commissioner Bert Bell and the member clubs to televise their games, ABC agreed not to telecast in any city where a NFL team happens to be playing.

(Continued on Page 4)

Di Maggio Show to Preem With Candy Co. Sponsor

The "Joe Di Maggio Show" tab on CBS, Saturdays, 10-10:30 a.m., has been picked up by M. & M. Ltd., a candy manufacturer, effective Sept. 17.

The program will dramatize the (Continued on Page 2)

WU To Produce Commercially TV Relay Equipment On 5mc.

Washington Bureau of RADIO DAILY Washington — Western Union is ready to produce commercially TV microwave relay equipment providing a bandwidth of 5 mc, it has told the FCC in reply to the Commission's queries of last month regarding its TV networking and relay equipment. The system would be reversible, and programs can be dropped at various points on the circuit or sent to all points on the cir-

cuit, regardless of where on the circuit the program originates, the company reported.

Microwave relay systems for telegraphic messages are now operated throughout the New York-Washington-Pittsburgh triangle, including Philadelphia, Wilmington, Baltimore, Harrisburg and Lancaster. TV relay channels could be installed for this circuit and locations have been (Continued on Page 6)

Westward, Ho

NBC's "Chesterfield Supper Club" cast, including Mitchell Ayres and his orchestra; the Fontane Sisters, and announcer Martin Block (also of WNEW's "Make Believe Ballroom") will leave August 26 for Hollywood to join Perry Como and producer Bob Moss. During their four-week stay there, they will make eight weeks of advance recordings.

RADIO DAILY



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

Hal Tate, Manager.
Vickie Hebbard, Assistant.
3616 No. Michigan Ave.
Phone: Randolph 6-6650

SOUTHWEST BUREAU

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

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FINANCIAL

(August 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	63 1/4	61 1/4	63 1/4
Admiral Corp.	18 1/2	18 1/4	18 3/4
Am. Tel. & Tel.	145 1/2	145	145 1/2	+ 1/2
CBS A	19 3/8	19 3/8	19 3/8
CBS B	19 3/8	19 3/8	19 3/8
Philco	27	26 3/4	27	+ 1/4
RCA Common	10 7/8	10 5/8	10 3/4
RCA 1st pfd.	69 3/4	69 3/4	69 3/4	+ 1/8
Stewart-Warner	11 3/8	11 3/8	11 3/8	+ 1/4
Westinghouse	24 7/8	24 1/4	24 7/8	+ 5/8
Westinghouse pfd.	97 1/2	97 1/2	97 1/2	+ 1/2
Zenith Radio	25	24 3/4	24 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	12 1/2	12 1/2	12 1/2	- 1/8
Nat. Union Radio	2 1/2	2 1/2	2 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	12 3/4	13 3/4
Stromberg-Carlson	10 1/4	11 1/2
U. S. Television	1/4	3/8
WJR (Detroit)	6	6 1/2

Stork News

Wilkes-Barre, Penna. — Mr. and Mrs. John H. A. Stenger, 3rd, are the parents of a boy born August 6th at the Wilkes-Barre General Hospital weighing 8 pounds, 6 ounces. Father is program director of WBAX, Wilkes-Barre. Grandfather is licensee and chief engineer of WBAX. The baby will be named John, 4th.

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

★ COMING AND GOING ★

LEONARD KAPNER, president of WCAE, Pittsburgh, Pa., and **CARL DOZER**, sales manager of the station, were in town yesterday for conferences with officials of the American network.

HAROLD MOON, general manager of BMI Canada, Ltd., is spending a few days in New York on business.

EDWIN MILLER and **A. J. CUNNINGHAM**, Columbia networkers, to Hollywood on their new jobs with the CBS western division, Miller as assistant supervisor of the technical crew, Cunningham as television cameraman.

CHARLES CRUTCHFIELD, general manager of WBT, Charlotte, N. C., is expected in New York today for conferences with network officials and TV executives.

ROBERT GOULD, program director at WBAP-TV, Ft. Worth, is vacationing in Schenectady, N. Y., the town where he got his start in television.

HARVEY STONE will spend the next few weeks in Las Vegas, Nev., completing scripts for his forthcoming television program, "GI Lament."

BOB QUARRY, of Lester Lewis Associates, is back in New York following a five-week trip to the West Coast.

DOROTHY DOAN, commentator on CBS-TV, has returned from Philadelphia, where last Saturday she headed the board of judges which picked the winner of the Greater Miss Philadelphia contest.

JAMES MAHONEY, who has been handling Mutual network station relations in the Midwest from Chicago headquarters, has returned to New York and now is at the MBS Broadway offices.

ROBERT SAUDEK, vice-president of ABC in charge of public affairs, left last night for Chicago, where he will participate in the Religious Radio Workshop of the University of Chicago.

PAUL ABBOTT, program director of WOPT, Oswego, N. Y., is in New York with MRS. ABBOTT.

HENRY GROSSMAN, director of technical operations for CBS-TV, is in Hollywood helping to plan the conversion of Studio A at Columbia Square into a plant for television production.

PAUL R. McALISTER, who conducts the Thursday "Plan A Room" series on WGN-TV, tomorrow will leave Chicago on a three-week vacation.

OVIDE DAVIS, librarian at KCIL, Houma, La., is in Gotham to attend the clinic at BMI.

THE THREE SUNS have arrived at Virginia Beach to work out plans for their TV series, "Three of a Kind."

DON JARVIS, production manager of WWOD, Lynchburg, Va., welcomed this week at the headquarters of BMI.

HENRY GOLDMAN, general manager of WROW, Albany, N. Y., has come down to the Big Town on business.

PAUL MILLER, assistant general manager of WWVA, Wheeling, West Va., is in New York on vacation and for huddles with station reps. and Tom Harker, national sales manager of the Fort Industry Company.

ROBERT KERNS, vice-president and managing director of WLOK, Lima, Ohio, is in New York for conferences with the national representatives of the station.

Di Maggio Show to Preem With Candy Co. Sponsor

(Continued from Page 1)

life of a weekly guest and will be open to questions from the studio audience. Jack Barry will act as Di Maggio's co-emcee. Producers are Jack Barry and Dan Ehrenreich. Script will be by Mike Oppenheim. Lynn Baker, Inc., is the agency on the account.

Drug Firm Buys Spots In WNEW Record Shows

(Continued from Page 1)

minute segments weekly for 26 weeks starting Sept. 5, is on behalf of Alkaid, an antacid. Omega Oil is the product to be advertised in across-the-board commercials on "Anything Goes," the Rayburn and Finch morning record show. Joseph Katz is the Block agency.

Fisher Body Awards Sponsored Over ABC

Winners of \$65,000 in cash awards and college scholarships will be announced on an ABC broadcast on Wednesday, Aug. 24, 9-9:15 p.m., sponsored by the Fisher Body Division of General Motors.

Scholarships ranging in value from \$1,000 to \$4,000 will be awarded to builders of the four best model cars. The program will be carried by 37 ABC stations. The Kudner Agency, Inc., handles the Fisher Body account.

Library, Program Men Attend BMI Conclave

(Continued from Page 1)

Rothafel, CBS-TV, "A Double Look At Television"; Thomas B. McFadden, WNBC, "The Art of Making a Wax Program Appear Lifelike"; Gordon Graham, WCBS, "How the Program Director and Music Librarian are Related." BMI was represented by Carl Haverlin, James L. Cox, Roy Harlow, Robert J. Burton, and Israel Diamond.

Attendees Listed

The following station executives also attended:

Paul Abbott, WOPT, Oswego, N. Y.; Mrs. Paul Abbott, WOPT, Oswego, N. Y.; Charles Barclay, WGYN-FM, N. Y.; R. E. Barrett, WAVZ, New Haven, Conn.; Dick Bolender, WBRK, Pittsfield, Mass.; Ovide Davis, KCIL, Houma, La.; Harry Goldman, WROW, Albany, N. Y.; Leon Goldstein, WMCA, N. Y.; William J. Hall, WKRT, Cortland, N. Y.; Richard Hartigan, WROW, Albany, N. Y.; Roy Hemming, WAVZ, New Haven, Conn.; Ivor Hugh, WCCC, Hartford, Conn.; Don Jarvis, WWOD, Lynchburg, Va.; Edward L. Merritt, WBSM, New Bedford, Mass.; Richard Moselle, Redfield Village, Metuchen, N. J.; Paul Myers, WWVA, Wheeling, W. Va.; Joseph Nania, WERI, Westerly, R. I.; Harry Nelson, WERI, Westerly, R. I.; Roy A. Olerud, WGYN-FM, N. Y.; A. David Potter, WNAE, Warren, Pa.; Charles Reeder, WING, Dayton, Ohio; Gene Trace, WBBW, Youngstown, Ohio; Phil Vogel, WGKV, Charleston, W. Va.



Peace 'n quiet

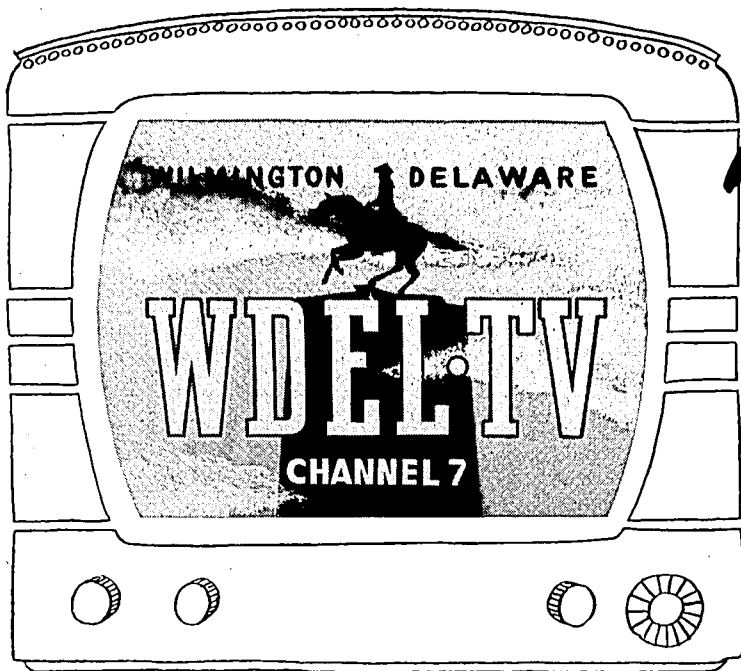
This fellow's figured out one way to get peace and quiet. He's just folded up by the roadside and gone to sleep.

But that won't do down here in Baltimore. Business is brisk. Competition is tough. You've got to make every advertising dollar count in this rich market—the 6th largest in the U. S. A. Still, there's a way for time buyers to have peace and quiet without going to sleep on the job.

They just buy W-I-T-H. W-I-T-H isn't the most powerful station in town. But dollar for dollar, it's the best buy. W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore area.

That's why more and more smart-time buyers are putting W-I-T-H way up high on their schedules. Are you using this BIG independent with the BIG audience? If not, better call in that Headley-Reed man today.

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

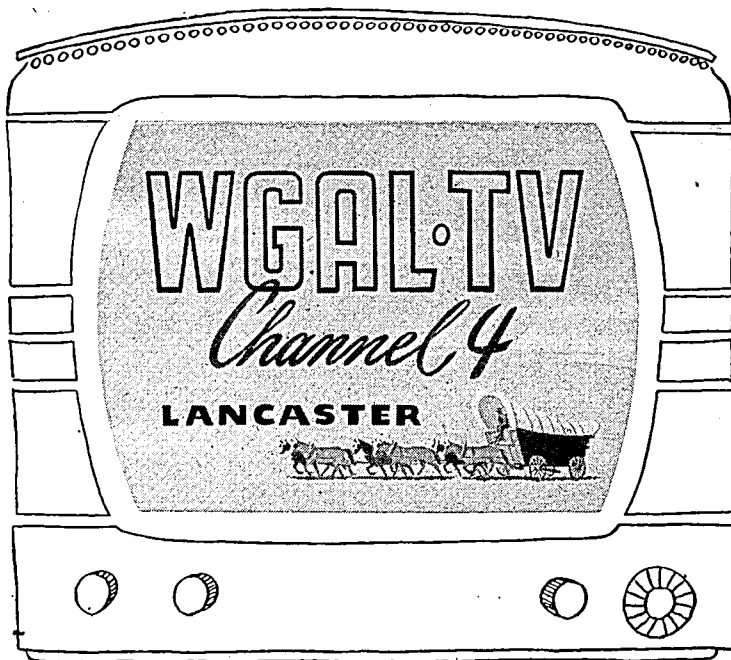


NEW

in your sales picture

WDEL-TV, an effective new voice. The *only* television station located in this important market area. The WDEL-TV audience is growing rapidly thanks to NBC, DuMont and other network shows, local programming and a clearer picture. Scores of advertisers are now finding this a profitable sales medium.

Operated by WDEL, Inc., established 1922



WGAL-TV, television's initial service in this prosperous market. It offers advertisers their first opportunity to show their products, to talk about them to the residents of this thriving area. WGAL-TV is serving an amazingly large audience with local shows and NBC, CBS, ABC and DuMont programs.

Operated by WGAL, Inc., established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

STEINMAN
STATIONS



ABC Seeks Sponsor For NFL Telecasts

(Continued from Page 1)

thus offering no direct box office competition.

Unofficially, it is understood that ABC—providing a bankroller is found—will scan 14 NFL clashes from Sept. 25 to Dec. 11. Harry Wismer and Jim Gibbons are expected to do the commentary. The number of TV cities carrying the games will vary widely, depending on location and importance in the league race of the particular game being played.

Nancy Craig Program Adds 2 More Sponsors

(Continued from Page 1)

schedule of participations, five times per week, effective Sept. 5. Consolidated will promote its participation in the Nancy Craig show through the use of signs on about 250 of its laundry trucks in the New York area.

At a "welcome home" lunch at Toots Shor restaurant yesterday Miss Craig, in commenting upon her 19-day European tour, said that people all over the Continent were aware of the part being played by American radio in recovery from war devastation. Radio has also played a major part within Germany in rebuilding that country, she added. Although the broadcasting facilities are relatively good in Germany, the receivers generally are of poor quality.

Miss Craig also disclosed that plans are under way for the development of a television station in Turin, Italy. The fact that Turin is a main industrial center is believed to be the reason for its selection for TV instead of Rome at the present time.

She visited Italy, France, Germany, Portugal, Spain and Switzerland. Her broadcasts over ABC continued uninterrupted during her tour via shortwave.

Wedding Bells

Chester Stratton, CBS "Crime Photographer" actor, will be married Friday, August 25 to Marion Smith, secretary to David O. Selznick.



Windy City Wordage. . . !

● ● ● Guest star on the "Garroway-At-Large" TV show here Sunday night was movie-dancer Buddy Ebsen. Buddy is currently starring in the Chevy Chase Summer Stock Theater in suburban Wheeling. . . . The Colburn Film Laboratories, processors of much of the television film made by local independent producers and ad agencies, is closed for two weeks to give employees simultaneous vacations. . . . Bernie Clapper, vice-president of Universal Recording Corp., is in Europe with the Tommy Bartlett "Welcome Travelers" show. Bernie is in charge of engineering for the Bartlett gang. . . . Local columnist Roy Topper reports a television course was recently inaugurated at the Illinois State Penitentiary at Joliet. . . . George Watson, veteran WBBM announcer, is the father of a baby girl born last week at St. Joseph's Hospital. . . . Billy B. Van, formerly with the Yankee Network, is in town to address the National Food Distributors Convention at the Sherman Hotel today (Wed.). Billy has organized the Van Pine Soap Co. at Newport, N. H. He was the originator of the Pine Tree Soap firm but disposed of his interests some years ago. The veteran vaudeville comic plans to use radio and television to advertise his new Pine Soap.

Chicago

☆ ☆ ☆ ☆

● ● ● Art Holland of the local Malcolm-Howard ad agency is away on a mysterious two-week trip. Insiders expect a big announcement concerning radio and television when he returns. His last coup d'etat was signing Eddie Cantor for the 2nd National Electrical Living and Television Show to be held at the Coliseum next month. . . . General Electric's famed "Magic House" will also be on view at the big television show. . . . Vaughn Monroe hosted disc jockeys at the famed Edgewater Beach Hotel Beachwalk during his recent Windy City engagement. He stars in an independent cowboy film shortly which will be released by Republic.

☆ ☆ ☆ ☆

● ● ● Vernon R. Brooks, director of operations for television station WGN-TV, leaves for a four-week tour of Europe on Friday. He will visit television stations in London and Paris to study progress in the industry abroad. . . . Next Wednesday, Paul Gibson will begin his 8th year on WBBM. He is the local "Housewives Protective League" spokesman. . . . Good to see Pat Flanagan back on Radio Row. The veteran WBBM sportscaster is doing a great job on WENR-TV. He left Chicago radio some six years ago because some medico told him he had a weak heart. Retiring to Arizona and later to California, Pat found through a recent check-up that his heart was sound as a dollar. . . . Walt Schwimmer, head of Radio Features, returns today (Wed.) from a quick Kansas City trip.

☆ ☆ ☆ ☆

● ● ● Beulah Zachary, producer of the "Kukla, Fran and Ollie" show, looking lovely as ever following her recent eastern vacation. . . . Burr Tillstrom, genius of the puppets, has foregone his crew haircut for a more "solid citizen" trim. . . . Ernest Wiley, NBC violinist, was winner of the I. E. Showerman Golf Trophy awarded at the network's annual outing recently at the Medinah Country Club. . . . The Variety Club will hold its annual golf outing at the swank Sportsman Golf Course near suburban Wheeling on Friday, August 26th. It's strictly a stag affair. Leading radio, stage and screen stars will be the club's guests with Jack Irving of AGVA already having given permission for top stage stars to appear there. . . . Radioites can contact RADIO DAILY's Hal Tate for further information about the golf outing. Soft-ball games are also included in the day's festivities.

Slain Newsman's Son Is Beaten In Texas

(Continued from Page 1)

lied the attack on him was "in no way connected with dad's death or with my crusade." He sustained a fractured skull, broken left leg, and severe cuts and bruises.

Deputy Sheriff Sam Smithwick, owner of a club the elder Mason had attacked in his broadcasts, surrendered after the shooting and has been charged with the killing.

'Meet The Missus' Honors George Allen

West Coast Bureau, RADIO DAILY

Los Angeles—The Columbia Network's "Meet The Missus" audience participation series began its sixth year on the air yesterday with a special birthday-party program honoring George W. Allen, western program director.

Allen originated the program and was the first producer for the Monday through Saturday show. Harry Koplan, the present producer-director, was the first person hired for the show when it went on the air in 1944.

Harry Von Zell emceed the Monday through Friday series. Koplan is the emcee for the Saturday broadcast.

Available!

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



Bill Griffith

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

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

KMBC
of Kansas City

KFRM
for Rural Kansas

1900 1949

Henri
CONFISEUR

FRENCH RESTAURANT

LUNCHEON from \$2.00

DINNER from \$3.00

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

AIR CONDITIONED

SOUTHWEST

DE Allison, well known disc jockey and announcer formerly with KSA, KITE and KMAC, San Antonio, has been named manager of KABC, Laredo.

George Young's Nite Owl Record Session" is being heard each Saturday night at midnight over KONO, San Antonio. Program is an all request show. Miss Young is manager of the Alamo Piano Co., which sponsors the program. Pat Boyette, KONO announcer assists.

John Harper, announcer on KABC, San Antonio, while on his two weeks vacation appeared as guest on the coast to coast airings in New York City. On one he came away richer with several prizes of merchandise.

Albert Cooper has applied to the FCC for permission to purchase the interest held in KEVA, Shamrock, which has present three partners. The sale would receive \$884.97 for the interest from Cooper.

Mark Johnson, formerly on "Vox" and credited with the origination of "the man in the street" type broadcast in Houston, is now spending his time as a rancher at Wimberley.

Julie Benell, commentator heard daily over WFAA and WFAA-FM, Dallas, was speaker at a luncheon meeting held last week in Waco, by the Waco Advertising League.

Radio stars Bing Crosby and Bob Hope have finally struck it rich in Texas. This time in the oil fields of Big Bend. The two are partners in a big oil well which has been struck in Scurry County in west Texas is turning out oil at the rate of 100 barrels an hour.

For a full hour of real western entertainment KABC, San Antonio, is offering each day, Monday through Friday the "KABC noonday Amboree" starting at noon. Program features the Texas Top Hands: Bill Dunbar; Betty Jane, the "680 sweetheart"; Bill Lister, and Jim Higgins as emcee.

The Baptist General Convention of Texas has awarded a contract to R. Bowden, a Dallas contractor, to erect a building to cost \$9,000 which would house the transmitter of KYBS at the Mount Lebanon Baptist encampment. KYBS is an outlet to be owned by the Commission and will operate with a power of 86,000 watts.

WDAK Becomes 171st Affiliate Of NBC Web

Columbus, Ga.—WDAK, owned and operated by Radio Columbus, Inc., full-time with 250 watts, has joined NBC to bring the total number of affiliates to 171, it was announced yesterday by Easton C. Bolley, director of the NBC stations department.

WDAK has been in operation since 1940. Allen M. Woodall is general manager.

Radio De-Commercialization Urged By Canadian Institute

Montreal—De-commercialization of Canadian radio by giving program control to "cultural leaders" rather than to "contributory advertisers" has been urged in a report by the Royal Architectural Institute of Canada to the Massey Commission of Arts and Science Development. The Institute's views on radio and television are expected to be probed in detail when the Canadian Broadcasting Corp. and the Canadian Association of Broadcasters appear before the Commission Sept. 6.

The Institute declared that under the existing setup radio, "the greatest and most universal instrument of education," has become merely an entertainment vehicle for sales propaganda. The Institute's president, A. J. Hazelgrove, declared in a brief submitted to the Commission that "giant commercial corporations," control the type and quality of Canadian radio programs. The Institute represents 1,100 Canadian architects.

The Institute also submitted for the Commission's perusal the following eight-point program, upon which, in its collective opinion, Canada's future radio policy should be based:

1—Elimination of radio programs which underestimate the taste and

capacity of the public and those which impose standards based on appeal to the non-intelligent.

2—Recognition that radio is today the greatest and most universal instrument of education, and that its use or misuse influences Canadian culture in all fields of society.

3—Control of radio programs to maintain a reasonable balance between educational and non-educational entertainment.

4—Design of programs to enable Canadian children in rural areas to enjoy the same advantages as children in the urban centers.

5—Programs designed to encourage more rapid development of Canadian talent. The standards of such talent should not be assessed by patterns used in the United States.

6—Establishment of radio and television courses in universities with the radio industry assisting deserving students with scholarships.

7—Control over program policy by the country's cultural leaders rather than by contributory advertisers.

8—Use by all art and cultural groups of television when established "to raise the standard of taste and understanding in the fields of art, architecture and civic design."

Industry Leaders Heard At University Clinic

Denver—Several prominent industry figures are among the guest lecturers at the Third Annual Professional Radio Clinic which opened last week at the University of Denver.

Maurice B. Mitchell, director of the Broadcast Advertising Bureau, lectured during the first week on "Tools and Techniques for Radio Sales." Radio, he said, is selling only a small percentage of the sales potential. "To do the kind of job that has to be done," he emphasized, "salesmen must know their business better—must know all the tools, all the techniques, all the available selling methods of selling radio as the best advertising medium."

Classes this week and next week will be conducted by Howard Abrahams, sales promotion director for the National Retail Dry Goods Assn., and Arthur Stringer, of the NAB.

Begins 12th Year

CBS' "People's Platform" enters its twelfth year of uninterrupted forum broadcasts with the program of Sunday, August 14. On that date the series, produced by Leon Levine, will have chalked up 561 consecutive broadcasts. The Sunday program will present a debate on "The Supreme Court and Political Appointments" with Congressman Emanuel Celler, Democrat from Brooklyn, and Congressman Kenneth R. Keating, Republican of Rochester, N. Y.

Skelly Oil Renews Dreier On NBC Outlets

The Skelly Oil Co. this week renewed the Alex Dreier news commentary program over a 24-station split NBC network for 52 weeks effective September 5. Paul McCluer, manager of the NBC Central Division network, also announced the Skelly firm would sponsor Alex Dreier's "This Farming Business" program on Saturdays.

Both shows are aired 7:00 to 7:15 a.m., CDT. Henri Hurst & McDonald, Chicago, handles the Skelly account, and George Diefenderfer is the NBC-Chicago account executive.

Extends Contract

Rootes Motors, Inc., which originally had contracted for two weeks of participation announcements on WCBS' early morning Jack Sterling program, has extended its contract for an additional 24 weeks of participations on the show, it was announced by WCBS sales manager Don Miller. Agency for Rootes is Anderson, Davis & Platte.

Named To Research Post

The appointment of Lloyd M. Hershey as director of research for General Instrument Corporation (Elizabeth, N. J.) was announced by Richard E. Lux, president. Hershey previously was assistant to the chief engineer of the Hallicrafters Company and prior to that was in charge of development research for Hazeltine Corporation.

SAN FRANCISCO

By NOEL CORBETT

CARL J. BURKLAND, general manager, Radio Sales for CBS, is visiting with Arthur Hull Hayes and Edwin Buckalew, CBS' new coast sales rep here.

Dean Maddox, KFRC's Sidewalk Reporter, put out a call for help during his daily show for the Ecuador quake victims. Over five hundred dollars tumbled over his desk in small donations following his first appeal.

Richard Trudeau has a new program on KSMO Wednesdays at 7, "Reminiscent of Denmark." It's made up of recordings Trudeau gathered in Copenhagen when he was U. S. Vice Consul there.

Myron Elges, erstwhile KCBS sales manager, is formulating plans for three interested sponsors to take over the television broadcast rights for the eight Stanford home games.

Jac Willen, formerly scribe with RADIO DAILY in Hollywood, around the Bay Area tub-thumping the new United Artists picture "Black Magic" which has its world premiere here Aug. 19.

Jim Alspaugh, former account executive with KJBC now with John Blair and Company.

Mrs. Barbara Randall has the newly created position in charge of the KCBS Library and Central Filing System. She was formerly with CBS in New York.

Mrs. Arthur Hull Hayes is in San Francisco where she has joined her husband at their temporary residence at the Mark Hopkins. When she has found a home, she'll return to New York and bring the children back to San Francisco.

K. C. "Casey" Ingram, assistant to the v-p at Southern Pacific, plugged his new book, "Winning Your Way With People" on Jane Lee's KNBC Woman's Magazine of the Air program and on Ken Carnahan's KGO "Booktime" program.

Old Dutch Corp. Buys Program On WCBS

Old Dutch Corp., for Old Dutch Coffee will sponsor WCBS' "Missus Goes A-Shopping" on Mondays, Wednesdays and Fridays effective October 3. Show emceed by John Reed King is aired 9:45-10:00 a.m. Agency for Old Dutch Corp. is Peck Advertising.

Join Sales Staff

John C. Freeman and C. Butler Jellinghaus have joined the staff of National Sales Executives, Inc., New York, Freeman as manager of club services and Jellinghaus as manager of member service.

Freeman formerly was sales manager for American Airlines in Rochester, N. Y. Jellinghaus was an associate editor of "Advertising and Selling."

"Voice Of America" Budget Increased

(Continued from Page 1)

provement of international stations and equipment to combat Russian jamming of the American signal. General Albert C. Wedemeyer, Army psychological warfare chief, termed the information program "the nation's first line of defense." He told the committee that "A condition has been recently created by the Russians with reference to jamming that will require accelerated and expanded activity on our part. We have received numerous reports from good sources that would indicate that we are hurting them and hurting them badly."

Wedemeyer recommended concentrating on areas around Russia as a means of reaching the Russian people, saying:

"Then we could hope to penetrate farther into Russia and reach them also with pamphlets and with agents; however, the life of an agent in Russia today would not be worth very much.

"We do have a few. That is something that has to be generated very slowly—an intelligence organization within Russia. We do not get from Russia very good intelligence reports. Our sources are very limited, but they are improving."

Gannon Appointed WNBC Program Mgr.

(Continued from Page 1)

new programs. He will work closely with Gannon in developing new talent and will direct special programs in addition to his present duties. Gannon, in turn, will report to Thomas B. McFadden, the station's manager.

Both appointments will become effective September 1.

Gannon joined NBC as a page in 1930 after which he was moved to the night executive office. Later, he became night announcing supervisor. He joined WNBC's traffic department in 1946 and became service and traffic supervisor last January.

Prior to joining NBC, Daniel was program director of WSJS, NBC affiliate in Winston-Salem, N. C. He was appointed a WNBC producer-director in 1946.

APS Musical Salute Prepared For KBKW

As a new phase of its promotional production, Associated Program Service has prepared a full-hour transcribed "musical salute" to a new subscriber, KBKW, Aberdeen, Washington, utilizing big name talent for the purpose.

The program will be aired during KBKW's opening day ceremonies on Tuesday, Aug. 16. The platters feature Ted Dale's Orchestra, Vic Damone, Evelyn Knight, Kay Armen and Phil Brito, among others.

WU To Produce Commercially TV Relay Equipment On 5mc.

(Continued from Page 1)

procured in such cities as Richmond, Atlanta, Cincinnati, Cleveland, Buffalo, Syracuse, Albany, Chicago, Minneapolis and Kansas City. In addition the Commission was told, Detroit, Columbus, Indianapolis and other cities could be served with no added construction needed.

The company did not attempt to schedule completion of further intercity lines, pointing out that this schedule depends upon factors beyond its control. It mentioned the problem of interconnection with other systems, still awaiting FCC determination, the extent of demand from broadcasters and telecasters, and the overall question of investment in the light of economic conditions prevailing when the demand arises.

Western Union has no present plan to increase the bandwidth of

its current facilities, which extend to 5 mc. If there is a demand for greater bandwidth for color TV, however, the company "will be prepared to furnish them . . . (after) . . . some additional development work. One of the basic advantages of the radio relay system is that the major part of the investment is in towers, buildings, land, emergency power and other physical facilities, and additional channels may be added, or existing equipment modified with less expense than for other types of transmission facility."

The new channel allocation "should increase the demand for intercity facilities," Western Union said, and many smaller cities may be reached by short extensions from WU trunk lines. Regional networks could be established and these tied into trunk routes as the needs arise.

Johnson Family Feted By Chicago's Oak Park

Chicago—More than 8,000 radio fans are estimated to have jammed Lake Street in Oak Park last week to greet Cliff Johnson and his family during the village's celebration honoring the WBBM stars of the daily program, "Listen to Cliff."

"Cliff Johnson Week" was officially proclaimed in Oak Park by Village President Robert F. Glaesel to honor the radio family and to wish them a happy vacation as they departed on a holiday at Fox Lake, Ill.

Until September 1st, Johnson, his wife and four daughters, will live in a trailer along the lake shore. Each day, on-the-spot tape recordings will be made of their holiday adventures and returned to Chicago to be heard the following morning on WBBM.

Fishbein Heads Marks

Lawrence Fishbein has been appointed general manager of the Edward B. Marks Music Corporation, in charge of all office, copyright, royalty and general matters. He succeeds Simon Sheffler, who died suddenly on August 3rd and who in turn succeeded the late Max B. Marks, upon the latter's passing early this year.

Larry Fishbein entered the music business a few years ago, after a successful career in real estate. He has been a lifelong friend of Herbert E. Marks, president of the corporation. They were classmates in high school and at Dartmouth College, where Mr. Fishbein won the coveted honor of election to Phi Beta Kappa.

Wedding Bells

Nadine Miller, publicity director of C. E. Hooper, Inc., has announced her engagement to Alfred C. Horsh, New York publisher. A fall wedding is planned.

Two-Hour Show Salutes First Nite Of WLAV-TV

Grand Rapids, Mich.—Television broadcasting from Grand Rapids, Mich., became a reality at 8 p. m. Monday, August 15, with the inaugural broadcast of WLAV-TV originating before an overflow crowd of invited guests at the midtown theater. The special two-hour broadcast featured addresses by Leonard A. Versluis, president and owner of WLAV-TV-FM-AM; James Riddel, manager of the Detroit division of ABC, with which WLAV-TV is affiliated; I. E. Showerman, vice-president in charge of the central division of NBC; Julian Armstrong, vice-president and assistant director of the DuMont TV network.

Other special guests presented before the TV cameras by Hy Steed, station manager, included Mayor Stanley J. Davis; Nathan Harkness of the Grand Rapids Convention Bureau and others. Jack Harrison of the WLAV-TV staff was MC of a fast-moving show featuring widely known entertainers.

WLAV-TV has signed contracts to be available for network broadcasts not only from ABC but also from NBC, CBS and DuMont networks, according to Versluis.

Resigns From KNX Staff To Join Un. Of Portland

Los Angeles—Brunetta Mazzolini, of KNX's Columbia Square mail room staff, has resigned to become assistant in the music department at the University of Portland and to be starred in the University sponsored concert season in the Northwest, effective Sept. 1.

She was the featured soprano of the Sigmund Romberg radio series last season and, in addition to concerts in the Southern California area, was guest soloist at the 1949 Ohio Music Festival.

New England District CBS Outlets To Meet

(Continued from Page 1)

and director of public affairs, will head the delegation from New York headquarters of CBS, together with William D. Lodge, vice-president in charge of engineering, and Harold E. Fellows, general manager of WEEI, Boston.

Others attending will be E. E. Hill, CAAB secretary and executive vice-president of WTAG, Worcester, Mass.; Joseph K. Close, WKRN, Keene, N. H.; Mr. and Mrs. Franklin M. Doolittle, W D R C, Hartford, Conn.; Mr. and Mrs. Creighton J. Gatchell, Mr. and Mrs. Lawrence J. Stubbs, WGAN-WGUY, Portland and Bangor, Me.; Gerald Harrison, WMAS, Springfield; C. P. Hasbrook and J. D. Swan, WCAX, Burlington, Vt.; Warren H. Journey, WFEA, Manchester, N. H.; J. Maxim Ryde, WBRV, Waterbury, Conn.; Arnold F. Schoen, WPRO, Providence, R. I.; Robert W. Booth and A. J. Brissett, WTAG, Worcester, Mass.

Colclough Of Town Hall Contracts Malaria In P.

Manila, P. I.—Betty Colclough, program director of "America's Town Meeting of the Air," now circling the globe, has contracted malaria, according to word received yesterday from Bill Traum, business manager of the tour.

Miss Colclough and Traum comprise the advance party in the programming arrangements for Town Hall's show over ABC. Colclough left here for Honolulu where she expected to enter a hospital. Traum went on to Tokyo to arrange for another Town Hall broadcast.

MBS To Air Via DX Channel Swim Attempt

Dover, England — MBS report Stephen Grenfell will broadcast via shortwave, hourly reports on the progress of channel swimming. Shirley France when she attempts her feat within the next fortnight.

Mutual will carry his report coast to coast "live." Grenfell will be aboard the boat scheduled to cross the channel with her. If the swimmer is successful, MBS' London correspondent, Arthur Mann, will describe her approach to the shore here and will interview her later.

Stern To Return

Bill Stern, NBC's director of sports, now recuperating from illness, will return to his "Sports Newsreel" show Friday, Aug. 10:30 p.m., EDT). Dizzy Dean, former pitcher with the St. Louis Cardinals, will be Stern's guest.

Wedding Bells

San Antonio, Texas—Sam Murr, member of the engineering staff of KCOR here was married last Sunday to Miss Jukia Dalga.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, August 17, 1949 — TELEVISION DAILY is fully protected by register and copyright

DUMONT OFFERS ALLOCATION PLAN

TELE TOPICS

FORMAT OF JACQUES FRAY'S "Music Room" on ABC was changed slightly this week, but the entertainment value of the show was not altered either way. Fray substituted Conrad Thibault as emcee, with the latter remaining pianist and as what might be called a "b-co-emcee. Thibault still is a fine singer, but he faltered in his between-actures—appearing stiff and giving the impression that he had memorized his lines. The main ingredient of the show is music, and it is my naive opinion that music is heard and not seen. There is little enjoyment to be gained in watching a close-up of a soprano's face as she strains to hit a high one, or a pair of hands chasing each other up and down a piano keyboard. Talent on the show is fine. Lineup this week included violinist Fredell Lack, soprano Ann Ayars and two dance teams, El Powell & June Walker and Nicolai, El & Shari. Latter group's "Flirtation Piece" was just a bit too cute for our time. Program is produced by Jack Munn and directed for ABC by Babette Barry.

OUR QUEST for enlightenment on the question of horror and fantasy shows in the note continues with the following note in Rod MacLeish, of ABC-TV. He writes: "As a long-time admirer of Scott Brainerd, Arch Oboler and (as long as we're giving credits in here) as author of the 'Rus Thorne' mysteries and as a full-time writer for TV, I think Brainerd is wrong in his chiller-diller thesis. His own statements work agin him—he says that he and Arch Oboler left to the audience's imagination the ultimate horrors of the stories they told. TV can do that even more effectively than radio because the suggestions and elements are more malleable with what is added. Mr. Bishop's attitude of 'it can't be done' is the sort of thing that is killing the creativity-potentials of television. I think that real suspense can be made and has been done—on ABC's 'Volunteer' series by Wyllis Cooper, who, incidentally, has a pretty fair reputation with the Brothers Bishop, Oboler and Rohrer. I note. Furthermore, I think that it's time to be done again—and even more effectively than the admirably pioneering technique of Cooper."

PETER LIND HAYES has been signed by Arthur Schwartz as permanent star of "Inside USA With Chevrolet," which bows on CBS Sept. 29. Rehearsals are slated to begin Sept. 8. . . . Dropped from yesterday's review of the John J. Anthony show because of space limitations was the intelligence that program is a weekly feature on WPIX and is packaged by Jerry Lawler and Chick Vincent. . . . Myrtle Layton has joined the Stark-Layton office to merchandise the Kathi Norris show.

Eight Point Program Developed By Goldsmith Would Provide 77 Channels And Minimize Number Of Cities With Both UHF And VHF

(Continued from Page 1)

day. The program will be offered at the hearings slated to begin Sept. 26 as an alternative to the Commission's proposals of July 11.

The DuMont program was developed by Dr. Thomas T. Goldsmith, Jr., director of research, who outlined the plan before a meeting of the RMA-TV committee yesterday. At the same time, Mortimer W. Loewi, director of the DuMont web, wrote affiliates informing them of the proposal.

"DuMont enthusiastically approves the policy of providing more channels for additional television services," Dr. Goldsmith said. "But there are certain features of the FCC proposal which should be modified to provide better service to the public and a more competitive national TV operation."

DuMont plan suggests a total of 77 channels, as compared to 54 proposed by the FCC, and is based on the following eight points:

"1. It utilizes the twelve present commercial VHF channels to the fullest extent, thereby providing four channels per city for most of the 140 metropolitan districts (as described by the 1940 census).

"2. It utilizes 48 UHF channels, each six megacycles wide, to assure adequate service to other communities.

"3. It reserves ten additional UHF channels, each six megacycles wide, to protect smaller communities, not yet ready to embrace TV and insure that adequate frequencies will be available when they are ready.

These will be assigned on a first-come, first-served basis.

"4. It sets aside seven further UHF channels for non-commercial educational broadcast applications. These are to be assigned on a first-come, first-served basis and used at full metropolitan power.

"5. It proposes allocation of VHF and UHF frequencies in such a manner as to provide a minimum of four channels in most metropolitan communities to assure competitive operation and wide choice of programs.

"6. It minimizes the intermixture of VHF and UHF assignments to reduce, or eliminate, the need for set owners to buy converters or for station owners to utilize transmitters for two supplementary frequencies.

"7. It provides for the best long term operating plan for television, in that it designates certain cities, now having a limited VHF service, as future UHF cities in the long term plan. It is proposed that existing licensed and construction-permit-holding stations in such cities continue in operation for a specified period of time until the transition from VHF to UHF has been completed. An orderly conversion schedule, designed to protect station operator and set owner, would follow.

"8. Finally, it proposes allocation of UHF channels so as to minimize interference between stations and receivers. It does this by grouping channels in each service area."

New Photographic Technique Will Aid Experiments In UHF

Washington Bureau of RADIO DAILY
Washington—A new photographic technique expected to aid in the study of ultra-high frequencies for radio, television and radar was announced yesterday by the National Bureau of Standards.

The method, developed by Dr. L. L. Marton of the Bureau's electron physics laboratory, involves the taking of two enlarged photographs of an object's magnetic field on a fluorescent screen like that of a television receiver. The first shot is an ordinary image with the electron beam deflected by the object being

photographed and focused by the magnetic lenses to form a greatly enlarged picture on the screen. A non-magnetic wire mesh then is placed so as to throw a sharp electronic shadow on the screen.

Will Aid Atomic Research
The "shadow network," superimposed on the image, permits closer computation of the "absolute value" of the object's magnetic force. It is this latter calculation which is expected to prove valuable in future ultra-high frequency experimentation, and also in the design of equipment for atomic research.

Sheaffer Pen Signs Weekly Sports Reel

Sheaffer Pen Co., Fort Madison, Iowa, will sponsor the Telenews-INS weekly 15-minute sports reel, "This Week In Sports," on a basic nine-city network out of New York, beginning Sept. 21. Stations and time are being cleared.

Placed by the W. Biggie Levin Agency, through the Russel M. Seeds Co. representing Sheaffer, program will be seen in New York, Boston, Philadelphia, Washington, Baltimore, Buffalo, Cleveland, Detroit and Chicago, with additional markets available to the sponsor during the life of the contract.

Leading off with coverage during the important football season, the sports reel is being offered to open station markets for local sales. Some twenty of these markets have already committed themselves.

ABC Gets TV Exclusive For FitzPatrick Films

ABC has acquired exclusive rights to the James A. FitzPatrick travelogue film series and to privately filmed footage now being shot in Europe by FitzPatrick. Airing of an initial 13-week series will begin over the web's WJZ-TV, New York, the week of Sept. 4, and will be followed by showings on successive weeks over WENR-TV, Chicago; WXYZ-TV, Detroit; and KGO-TV, San Francisco.

Starting the same week, ABC will inaugurate three series of Encyclopedia Britannica Films, 39 programs in all.

Deals were set by Nat Fowler, head of the web's film division.

New WCBS-TV Comm'l

New series titled "Telefunds" will debut on WCBS-TV, Sept. 5, 11-11:30 p.m., sponsored by the Winston Television Corporation for 26 weeks. Program will feature new talent culled from variety theaters in the Metropolitan Area. Bill Berns will be emcee. Program will be produced by Scheck and Dahlman, in association with Albert Black. Sternfeld-Godley, Inc., is the agency.

K-F Buys WFIL-TV Spots

Philadelphia—Kaiser-Frazer Corp. has signed a 13-week contract with WFIL-TV for eight one-minute film spots weekly through November 7. Weintraub agency handles the account.

NEW BUSINESS

KNX, Los Angeles: The Kelite Products Company, of this city, has purchased the 12:00-12:05 p.m. (Monday through Saturday) news program, featuring Frank Goss, for 52 weeks. Little and Company, Los Angeles, placed the order, which is for Kenu Water Softener. H. K. Carpenter is the KNX account executive.

The Pyroil Company, Chicago, will sponsor the Monday through Saturday "Almanactivities" series, featuring Ralph Story, beginning August 29, 6:55-7:00 a.m. The contract, for 52 weeks, was placed by Van Hecker, Inc., Chicago.

Seeck & Kade - Pertussin, will sponsor participations on the Monday, Wednesday and Friday "Call For Help" series, beginning October 3, 1:00-1:30 p.m. Erwin, Wasey & Company, Inc., New York, is the agency for the New York firm.

Grove Laboratories, of St. Louis, has signed for a series of eight weekly station break announcements, beginning October 3, for 26 weeks. Gardner Advertising Agency, St. Louis, is the account agency and Radio Sales, Chicago, represents the station.

The Regal Amber Brewing Company, Los Angeles, will sponsor a series of six weekly spot announcements, beginning September 5, for 52 weeks. Abbott Kimball Company is the agency, and Clark George is the KNX account executive.

The Vick Chemical Company, New York, has taken participation in the Monday, Wednesday and Friday "Harry Babbitt" programs, beginning October 17, for 13 weeks. Morse International, New York, is the advertising agency.

WCSI-FM, Columbus, Ind.: Contract renewals include: Anderson Apparel Shop, two participating portions of the WCSI Woman's Club-Hinkle Music House, three 15-minute shows per week, "Name That Tune," each Monday, Wednesday and Friday at 7:45 p.m.; Mobil Gas dealers of Southern Indiana, spots around all Indiana University sporting events.

Monitor Signs Renewal With ABC For 52 Weeks

The Christian Science Monitor has renewed its contract with ABC for another 52-weeks for the Tuesday, 9:30-9:45 p. m., EDT, commentaries of Erwin D. Canham, editor of the newspaper.

The renewal covers 75 ABC stations and becomes effective on Aug. 30. H. B. Humphrey Co. of New York is the agency.

Seaboard Names Johnson

Sandford R. Johnson has been appointed executive vice-president of Seaboard Studios, Inc., producers of motion pictures and TV shorts, it was announced yesterday by Maitland Brenhouse, president.

COAST-TO-COAST

Irene Potvin Joins KXOB

Stockton, Calif.—Irene Potvin has joined MBS affiliate KXOB and will conduct a daily woman's participating program entitled "The Second Cup." She is experienced in retail merchandising and has had several women's shows on various stations throughout the Pacific Southwest.

Stock Car Racing On WTOR

Torrington, Conn. — WTOR believes that stock car racing is the coming thing. Johnny Morris, station's assistant program director, travels to Plainville (Conn.) stadium every Sunday evening to record the feature event of the evening and the transcription then is aired over WTOR Monday at 9:15 p.m. Of local interest? Five Torrington cars are racing!

WSGN-FM Now Full-Time

Birmingham, Ala.—WSGN-FM is now on the air full time, broadcast from 5 a.m. till midnight. The Birmingham News-Age Herald-owned station was formerly operated from noon until midnight. With the exception of some days of baseball games, WSGN and FM will broadcast the same programs, including the ABC network shows.

KNX Covers Deep-Sea Dive

Los Angeles, Calif.—KNX carried a 15-minute special event broadcast last Sunday describing the attempt of diver Otis Barton to break the world's deep-sea diving record. Stuart Novins, director of public affairs for KNX and Columbia Pacific Network, broadcast from aboard the "Monsoon" which was anchored off Santa Cruz Island 75 miles from San Pedro when Barton attempted to dive to a depth of 6,000 feet in a Benthoscope (diving bell).

KMBC Editor Profiled

Kansas City, Mo.—Erle Smith, KMBC-KFRM news editor, is the subject of a 12-page spread in the company's national magazine. This summer marks the tenth anniversary of Phillips sponsorship of Smith's newscasts over KMBC. He has presented more than 2,000 consecutive broadcasts to establish an all-time record at KMBC for continuous uninterrupted sponsorship by the same advertiser.

WWST Drive-In Show

Wooster, Ohio—A Sunday matinee of hillbilly and western entertainment has been inaugurated by WWST and originates at the Sunset Auto Theater, drive-in near there at 2:30 p.m. The first such program brought over 1,500 persons and the sheriff was called in to handle the traffic tangle. The station now plans to hold the shows every Sunday afternoon.

WCAE Assists The 'Voice'

Pittsburgh, Pa.—Borgida Pepich of the Yugoslav Desk, U. S. Department of State, currently is using the facilities of the WCAE studios to make transcriptions for the Voice of America broadcasts. Pepich is conducting interviews with well known foreign-born personalities now residing in Pittsburgh.

WIBW Plowing Contest

Topeka, Kans.—A record crowd of 20,000 attended the third Annual Kansas State plow terracing contest which was sponsored by WIBW and Capper Publications, Inc. A banquet was held preceding the competition for the contestants and Marilyn Albers was chosen "Queen of the Curves" and presented with a gift of luggage by the station. Six hundred dollars in cash prizes were awarded to the winning terracing contestants.

Balladier On WAVE

Louisville, Ky. — Balladier Al Rogers is currently heard Monday through Friday at 11:30 a.m. on WAVE in a 15-minute show of folk songs and western ballads. Prior to joining WAVE this past week, Rogers was heard over WSAZ, Huntington, W. Va.

AGENCIES

ANDREW J. HAIRE, president of the Advertising Club of New York, has appointed Horace I. Nahm, president, Hooven Letter Inc., as chairman of the Advertising and Selling Course Committee. This is Nahm's 4th term as chairman.

ROBERT I. GARVER has resigned from Alley & Richards, Inc., where he was an account executive, to join Lynn Baker, Inc. in the same capacity. He previously was sales manager of WJZ and is the author of "Successful Radio Advertising with Sponsor Participation Programs" which will be published August 29, by Prentice-Hall, Inc.

Young & Rubicam Name Two Vice-Presidents

Fred S. Sergenian, manager of Young & Rubicam's art department, and Roland Gillett, television supervisor, have been appointed vice-presidents of the agency.

Sergenian joined Y & R in 1937 as art director, and in 1941 was named manager of the art department. Gillett wrote and produced several major films before turning to television production and directing. He has produced and directed shows for the British Broadcasting Corp. and for CBS.

Y-e-e-e-o-w!

Want to sell your product to a rich farm market? Slim Bryant and the Wildcats can help you. Listen to them.. on KDKA's famed Farm Hour.. or pick them up on the NBC network every Saturday at 4:15.

One Farm Hour advertiser spent \$500, got \$20,000 worth of orders. Y-e-e-e-o-w! A similar campaign beamed to the more than 258,000 farms in KDKA-land will sell for you too.. inexpensively and effectively. For details, check KDKA or Free & Peters.

PITTSBURGH KDKA
50,000 WATTS
NBC AFFILIATE

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 34

NEW YORK, THURSDAY, AUGUST 18, 1949

TEN CENTS

WEB VIEWS DIFFER REGARDING CO-OPS

Ask Stalin For Action On 'Jamming' Protest

Washington Bureau of RADIO DAILY
Washington—United States Ambassador Alan Kirk asked Soviet Premier Josef Stalin Monday to speed up consideration of the United States protest against Russian jamming of the "Voice of America," Secretary of State Dean Acheson said yesterday. Stalin referred the matter to the USSR foreign office. Meantime, there was growing congressional support for the supplementary appropriation of \$11,000,000 for "Voice" recommended

(Continued on Page 2)

'Cisco Kid' Package Sold By Nine More Stations

Sale of the "Cisco Kid," open-end subscribed Western series, on nine additional stations has been announced by the Frederic W. Ziv Co., producers.
New outlets are: KOSA, Odessa, Tex.; WIRL, Peoria, Ill.; WAGM, Chesapeake Isle, Me.; WPUV, Pulaski, Va.; KRNR, Roseburg, Ore.; KMA, Menandoah, Ia.; WCVS, Springfield, Va.; WJRD, Tuscaloosa, Ala.; and GNI, Wilmington, N. C.

Special Polio Report Scheduled By ABC

A special half-hour report on polio, its possible causes and suggested preventative measures, will be aired by ABC in cooperation with the National Foundation For Infantile Paralysis, Aug. 30, 10 p.m., EDT. The broadcast will consist of dramatizations and interviews with patients and scientists. It is designed

(Continued on Page 2)

Traffic Jam

Chicago—An estimated 8,000 persons jammed a street in suburban Oak Park last week, halting traffic despite the efforts of a special police detail. Center of attraction were Cliff Johnson, star of WBBM's "Listen To Cliff," and his family holding open house for their fans before leaving in a trailer for a two-week vacation.

Not For Tots

London—British parents have been warned by the BBC to send the nippers off to bed early on the night of an upcoming television show. Peter Lorre will be seen making scary faces, the BBC said, "and we fear that children watching the performance in a darkened room would find it too alarming." Lorre is spotted last on the bill.

3 Food Companies Renew ABC Dramas

Chicago—Three food companies have signed 52-week renewals of children's programs over ABC, it was announced by the net's Central Division sales department.

The Derby Foods, Inc., for its Peter Pan Peanut Butter, will continue to present "Sky King," 5:30-6 p. m. in all time zones, alternating in the Monday-through-Friday segments with "Jack Armstrong,"

(Continued on Page 3)

House Group May Scan Communications Act

Washington Bureau of RADIO DAILY
Washington—The communications sub-committee of the House Interstate Commerce Committee may review the entire Communications Act next winter, Acting Chairman George Sadowski of Michigan said yesterday. Instead of acting on the Senate-passed McFarland bill, Sadowski said, the Committee might

(Continued on Page 8)

Decision On Giveaway Shows May Be Made Today By FCC

Washington Bureau of RADIO DAILY
Washington—The FCC will try today to reach a decision on the troublesome giveaway matter, with the fate of dozens of local and network shows on AM, FM and TV hanging in the balance. It was indicated here yesterday that the present balance on the Commission—as unofficially indicated—is close, with the decision of Commissioner Robert F. Jones perhaps to deter-

Program Type Rising On ABC, MBS But Declining On NBC And CBS; News Shows Most Popular

\$150,000 ET Series Planned By BPS

West Coast Bureau, RADIO DAILY
Hollywood—The Broadcasters Program Syndicate has allocated \$150,000 per year for the production of "Hollywood Brown Derby," a new 5-quarter-hour per week ET series, it was announced by Bruce Eells, director of the cooperative station transcription group.

The series will originate from the Brown Derby restaurant here and

(Continued on Page 2)

S. N. Nemer Named WLWL Sales Manager

Minneapolis—Appointment of Samuel N. Nemer as sales manager of WLWL was announced yesterday by C. T. Hagman, general manager and president.

Nemer fills a post vacant since February, when Hagman was pro-

(Continued on Page 2)

WCAU Public Service Is Praised In Congress

Washington Bureau of RADIO DAILY
Washington—Extended praise of public service programming by WCAU, Philadelphia, was read into the Congressional Record last week

(Continued on Page 2)

Co-operatively sponsored shows, which have been questioned as to their value to network operations, have been rising in number on ABC and MBS, but declining on NBC and CBS during the last few years, with news programs showing the greatest stability, a check by RADIO DAILY

(Continued on Page 5)

Secy. Johnson Lauds Upcoming CBS Series

The upcoming CBS series on "The Nation's Defenses" yesterday drew the praise of Defense Secretary Louis Johnson, who expressed his "delight" with the project and said he was sure it would help "to give the American public a better understanding of this nation's problems of security and defense."

Johnson is the first scheduled

(Continued on Page 8)

Package Promotion Plan To Be Offered By WFIL

Philadelphia—WFIL and WFIL-TV, the Philadelphia Inquirer stations, have announced a "package promotion" service for conventions, trade or amusement exhibits, country fairs and other celebrations held within its coverage area.

The plan in essence is a complete

(Continued on Page 2)

The McCoy

William Gargan, star of the Mutual meller, "Marlin Kane, Private Eye," comes by his role honestly. The MBS press department, after a little slouching on its own, reports that Gargan worked as a private detective for a short time after graduating from St. James School in Flatbush, but soon forsook the Holmes mantle for sock and buskin.

RADIO DAILY



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

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 Phone: Wisconsin 3271

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

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

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

FINANCIAL
 (August 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	61 1/2	61 1/4	61 1/2	+ 1/4
Admiral Corp.	183 1/8	181 1/4	181 1/4	- 1/4
Am. Tel. & Tel.	146	145 1/2	145 7/8	+ 3/8
CBS A	191 1/4	191 1/4	191 1/4	+ 1/4
CBS B	191 1/8	191 1/8	191 1/8	+ 1/8
Philco	27 1/8	26 7/8	27
RCA Common	107 1/8	103 1/4	103 1/4
Stewart-Warner	11 7/8	11 5/8	11 5/8	+ 1/4
Westinghouse	25	24 5/8	25	+ 1/8
Zenith Radio	25	24 7/8	24 7/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	123 1/4	123 1/2
Stromberg-Carlson	10 1/4	11 1/2
U. S. Television	1/4	3/8
WJR (Detroit)	6 1/4	6 3/4

Harrises Back Early
 Phil Harris and Alice Faye will forego the latter part of their summer vacation to return to NBC two weeks earlier than scheduled, on Sept. 18, 7:30 p.m., with their Rexall Drug Co. show.

LIBEL and SLANDER
 Invasion of Privacy
 Plagiarism-Piracy-Copyright

INSURANCE
 FOR THE WISE BROADCASTER
 OUR UNIQUE EXCESS POLICY

provides adequate protection.
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Special Polio Report Scheduled By ABC

(Continued from Page 1)
 to clarify the picture concerning the current polio epidemic, which, according to some predictions, will reach its peak during the closing week of this month and the early days of September.

The program will be under the supervision of Michael Roshkind, ABC's director of special events. Ira Marion will do the script and George Weist will direct. ABC commentator Pauline Frederick will handle the interviews.

Package Promotion Plan To Be Offered By WFIL

(Continued from Page 1)
 exploitation service, including spot announcements, guest appearances and radio and TV shows, newspaper advertisements, press releases, and so on. Dubbed the "SRO Plan," the scheme had its first tryout during the recent National Office Management Assn. convention held here, and was generally considered a great success.

S. N. Nemer Named WLOL Sales Manager

(Continued from Page 1)
 moved to his present position succeeding Norman Boggs, who resigned to join WMCA, New York. Nemer has been a member of the WLOL sales staff since January, 1948. Before that he was sales manager of WMIN, St. Paul.

Ask Stalin For Action On 'Jamming' Protest

(Continued from Page 1)
 Tuesday by the House Appropriations Committee. Acheson was jubilant about it yesterday, as he spoke of the importance of the broadcast programs and said Russian jamming was an indication of weakness.

Robinson-Belloise Fite To Be CBS Exclusive

Ray Robinson-Steve Belloise fight at Yankee Stadium, Aug. 24, will be broadcast exclusively by CBS radio network, starting at 10 p.m., EDT. There will be no television broadcast.

P. Ballantine & Sons, Newark, New Jersey, will sponsor the radio coverage with Russ Hodges handling the blow-by-blow description of the contest.

Wedding Bells

Newark, N. J.—Estelle Klosty, daughter of Mr. and Mrs. George Klosty, was married Tuesday to Charles Snell, a former theatrical radio and television producer and now an executive of Muntz T. V., Inc., manufacturer of television receiving sets.

WCAU Public Service Is Praised In Congress

(Continued from Page 1)
 by Rep. William J. Green of Pennsylvania.

Green called WCAU "a beacon light of public service," and paid tribute to "its great record" in 28 years on the air. The Congressman singled out for laudatory comment the station's handling of the "Pennsylvania Caucus" during the 1948 Republican National Convention, transcriptions of which were made available to political science classes and other groups throughout the U. S.

Allots \$150,000 Yearly For 'Brown Derby' ET's

(Continued from Page 1)
 will feature top guest stars of motion pictures and radio. Joy Hodges, former NBC emcee and stage star, will star in the series.

Before being submitted to local sponsors by 196 stations of the BPS group, the organization will offer the new series to all national advertisers for spot purchase on a "first come, first served" basis. Such national sponsors will negotiate for the series directly with member stations or through their national representatives.

COMING and GOING

THOMAS W. METZGER, manager of WMRF, Lewiston, Pa., is in New York for conferences with Sheldon B. Hickox, Jr., head of the stations department at NBC.

LAWRENCE LOWMAN, vice-president and general executive at CBS, is spending three weeks at Nantucket.

JAMES BAILEY, vice-president and managing director of WAGA, Atlanta, and **BILL McCAIN**, program director of the station, are back in Georgia following a business trip to New York.

TED OBERFELDER, director of advertising and promotion for ABC, will leave tomorrow for a two-week vacation in Canada.

HENRY FLYNN, formerly manager of CBS Radio Sales in Los Angeles, has arrived in New York to assume his new duties as account executive here in the main office of CBS Radio Sales.

ARMAND GRANT, commercial manager of WAAM-TV, Baltimore, will be in New York next week for conferences with the national representatives of the station.

BEN LUDLOW, JR., musical director of "Scattergood Baines" on MBS, is vacationing at Raquette Lake, N. Y. He'll be back next Wednesday.

JACK STERLING, early-morning entertainer on WCBS, has returned from a short trip to Chicago.

BEN GRAUER, announcer and commentator on NBC, is visiting at Centre Harbor, Vt., with John Wiggin, ex-NBC director. Grauer will be back next Tuesday.

He means business!



There's no mistaking that look on Leo's face. He's in no mood to monkey around—he means business! W-I-T-H means business, too. A different kind of business. Economical, profitable business for advertisers who are looking for low-cost results.

Year after year, W-I-T-H proves to its advertisers that it's the big bargain buy in Baltimore's rich market. Here's why: W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. W-I-T-H gives you more listeners for less money than any other station in town.

That's why you can do so much with so little on W-I-T-H. So don't monkey around. Remember that W-I-T-H means profitable business. Get the whole story from your Headley-Reed man.

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

BEHIND THE MIKE

TWO nets eyeing Polly Webster's unique book, "My Private Life," a personal record for teen-agers, as an across-the-board TV'er.

Johnny Bradford and Bob Wells (husband of Lisa Kirk) collabbing on a new musical tagged "Who Do You Know" for production next season.

Jeff Clark cracks that some fellows believe in dreams until they marry one.

Paramount Newsreel testing Guy Lebow for a regular spot.

Conrad Thibault's TV debut on WJZ's "My Music Room" proved so satisfactory that two sponsors are negotiating for the show.

Grossinger's, the jumping-off spot for so many current stars, is housing another potential great in 20-year-old Eddie Fisher. He's heard on Mutual remote three times per week from the hotel.

Athena Lorde signed for part in Reader's Digest film.

Station manager Edith Dick penning a tome, "Tower of Babel," covering experiences handling broadcasts in 11 foreign languages via WWRL.

Big video deal brewing for veteran announcer-commentator Hugh Grames.

Cinetel Corp.'s Jean Cuba heading back from Costa Rica with a stock of So. American musicals, travel and sports films for TV use.

Trade circles gabbing about publicist Walter Kaner's space-grabbing for Rockaway Playland via 2-page photo spread and a color cover in the Sunday News.

Martha Wright selected as Television Girl of the Year by local TV schools.

Three Food Companies Renew ABC Drama Segs

(Continued from Page 1)

which was renewed by General Mills, Inc. Quaker Oats Co. again has taken up the tab on "Challenge of the Yukon," Mondays, Wednesdays and Fridays, effective Sept. 12.

The Derby Foods' contract, which becomes effective Sept. 6, and covers 202 ABC stations, was handled through Needham, Louis and Brorby, Inc., of Chicago. Knox Reeves Advertising, Inc., represented General Mills whose renewal becomes effective Sept. 5. Sherman & Marquette, Inc., represented the Quaker Oats Co.

Rathbone To Extend Roles

Basil Rathbone, who has been laying himself in his "Tales of the Catima" over CBS, will play a wider variety of roles in the series, beginning Aug. 27.

Under the new format, big name Hollywood players will participate as guests on the program. The show, which has been on since January of this year, is sponsored by Liggett Myers Tobacco Co.

HIT THAT LINE in '49!

WITH RADIO'S No. 1 FOOTBALL SHOW



- PREDICTIONS
- HEADLINE NEWS
- FEATURE STORIES
- BIG NAME GUESTS



With

COACH FRANK LEAHY

Head Coach at the University of Notre Dame

Transcribed for Local or Regional Sponsorship—15 minutes, once a week for 13 weeks during the football season beginning the week of September 18 and carrying through the week of December 11. Recorded weekly following Saturdays big games, and expressed for Thursday or Friday broadcasting, the next week.

Promotional Features—This season's program includes new promotional features such as photographs, newspaper mats, feature and publicity stories and other merchandising and sales help to assure the success of "Leahy of Notre Dame."

Scoop Your Market and Hold The Sports Audience with "Leahy of Notre Dame"—Football is just around the corner. Beat the rush by requesting full information today.

WRITE . . . WIRE . . . PHONE

For Prices and Information

GREEN ASSOCIATES

PHONE—Central 6-5593

360 N. MICHIGAN BLVD. • • CHICAGO 1, ILLINOIS

CHICAGO

By HAL TATE

THIRTY musical events and spectacles of dancing and pageantry will entertain an expected audience of 95,000 at the 20th annual Chicago-Land Music Festival, sponsored by Chicago Charities, Inc., at Soldier's Field on Saturday night, August 20. Twelve of the events will be broadcast over station WGN between 9 and 10 p.m.

Carlotta Pacelli, local radio talent agent, busy these days doing the Chicago casting for the Universal-International film, "Frame-Up," which will star former Northwestern University coed Peggy Dowe, Bruce Bennet and Dorothy Hart. Miss Pacelli is also completing the Chicago casting of the new Alan Ladd Paramount feature, "Postal Inspector."

"Songs to Cheer," popular show heard on WCFL nightly, and emceed by Marty Hogan, Monday through Friday at 7:30 p.m., will next week feature Nancy Evans' songs, and Jack Kelly and his orchestra.

James Mahoney, who has been handling MBS station relations in the midwest from Chicago headquarters, has returned to the New York offices of the network.

Mr. and Mrs. George Watson are the parents of a son, William G., II, born August 11th at St. Joseph's Hospital here. George is the star of WBBM's morning and afternoon "Gold Coast" programs.

Frann Weigle, popular free-lance announcer, is back today from a flying trip to Grand Rapids as the guest of Leonard Versluis. Frann, together with his wife and daughter, was a guest at the opening of station WLAV-TV Monday evening.

Dick Reiff of the MBS Central Division Traffic department now is back at work after spending his vacation at Camp McCoy, Wisconsin, with the Army.

Louis Roen, NBC Chicago announcer, will drive his own pony and sulky in the Dunham Woods Horse Show at Wayne, Ill., on September 10 and 11.

L. J. Ronder, Jr., joined the staff of station WCFL last week as assistant program director in charge of production. Ronder, who was formerly production head of the Radio Institute of Chicago, is well known as one of the country's top "script doctors."

Radio, Television and MOTION PICTURE RIGHTS

'YELLOW KID WEIL'

(Autobiography of America's Master Swindler) *

Handled exclusively by

Hal Tate Productions

360 N. Michigan, Chicago 1, Ill.
RAndolph 6-6650

*Published by Ziff-Davis, Chicago



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** The impression seems to have gotten around that Barry Gray is returning to WOR on a nightly schedule starting Sept. 4th. Actually, the disc jock will be heard only on Sunday nights from midnight to 2 ayem for an eight-week trial period. . . Sid Caesar is killing 'em—but dead—at the Roxy with all those new television routines that he polished up at Chicago's Palmer House. . . Les Tremayne, who's already crowding his working time with 8 shows weekly in "Detective Story" plus his own daily Mr. & Missus session via WOR, bows out of the Drew Pearson show this Sunday as well as taking a 13-week leave of absence from "The Falcon." . . Spencer Tracy will prob'ly star in a radio series with a religious theme this fall. The film star has made an offer to Father James Keller to appear in a series based on "You Can Change The World," a best seller of last year. . . Frank Luther, whose kiddie show has been a big WNBC favorite, expands to the Yankee web starting Oct. 1st for the same sponsor (Mallex). . . Is "Cavalcade of America" switching webs? Rumor has it going to CBS. . . Now we know the war is definitely over and things are back to normal again. Bob Bright has worked out a TV series designed to lure a couple of hundred thousand box-tops in weekly. It's a quizzer, "Let's Play America," beamed strictly for the home folks minus studio audience, phone calls, etc.

☆ ☆ ☆ ☆

● ● ● Mickey Alpert, talent buyer for the Kudner agency, is very apt to be regarded as some sort of a Santa Claus by local thespis. In the new Wm. Gargan TV series, produced and directed by Eddie Sutherland, Mickey has cast some 31 performers. Another headache confronting both Mickey and Sutherland is the fact that a different leading lady will be used each week—and the show is set for 39 weeks. Fay McKenzie tees off as first lead when the series bows in Sept. 1st over NBC-TV.

☆ ☆ ☆ ☆

● ● ● Everybody has someone who can always "break them up," in the parlance of a comic. Geo. Burns, for instance, has but to glance in Jack Benny's direction and the latter is flat on his puss holding in his stomach from laughing. Well, the guy that's got the old Indian sign on us—and who owns us body and soul—is Walter Kiernan and his early ayem drollery via WJZ. Which is by way of reporting that Walter just cut a transcription for a new five-minute daily series which is kicking up plenty of interest in at least two agencies we could mention.

☆ ☆ ☆ ☆

● ● ● **SMALL TALK:** Lovely Elaine Williams, featured on "Believe-it-or-Not" last night, just finished a sexy role in a film made in the east. . . Aside to Chas. B. H. Vaill: Glad you agree with my sentiments regarding this wave of television hysteria. Remember in radio's early days they were all set to bury the recording industry? . . .

☆ ☆ ☆ ☆

● ● ● Our Boston gum-shoe reports this morning that Gene King's little eight-year-old Princess, Betsy, has grabbed off a sponsor for her WCOP stanza, "Let's Have Fun," making her, to the best of our knowledge, the youngest commercial disc jock in the country. It is a tribute to the far sightedness of WCOP management in playing along with a new technique in children's programs until it paid off with a bank, both in ratings and now commercially. (Unfortunately, the kid's old man, Gene, can't touch a nickel of dough because his wife has arranged to have it all tied up in savings bonds).

LOS ANGELES

By AL STEEN

PHIL BOOTH winds up 18 months at KTLA this week to become television director for KECA-TV which makes its bow here Sept. 16. Booth has been KTLA's program director and formerly was video director for CBS in New York.

NBC's KNBH is starting five new programs this week. They are "Key to Your Home," "The Children Read," "Through the Eyes of Religion," "The Adventures of Cyclone Malone" and "Lights, Camera, Action."

Paul Phillips, producer of the Phil Harris-Alice Faye show, is limping around in bandages. He was thrown from a horse while on vacation.

KNBH will start operating on a seven-day basis on Oct. 2. The NBC tele outlet has been on a five-day week since its opening on Jan. 15. Approximately 26 hours a week will be programmed.

Henry Flynn has been replaced by Daniel Elpers as Los Angeles manager of Radio Sales, Inc. Flynn has gone to New York to become a CBS account executive.

Rad Robinson of the King's Men passed out cigars last week, to announce the arrival of a new member of the household—Mary Elizabeth.

Mini-Films has been set by Honig Cooper, San Francisco ad agency, to film a series of one-minute spots for Guild Wines.

David Forester, with a 48-piece orchestra, has scheduled a series of preview showings of his kinescoped television show at NBC for prospective sponsors.

Dancer Frank Veloz has just published two of his own songs, "This Love" and "Every Beat of My Heart." Lyrics were by Al Piantadosi and Dick Coburn, best known for "Whispering."

WEVD

3000 WATTS 1330 K.C.

PROGRAMS OF
DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
**THE NEW YORK
METROPOLITAN AREA**

Send for WHO'S WHO
Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

NEW BUSINESS

WGN, Chicago: New business obtained by WGN includes 77 weekly time signals for a fifty-two week period for the Quaker Oats Company of Chicago, effective August 1. The account is handled by Sherman and Marquette, Chicago. The Chicago Coal Merchants Association of Chicago will sponsor five one-minute announcements and six one-minute participating spots in "Baker's Spotlight" each week for five weeks effective August 8, through Gebhardt and Brockson, Inc. Five weekly spot announcements, to be broadcast over a period of 13 weeks effective August 29, have been purchased by Eastern Air Lines, Inc., New York, through Fletcher D. Richards Company of New York. Through Thwing and Altman of New York, the William Wise Company of New York has contracted to sponsor WGN's "Get More Out of Life" each Saturday for 13 weeks, effective September 17. WGN's "This is the Tops" will again be sponsored by the Sinclair Refining Company of New York. The show, broadcast from 3:15-3:30 p.m., Monday through Friday, will be sponsored for twenty-six weeks, effective August 29. Forey, Hume and Johnstone of New York handles the account.

WIND, Chicago: The Madewell Bedding Company has renewed its 1:30-11:35 a.m. Monday through Saturday on WIND, through Saturday, August 5, 1950. Maryland Pharmaceutical Company (Rem) renewed its announcement schedule through April 1, 1950. Ruttenburg Galleries have extended their 5:45-7:00 p.m. Sunday show through October 30, 1949, and the Five Queens of Harmony, 7:35 to 7:45 p.m. Sundays, renewed through January 29, 1950.

WHLI, Hempstead, L. I.: Kollner's, Inc., supermarket chain, has signed a 52-week contract for sponsorship of 9:30-9:35 a.m. newscasts across the board. Cooper's Appliance Store, Freeport, signed a year's contract or sponsorship of 11:15-11:30 a.m. segment of "Long Island Music Hall" every day.

New 15-Min., Once W'kly Starts Sept. 10 Over NBC

"Confidential Close-Ups," a new, NBC-created interview program, will make its debut over the network Sept. 10, 5:45 p. m., EDT.

The program will feature interviews between George Fisher and top Hollywood movie stars. Highlighted on the program will be the behind-the-scenes stories of Hollywood and the little known anecdotes and personal memoirs of the stars.

The 15-minute, once-a-week program will be sponsored by the Animal Foundation, for Hunt Club Dog Food. It will be transcribed in Hollywood.

Web Opinions Differ Widely Re Value Of Co-Op Shows

(Continued from Page 1)

showed yesterday. NBC began cutting down on its co-ops early in 1948 at the request of affiliates because of "a lack of time" to schedule such shows. The network itself found that co-ops were not "paying off" unless they were carried by a large number of stations. According to Burton Adams, NBC station relations representative, the cost of a sustaining program more than triples when it goes co-op. "We are not doing much about co-ops any more," he told RADIO DAILY, adding that "we are not looking for any more."

"No Expansion" at CBS

A spokesman at CBS revealed that his net's "co-op picture has established itself" with no expansion planned. Choice time periods, according to this source, will be almost non-existent this Fall, in consequence of which the availabilities for co-ops will become less and less. He also cited the high cost of variety and dramatic programs as a cause for the trend away from locally sponsored network shows.

As reported by RADIO DAILY on Aug. 12, Mutual's new president, Frank K. White, and its new v-p in charge of programming, William H. Fineshriber, currently are huddling over the net's co-op set-up with the thought in mind that co-ops may not have produced an equitable share of profit to the network.

ABC Expects to Build

ABC, which has been gradually increasing the number of its co-ops, is expected to continue its upward trend of such shows. Harold Day, ABC's co-op sales manager, told RADIO DAILY that he anticipates his network will have co-ops "for a good long time." He explained that "the affiliate makes money on the time sale" and that for each such time sale, the program cost goes to the network. ABC's attitude, according to Day, is that a co-op show "offers a service to the affiliate" by bringing to it a higher quality show than the local station could afford to produce on its own. At the same time, co-ops help to increase the affiliate's listenership at a lower per-

Number Of Co-ops

	1947	1948	Present
MBS	18	19	19
ABC	12	13	15
CBS	8	8	5
NBC	7	4	4

station cost through high quality co-op shows, Day added.

Of the current co-ops, all of NBC's are news programs. Four out of the five CBS co-ops are news shows. News programs constitute eight of the 19 on MBS and eight of the 15 on ABC.

In commenting upon the "stability" of news co-ops, Adams of NBC said the web "will probably keep its present line-up" on the grounds that news programs lend themselves well to such sponsorships, especially when cost is considered. In a similar vein, the CBS spokesman said that news shows are expected to continue on a co-op basis. He pointed out that news co-ops are the only ones which have remained stable on CBS during recent years.

A spokesman at Mutual claimed that MBS News co-ops are the biggest of all the nets. He labelled the Fulton Lewis Show as the "king of the co-ops." Fulton Lewis currently is carried by more than 300 MBS stations. His show has been a co-op for 11 years. The other MBS news co-ops are: Kate Smith, Cedric Foster, Henry La. Cossitt, Cecil Brown, Bill Cunningham, "Mutual Newsreel," and "The Story Teller."

ABC will probably have more co-ops on its television network, according to Day. At the present time, ABC-TV has three co-ops: "Hollywood Screen Test," "Tomorrow's Champions," and the wrestling bouts from Chicago.

The co-ops on CBS currently are: "News of America," "World News Roundup," "The World Tonight," Chet Huntley and the News (Pacific coast only), and "Gang Busters."

NBC's co-ops are: "World News Roundup," George Hicks with the News, "Final Edition of the News of the World," and H. V. Kaltenborn (in a few markets).

Brewery Adds WICU

Fort Pitt Brewing Company, Pittsburgh, has added WICU, Erie, to the stations on which it is sponsoring telecasts of amateur fights through BBD&O. The fights are also seen over WGAL-TV, Lancaster, and WDTV, Pittsburgh. Contract with WDTV was recently renewed through Jan. 10, 1950.

Godfrey To Return

"Arthur Godfrey's Talent Scouts" will return to CBS at its usual time, 8:30-9 p.m. on Monday, Aug. 29, after a layoff of eight weeks. Later in the season the show will be heard simultaneously on CBS radio and television.

FM Contest In Meriden

Meriden, Conn. — Zenith Radio Corp. of Chicago, participating with the local First National super markets and Storecast Corp. of America, New York, yesterday launched a promotion contest for FM over WMMW-FM in which 75 winners will be given Zenith "Major" FM table radios.

In the campaign which closes August 31, contestants will be asked to write statements in 50 words or less on why they "like FM programs from Storecast Magic Mountain—WMMW-FM—95.7 on the FM dial." Announcements are being carried on both WMMW-AM and WMMW-FM, in newspapers, Zenith dealer stores and First National Stores.

AGENCIES

BARRETT F. WELCH has been appointed director of research for the New York office of Foote, Cone & Belding, it has been announced by Sherwood Dodge, vice-president in charge of media and research in New York. Welch joined FC&B in August of 1947. Previously, he conducted his own research business in Chicago, specializing in the store audit field.

MORTON MANUFACTURING COMPANY, Virginia, has appointed the William Warren Agency to handle Snow White Products. Campaign will include radio, newspapers and magazines, and will start in September. Harry Solow is account executive.

DAVID QUENLAN, formerly New York manager of Russell Birdwell & Associates, has opened a publicity office at 40 West 46th Street, New York, to specialize in radio and television accounts.

WHITE, BERK & BARNES, INC. has been named by Trans-Caribbean Airways. A projected campaign will utilize radio, television, and other media.

BARRETT F. WELCH has been appointed research director for the New York office of Foote, Cone & Belding. He joined the agency in 1947 after having operated his own research firm in Chicago.

TUCKER SCOTT has joined BBD&O as a television time buyer. He formerly was with the Compton Agency.

ARTHUR PINE ASSOC. has been named by the Empire Trade School, custom tailoring and dress making, to handle all publicity.

CBS Names Substitutes For Thomas Vacation

Guest commentators who will pinchhit for Lowell Thomas on CBS during the latter's vacation, which starts Monday, were announced yesterday by the network.

They include Edward R. Murrow, Fulton Oursler, Roy Chapman Andrews, Branch Rickey and Charles Collingwood, with others to be added later.

Saturday Night Lineup Is Reshuffled By CBS

"Spin to Win," CBS musical quiz show now heard Monday-Friday, 7-7:45 p.m., shrinks to a once-a-week full hour show on Aug. 27. For five weeks starting then it will be heard from 7 to 8 p.m. on Saturday.

Making way for the shift, "Green Lama," now in the 7-7:30 Saturday slot, fades after Aug. 20. The Vaughn Monroe show, heard 7:30-8 p.m., takes a five-week breather Aug. 20.

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
 RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.

You'll LUV this novelty!
IT MUST BE L U V
 MANOR MUSIC COMPANY
 1619 Broadway New York City

"A HIT Since . . ."
SAME OLD MOON
 FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

Terrific in England!
"IN A SHADY NOOK"
 (By A Babbling Brook)
 STASNY MUSIC CO.
 1619 BROADWAY NEW YORK CITY

Disc Jockeys: Record for Your Brewery
 and Beverage Accounts
Come Wet Your Mustache with Me
 on Records
 Capt. Stubby's Buccaneers (Decca)
 Bottoms Up Quartet (20th Century)
 Disc Jockeys Write for Record
Evan Georgeoff Music Pub. Co.
 1650 BROADWAY NEW YORK CITY

**MY ONE AND ONLY
 HIGHLAND FLING**

From M.G.M.'s
 "THE BARKLEYS OF BROADWAY"
 recorded by
 BUDDY CLARK—DINAH SHORE
 Columbia
 GORDON MacRAE—JO STAFFORD
 Capitol
 FRED ASTAIRE—GINGER ROGERS
 M.G.M.
 FREDDY MARTIN
 RCA Victor

HARRY WARREN MUSIC, INC.

WORDS AND MUSIC

• • • **TIN PAN ALLEY-OOPS:**—In one respect, Tin Pan Alley and the radio industry have something in common. Every summer they shed copious tears on business being bad, and every fall they start out full of pep as though there had never been a summer. Fact is, millions of people do listen to radio all summer and people listen to and buy music. . . . One difference of course should be stated, radio knows where it stands when it sells time; the music man always worries about his returns. . . . Chappell we hope, isn't worrying about the returns on that armada of hits in "South Pacific." . . . they'll be shipping those tunes for months to come. . . . And again, Irving Berlin, despite adverse reviews on "Miss Liberty," is busting out with heavy plugs for the show's tunes, such as "Let's Take An Old Fashioned Walk," and "Just One Way to Say I Love You," plus others. . . . Friends of Charlie Goldberg, Chappell prof. mgr., will be glad to hear he is on the mend at Grace Hospital, New Haven. . . . Charlie suffered a heart attack Saturday before last, one day after he started his vacation. . . . Look for considerable activity soon in the Dave Dreyer camp. . . . a camp incidentally that has a good "right hand man" in Myrna Granat, who was personal secretary to Irving Berlin for 19 years.

☆ ☆ ☆
 • • • Speaking of fall or late summer activity, BMI and affiliated publishers have unusually bright prospects, heat or no heat. . . . Four songs are on the racks, namely: "A Room Full of Roses" and "Candy Kisses," (both Hill & Range); "You're So Understanding," (Barron-Pemora) and "You're Breaking My Heart," (Algonquin). . . . Duchess Music is about to get the rack order for "Someday You'll Want Me To Want You," which also goes for "Love is a Beautiful Thing" (Porgie) . . . Watch "Jealous Heart" (Acuff-Rose) a folk tune which came up from Nashville, went through Chicago like a house-a-fire and is now spreading East and Westward. . . . Another great folk tune going places is Adams, Vee & Abbott's "Then I Turned and Walked Slowly Away." . . . As to revivals, we'll take a piece of Marks' "In The Good Old Summer Time," a perennial favorite. . . . how old is that tune anyway? . . . So what. "You're Breaking My Heart" is the same Italian song you heard when a kid sung by a nasal tenor and written by a famous operatic composer, so long ago, Victor was making 'em on one side only. In those days it was called "Mattinata." . . . Now the tune is still good and the lyric is up-to-date, as turned out by Sunny Skylar (Ascap) and Pat Genaro (BMI). . . . which makes another song under the heading of "joint authorship" as to performing rights, of which there are quite a few.

☆ ☆ ☆
 • • • Perry Como leaves for the Coast soon and will tape record a few Chesterfield shows with Hollywood talent (for later on). When he returns East he'll be seen on TV for his sponsors as well as heard over NBC. . . . Kate Smith's new show on ABC handled a nice plug for "Dreamy Old New England Moon." . . . But most contact men are unhappy about Kate being at Lake Placid merely spinning disks. . . . And if Dorothy Kirsten starts for Lucky Strikes, across the board, will the contact men have to arrive in cutaway frock, striped pants and a Mark Cross brief case holding their pros?

☆ ☆ ☆
 • • • Nicky Campbell, whose "Similau" is selling and being plugged strongly, is now on the Coast where he is opening branch offices and hiring a local staff. . . . He will step up work on "Why Fall In Love With A Stranger," and be back after Labor Day. . . . Tin Pan Alley folks shocked at the split-up of Ben Raleigh and Bert Wayne, young writers currently represented by "You're So Understanding," No. 6 on the best seller list. . . . Publisher Joe Davis added another few acres to his Lake Waramaug holdings in Connecticut. . . . those estate guys like to be "protected."

☆ ☆ ☆ ☆

PLUG TUNES

Climbing Fast!
**I DON'T SEE ME IN
 YOUR EYES ANYMORE**
 Laurel Music Co.
 1619 Broadway New York City

**DREAMY OLD
 NEW ENGLAND MOON**
 LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
 MAYPOLE MUSIC CO.
 22 E. 67th St. New York City
 Phone: REgent 7-4477

A Great Ballad!
**THEN I TURNED AND
 WALKED SLOWLY AWAY**
 ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Meehan

— ◆ — ◆ —

JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.

Tony Martin's
"CANCEL THE FLOWERS"

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

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

TELEVISION DAILY

Section of RADIO DAILY, Thursday, August 18, 1949 — TELEVISION DAILY is fully protected by register and copyright

MACY FILES ANTI-TRUST ACTION

TELE TOPICS

AS WE WERE WALKING the dog one rainy Sunday afternoon not too long ago, we heard a neighbor shout to another, "Hey, Bill, turn on 2, it's funny-as-fine." They're trying to dry up the ball game. Our reportorial curiosity whetted by this cryptic remark, we returned home and tuned in WCBS-TV. What we saw in the next hour or more was truly a delight to behold. The game at Ebbets Field had been delayed because of the rain, and the ground keepers were trying to restore the infield to playing condition. Audio from the park had been cut off and canned music from the station substituted. Cameramen, however, were given free rein to pick up whatever they thought interesting. The combination that resulted—lush South American rhythms alternating with slow organ music, and shots of the groundkeepers, ball players and fans in the stands—made truly fine viewing. The sight of a parkman pushing a wheel barrow in time to a samba that he could not hear was hilarious, and so were many other shots picked up. . . . All this comes to mind because Tuesday nite's game was held up for more than 20 minutes and WCBS-TV filmed in much the same manner and again with fine results, and we thought director John Derr and his crew should be commended for a fine job.

TUESDAY NITE'S GAME was carried by WOR-TV as part of its equipment tests, and the results, at least in our neck of the woods, were fine. Signals from WOR-TV's 760-foot tower in North Bergen, N. J., compared favorably with those from other stations in town. Judging by reaction from viewers received by the station, Jack Poppele and Charlie Singer must be duly proud of their baby. Poppele conceived the entire project and Singer supervised construction. In fact, Charlie climbed the way to the top of the tower Sunday to supervise final connection of the coax from the transmitter to the antenna. . . . After equipment tests were begun Sunday night, station received over 1,300 phone calls, some from points as distant as Schenectady, 140 miles to the north. During station breaks Tuesday nite, station asked for viewer reaction from fringe areas and recorded over 1,000 calls.

TALENT JACKPOT, now on DuMont, is expected to switch to ABC in the not-too-distant future. Latter web reportedly has a bankroller lined up for the show. . . . Producer Milton Roberts will head the TV acting department of the Chester School of Dramatic Art. . . . Chevalier Beer will sponsor a special one-shot musical on WGN-TV tomorrow nite. . . . Showcase stanza for moppet talent bows on WPIX Saturday, with Danny Webb as mccc. Warren Wade produces and Ray Barrett will direct.

NBC-Schwerin Sked N. Y. Viewer Tests

NBC and the Schwerin Research Corp. will initiate a regular series of home viewers' video tests with next Wednesday's telecast of "Believe It Or Not," scheduled to start at 10 p.m.

Ballots have been mailed to 2,000 home viewers in the New York area—first group in Schwerin's "Television Program Jury" which is expected to number 25,000 by the end of 1949—upon which they will indicate their reaction to each part of the program. The ballots consist of number score sheets, cued to small numbers which appear in a corner of the picture on the home television screen. Space is also provided for answers to general program questions about detailed aspects of the show.

Tested on "Quiz Kids"

The Schwerin home testing system for television programs was first tested during a recent telecast of "Quiz Kids" in a three-city Midwest area—Chicago, Detroit, and Cleveland. Pleased with the results, NBC plans to use the system on a full schedule of commercial and sustaining shows originating in New York.

Only the WNBTV, New York, transmitter will beam the numbered images, to preclude the chance of confusing viewers out of the New York area who are not involved in the Schwerin project.

Canada Dry Is Effervescent About Video's Selling Power

Television's selling accomplishments, as viewed from the sponsor's standpoint, have been extolled by the advertising manager for Canada Dry Beverages, W. S. Brown, on his return from a recent visit to the ABC studios in Chicago where his firm's weekly video show, "Super Circus," is produced.

Canada Dry was the first beverage company to use network television, having started last April. Said Brown: "We entered somewhat experimentally, as a small part of an overall campaign, but TV advertising proved to be so popular with retailers that we soon extended our original 13-week contract." Canada Dry decided to keep the show on the air through the summer, when most sponsors drop out, because hot

Pulse Top Ten

(N. Y., Aug. 1-7)

Toast of Town, WCBS-TV...	36.0
Amateur Hour, WABD.....	31.1
Kraft Theater, WNBT.....	29.6
Godfrey Friends, WCBS-TV..	27.8
Fun-For-All, WNBT.....	25.9
Stop The Music, WJZ-TV...	25.0
St. Louis vs N. Y., WABD..	24.2
Break The Bank, WJZ-TV...	20.3
Crusade in Europe, WJZ-TV.	19.8
Philco Playhouse, WNBT...	18.9

Growing Set Market Seen By TV Fund Head

Chicago — The potential market for television sets, according to Chester D. Tripp, president of Television Fund, Inc., should widen in the future because of the opening of stations in additional cities and the trend toward larger viewing screens at lower prices. The overall electronic field, he pointed out, "continues to move forward, in the laboratory and in the use of electronic devices in the operations of industry and government."

At a meeting of Television Fund, Inc., stockholders recently, Tripp further stated that because of uncertain general business conditions, the company's directors have followed a conservative investment policy maintaining as of July 29, 1949, about 32 per cent of their net assets in cash and U. S. securities.

weather brings their biggest sales potential, he said.

"We also had in mind," he added, "the constant rapid increase in set ownership, bringing us a new audience every week, making up for those we would lose to baseball telecasts. Retailers may well feel that Charles Flynn, the actor who handles the sales demonstrations of Canada Dry beverages on the show, is an extra clerk talking to their customers. He is costumed as a grocery or drug clerk and works behind a counter with a real Canada Dry display stand, giving the sales story . . . just as a storekeeper would."

All Canada Dry commercials are integrated within the program, itself, rather than being done on film, Brown said.

Says DuM. Dealer System Violates Sherman Act

Attorneys for R. H. Macy & Co. revealed yesterday that they have filed affidavits charging anti-trust violations, by Allen B. DuMont Laboratories, Inc., in a move apparently designed to challenge the entire price-fixing and dealer franchise system in the receiver industry.

Two such counter-suits have been filed, attorneys said. One is in Federal Court under the Sherman act and the other in New York State Supreme Court under the Donnelly act.

Notice that the suits were filed was given by Macy's attorneys yesterday during heated argument in New York State Supreme Court as the battle between the store and DuMont over price cutting resumed before Judge Henry Clay Greenberg.

In the other development yesterday, Judge Greenberg refused to disturb the temporary stay obtained by DuMont against Macy's insofar as it restrains the store from representing itself as a DuMont dealer. Other provisions of the order, preventing Macy's from advertising and selling DuMont receivers below list price, were vacated by Judge Greenberg, who is expected to hand down a final decision on DuMont's injunction request today.

The battle between the two parties began July 25 when DuMont gave the store ten days' notice of the termination of its franchise, because Macy's had advertised DuMont receivers below authorized price.

On Aug. 3, Macy's ran large space ads in New York dailies offering DuMont sets at great reductions, in some cases almost 50 per cent of list price. DuMont went to court the following day and obtained the temporary injunction.

Boston Reaches 112,000

Boston—More than 112,000 receivers are operating in the Greater Boston area, according to a survey by WBZ-TV and WNAC-TV. This is an increase of 7,354 over June figures and does not include the Providence area where an estimated 12,570 sets are installed.

Restaurants Install TV

Installation of eleven 15-inch remote control receivers in Childs restaurants in Manhattan and Brooklyn was announced yesterday by Lee Bunting, vice-president and general manager of Bell Television, Inc. Sets are now being installed by Bell on a lease basis.

House Unit May Scan Communications Act

(Continued from Page 1)
schedule a long overdue re-examination of the basic radio law.

The corresponding Senate committee has gone over the act a number of times within the past decade, but the House committee has never gone very far into it. Two years ago it did go into the history of the development of FM, but nothing ever came of the probe. Sadowski said yesterday it was agreed at that time that after a couple of years the problem should be reviewed. "Now is the time," he said yesterday.

The Michigander said he hopes to talk with the FCC chairman, Wayne Coy, before doing anything on the McFarland bill or anything else in the radio field. Network representatives have been after him for early action on the McFarland measure, he said, but he is not convinced that there is any urgency about it. The matter will go before his sub-committee next month, he added, along with other pending radio bills—including one by Rep. Harry Sheppard of California to ban manufacturers of radio equipment from broadcasting and prohibiting more than one hour of networking for each two hours on the air.

Although nominally "Acting Chairman," Sadowski is leader of the committee in the absence of Rep. Alfred Bulwinkle of North Carolina, who has been ill all this year and has already indicated his intention to retire from Congress next year.

Sadowski said if his committee decides to proceed immediately with the McFarland bill, that will be done as soon as time can be found—but that he thinks it likely his group will decide instead to look over the whole radio picture.

Although Sadowski declined to discuss the merits of the McFarland bill, it is known that he is suspicious of it. The pressure of network spokesmen for passage has bothered him, and he feels that in some ways it strengthens the network hold over FCC members.

There is a strong undercover opposition to the bill in FCC circles also, even though it was not voiced loudly during the hearings. It has been suggested that the sizable pay increases for commissioners and key staff people which are called for in the bill have "made it so sweet their lips are stuck." At any rate, there has been no public opposition from the FCC, even though there is resentment of the "conduct-control" sections of the measure.

Make Baseball Recordings

Jackie Robinson and Pee Wee Reese, Brooklyn Dodger stars, have recorded for Columbia Records a children's album titled "Slugger At the Bat." The original baseball story was written by Peter Lyon and Peter Steele.

COAST-TO-COAST

Barbara Jones To WMUU

Worcester, Mass.—Barbara Jones, graduate of the Bob Jones University, will leave WTAG and FM after four years as transcription supervisor to join a new commercial station, WMUU, which opens on September 1st.

Announcer To Spin Discs

Hartford, Conn.—Russell Naughton, chief announcer at WDRC, is taking over as emcee on all morning deejay shows starting August 22nd. He will be billed as "Hartford's Favorite Disc Jockey" and will preside over the Old Music Box at 7:35 a.m.; the Shopper's Special at 8:15, and "This is Hartford," heard at 9:30 a.m. He also pens a weekly disc jockey and record column for the Hartford Courant.

New Studios for KIDO

Boise, Idaho—NBC affiliate KIDO expects to operate from new studios on or about September 15th according to recent announcement. KIDO, Inc., has leased the entire second floor of the Chamber of Commerce building here and construction of studios and offices have neared completion. The station also has an application pending before the FCC for increased power. 5 kw. on a new frequency, 630 kc.

New Talent Joins WNAX

Yankton, S. D.—Seven new members have joined the talent staff of WNAX within the past three weeks. According to announcement, they are: Judy and Jen Herrell, formerly of KMOX, WOWO and the WLS Artists Bureau; Lee Jones, guitarist and western balladier; Delores Dee "Tuffy" Dale, comedienne and novelty singer, most recently with WOAI. Additional new staff members are the Westernairs, Mel Karson, Eddie Johnson and Lou Lain, all vet radioites who have appeared singly or together at many stations, including WOWO, KRLD and WXYZ. Leo Fortin, for 20 years trumpet player with Lawrence Welk's orchestra, has joined the WNAX Bohemian Band.

WOR's Barbara Welles To Record In England

A series of broadcasts, "An American in England, 1949," has been planned by WOR commentator Barbara Welles during her scheduled 18-day tour of the British Isles.

Miss Welles, who will leave New York on Sept. 1, will make recordings of interviews in England with the American Ambassador; Sir Lawrence Olivier and his wife, Vivien Leigh; David Low; Emily Hahn; a British "teen-ager"; and the daughter of Lewis W. Douglas.

The recordings will be made through the facilities of the BBC and flown back to the United States for broadcast by WOR in her regular Monday-through-Friday show.

Notre Dame Games on WERE

Cleveland, Ohio—WERE, Cleveland's new 5,000-watter, has completed arrangements to broadcast play-by-play descriptions of the Notre Dame football games during the 1949 season. Notre Dame's own Joe Boland will be at the WERE microphone beginning with the Fighting Irish vs. Indiana game on September 24th and on each Saturday afternoon through December 3rd. Games will be aired over the station's AM and FM facilities.

WSTC To Cover Exposition

Stamford, Conn.—When the Stamford Exposition of Progress opens on September 10th, WSTC and FM will originate most of their nine time programs from the site at Woodside Park. A miniature studio and control room will be installed for exhibition as well as actual operations. A series of programs from individual booths will be featured describing the exhibits in 15-minute nightly segments during the 10-day period.

WRR-FM Temporarily Off The Air

Dallas, Texas—WRR-FM will be off the air for the next few days to enable the engineering department to complete technical changes in the FM facilities. The station has been operating with a temporary antenna during recent weeks. The new construction will move the FM antenna to its permanent locale atop the new 563-foot tower on the grounds of the State Fair of Texas. This will insure full power operation of 68,000 watts and gives greater coverage and stronger signal.

Erect Transmitter for WOHI

East Liverpool, Ohio—The East Liverpool Broadcasting Co., has awarded the contract for the erection of a 150-foot tower for its transmitter on the nine-acre tract preparatory to the opening of WOHI here September 15th. The new station will broadcast seven days a week and operate on 1490 kilocycles from 6 a.m. to midnight.

Iowa Radio Station Sponsors Baseball Tryouts

Des Moines—The second annual KRNT-Chicago Cubs Baseball Tryout Camp has drawn an enrollment of 1,200 youngsters from all sections of the state, who got free baseball training and careful screening by Cub scouts and coaches.

Promotion for the nine-day event included news releases to all Iowa radio stations and newspapers; heavy plugging on KRNT, both live and transcribed; direct mail; nightly plugs over the ballpark public address system, and tieups with the American Legion and YMCA. KRNT's sports director, Al Couppee, assisted in conducting the baseball classes.

Secy. Johnson Lauds Upcoming CBS Series

(Continued from Page 1)

speaker in the series, to be aired Monday through Friday of next week, 10.30 to 11 p. m. The text of the Defense Secretary's letter to CBS president Frank Stanton follows:

"I am delighted that the Columbia Broadcasting System has taken the initiative in scheduling the series of broadcasts on the nation's defenses to be aired over the entire network during the week of August 22-26.

"As you know, this is an abbreviated radio version of the joint Orientation Conferences which the Department of Defense has held behind closed doors in Washington several times in the past year to inform representative civic leaders on problems of national defense and national security.

"I hope the greatest possible listening audience will be tuned in next week to hear this direct and comprehensive report from responsible spokesmen of our government. I am sure it will help to give the American public a better understanding of this nation's problems of security and defense."

'Goldbergs' To Return To Both AM, TV On CBS

"The Goldbergs," starring Mrs. Gertrude Berg as "Molly Goldberg," will return this fall to both the radio and video networks of Columbia Broadcasting System.

The television version of the domestic comedy will return to its weekly 9-9:30 p.m., EDT, spot on Aug. 29, following an eight-week summer hiatus. The AM show will return to the 8 p.m., EDT, segment, Fridays, beginning Sept. 2, over the full CBS network.

Mrs. Berg will be supported by Philip Loeb as her husband, "Jake," Larry Robinson and Arlene McQuade will play the roles of their children, "Sammy" and "Rosalie." As a daytime serial, "The Goldbergs" had a 17-year network run, which began in November, 1929.

Warner To Sub For Davis

Washington—Political commentator Albert Warner will substitute for ABC commentator Elmer Davis while the latter vacations for two weeks, beginning Aug. 22.

Warner has been on the Washington scene for the past 12 years. Davis will return to his 7:15 p. m., EDT, spot on ABC on Sept. 5.

Notables On WINS

An official New York City welcome for Connie Mack, elderly owner-manager of the Philadelphia Athletics, will be aired by WINS, New York, on Friday at 12.30 p. m. Mayor William O'Dwyer, Grover Whalen and other notables will be heard during the broadcast.

CBS FORMING TV-EQUIPMENT COMPANY

FCC Quorum Lacking; No 'Giveaways' Edict

Washington Bureau of RADIO DAILY
 Washington—The FCC yesterday failed to act on its proposed new giveaway rule, as well as on the filing of Commission comments on the McFarland bill with the House Interstate Commerce Committee, because of the absence of a quorum. Although Commissioner Robert F. Jones had been expected to make up a quorum, he was kept home by an attack of asthma. The only Com-

(Continued on Page 3)

IRE And RMA Engineers Meet Oct. 31 In Syracuse

Washington Bureau of RADIO DAILY
 Washington—The RMA yesterday released details of the agenda of the annual fall meeting of its engineering department and the IRE October 1-November 2 at the Hotel Syracuse, Syracuse, N. Y. The latest in radio and TV engineering and manufacturing developments will be covered, with the problems of the atomic age treated in a joint evening session with the Syracuse Technology Club.

Monday and Tuesday will be devoted largely to discussions of aspects of TV receiver standards and manufacture, with the agenda winding out on the final day.

Time-Spot Changes Set For 3 NBC Shows

NBC has announced time spot shifts for three programs: "Cavalade of America," "The Pet Milk Show," and "The Quiz Kids."

"Cavalcade," which starts its 15th season on the air on Aug. 30, will be heard at its former time, 8 p. m., (Continued on Page 2)

Truman Scheduled

President Harry S. Truman's address before the golden jubilee convention of the Veterans of Foreign Wars in Miami, Fla., August 22, 12:30 p. m., EDT, and his speech before the American Legion Convention in Philadelphia, Pa., August 29, 3 p. m., EDT, will be broadcast by ABC and the affiliated stations of the network.

All For Naught

Despite banner headlines and news broadcasts on Washington's "five percenters" inquiry, more than 50 per cent of New Yorkers could not identify Maj. Gen. Harry Vaughan, according to WOR news staffers Walter Huile, Dick McCutcheon and John Wingate, who interviewed persons on the streets, trains and in stores.

Lyle Van reported on his "News on the Human Side" last night that a clothing store clerk thought Vaughan "belonged to the Salvation Army." An army private asked: "What outfit does he belong to?" A train conductor believed Vaughan was "Truman's physician." A woman in a beauty parlor suggested that "he's the chap who has a way with women."

Twenty-nine out of 50 persons interviewed could not identify Vaughan as Truman's military aide.

Radio-TV Committee Named For UN Day

Washington Bureau of RADIO DAILY
 Washington—NAB yesterday announced the makeup of the radio and television committee of the National Citizens Committee for United Nations Day.

Robert K. Richards, NAB public relations and publications director, is chairman. The committee members are Ted Cott, WNEW, New York; William Fineshriber, MBS, New York; Earl Gammons, CBS, (Continued on Page 8)

RDF To Mark Anniversary Of French Radio's Liberation

Paris, France—The fifth anniversary of the liberation of French Radio will be celebrated without fanfare tomorrow, an event which took place on Aug. 20, 1944, five days before this capital city was freed entirely of the Hitler yoke.

It was five years ago that a group of men from the French Resistance movement crept through German gun emplacements and tanks, moved stealthily into a building and set up

Report Web, RKO And Others Joining In Firm Manufacturing Color Tele And Licensing Use Of Patents

ABC To Ink Rogers For AM-TV Stanzas

After three weeks of intensive guest appearances on network AM and TV shows in New York, Buddy Rogers, former screen star, is about to be signed by ABC for an across-the-board half-hour radio show and a weekly TV variety stanza.

Titled "Pick A Date With Buddy Rogers," the radio program will be a daytime audience participation-interview stanza with Rogers as em-

(Continued on Page 3)

Two More Ass'n Groups Appointed To Serve RMA

Washington Bureau of RADIO DAILY
 Washington—RMA President R. C. Cosgrove yesterday named G. W. Thompson, president of Noblitt-Sparks, to retain his post as chairman of the association's industrial (Continued on Page 4)

Capitol Transcriptions To Release New Catalog

West Coast Bureau, RADIO DAILY
 Los Angeles—A new, simplified catalog, bound into one single volume, of the expanded Capitol Transcription Library will be released to subscribers next week, it has been (Continued on Page 3)

Washington Bureau of RADIO DAILY
 Washington—Detailed plans for the formation of a new company to manufacture television equipment and license the use of patents for color TV will be revealed to the FCC next month by CBS, according to present plans, it was learned here yesterday. A number of firms in allied fields are said to

(Continued on Page 7)

N. Y. Farm Conclave Conducted By RRN

Ithaca, N. Y.—More than 5,000 farmer-patrons of the Grange League Federation attending local meetings in 40 communities and 20,000 other farmers throughout the state of New York were joined together last night in a three-hour program carried by the Rural Radio Network, an eight-station FM web owned by 10 farm organizations.

Local GLF cooperative groups. (Continued on Page 8)

Arkansas Games Sold To Esso On 20 Outlets

Esso Standard Oil Co. will sponsor broadcasts of all University of Arkansas football games on 20 Arkansas radio stations this fall, Esso disclosed yesterday.

"Last year," said R. M. Gray, man- (Continued on Page 4)

Token Of Love

WINS' "Frank & Ernest" program, sponsored by the Dawn Bible Students Assn., was so well liked by a Greenwich, Conn., listener that she, on her own initiative, placed an ad in the Village Gazette asking readers to "Tune in to the Dawn Bible Hour," 10:15-10:30 p. m., Sundays, WINS-1010 on your dial." Dick Sisson is still perplexed.

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FINANCIAL

(August 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	63 3/8	61 1/4	63 3/8	- 1/8
Admiral Corp.	18 3/8	18 1/2	18 1/2	+ 1/4
Am. Tel. & Tel.	146 1/8	145 3/8	146	+ 1/8
CBS A	19 1/4	19	19	- 1/4
Philco	27 1/2	27 1/4	27 1/2	+ 1/2
Philco pfd	84	83	83	- 1/2
RCA Common	11 1/8	10 7/8	11	+ 1/2
RCA First pfd.	70 1/2	70 1/2	70 1/2	+ 3/4
Stewart-Warner	12 1/2	11 3/4	12	+ 3/4
Westinghouse	25 3/8	25	25 1/4	+ 1/4
Westinghouse pfd.	98	98	98	+ 1/2
Zenith Radio	25 1/4	24 1/2	24 1/2	- 3/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	10 1/4	11 1/2
U. S. Television	1/4	3/8
WJR (Detroit)	6 1/4	6 3/4

Time-Spot Changes Set For 3 NBC Shows

(Continued from Page 1)

EDT, but will switch to Tuesdays, over WNBC and NBC stations in the eastern and central time zones. It will also be heard on stations in the mountain and Pacific coast time zones, after the end of daylight saving time. Starting Sept. 27, the program will be broadcast on mountain time at 9:30 p.m., and on Pacific time at 8:30 p.m., local time.

"The Pet Milk Show," now heard on NBC Saturdays at 7:30 p.m., EDT, will move to a new time spot, Sundays, beginning September 4, when it will be heard at 10:30 p.m. The "Quiz Kids," now heard Wednesdays at 8:00 p.m. on the NBC Television network, will switch to Mondays at 10:00 p.m., beginning September 12.

RDF To Mark Anniversary Of French Radio's Liberation

(Continued from Page 1)

same night, Radiodiffusion Francaise broadcast the official "call to arms."

After the Liberation, France began to compute the cost of victory. For radio, the price had been complete destruction. Communication, a war essential, had been destroyed by the fleeing Nazis as well as by the American forces who approached. The millions of francs spent in its construction were almost a total loss. However, within the first few hours after Paris had been returned to the Frenchmen, skeleton crews of announcers, engineers, and repairmen had begun the task of reconstruction and had set a schedule of partial broadcasting. Today, French Radio has not only been completely rebuilt, but contains all the latest equipment. French television also looks promising.

Shortwave Reorganized Quickly

Among the first radio departments to be re-organized in 1944 were the international and short wave units, to bring news of France and her people to the outside world and to re-establish contact with the more than 30 nations formerly receiving transmissions before June of 1940. In April of 1947 an office of The French Broadcasting System was opened in New York City.

Primed originally as a branch reporting office, RDF soon had many requests for programs about France and French culture for broadcast in English. Realizing the tremendous opportunities for increasing international understanding and cooperation through the medium of radio, RDF set about having the Paris office prepare a series of "culturally potent" transcribed shows, including French popular and classical music, lessons in French, women's news, and French folk-lore. American stations now using these programs number more than 200, and extend across the Western Hemisphere from the United States, and Canada to Alaska, Panama, The Philippines, and Puerto Rico.

Goodwill Network Formed

Latest step in RDF planning since its liberation five years ago was the creation of the symbolic International Goodwill Network, linking all of the 200 stations carrying RDF programs with an aim toward promoting better understanding and overcoming the great barrier of language. Member stations of the network are now preparing programs in French on American customs and culture for re-broadcast in France each Monday at 11:45 a.m.



On Guard

Have you ever watched a sheep dog work? It's an amazing sight of intelligence, quickness, patience and skill. One of those dogs can keep a whole flock moving just where, when and how fast he wants them to go.

He's always on guard . . . and don't you think he's a beauty up there in that picture?

Sometimes we wish there were more people riding herd on time buying in radio.

It takes intelligence, quickness, patience and skill. And above all, knowledge of what it's all about.

If you're the kind of advertising man who likes to give your radio clients sales at low cost . . . may we suggest that in Baltimore you use W-I-T-H?

W-I-T-H is the successful independent that delivers more sales-per-dollar-spent than any other station in this big town.

W-I-T-H is on the smart lists. On yours?



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Get More Recording For Your Money

BY THE SENSATIONAL NEW COLUMBIA

LP MICROGROOVE METHOD

Savings Like This!

★ Substantially Lower Cost Per Record

★ More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side—
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

WRITE, CALL OR WIRE FOR FULL DETAILS!

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New York:
799 Seventh Avenue
Circle 5-7300

Chicago:
Wrigley Building
410 North Michigan Ave.
Whitehall 6000

FCC Quorum Lacking; No 'Giveaways' Edict

(Continued from Page 1)

Commissioners available for the meeting were Walker, Webster and Miss Hennock. Thus action on the giveaways goes over at least until next week.

FCC Bill Comments Deferred

Also deferred was the drafting of Commission comments on the McFarland bill. Sen. Ernest McFarland has been prodding the Commission to send its views to the House as soon as possible, because he hopes for House action this year on the bill.

As reported here yesterday, Chairman George Sadowski of the communications sub-committee is not pushing consideration of the measure, and chances for its passage are slim.

Some of the Commission are angry that the bill went through the Senate on the consent calendar, feeling that debate would have been in order in the face of their recorded objections. In testimony before the Senate committee, acting chairman Rosel Hyde had spoken for the Commission as a whole, pointing out individual objections to parts of the bill.

Dissatisfaction Expressed

There is dissatisfaction with that part of the bill which would restrict Commissioners' discussions of cases with members of the legal staff, and here is likewise resentment over the sections which restrict the freedom of Commission members and staff members to appear before the Commission for private clients after they have left Commission employ. Although it is felt that there have been abuses of this type, there is a strong feeling that the legislation bringing out members of the FCC is unfair and discriminatory.

There is objection also to a part of the McFarland bill which, it is felt, would make it possible for licensees to forget about the public interest and "make a killing" secure in the knowledge that they can sell without having to justify their conduct to the Commission.

Would Aid Some Under Scrutiny

Commission legalites say privately this section of the bill is made to order for G. A. Richards, controller of KMPC, Los Angeles; WJR, Detroit, and WGAR, Cleveland.

Richards is on the pan for admittedly advising his newsroom employes to present anti-semitic and otherwise distorted news broadcasts. Passage of the McFarland bill as it now stands would make it possible for him to sell his stations at a handsome figure, it is said at the Commission, because the Commission would be prevented from proceeding with its hearing on his own qualifications to be a licensee. Richards has applied for permission to turn the stations over to trustees, but an application for outright sale is expected.

★ COMING AND GOING ★

HUBBELL ROBINSON, Jr., vice-president and director of programs at CBS, is expected back Monday from a two-week business trip to Hollywood.

DOUG MCNAMEE, director of the Margaret Arlen program on WCBS, will leave today for a two week vacation, which he will spend at Princeton, N. J.

SHELLEY DOBBINS, public relations director of the French Broadcasting System in North America, will leave today for a one-week vacation on Cape Cod and in other parts of New England.

GEORGE ROOSEN, staff writer for WCBS, will leave today for Sag Harbor, where he will sojourn for the next four weeks.

RICHARD W. HUBBELL, television consultant, and **MRS. HUBBELL**, have returned from a nine-week business trip to London, Paris and Rome.

FRED STEIN, anchor man on "Life Begins at 80" over the Mutual network, is celebrating his 81st birthday with two weeks of fishing at Long Branch, N. J.

R. C. "SUPER" STINSON, director of engineering for WBAP and WBAP-TV, Fort Worth, a visitor at the Camden and Princeton laboratories of RCA.

TED ROBERTSON, producer of the "Straight Arrow" program on Mutual, and **RAY KEMPER**, his assistant, have returned from the intertribal American Indian ceremonies at Gallup, N. M., where they recorded much documentary material on the life of the redmen.

SPENCER COLVIN and **JAMES BRADY**, video control engineers for CBS, to Hollywood, where they'll join the staff of the network's West Coast department.

VICTOR MCLEOD, producer for NBC, has returned from Hollywood, where he spent his vacation.

ARTHUR OPPENHEIMER, publicist for NBC public services, is vacationing at Middlebury, Vt.

ART DONEGAN, assistant manager of ABC's New York flackery, is expected back Monday from a two-week vacation.

NANCY SHERIDAN, radio and television actress, is resting up for a week on Fire Island.

FRED LYNCH, director of personnel for the American network, is leaving today for upstate New York.

J. DUDLEY SAUMENIG, managing director of WIS, Columbia, S. C., was a visitor this week at the station relations department of NBC, with which the station is affiliated.

HARRY W. SMITH, sales manager of WLW, Cincinnati, a recent visitor at Mutual offices in Chicago.

KENNETH E. BERKELEY, vice-president and general manager of WMAL and WMAL-TV, Washington, D. C., is vacationing with **MRS. BERKELEY** at Irvington, Va. He'll be back after Labor Day.

HUGH SHOTT, owner of WHIS, Bluefield, West Va., conferred yesterday at the station relations offices of NBC.

ABC To Ink Rogers For AM-TV Stanzas

(Continued from Page 1)

Program will be on tape and is slated to go on the air before Oct. 15. Producer is Mal Boyd, Rogers' personal manager. Martin Andrews will direct.

TV show is as yet untitled. It will be produced by Boyd in association with Mike Jablons, who booked the star's guest shots in New York.

WEVD Airs Tennis Debate

The relative merits of men and women as tennis players were discussed by national champ Bobby Riggs and former title holder Mrs. Sarah Palfrey Cooke, both of whom are also authors of books on tennis, over WEVD's "The Author Reviews His Book," last night, 9-9:15 p. m.

"Suspense" Returning

"Suspense," CBS' mystery series, will return to the air after an 8-week hiatus, September 1, with Gregory Peck starring in "Nightmare" on the opening show.

Capitol Transcriptions To Release New Catalog

(Continued from Page 1)

announced by Clifford Ogden, sales manager of the service.

The new catalog, divided into three sections, eliminates the use of separate index cards and loose-leaf pages. It indexes all tunes alphabetically by title so that the location of any number is immediate. The second section is classified in numerical order under the name of the performer so that all of the artist's selections are listed.

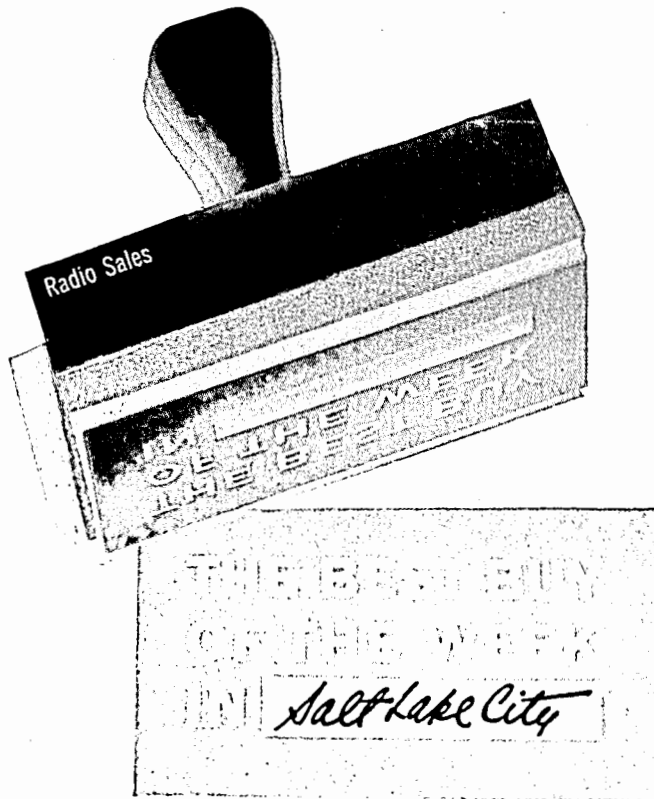
The third section, an innovation, provides a thorough index of the several musical groups. Show tunes, western, pop concert, salon music and novelties will all have their separate groupings.

Another feature of the catalog is the provision for revisions which will reach the subscriber in the form of gummed, perforated strips, all on one page for release. Space for these strips is provided at the end of each alphabetical group in the first section, at the end of the artist group in the second section and at the end of each of the various groupings. The revision slips will be sent out in three copies in order to keep each section up to date.

It is planned to revise the catalog once every six months, so that numerous changes will not cause it to become complicated.

Wedding Bells

Newark, N. J.—Anne Jack, promotion staffer of WNJR, Newark, and Clay Marsh, who occupies a similar position on the Newark News, will be married Saturday, August 20, in East Orange.



Here's a chance to buy a show with an average daily rating of 7.4.

A net weekly rating of 20.9. It's "The Intermountain News Edition" (5:15 to 5:30 p. m. Mon. thru Sat.) on 50,000-watt KSL. Available 3 or 6 times a week. It's yours if you call Radio Sales--fast.

CHICAGO

By HAL TATE

"WILSONAIRES," quarter-hour program of song starring Tommy Port and featuring "Marylin" and the music of Johnny Duffy's orchestra, will begin a five-a-week series on WBBM starting Monday, August 22nd.

Station WCFL will carry a broadcast from Camp McCoy, Wisconsin, on August 21, when more than 9,500 citizen soldiers of the Forty-Fourth Infantry Division and attached troops from ninety Illinois towns will converge at Camp McCoy for two weeks. August 21 is Governor's Day, which will be celebrated by the presence of Governor Adlai Stevenson of Illinois, and his staff, who will participate in formal reviews and ceremonies at Camp McCoy.

Frank Reardon, owner of CBS's Butte, Montana, affiliate, KBOW, in town this week on business. He and Jerry Campbell, Donald Cooke, Inc., Chicago representative, calling on Chi ad agencies.

Two More Ass'n Groups Appointed To Serve RMA

(Continued from Page 1)

relations committee, and called upon A. T. Alexander of Motorola to continue as chairman of the RMA service committee. Complete rosters of the two committees follows:

Service Committee: A. T. Alexander, Motorola; F. L. Granger, Stromberg-Carlson; E. C. Cahill, RCA; George Cohen, Emerson; N. J. Cooper, Stewart-Warner; Harry A. Ehle, International Resistance Co.; J. E. Heath, Bendix Radio Division; Bruce R. Lafferty, The Hallcrafters Co.; W. H. McKnew, Westinghouse; H. A. Newell, Crosley; C. M. Odorizzi, RCA Victor; F. B. Ostman, Capehart-Farnsworth Corp.; W. L. Parkinson, General Electric; S. F. Patton, Allen B. DuMont Laboratories; R. K. Pew, Colonial Radio Corp.; L. E. Priscal, Sentinel Radio Corp.; James M. Skinner, Jr., Philco; Frank E. Smolek, Zenith; R. C. Sprague, Sprague Electric Co.; Ray J. Yeranko, Magnavox.

Industrial Relations Committee: G. W. Thompson, Noblitt-Sparks; Leslie E. Woods, Raytheon; Harold W. Butler, Philco; Fred H. Canfield, American Transformer Co.; Paul W. Deubery, Crosley; J. Ferren, eZnith; Joseph C. Folsom, Belmont Radio Co.; George Greer, Hickok Electrical Instrument Co.; Harry Houston, Allen B. DuMont Laboratories, Inc.; M. M. Hughes, Bendix Radio Division; George Lambert, Motorola; D. C. Lee, Westinghouse; Stanley Luke, Federal Telephone & Radio Corp.; V. J. McMann, General Instrument Corp.; James G. Parks, Erie Resistor Co.; R. C. Sprague, Jr., Sprague Electric Co.; Harvey Stephens, International Resistance Co.; E. M. Tuft, RCA Victor; I. W. Wycoff, Pilot Radio Corp.



Mainly About Manhattan. . . !

● ● ● **OUT OF MY MIND:** Dean Martin and Jerry Lewis are a pair of scream-provoking comics in a night club and this pillar doesn't doubt their coming success in the movies and on television—but if ever a script problem haunted a radio performer, it goes double here. A half hour of ad libs would do the boys more justice. . . . The gal who has shown the most improvement in the past couple of years is Jane Pickens. Years ago, when she started out as a single after the sister team broke up, she was a fair chirper. Today she's great. Training, patience and confidence turned the trick. . . . Speaking for myself, I'd rather have Herb Sheldon's handshake on a deal than many another guy's bonded affidavit. . . . Commentators like the over-conservative Henry J. Taylor and the frenzied leftist liberal, Wm. Gailmor, make one give the radio a double take when important issues of the day are being discussed. So one-sided and narrow are the respective expressed opinions. . . . Gordon MacRae has a good, tuneful, resonant voice, but if you hear him do five songs, careful listening would give you snatches of Como, Crosby and Haymes. . . . Somebody should come out and say Martha Tilton is one of our finest femme singers of pop. The reason—she is. . . . Allen Prescott does adult things to comments about people and places. . . . Add names that fascinate me: Wambly Bald, of the N. Y. Post.

★ ★ ★ ★

● ● ● Larry Parks was being congratulated by a pal for his standout job of impersonating Al Jolson, who then asked him what future there was in doing the Jolie sequels. "Well," cracked Parks, "I'll be a sensation if silent films ever come back."

★ ★ ★ ★

● ● ● **WHAT'S NEW:** One of the webs is readying its biggest 'knife job' to date, pruning most of its sustaining shows plus a goodly number of producers, as well. The payoff, however, is that the money thus saved will be used to pour into television. And that, chum, just about sums up the whole situation. Radio pays the bill again while television gets up on its spindle-legs and hollers that the old boy is through, washed up and let's bury him. Hurray for television. . . . Wendy Barrie brings her Photoplay series to ABC Sept. 7th. . . . It's a baby daughter (their 2nd) at the Geo. W. Smiths. Mom is Doris Sharp, the Radio Registry dynamo. . . . We recently reported that Swift & Co. were giving up TV and producer Maxine Kelth wonders if there was too much ham competition. . . . B'way movie houses slashing prices. . . . Lot of agency interest in the new Hank Ladd-Herb Moss comedy show to be launched by NBC in the fall. Gordon Jenkins furnished a silky musical backdrop and the script by Coleman Jacoby and Arnie Rosen is loaded with laughs. . . . Welcome addition to TV dial is WOR's taking over Channel 9. Great pictures and terrific sound. Now if the coming programs match that the cycle will be complete. (By the bye, astute engineer McKenzie Reid predicted as much over a year ago).

★ ★ ★ ★

● ● ● **MAIN STREET TREATS:** Robert Q. Lewis' high-grade pinch-hitting for Arturo Godfrey. . . . Romolo De Spirito's tenoring at the Versailles. . . . The thrillocycle feature "Mr. & Mrs. North." . . .

★ ★ ★ ★

● ● ● Elgin-American Watch Co., with CBS-TV time already bought, has practically settled on a weekly half-hour series tagged "Fun With Felix," featuring the noted magician and mind-reader, Felix, with Bud Collyer as emcee and a 10-piece all-gal ork led by Ving Merlin. (Studio is holding a closed circuit preview tonight at 10 for the bankroller's final decision). Felix's sleight-of-hand and sleight-of-mind stuff is well known to local audiences and should prove fascinating video fare.

NEW BUSINESS

WOR, New York: Five companies have picked up the tab on news broadcasts, according to a recent announcement by Robert C. Mayo, the station's sales manager.

The Beaumont Company, makers of 4-Way Cold Tablets, will sponsor Henry Gladstone's news programs from 12:30 to 12:45 p.m. on Tuesdays, Thursdays and Saturdays, beginning in October. The contract was placed through the Harry B. Cohen Advertising Company, Inc.

The Dolcin Corporation has renewed for its Dolcin tablets, sponsorship of Gladstone's broadcasts on Mondays, Wednesdays and Fridays. The Victor Van Der Linde Company handled details of the "long-term contract."

Another "long-term" renewal is by Peter Paul, Inc., manufacturers of Mounds, Almond Joy and Peter Paul's Charcoal Gum, which is again sponsoring Prescott Robinson's reports from 8 to 8:15 a.m. on Mondays, Wednesdays and Fridays. Contract details were handled by Platt-Forbes, Inc.

The Union Dime Savings Bank has renewed sponsorship of news broadcasts by Melvin Elliott Tuesdays, Thursdays and Saturdays, from 7 to 7:15 a.m., through Cecil and Presbrey, Inc.

Through the A. W. Lewin Company, Harris Upham & Company, stock brokerage firm, has renewed sponsorship on Tuesdays of Fulton Lewis Jr.'s Washington commentary, 7 to 7:15 p.m., effective next month.

WINS, New York: Ben Tucker Fur Co. has extended its Sunday "Romance and Memories" show 15 minutes; the show now runs from 11:15 to 12 noon, bringing to four and one-half hours Tucker's weekly air time on WINS. All of the programs are live, featuring R. D. Wilber's orchestra with vocalists. The Sidney Robbins Agency handles the account.

Arkansas Games Sold To Esso On 20 Outlets

(Continued from Page 1)

ager of Esso Standard Oil's advertising-sales promotional department, "surveys showed that more than six out of every ten Arkansans who had their radios turned on Saturday afternoons were listening to the broadcasts."

The following stations will carry the games: KGRH, Fayetteville; KFSA, Ft. Smith; KBRS, Springdale; KXLR, Little Rock; KWAK, Stuttgart; KHOZ, Harrison; KUOA, Siloam Springs; KWFC, Hot Springs; KFFA, Helena; KELD, Eldorado; KTFS, Texarkana; KVMA, Magnolia; KCLA, Pine Bluff; KXRJ, Russellville; KWEM, West Memphis; KVRC, Arkadelphia; KAMD, Camden; WXAR, Hope; KDRS, Paragould, and KOWN, Conway. Marchalk & Pratt is the Esso agency.



What Makes Buzzie write Like this?

BUZZIE is just learning to write. And every line he writes starts out with big, generous letters and ends up with little squeezed-up ones.

The trouble, of course, is that he hasn't learned to plan ahead. He concentrates on making those big letters, and lets the end of the line take care of itself.

Many grownups have the same trouble Buzzie has—but not with their handwriting.

They have that trouble with their money. They blow it all at the beginning, when it looks like there's nothing to worry about, and let the "end of the line" take care of itself. But it practically

never does.

That's why the Payroll Savings and Bond-A-Month Plans are such a blessing. They're "human-nature-proof." The saving is done for you automatically.

And remember, every U.S. Savings Bond you buy brings you \$4 in ten years for every \$3 invested.

So don't let your life run on like Buzzie's handwriting. Fix up the "end of the line" once and for all by signing up today for the Payroll Savings Plan—or, if you are not on a payroll, the Bond-A-Month Plan at your bank.

Automatic Saving is Sure Saving - U.S. Savings Bonds



THIS SPACE CONTRIBUTED BY RADIO DAILY

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, August 19, 1949

Sees Built-in Sets As Rule By 1970

Chicago—The radio as a separate piece of furniture probably will be "as obsolete as a wood-burning cook stove" 20 years from now, in the opinion of Dr. Howard C. Hardy, supervisor of acoustics and vibrations research at the Armour Research Foundation, Illinois Institute of Technology.

Radio amplifiers, speakers, and entire sound systems, Dr. Hardy believes, will be built into the walls of houses in the near future, and will become "as much a part of any building as plumbing and electrical wiring."

Radios, phonographs, and television sets, he said, "are becoming as essential in a home as a refrigerator." People are beginning to demand better sound reproduction and better acoustics in their homes, he declared.

First Union Label

Montreal, Que.—In a unique ceremony at its Toronto plant, Rogers Majestic last week became Canada's first radio manufacturer to put a union label on its product. Other firms have union agreements but none uses the union label. The label was affixed by Rogers president R. M. Brophy with union president Bert Thornley, and union and company officials watching. The first label set, a personal radio, was bought there and then by Bernard Cochrane, International representative of the A.F.L. Electrical Workers.

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Television Consultant

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WASHINGTON, D. C.

PRODUCTION PARADE

Emerson Names Regional Sales Mgrs.

Three field sales representatives of Emerson Radio & Phonograph Corp. have been appointed regional sales managers of the firm as part of an expanded national sales program. Murray Gennis becomes mid-western sales manager; Roger Brown has been appointed southern sales manager and David Hopkins, western sales manager. All three have been on the Emerson sales staff for a number of years, working with distributors and dealers in their respective territories.

Nat'l. Union Radio Appointment

George K. Konz, formerly with the advertising department of National Union Radio Corp., Newark, N. J., has been appointed assistant manager, advertising and sales promotion, according to Emil J. Maginot, sales manager of National Union Corp., Orange, N. J.

New Westinghouse TV Console

The Westinghouse Home Radio Div., Sunbury, Pa., has announced a new combination console with an "electronic magnifier" to retail for about \$400. According to J. F. Walsh, division sales manager, the set is equipped with a ten-inch video tube with an enlarged screen. This newest Westinghouse receiver, Model 231, is also equipped for standard and FM radio reception and utilizes a new record changer which embodies all three record speeds.

Capehart To Show New TV Model

According to Capt. D. R. Hull, executive vice-president of Capehart-Farnsworth Corp., the company will introduce several new television receivers at a national distributor convention to be held August 29 and 30 at the Hotel Pierre, N. Y. Although details were not revealed, it was indicated that the new Capehart line will incorporate a number of unique engineering features, including an improved viewing screen.

Static Eliminator For Vinylite Discs

Walco Products, Inc., East Orange, N. J., announced the introduction of an entirely new product designed to end the problem of static electricity in vinylite records. This product, based upon a secret chemical formula, was developed over a two-year period. It is a liquid which, when applied to record surfaces, creates a condition in the record which causes it to discharge any inherent static electricity so that it will no longer attract dust particles. Walco Static Eliminator will be sold at retail in one-ounce bottles, which the company claims is sufficient to neutralize 200 ten-inch records. It is expected that the retail price for a one-ounce bottle will be \$1.00.

Andrea 1950 TV Sets To Distributors

Frank A. D. Andrea, president of the Andrea Radio Corp., announced that all five sets of the new 1950 Andrea television series are now being delivered to Andrea dealers. Andrea expressed that he looks for an excellent upturn this Fall in the entire television industry, and believes that the public will continue to buy TV receivers from established manufacturers.

Stromberg-Carlson Appointments

The creation of two new sales posts in the Stromberg-Carlson radio-television division has been announced by C. J. Hunt, general sales manager. William J. Kelly, former district merchandiser, has been promoted to the position of eastern distributor manager. He will supervise the activities of all distributors in the eastern seaboard area of the United States. Company branch offices which do their own distributing are not affected. T. R. Mathews, another former district merchandiser, has been given a similar post as western distributor manager. Both men will reside in Rochester and operate out of offices in the main plant. Justin L. Albers of Clayton, Mo., former sales promotion manager of Jenkins Wholesale and one-time assistant dean of St. Louis University, will succeed T. R. Mathews in the post of district merchandiser.

Admiral La. Distributor

W. C. Johnson, vice-president in charge of sales, of Admiral Corp., recently announced the appointment of Brown-Roberts Hardware & Supply Co., as exclusive distributors of Admiral radio, phonograph and television sets, electric ranges and refrigerators for the Alexandria, La., area.

Philco Equip. For TV Arts Inst.

Two iconoscope television chains have been purchased by the Television Arts Institute of Philadelphia, it was announced by James D. McLean, manager of Philco's industrial division. The equipment, formerly installed at Philco TV station WPTZ, will be used for training students at the Institute in video program production. The Institute is the only school in Pennsylvania specializing in video program instruction and will now be able to set up a replica of a television studio complete with control room, according to Charles Cooper, director of the school.

Teldisco Appoints New Sales Mgr.

Arthur J. Hirsch has been appointed sales manager of Teldisco, Inc., East Orange, N. J., it was announced this week, by Col. E. N. Bloomer, president. Teldisco, Inc. are exclusive distributors for DuMont television sets in the Northern New Jersey area.

DuMont Announces New Cathode Tubes

The Allen B. DuMont Labs. have announced an improved line of cathode-ray tubes, said to enhance picture resolution through an advanced ion-trap design.

The improvements, according to DuMont, center around a bent electron gun that utilizes a single ion-trap magnet, which bends the beam only once and eliminates ion-spot blemishes. The new tubes, Types 12RP4 and 15DP4, are replacements for Types 12JP4 and 15AP4. They are physically identical with the older types, and except for the single beam-bending magnet will serve as direct replacements, DuMont says.

Other Improvements Featured

Among other improvements, DuMont lists the fact that the new tubes are made of lead-free glass which reduces their weight "considerably." Another feature is the use of the five-pin duodecal base said to permit use of the new half socket for "a significant saving" in the cost of the socket in new television receivers.

The design of the tubes, however is such that the old-type full socket will also accommodate them "with out modifications" when replacements are being made in the older type of receiver. The new tube may be installed in the old video receivers merely by adding the single beam-bending magnet, it was pointed out.

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TELEVISION DAILY

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CBS PLANS MANUFACTURING FIRM

TELE TOPICS

N 'Hollywood Premiere Theater,' writes our Coast operative, "KNBH chalked up what looks like a winner. Staining show stars Pinky Lee and features Carol Richards, John Crawford, Annona Smith, William Bakewell and the Carl Carroll Girls. A few rough edges will have to be polished off, which is only natural, but on the whole, 'Premiere Theater' has what it takes to put television on the entertainment map. The half-hour program was packaged for kinepping by Phil Shuken, Ed Tyler and le. . . Theme of the show is Lee's efforts to crash the program as a performer. He is appealing and versatile and proved heavily in his debut. Bakewell, Crawford, Miss Richards and Miss Smith added plenty to both the hilarity and atmosphere of the program."

WRCB-TV, Seattle, has been sold to KING by P. K. Leberman, and the call letters changed to KING-TV. If our memory is correct, this is the first sale of a TV outlet already in operation to go through. . . Kudner agency has started contest among the 21 NBC stations that will carry "Martin Kane, Private Eye" for the most unusual live spot announcement heralding the arrival of the series, which will be sponsored by U. S. Tobacco for Model and Dill's Best. Agency decided to hold the contest rather than pay the \$250 prize money for a film which was to have been sent to the outlets with promotional material. Contest closes Aug. 31 and show runs Sept. 1. First prize is \$150, second \$75 and the third, \$25. . . "Bowling Headliners" returns to ABC Sept. 18, 8:30-11 p.m., with a giveaway gimmick added. Program will originate at Capitol Bowling Lanes. . . Gertrude Ederle will refute rumors that she is an invalid when she appears on Doug Edwards' news show over CBS today. . . Morey Amsterdam will face the feline barbs of the "Leave 'em To The Girls" panel Sunday nite.

A major movie chain is cooperating with DuMont in a new talent hunt show which the web is planning to use as replacement for the Amateur Hour. Preliminary screening of contestants would be handled via amateur nites at the theaters, while winners of the airer would get a week's billing at the chain's top showcase on Broadway. . . Jon Gnagy, of NBC's "You Are An Artist," will hold an exhibition of the best drawings submitted by his reviewers in response to his air instructions. Show opens Monday at Arthur Brown galleries and runs through Sept. 9. . . Recording made in Hollywood of ABC's "Bride and Groom" will be aired by WJZ-TV Saturday nite. Move is seen as a possible prelude to Sterling Drug making the TV plunge with the stanza.

TV Film Producers Get Military Nod

Washington Bureau of RADIO DAILY
Washington—The Secretary of Defense, Louis Johnson, has instructed heads of the National Military Establishment to cooperate with commercial video movie producers wherever possible when the result "will serve the armed forces for informational or recruiting purposes." Copies of Johnson's recommendation, titled "A Guide for Obtaining National Military Establishment Cooperation in the Production of Motion Pictures for Television," have been sent to commanding officers in all branches. Cooperation on a more limited scale was recommended where such films are deemed "in the best interests of the military establishment" and generally promoting "the public good," while not specifically useful for information or training.

Script Reviews in Advance
Heads of the various services have been instructed, however, to bear no expenses involved in the production or release of TV films, and to require script reviews in advance. TV movie producers interested will be expected to submit their requests and reviews to the appropriate public information office. If approved, the military is authorized to lend assistance in providing necessary background material, and planning logistical support.

Commercial Impact On Viewer Weighed In New Starch Study

An added starter in the booming field of video research, Daniel Starch and Staff, yesterday announced a new continuing consumer study program for television commercials, which will cover "viewing, attitudes, and product acceptance." The first in a series of monthly reports is scheduled for publication on Sept. 20.

This marks the debut of the Starch organization in television after 18 years of magazine and newspaper consumer studies. The firm has also made some specialized radio studies in the past.

The study plan consists of querying members of a sample listener group on their reactions to specific commercials, with the aid of "story boards" on which are mounted stills taken in

TV Box Score	
On the air.....	76
CP's	39
Applications	347

FCC Bar Group Asks Allocation Hearing

Washington—The FCC Bar Association yesterday asked formally for public hearing to determine the legality of the FCC's proposed adoption of a new TV allocation table. Charging that it would curtail applicants' rights to hearing of their applications, the lawyers asked for determination of the legal question before the long and costly hearings on the proposed new allocation table are held.

Weeks May Be Lost
Weeks will be lost to the Commission as well as to interested parties if the procedure is found to be legally wrong, the Bar Association said. Its executive committee, meeting Tuesday, suggested that the allocation table might be retained as a guide by the Commission, adding that the FM allocation is likewise used as a guide.

There was no immediate reaction from either the FCC or the Television Broadcasters Association to the Bar Association charge. The matter is currently under study by TBA directors.

Report Net To Join RKO And Others In Venture

(Continued from Page 1)

be ready to join CBS in the venture, including a motion picture producer, a manufacturer of films, a research laboratory and others. The motion picture company was reliably reported to be RKO, which is headed by multi-millionaire Howard Hughes.

Plans for the joint venture, it was said, were worked out in conferences between Hughes and CBS board chairman William S. Paley.

(Paley could not be reached for comment in New York. CBS president Frank Stanton, when queried about the new company, offered a flat "no comment.")

Details of the proposed company will be revealed by the web at the FCC hearings on UHF and color slated to get under way here Sept. 26. The CBS color techniques to be placed before the Commission call for use of a single transmitter for the sending of both monochrome and color. This system has been used by the web's WCBS-TV in experimental color transmissions in New York during the past month. This week the system was used by WMAR-TV, Baltimore, in demonstrations of color pickups from Johns Hopkins Hospital.

One of the major items to be manufactured by the new firm, it was said, will be a color converter for present day black-and-white receivers recently developed by CBS.

Two Join WOAI-TV

San Antonio, Texas—Leo Trumble and Edward A. Brinley have been engaged as cameramen for WOAI-TV, San Antonio's first TV outlet. Trumble comes here from WRGB, the General Electric television outlet at Schenectady, N. Y. where he has been on the staff for the past two years. Brinley, a former color photographer for an advertising agency in New Haven, Conn. has just completed a course as a studio technician at the Television Workshop in New York City.

WTMJ-TV Sells Two

Milwaukee—Two local sponsors have signed 13-week contracts for 15-minute shows on WTMJ-TV. Samson's Good Housekeeping Shops, Inc. will present "Puppet's Pay-off," Monday, 4:30 p.m., starting today. The Milwaukee Sewing Machine Co. is launching a series of women's programs to be heard Friday at 4:30 p.m.

Radio-TV Committee Named For UN Day

(Continued from Page 1)

Washington; Arnold Hartley, program director, WOV, New York; George Jennings, director of the Chicago Radio Council, president of the Association for Education by Radio, WBEZ, Chicago; J. R. Poppele, president of the Television Broadcasters Association and vice-president in charge of engineering, WOR, New York; Robert Saudek, vice-president in charge of public affairs, ABC, New York; James Secrest, RMA, Washington; William E. Ware, president of FMA and general manager of KSWI, Council Bluffs, Ia.

Big Day October 24

The committee will co-ordinate broadcast activity in celebration of United Nations Day, Oct. 24.

The over-all National Citizens Committee for United Nations Day is under the chairmanship of Malcolm W. Davis. As chairman of the radio and television group, Richards is also a member of the executive committee.

First meeting of the industry group will be at the State Department next Tuesday.

Stork News

Mr. and Mrs. Irving Gitlin are the parents of an 8 and a half pound boy, Peter Lewis, born August 16th at the Flower Fifth Avenue Hospital. Father is CBS documentary unit research chief.

Send Birthday Greetings To—

August 19

Marcus Bartlett Don Bernard
David B. Stein Bob Kerr
Anice Ives Jimmy Shield
John M. Outler, Jr.

August 20

Alcn Reed Andre Baruch
Jack Copeland Don L. Davis
Ted Donaldson Jack Teagarden
Dal Wyant Michael Carr

August 21

Don Albert Ken Carpenter
Bob Haring Thomas Hudson
Bob Jellison Carlton Kadell
Howard W. Friedman

August 22

Carroll Carter Martha Raye
Ernest Hackworth Faye Parker
Lesley Woods Don Prindel

August 23

John McCarthy Wendell Hall
Forrest Wallace Michael Bartlett
Lawrence Marks Bob Crosby

August 24

Phil Baker Arlene Black
Jimmie Fidler Dennis James
Helen Russell Geo. M. Burbach

August 25

John Rarig Harry R. Lubcke
Edward Davies Ken Christie
James M. Carroll

COAST-TO-COAST

WISN Airs Police Award

Milwaukee, Wisc.—The presentation of "Call the Police" award of valor plaque to the detective bureau of the Milwaukee police department was aired in a special broadcast over WISN recently. John W. Polcyn, chief of police, accepted the plaque from Gaston W. Grignon, general manager of the station, who represented Lever Brothers, sponsors of the "Police" program heard over that station each Sunday.

Jewell Program Dir. WCSI

Columbus, Ind. — An announcement has been made of the appointment of Dick Jewell, chief announcer of WCSI to the position of program director for that station. He replaces Ted McKay, who resigned his post. Jewell has been associated with WCSI for the past two years. Bob Westermeier, staff announcer, has been appointed chief announcer.

Walker Program Dir. WCAW

Charleston, W. Va. — Albert Walker, staff announcer has been named program director of WCAW, 250-watt outlet. It has also been announced that Jean R. Horn, formerly of WJPF is now traffic manager. Helen Eads succeeds Ruth Hearn as continuity director.

WBZ To Cover Amphib Operation

Boston, Mass.—Westinghouse radio stations WBZ and WBZA will give New England radio listeners a first hand exclusive report of the annual joint West Point Cadet-Annapolis Midshipman amphibious operation in Chesapeake Bay this Sunday. Chick Morris will record on-the-spot commentary of the landings and will be flown back to the Hub for the radio broadcast the following day.

WAEB Staff Activities

Allentown, Pa.—Martin Musket, former Atlantic sports announcer and for many years with WEEU and WRAW, has been named assistant program director effective August 15th. Staff announcers Jack Boris and Sammy Anderson are currently conducting a street interview program entitled "Talk of the Town" from the pavement of the Midway Theater here Monday thru Saturday, 12:30 to 1:00 p.m.

Story Book Lady To Europe

Morristown, N. J.—Joan Vallance, continuity director and the "Story Book Lady" of WMTR sailed recently aboard the Queen Elizabeth for visits to England, Scotland and France. She will combine business with pleasure and make some transcriptions concerning life in these countries to be used over the air on her return. Joan is the wife of WMTR's program director, Jack Potts.

Ruth Crane Heard in Pakistan

Washington, D. C.—Ruth Crane, WMAL and WMAL-TV women's director, will soon be heard over the radio in Karachi, Pakistan. She made a transcription of a modern women interview with Dr. Imdar Hussan, cultural attache of the Pakistan embassy here in observance of Pakistan's second anniversary. The transcription was sent by the Embassy to its homeland for rebroadcast. Mrs. Crane has also been asked to transcribe interesting modern women's programs for use in Bangkok, Siam, Okinawa and other foreign countries still not too familiar with the American way of life.

CIO Director On WFDR

New York, N. Y.—John Brophy, national director of the Industrial Councils of the CIO will be heard over WFDR this evening from 7 to 7:15 p.m. Brophy, who has just returned from six weeks in Europe as the CIO representative at the organization of the new, non-communist International Trade Union Congress, will report on the ITUC and European Labor. The program originates from the studios of WCFM, Washington, D. C.

N. Y. Farm Conclave Conducted By RRN

(Continued from Page 1)

ranging in number from 50 to 500 farmers, met in town halls, churches, schools and lodge rooms to participate in the program which included speeches, band music, singing and square dancing. Reports were presented from the studios of WHCU-FM in this city by J. A. McConnell, general manager of the parent, Cooperative GLF Exchange, Inc., and by H. E. Babcock, former GLF general manager.

From 10:15 until 12:15, the 40 scattered annual meeting groups were furnished music for dancing picked up in alternating 20-minute broadcasts, from two of the night's largest gatherings at Odd Fellows Hall in Woodhull, 60 miles southwest of Ithaca, and at Tully Central School gymnasium, 40 miles to the northeast. Between pickups, the network carried reports from here on meetings throughout the state.

"For many years, it has been impossible for officials of the GLF Exchange to attend these local annual meetings in person," McConnell pointed out. "Through the FM radio communication system which farmers have built in Rural Radio Network, I feel we have found the answer to this problem."

• faces • facts • figures • wins •



John Bradford with his children, Johnny and Barbara, discusses the comics on THREE CORNER CLUB . . . daily feature on WINS, 9:30-10:00 A. M.

THREE CORNER CLUB

For mothers and small fry alike, award-winning THREE CORNER CLUB is a friendly, half hour show which includes everything from child-rearing tips for mothers to the latest record albums for children.

A good buy in the world's greatest market . . . contact your nearest WINS-CROSLEY Sales Office for availabilities.

WINS
50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

WINS • faces • facts • figures • wins •

FCC BANS STATIONS AIRING GIVEAWAYS

ABC To Test Legality Of Commission Ruling

Other Webs Silent Re Move Against 'Prize' Shows

The American Broadcasting Co. openly defied the FCC decision on giveaways with the issuance of a formal statement on Friday and said that it proposed "immediately to test the legality of the FCC regulations in court."

ABC said that it would make no changes in its program (Continued on Page 8)

'Who's Got The Ball?' CBS Covers 'Em All

The round-robin system of covering as many as 30 college football games in a single afternoon, devised last year by Red Barber of CBS, will be used by the network to usher in the 1949 grid season on Saturday, Sept. 24.

Barber, speaking from New York, will call in three CBS sportscasters covering important games in other parts of the country for partial play (Continued on Page 2)

Radio Offers Co. Buys Quarter-hour On ABC

The Radio Offers Co., maker of plastic household products, will sponsor a new weekly quarter-hour show, "The Housewives' Money Maker" on 60 ABC stations, Thursday night, 10.45-11 p. m. starting Sept. 8. The program will feature Bill (Continued on Page 2)

Passed!

Washington — The House on Friday passed the bill granting an additional \$11,500,000 for the "Voice of America," as recommended on Tuesday of last week by the appropriations committee of that chamber. The measure now goes to the Senate.

Small Markets Group Is Named By BAB

The Broadcast Advertising Bureau has announced the formation of a Small Market Stations Subcommittee, headed by Simon Goldman, of WJTN, Jamestown, N. Y.

Other members are A. E. Spokes, WJOY, Burlington, Vt., and Hugh M. P. Higgins, WMOA, Marietta, O. The group will offer counsel on sales development activities in communities smaller than 50,000 in population (Continued on Page 2)

Philco Corporation Declares Two Dividends

The Philco Corp. board of directors last week declared a regular quarterly dividend of 50 cents per share on common stock, payable Sept. 12 to holders of record Aug. 29. The board also declared the regular quarterly dividend of 93 3/4 cents per share on Philco Preferred Stock, 3 3/4 per cent Series A, payable Oct. 1 to holders of record Sept. 15.

NARND Spanks Wire Services For Dull Copy, Tired Flashes

Output of the four nationwide press associations as viewed from a radio newsroom angle is evaluated in a searching report issued this week by the National Assn. of Radio News Directors. Taken collectively the major wire services—AP, UP, INS, and Transradio Press—are deemed by the NARND to be guilty of nothing more serious than dull, uninteresting writing and a too-

Says Programs Violate Lottery Laws; Proscription Is Effective Oct. 1; Miss Hennock Dissents

Washington Bureau of RADIO DAILY

Washington—The FCC announced Friday that it will keep broadcasters off the air who permit the use of their stations for giveaway shows. New applications from individuals proposing to air gift shows and renewals from those carrying them after October 1 of this year will not be granted, the Commission said.

The decision came one year and two weeks after the issuance of the Commission's proposed new rules. Only minor changes in last year's proposals were made.

Commissioner Frieda B. Hennock dissented, suggesting that Congressional action should be sought, with the Department of Justice called upon to move in individual cases. Only three members of (Continued on Page 6)

Petty Resigns Post As WMGM Director

Resignation of Herbert L. Petty as director of WMGM, New York, effective Aug. 31, was announced yesterday by Nicholas M. Schenck, president of Loew's, Inc. A successor will be announced shortly, the station said.

Petty meanwhile will continue with WMGM "in an advisory capacity," and will assume the presidency of Parx Products, Inc. He joined WMGM (then WHN) in 1936. Before that he was radio director of the Democratic National Committee, and secretary of the Federal Radio Commission and the Federal Communications Commission.

Business Boost Seen For Small Town Stas.

West Coast Bureau, RADIO DAILY
Hollywood—The growth of television during the last year has aroused a false fear among smaller town radio station operators, according to Larry Kolpack, executive of Larry Finley Transcriptions. Kolpack has been on a nationwide tour of radio stations and has found that the fears of many operators over video are not justified.

A bigger and better market for small town stations is assured for (Continued on Page 2)

Lost And Found
Columbus, Ga. — WRBL is proud of its coverage, but apparently it doesn't cover local police headquarters. Three hours after WRBL aired the description of a lost boy, police phoned in and asked them to air a description of a found boy. "Lost" and "Found," of course, were one and the same boy. The lad was soon reunited with his parents.

Cancelled
Dr. Samuel Green, Grand dragon of the Ku Klux Klan, had accepted a precedent-shattering invitation only a few days prior to his death last week by agreeing to travel to Washington, D. C. to face four news correspondents in an appearance on "Meet The Press" Sept. 2nd over Mutual. Drew Pearson was to have been one of the interrogators.

RADIO DAILY

NARND Spanks Wire Services For Dull Copy, Tired Flashes

(Continued from Page 1)

news requirements of radio stations, he said.

"Radio newsmen have leveled many charges against the press associations in the past but they were seldom able to supply proof of their charges when asked to do so," he said. "This study represents an objective and impartial effort to determine, with full documentary evidence, not only what's wrong with the wire services but also in what areas they are doing a good job, from the standpoint of radio." There was no intent on the part of the NARND to single out any one service as superior or inferior to the others, Mickelson said.

Participants in the study included: Wayne Kearn, KSL, Salt Lake City; Bruce Barrington, KXOK, St. Louis; John Murphy, WCKY, Cincinnati; Gene Martin, WLW, Cincinnati; Ben Chatfield, WMAZ, Macon; Tom Eaton, WTIC, Hartford; Robert Lyle and Joan Collins, WLS, Chicago; Donald Brown, assistant professor, U. of Illinois School of Journalism, and the news rooms of WCCO, Minneapolis, WHAS, Louisville, and KLZ, Denver.

The NARND committee was not critical of wire service writing from

the standpoint of clarity, but had this to say of the general writing style: "In many cases news stories were handled in a dull, humdrum routine fashion when they readily adapted themselves to lighter and more interesting treatment. . . . Local copy is efficient, accurate, and dull."

Other practices which drew criticism were the filing of old stories as new ones, insufficient enterprise in developing "follows" of news stories, and unwarranted use of "bulletin" slugs on unimportant stories. The report stressed a need for more light, human interest pieces, more spot news on Sundays, and a better method of handling pronouncements.

On the credit side, the wire services were praised for their speed in filing important stories without sacrificing accuracy, and their adeptness at integrating bulletins or new leads into news summaries.

The NARND report will be sent to officials of the four major press associations, members of the NARND, and schools of journalism. A second study of the wire services already has been started by the NARND, Mickelson said.



Fire Escapes

One of the handiest bits of advice ever offered is the old movie caution: "Look for the nearest exit." And some of the recent bad fires proved the need for fire escapes in modern buildings.

A long look around in Baltimore radio time buying is pretty good advice, too.

For down here it's the hard-working, successful independent that's the escape for products that aren't moving as they should.

It is W-I-T-H, the successful independent in Baltimore, that delivers more listeners-per-dollar spent than any other station in this big town.

The boys who buy time for the smart appropriations know that to be a fact.

How about you? Is W-I-T-H on your radio time budget? It should be!

AM  FM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Rood

'Who's Got The Ball?' CBS Covers 'Em All

(Continued from Page 1)

by-play reports. The direct pickups will be supplemented by color and features from the press wires, and the whole wrapped up by Barber in New York. Games of special interest, such as the Southern California-Notre Dame clash on Nov. 26, and the Southern Methodist-Notre Dame game on Dec. 3, will be broadcast by the CBS network in their entirety.

Connie Desmond, Ernie Harwell, and Warren Brown will do the play-by-play feeds to the network.

Small Markets Group Is Named By BAB

(Continued from Page 1)

tion. The committee will maintain close liaison with the NAB Sales Managers Executive Committee, which functions in an advisory capacity to the NAB board.

Marx Returns Sept. 28

Chicago — Elgin-American, Division of the Illinois Watch Case Company of Elgin, Illinois, will renew sponsorship of the "Groucho Marx Show" over CBS starting Wednesday, September 28, from 8:00 to 8:30 p.m., CDT.

The weekly program will be aired from Hollywood, and will feature Groucho in a typical Marx madness. Weiss & Geller, Chicago, handles the Elgin-American account.

Business Boost Is Seen For Small Town Stations

(Continued from Page 1)

the next five years, at least, Kolpack said. Inasmuch as "no television station is making money now," he pointed, there is no reason to believe that small towns will be invaded by a video outlet. Small town merchants are just getting educated to the use of radio and, whereas they have never used their local stations before, they are now starting, Kolpack said.

National users of radio that are utilizing television to some extent in the larger cities will go into the non-video situations with transcription shows on a larger scale, he said. The small town station operator has nothing to worry about insofar as television is concerned; in fact, the small town station can look forward to its most prosperous period, Kolpack said.

Station-Rep Association Adds Los Angeles Unit

The National Association of Radio Station Representatives has announced the addition of another branch Council in Los Angeles, with Lincoln P. Simonds, Pacific Coast manager of Weed & Company, as chair man.

NARSR has now four active Councils in operation, with John Blair as chairman of the Chicago Council, Dana Baird chairman of the Boston Council, and Lindsey Spright chairman of the San Francisco Council.



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JOHN W. ALICOATE : : : : Publisher

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

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

SOUTHWEST BUREAU

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

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

FINANCIAL

(August 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 3/8	6 1/4	6 1/4	- 1/8
Admiral Corp.	18 3/8	18 1/8	18 1/4	- 1/4
Am. Tel. & Tel.	146 1/4	145 3/4	145 7/8	- 1/4
CBS A	19 1/8	19	19	0
CBS B	19	18 3/4	18 3/4	- 1/8
Philco	27 5/8	27 1/8	27 1/8	- 3/8
Philco pfd.	84 1/2	84	84 1/2	+ 1 1/2
RCA Common	11 1/8	11	11	0
RCA First pfd.	70	70	70	0
Stewart-Warner	12	12	12	0
Westinghouse	26	25 3/4	26	0
Zenith Radio	24 1/2	24 1/4	24 1/4	- 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	12 3/4	12 1/4	12 1/4	+ 1/8
Nat. Union Radio	2 5/8	2 5/8	2 5/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	12 3/4	13 3/4
Stromberg-Carlson	10 1/4	11 1/2

Radio Offers Co. Buys Quarter-hour On ABC

(Continued from Page 1)

Adams in the role of mother's little helper, passing along hints on economies and labor-saving short cuts about the house. Huber Hoge & Sons, New York, is the agency.

IT&T's Hobby Is Named To Capehart Sales Post

Jack L. Hobby, of the International Telephone and Telegraph Corp. public relations department, has been named sales promotion manager of Capehart-Farnsworth Corp., an IT&T subsidiary.

Hobby, who joined IT&T in 1942, has spent 25 years in the sales promotion field.

★ THE WEEK IN RADIO ★

FCC Wary Of Liquor Advtg.

By AL JAEGBIN

THE FCC might clamp down on licensees broadcasting liquor advertising who do not grant equal rights to anti-liquor interests on the grounds that such copy "is highly controversial," according to the acting Commission chairman, Paul A. Walker. But in his letter to the Senate Interstate Commerce Committee Walker pointed out that his group lacks specific legislative authority to ban liquor advertising on the air. . . . The ban of liquor advertising by the broadcasting and television stations of the Westinghouse group will continue, according to the company's top man, Walter E. Benoit. Wine and beer commercials, however, will continue to be okay. The networks have been looking over the programming during the past weeks with special emphasis on their co-op shows. A RADIO DAILY check showed that the number of co-operatively-sponsored shows on NBC and MBS has been rising while the reverse was noted on CBS and CBS. The idea behind current studies is the possibility that co-ops have been "paying off" to the nets. Radio commercials as a whole meet the approval of the majority of American listeners, according to a poll conducted by MacFadden Publications, Inc. More than 70 per cent of those polled said they do not want commercials removed from the air. Many people expressed the view that advertised products "are more dependable and of better quality." The old bugaboo that the networks were underplaying radio in favor of their television interests was discounted by a RADIO DAILY check last week which indicated that NBC, CBS and ABC will channel up to 75 per cent of their promotion budgets to AM. The three webs, it was learned, have earmarked a total promotion outlay of \$1,500,000. Ambassador to Moscow, Alan Kirk, asked Soviet Premier Josef Stalin to speed up consideration of the United States protest against Russian "jamming" of the Voice of America broadcasts. Stalin referred the mat-

ter to the USSR Foreign Office. . . . Radiodiffusion Francaise marked its fifth anniversary of liberation from the Hitler yoke this past Saturday. . . . The Advisory Board of the Inter-American Association of Broadcasters, known in Latin America as the AIR, will meet in New York City on October 7, 8 and 9, at which time one of its members, Lorenzo Balerio Sizzo of Uruguay will report on his "goodwill tour" of the two continents. The IRE and RMA engineers will meet in Syracuse, N. Y., on October 31 for a three-day session. . . . The National Industrial Advertisers Assn. scheduled its 1950 annual conference at the Hotel Biltmore, Los Angeles, June 28-July 1. . . . The ninth program directors and librarians clinic under the auspices of BMI, held in New York last Monday and Tuesday, was attended by 22 station executives. . . . The newly-created RMA Export Committee is made up of 33 industry executives. . . . G. W. Thompson, president of Noblitt Sparks, was re-appointed chairman of the RMA's industrial relations committee. . . . A. T. Alexander of Motorola was called upon to continue as chairman of the RMA's service committee. . . . The NAB's engineering handbook, the 1949 edition, will be out Sept. 5. . . . Top CBS network and station executives attended the meeting of New England district affiliates held at Franconia, N. H. The Broadcasters Program Syndicate, a co-operative station transcription service, has allocated \$150,000 for a new ET series, "Hollywood Brown Derby." . . . Capitol Transcription Library will release a new single-volume catalog this week. . . . VFIL and WFIL-TV, Philadelphia, announced a "package promotion service" for conventions, trade or amusement exhibits, country fairs and other celebrations held within the stations' coverage area. . . . Frederic W. Ziv Co. sold the "Cisco Kid," an open-end transcribed Western series, to nine additional stations.

NBC Affiliates WSAC In Columbus Reshuffle

Columbus, Ga.—WSAC, a full-time, 1,000-watt station here, has affiliated with ABC, replacing WDAK which joined the NBC network, effective Sept. 1. WSAC, owned and operated by the Columbus Ledger-Enquirer Co., was established in 1948. It was an affiliate of MBS.

Stork News

Buffalo, N. Y.—George Lorenz, popular pilot of the Cuckoo Club on Wmores' WXRA each weekday morning, is the father of twin boys born to his wife, Rita, at the Millard Wmores Hospital. Names chosen for the duo are Franklin and Frederick.

Milling Co. To Sponsor Texas Net Musical

Dallas — "The Original Stamps Quartette," oldest continuously sponsored program on KRLD, Dallas, has been signed across the board at 12:15-12:30 PM, on Texas Broadcasting System, by Russell Miller Milling Company Beauty Flour. According to Roy George, program manager of the Dallas CBS outlet, the program will be fed to KXYZ, Houston and KABC, San Antonio. Frank Stamps and Walter Rippetoe, are now the only remaining members of the group which has been singing on KRLD for the past 12 years. Albert Houpe and Bob Arnold now make up the balance of the quartette and Harry Shelton is at the piano.

stop!

Don't do anything until you hear the NEW Lang-Worth Transcribed Music Library... a revolutionary development in sound reproduction.

ANNOUNCEMENT SOON

LANG-WORTH

FEATURE PROGRAMS, Inc.

113 W. 57th STREET, NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost

RADIO DAILY

CHICAGO

By HAL TATE

LOCAL members of the Mystery Writers of America busily engaged in writing scripts for the forthcoming "Mystery Awards Theater" which will soon start sustaining over the NBC network originating out of New York. Writers will be paid about \$100 per script with the ante going up if the show is sold. Harry Stephen Keeler, Vincent Starrett, and W. T. Brannan (The latter is author of the "Yellow Kid" biography) will be the first Chicago writers represented in the series. Brett Halliday ("Michael Shayne" author,) John Dickson Carr and Dashiell Hammett will be the first New York and San Francisco writers represented in the forthcoming NBC series.

During the month of July, WENR-TV was on the air for a total of 175 hours. Of this time, 83 hours were sponsored and 48 advertisers telecast their messages via WENR-TV. The ABC research department also stated that 38½ hours consisted of live studio originations, 6½ hours were handled from remote spots, 29 hours consisted of network pick-ups and 45½ hours of film telecast were made.

Many local disc jockeys playing the new Rondo release of "Yes, Sir That's My Baby" featuring Ken ("You Can't Be True Dear") Griffin, blonde femme thrush, Karen Ford, and ABC's Johnny Hill. Trio also have new release coming out soon called "You're My Love Song."

Parker Pen Co., through J. Walter Thompson Co., has started 2 spot announcements weekly over WENR-TV. Other new spot business on WENR-TV includes: O'cedar Corporation (mops and polish), 4 spot announcements weekly, through Young & Rubicam, Chicago; Graystone Press through H. B. Humphreys, Co., 1 spot weekly; and Kaiser-Frazer, 2 spots weekly, through William Weintraub agency, N. Y.

Mel Wolens, formerly commercial manager for WCFL, Chicago, and more recently salesman with WBKB, Chicago, has joined the sales staff of WGN-TV. Mel started out as salesman with the local NBC offices here.

Fred Kilian, ABC-TV program director, has announced the addition of Dan Schuffman as a writer in the TV continuity department.

Ken-L-Ration (dog food) using singing film commercials featuring songstress Jackie Van on lengthy television station list. Ruthrauff & Ryan, Chicago, handles the Ken-L-Ration account.

FOR SALE

TV rights to the ONLY pro football games to be televised in New York. Mike Fiore—J. C. Football Giants, 47 Audubon Ave., Jersey City 5, New Jersey. Delaware 3-8044.



California Commentary . . . !

● ● ● About a year ago, Masterson-Nelson-Reddy shot a film of a "Bride and Groom" broadcast as a possible television show, but they did nothing with it until last week when the film was given a test on KFI-TV. Within 20 minutes the station received 500 phone calls asking if it were to be a permanent program. Reaction was so good that the producers are planning to put it on KECA-TV when the ABC outlet starts functioning next month. Plan is to shoot it simultaneously with the AM broadcast. Kinescoped version will be seen first on the ABC stations in New York, Chicago and Detroit. George Maguire filmed the original reel . . . Speaking of Masterson, et al, they are launching "Auction-Aire" and "What's the Word?" on the Eastern video networks next month. . . . ABC cut an audition of "Jay Stewart's Party Line" last week. . . . First salesman to be hired by KECA-TV is William McDaniel, former account executive for KMPC . . . And George M. Cahon has been named senior producer of KECA-TV, after a year as a studio director. . . . A movement to blacklist all give-away shows is being started by the Southern California Association for Better Radio and Television. . . . Jack Bailey expects to have a film deal set by the end of this month, featuring his Mutual "Queen for a Day" show. . . . Wedding bells for Margaret Crouch, secretary to Jennings Pierce at NBC, who married B. B. Smith, and for Betty McNeil, Homer Canfield's secretary at NBC, who wedded Gene Brewer, former NBC employee here. . . . Grace Newerth, secretary to CBS' George Allen, has resigned to become office manager of the Wade Advertising Agency. Winitred Hensen replaces. . . . Portland Punch started as sponsor of the 11.30-11.45 segment of the "Meet the Missus" series Saturday. . . . Bertie Nichols becomes photo editor for CBS, replacing Marjorie Hamilton who has retired. . . . By a special hookup, indie station KMPC will broadcast the Davis Cup tennis matches from Forest Hills, L. I., Aug. 26-28. . . .

Hollywood

★ ★ ★ Nat Winecoff, head of Jerry Fairbanks' local video and commercial film sales, has been named chief of Fairbanks' Pacific Coast sales division. . . . Chef Milani, whose "Melody Menu" is seen on KTLA Friday evenings, boasts 53 per cent of the television audience in the Los Angeles area, according to the latest Hooper-TV report. . . . The William Morris office is offering a video adaptation of Ben Gage's radio program, "Ben and His Songs," as a five-a-week musical. Charlie Wick packaged the TV edition. . . . Bob Evans, the sepien song and dance man at Charley Foy's Supper Club, is having a TV show built around him for airing in October. Lou Stone, the candy man, is sponsoring. . . . Garry Moore has announced his crew for his new CBS show which starts about Sept. 19. Irving Miller will conduct the orchestra, Howard Petrie will announce and Bill Demling and Lou Nelson will be the writers. Singers will be Ken Carson and Eileen Woods.

★ ★ ★ One of the biggest promotional campaigns for a transcribed program is going on in New Orleans for Larry Finley's "Myrt and Marge." More than 2500 lines of newspaper advertising already has been used, with a steady flow of promotion slated for the period of the program's run. . . . Aubrey Ison has returned as manager of Pasadena's KAGH after several months in England with his British bride. . . . New members of Southern California Broadcasters Association are KCSB, San Bernardino; KSPA, Santa Paula; KWIK, Burbank, and KTTV, Los Angeles. . . . Herbert Pangborn has been appointed engineer-in-charge of CBS-KNX television recording. Jerome Baranek has been named engineer for KNX and FM.

AGENCIES

RODNEY ERICKSON has been named supervisor of operations for radio and television at Young & Rubicam, Inc. The announcement was made Friday by Everard W. Meade, vice-president and director of the radio-television department. Erickson joined Young & Rubicam, Inc. in March of 1948 as producer-director of "We, the People." Prior to that he had extensive radio experience, both in the agency and network field. The promotion is effective immediately.

NORWICH PHARMACAL COMPANY announces the appointment of Benton & Bowles as advertising agency for its major consumer products.

DONALD A. BREYER has been appointed vice-president and manager of the Los Angeles office of Brisacher, Wheeler & Staff. Breyer joined the agency in 1946 as account executive. In 1948 he was placed in charge of plans for the Los Angeles office.

BUDDY BASCH has been signed to handle record promotion for Tony Martin here in the East.

THE EMIL MOGUL CO., New York, is preparing a "heavily expanded" radio advertising campaign for fall and winter on behalf of its client, the Ronzoni Macaroni Co., Inc. Use of station breaks, spots, quarter and half-hour programs is planned, primarily on Italian language stations in metropolitan areas.

CORHAN BROS. INC., makers of "Cor-Ann" lingerie, have placed their advertising account with Hicks Advertising Agency, New York.

ABBOTT KIMBALL, president of the Abbott Kimball Co., Inc., has been elected to the board of directors of the Advertising Research Foundation.

ELLINGTON & CO. has been appointed by McKesson & Robbins to direct advertising for Tawn, men's toiletry, and J. D. TARCHER & CO. has been named to handle the Tartan campaign. Benton & Bowles resigned both accounts effective September 1.

RADIO-TELEVISION EXECUTIVE

Now radio director top manufacturer with heavy network, spot, and TV billings. Proven record time buying, research, budgets, copy, media contacts, plus complete advertising-sales promotion know how. Wishes position with excellent future as agency radio director, or sales with network or wide awake representative. Salary \$10,000. Write Box 263, Radio Daily, 1501 Broadway, N.Y.C.

SHOWS OF TOMORROW

OFF THE PRESSES

Thursday, August 25th

**The Buyers Market Catalogue
of over**

1000 Radio and TV Shows alphabetically classified under

Adult Dramatic

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Agricultural

•

Audience Participation

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Children's

•

Comedy

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Disc Jockey

•

Dramatic Serial

Film Features

•

Film Shorts

•

Foreign Language

•

Forums-Discussions

•

Hill Billy

•

Hollywood Atmosphere

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Interview

Miscellaneous

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Musical

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News

•

Quiz

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Sports

•

Variety

•

Women's Programs

and featuring articles

by

Fred E. Ahlert

•

Daniel W. Casey

•

T. F. Flannagan

•

Harry S. Goodman

Carl Haverlin

•

William S. Hedges

•

Paul Heinecke

•

Thomas McCray

Sig Mickelson

•

Herbert C. Rice

•

Hubbel Robinson, Jr.

•

John Sinn

Davidson Taylor

•

Richard S. Testut

•

Ralph Weil

•

J. Donald Wilson

ANOTHER RADIO DAILY SERVICE

Stations Airing Giveaway Programs Banned By FCC, Effective October 1

(Continued from Page 1)

the Commission—actually a minority of the seven-man body—signed the decision. Early Thursday afternoon it had appeared that a quorum would not be on hand, Commissioner George Sterling having telephoned to say that he was grounded on his flight back from Maine. Sterling arrived in the nick of time, however—which many Commission staff members did not know until Friday morning. Commissioners Sterling, Webster and Walker signed the decision, with Coy, Hyde and Jones unrecorded.

Sweeping aside questions of authority, the decision maintained that the Commission has a duty to carry out public policy against lotteries. "Violation of any provision of law by a broadcast licensee or prospective licensee obviously is relevant to a determination as to whether such a person has the requisite character qualifications of a licensee and to operate a station in the public interest," the Commission wrote.

Refers to Criminal Code

Referring directly to Section 1304 of the Criminal Code of the United States, which forbids the broadcast of lottery information, the Commission said its duty is particularly clear "when the law involved deals directly with broadcasting and expresses a public policy so clear and strong that violation is made a criminal offense."

Replying to arguments that the Commission has no right to issue general rules on the matter, the opinion declared that such a course, rather than case-to-case rulings, "is not only proper but . . . the only reasonable course. . . . It should be made clear that these rules are not intended to require any licensee to refrain from taking any action which is not already forbidden by statute. They merely set forth . . . the Commission's interpretation of the existing Congressional mandate with respect to broadcast of lotteries, gift enterprises and similar schemes. As such they will provide licensees with information by which they may better determine in advance of Commission action in licensing proceedings the interpretation of the law which the Commission will follow."

Points to Program Differences

Because of the wide variety of possible gimmicks in give-away shows, the Commission said confusion would be compounded if it simply tried to rule on a case-by-case basis. In addition, the Commission pointed out that its action of Friday makes it possible for interested parties to move directly for judicial determination of the extent of Commission authority in this matter. Appeals may be made directly to the U. S. Court of Appeals in Washington. Said the FCC:

"Most licensees support their oper-

Full Text Of Commission's Ruling

Complete transcript of last Friday's ruling in which the FCC placed a ban on stations permitting the broadcasting of giveaway programs is shown below.

LOTTERIES AND GIVE-AWAY PROGRAMS

(a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station, will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting or permitting "the broadcasting of any advertisement or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes." (See U. S. C. §51304).

(b) The determination whether a particular program comes within the provisions of sub-section (a) depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of sub-section (a) if in connection with such a program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:

(1) Such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

(2) Such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

(3) Such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of a question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or

(4) Such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question.

ations by the sale of time to advertisers who seek to reach the public. We take official notice of the fact that one of the most important factors in securing sponsors for radio time is the number of people who probably or actually listen to the station's programs, as determined by listener surveys and other means.

"Therefore, especially when the listener has available a choice of services, the licensee seeks to attract the listener to create 'circulation' as a basis for the sale of radio time, and the sponsor seeks to attract the listener so that the sponsor's advertising message may be delivered and the listener induced to purchase the sponsor's product or service. In this context, preoccupation with such forms of furnishing of consideration to the advertiser, by such means as the purchase of his product or the furnishing of box tops as a condition precedent to participation in a scheme may obscure the valuable benefit furnished to the licensee in the form of 'circulation' when the listener is induced by a scheme for the awarding of prizes based on chance to listen to a particular station and program where such a scheme is designed to induce members of the public to listen to the program and be at home available for selection as a

winner or possible winner, these results detriment to those who are so induced to listen when they are under no duty to do so. And this detriment to the members of the public results in a benefit to the licensee who sells the radio time and 'circulation' to the sponsor, and to the sponsor as well, who presents his advertising to the audience secured by means of the scheme.

Feels Congress Included Radio

"When considered in its entirety, a scheme involving award of prizes designed to induce persons to listen to the particular program, certainly involves consideration furnished directly or indirectly by members of the public who are induced to listen. Any supposition that there must be a direct sale or other form of contract before a scheme involving some form of consideration is presented does not take into account the nature of the medium of broadcasting and its economics. We do not believe that Congress in announcing a public policy particularly applicable to the field of broadcasting intended only to proscribe schemes designed for other media such as direct solicitation or publications, and intended that the relevant legal analysis should not take into account the nature of the medium of radio."

Miller Doubts Legality Of 'Prize-Show' Ban

Washington Bureau of RADIO DAILY
Washington—Justin Miller, president of the NAB, on Friday called for early contesting of the new FCC ruling which would keep off the air broadcasters who permit the use of their stations for giveaway shows. Calling the ruling "an intrusion into the administration of administrative law," Miller denied that the giveaway programs are lotteries and commended the emphatic dissent voiced by Commissioner Frieda Henneck.

Not Considering "Merit"

Miller said NAB takes no position regarding the merit or lack of merit of so-called "prize giveaway" programs. No questions of "good" or "bad" broadcasting are involved in the statement of the NAB position, said Miller, and added:

"In that connection, we call attention to the fact that the Standards of Practice, recently adopted after consideration by the membership, provide that broadcasting designed to 'buy' the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment, should certainly be avoided.

"If, in fact, the types of programs the Commission refers to are designed to 'buy' the radio audience, such broadcasting would constitute a violation of the association's Standards of Practice.

"Not in Fact Illegal"

"Even if it be assumed that the Commission may decide that a licensee has violated the criminal law, in advance of a conviction, and impose sanctions for such violation, it may not do so with respect to matters not 'clearly prohibited'. Moreover, we assert that programs of the type classified as lotteries are not in fact illegal.

"Since they are not illegal, their proscription in this manner constitutes an interference with program content contrary to the specific terms of Section 326 of the Communications Act. These rules not only represent an intrusion into the administration of the criminal law, but set a precedent which may lead to further interference with the free speech guaranteed by the Constitution.

Agrees With Miss Henneck

"The NAB agrees heartily with Commissioner Henneck when she says in her dissent:

"I do not believe it proper for an administrative agency to broaden the interpretation of a criminal statute any further than has been done by the courts. If the so-called giveaway programs, at which these rules are ostensibly directed, are, in fact, in violation of Section 1304, I believe this should be determined by a court after proper evaluation in a particular case.

"The NAB hopes that those whose property interests are subject to these rules will soon bring about a court test of their legality."

TELEVISION DAILY

Continuation of RADIO DAILY, Monday, August 22, 1949 — TELEVISION DAILY is fully protected by register and copyright

BRITAIN PLANS VIDEO EXPANSION

TELE TOPICS

ROSCOE KARNS AND INKY POO, showcased last week on DuMont, is a domestic comedy-type program, no better and no worse than most others on the air. Karns plays the role of a harried husband and father who tries to do the right thing and as a result generally fouls everything up until the last minute when the quick flip of the writers' imagination, everything turns out right again. But like almost every other new program these days, it has a gimmick in the person of Inky Poo, a clown representing Karns' conscience who makes his superimposed appearance every so often and is invisible to all but Roscoe and the audience. Inky Poo, played by Curtis Wheeler, does not add to the show's entertainment value, which could be considerable. . . . Production and acting were fine, with Karns acting in an excellent job. Others in the cast, all outstanding, were Mary Loane, Sly Hester, Jimmy Goodwin, Jim Little, Don Kane and Eugene Stuckman. Script by M. C. Brock and Lawrence Menkin. Program is produced by Karns, directed by Linkin with camera direction by Frank Sletta. . . . Program was aired via Tele-Subscription in New York and suffered badly as a result.

ALLEN A. FUNT's great "Candid Camera" has been bought by Philip Morris and will be moved to CBS as replacement for "Preview" beginning Sept. 13 Mondays, 9 p.m. The Falkenberg-McCarty show will run an additional week after its original sked, through Sept. 5. The Co. is the agency. . . . Deal whereby WJZ-TV transmitter would join WBT atop the Empire State Building is better than ever. . . . Looks like there might be a full-grown feud in the making between United Videogram and Time, Inc. over a Pacific war film series. Both want to do such a series. UV has completed the first two in its planned thirteen and is still in possession of nine million feet of special Marine Corps films. Time reportedly tried to buy the UV package but was turned down. . . . General Television Enterprises will begin production of its second 26-film series for Procter & Gamble next month.

DUMONT web is not working on a new talent hunt show in connection with major movie chain, web director Mortimer Loewi stated emphatically Friday. He stated that despite all the rumors of a hitch, the Amateur Hour probably would remain on DuM. . . . Telenews-INS has signed several new contracts for its daily 15 weekly newsreels, bringing total distribution to more than 30 markets. . . . Pabst Brewing Co. will sponsor a half-hour to resume of Cleveland Browns gridiron over WNBC Saturday nites. Bob Bradley will describe the action.

NBC, Schwerin Reveal Forms Financing Firm Show Testing Plans For TV Film Makers

Plans for an expanded program of qualitative program testing to include both studio tests and on-the-air home tests were announced last week by Horace Schwerin, president of Schwerin Research Corp., and Hugh M. Beville, NBC research director.

Among the NBC sustainers being tested or scheduled for early testing are Ballet Theater, Broadway Spotlight, Garroway At Large, Judy Splinters, One Man's Family, Lights Out, Believe It Or Not and The Black Robe.

In addition, Schwerin announced that his organization has been retained to test programs and commercials for Miles Labs, AT&T, the Toni Co. and other advertisers. NBC has agreed to the use of its facilities for these tests.

Schwerin said that "for the first time, we are able to overcome the reluctance of many national advertisers to enter television at this stage. We can provide them with reliable standards on which to judge the chances for success of their TV programs and thus insure their investment in this new medium."

ABC Inaugurates Video Recording In Chicago

Chicago — The opening of full-scale operations in video recording here by ABC-TV was announced Friday by E. C. Horstman, director of the web's central division AM and TV engineering departments.

Two kinescoping units are located

Hubbell Television, Inc., has announced its formation as a financing and distributing agency for independent television film producers. According to president, Richard W. Hubbell, chairman of Richard W. Hubbell & Associates, the new firm will begin to distribute the films of leading producers in England and France in September.

In addition to producing syndicates already formed in those countries, the company is organizing similar groups in Italy, Germany, Cuba and Mexico, Hubbell said, and is discussing distribution contracts with leading domestic independent producers to provide a central business and marketing organization.

Board Members Listed

Board chairman of Hubbell Television is Edward M. Martin, former vice-president of Farnsworth Television. Directors include Raymond L. Gebhardt, trustee of the New York, Ontario and Western Railway; Richard P. Schulze, Washington patent attorney, and Josef Somlo, former co-managing director of Two Cities Films.

The firm is affiliated with Richardson-Hubbell Television Networks, Ltd., London, headed by Bob Richardson, managing director of the Tilling Family Investment Fund.

on the 42nd floor of the Chicago Opera Building. Operations are under the supervision of Floyd A. Timberlake. At the outset, films will be processed in New York and Chicago, but later all processing will be handled here.

TV Cover For All Big Cities Seen In 12 Months

(By Special Correspondent, RADIO DAILY)

London — All heavily populated parts of Britain will have TV service within the next twelve months. The Cabinet Committee controlling expenditures has withdrawn its stop on spending, it was learned authoritatively here, and new stations, all more powerful than the one now operated by BBC in Alexandra Palace, are to be built at a probable cost of \$7,000,000. One will be situated near Huddersfield, another in Scotland and a third probably in North Wales to cover the west coast.

An announcement of this sudden about-face in policy, which follows pressure by the industry and a debate in the Commons, just before the recess, is likely to be made by Wilfred Paling, Postmaster-General, soon after Parliament reconvenes in the fall.

The statement may even be made in time for the opening of Radio-olympia late next month because of the effect it would have on foreign trade. BBC has been waiting for the green light for some time and engineers have already decided on sites and construction plans. When the new stations are completed, Britain will have five in all. Repeater links will be used to carry programs to outlying areas.

It is expected that manufacturers will swing into mass production of receivers after the Government announcement. This will mean lower prices and more sets in circulation with the result that more money will be available for programming.

McCluskey Promoted

Cincinnati—Appointment of William McCluskey as sales manager for WLW-TV has been announced by Marshall Terry, Crosley vice-president in charge of TV. McCluskey joined WLW in 1939 as manager of WLW Promotions, Inc., a position he held until February, 1948. At that time he became the first tele salesman in Cincinnati with his transfer from WLW to the station's video outlet, WLW-TV, as the latter started commercial operations.

Giggins Joins Petry

Keith Giggins, former vice-president of ABC, has been named manager of TV sales for Edward Petry & Co., station reps. Firm's video operation will be independent of and competitive to the radio sales division, it was said, with TV sales staffs in New York, Chicago and Detroit.

The Week In Television

CBS Ready Plan To Mfg. TV Equip.

When the FCC's hearings on UHF color get underway Sept. 26, CBS will reveal plans for the formation of a new company to manufacture TV equipment and license the use of patents for color video. RKO is reliably reported as ready to join the network in this new venture. . . . R. H. Macy & Co. attorneys filed affidavits charging anti-trust violations by Allen B. DuMont Laboratories, Inc. as a result of DuMont's ten days' notice of the termination of its franchise, because of the department store's price cutting of DuM receivers. . . . Provisions for at least four channels for most metropolitan centers in the U. S., which would minimize the use of both VHF and UHF channels in any one community will be presented by the Allen B. DuMont Laboratories, at the FCC hearings scheduled for Sept. 26, it was revealed last week. . . . AT&T told the FCC of its plan to have a TV networking over some 15,000 miles, serving 43 cities by the end of 1950. The telephone company revealed that thirteen cities are now being served by some 3,500 miles of relay.

NEW BUSINESS

The New York sales office of the Paramount TV network has announced the sale of 13 contracts in the past few weeks for video time on KTLA, Los Angeles, and WBKB, Chicago. Nine of the contracts were new business, and four were renewals. Two advertisers bought time on both stations.

Cameo Curtains, Inc., through William Lawrence Sloan Advertising, New York, arranged for 26 weeks of 1-minute film announcements over WBKB, every Thursday evening starting Sept. 8.

Fashion Frocks, Inc., through Franklin Bruck Advertising Corp., New York, purchased eight 3-minute participations in "Window Shopping" on Tuesdays and Thursdays over WBKB, starting Sept. 13.

Artistic Foundations, Inc., through Hirshon-Garfield, Inc., signed for 13 weeks of 1-minute film announcements over KTLA for its foundation garments, to run Tuesday and Thursday evening, Sept. 20 through Dec. 15.

Allen B. DuMont Laboratories, Inc., through Buchanan & Co., New York, signed for 52 weeks of 1-minute film announcements on DuMont Telesets, five times weekly over KTLA. The first spot ran Aug. 8.

Kaiser-Frazer Corp., through Wm. H. Weintraub & Co., starting July 20, began a series of twenty-six 1-minute film announcements for Kaiser and Frazer automobiles over WBKB. Spots run twice weekly in WBKB's "Frontier Theater."

The Borden Company, through Young & Rubicam, Inc., signed a 52 week contract for 1-minute film announcements every Tuesday over WBKB and a similar 13 week contract for a Thursday evening spot on KTLA.

Blatz Brewing Co., through Kastor, Farrell, Chesley & Clifford, Inc.—now running 20-second film announcements on Blatz Beer every Tuesday and Friday over KTLA—renewed for an additional 13 weeks starting Sept. 2.

American Cigarette & Cigar Co., through Sullivan, Stauffer, Colwell & Bayles, Inc., on Aug. 1, renewed its Pall Mall Cigarette promotion for 13 weeks on both stations, using 1-minute film spots three times weekly over KTLA and every Monday evening over WBKB.

Free Plugs For FCC

The new FCC production, "Stop the Giveaways," got widespread publicity in the New York daily press on Friday. The afternoon papers gave it big page one headlines and stories detailing the fabulous prizes and huge sums of cash which have been given away on the networks and indie stations. The New York Sun headlined it: "Shut Off the Radio, Boys, There'll Be No More Gold Lawnmowers Tonight."

ABC Web To Test Legality Of FCC's 'Giveaways' Ban

(Continued from Page 1)

grams as a result of the Commission's ruling. In its statement, the web declared that "we do not believe that a government agency should set itself up to decide what radio and television programs the public should and should not like." The net maintained that all programs broadcast over its facilities "are legal and none is a lottery."

NBC, MBS, CBS and DuMont refused to comment on Friday on the giveaway ruling. MBS, however, based its refusal to comment on the fact that it had not received official notice from the FCC, and also because it felt that none of its shows would come under the ban. (Mutual's former president Edgar Kobak, according to a report by RADIO DAILY in September, 1948, had eliminated all giveaways on the network which would involve an outside audience.)

A RADIO DAILY survey on Friday showed 41 giveaway shows or programs with giveaway gimmicks currently aired by the four major networks. Of this total, 18 involved outside-of-studio (home-listening) audiences.

Prizes \$237,000 Weekly

Prizes being awarded on the 41 giveaways throughout the current week total more than \$237,000 in cash and merchandise, a substantial increase over the amount reported in a similar RADIO DAILY survey for the first week in July of this year.

The approximate total in prizes offered during the current week on the four networks, according to the RADIO DAILY check, follows: CBS, \$106,000; ABC, \$60,900; NBC, \$41,300, and MBS, \$28,920.

A breakdown of the poll indicated eight giveaways on CBS, four of which involve outside audiences; 13 on ABC, 10 of which call for telephone or letter participations; 10 on NBC, two of which involve home listeners; and 10 on MBS, none of which offer prizes to outside-of-studio audiences.

The ABC statement on the FCC ruling follows:

"The American Broadcasting Company believes that the new definitions announced today by the Federal Communications Commission, stigmatizing many radio and television giveaway programs as lotter-

ies, are not in the public interest, and are an invalid attempt to extend existing law. All of the programs broadcast over ABC facilities are legal and none is a lottery.

"In issuing its regulations, which constitute a new definition of what is a lottery, the Federal Communications Commission, as a result of the action of only three of its seven members, has taken action that is inconsistent with the system of private broadcasting which has flourished in this country, and is the first step by the Federal Government into actual program planning.

"As Commissioner Henneck stated in her dissent, the Commission's action is unwarranted. ABC proposes immediately to test the legality of the FCC regulations in the courts. This action is in accord with the position ABC announced a year ago when the FCC first disclosed its proposed regulations.

"No changes will be made in ABC programs as a result of the FCC regulations. We feel certain that appropriate injunctive relief will be granted to the radio industry and to the many interested advertisers as a result of the litigation which ABC will begin immediately.

"We do not believe that a Government agency should set itself up to decide what radio and television programs the public should or should not hear and like. Let competition take care of that. The programs on the radio and television networks and stations, against which the FCC regulations apparently are directed, are extremely popular. They have high entertainment value and are listened to with enjoyment by millions of people daily."

SOUTHWEST

INTENSE civic interest in the first completed section of the Dallas Central Expressway, the new super-traffic way, has prompted WRR, Dallas, municipal station, and KRLL, Dallas, CBS outlet, to join forces in broadcasting the ceremonies at 7:30 p.m., Friday, August 19th. The Hon. Allan Shivers, Governor of the Lone Star State, and other dignitaries participated in the formal opening Arrangements for the joint broadcast were made by Dale Drake, general manager and Pete Teddl, program director, for WRR, and Jim Crocker, assistant manager and R. George, program director, for KRLL.

Melvin Munn, ace KRLL, Dallas announcer has watched the red hair on so many studio clocks, that he believes a second should never be wasted. Hence the current Mur vacation spot in a cool hospital room as he recovers from an elective operation.

WRR, Dallas, will broadcast the presentation of an award to the most outstanding Dallas youth, at a luncheon Monday, August 22nd. Award will be made by Mayor Wallace Savage of Dallas, as part of a national promotion accenting the fact that too much publicity points to juvenile delinquents rather than to youth who are making real contributions to the community. Bob Feller heads the national committee, which includes Ralph Kiner, Pittsburgh Pirates, Bishop Bernard J. Sheen, Bob Hope and Perry Como.

George Cranston, manager WBAP, Fort Worth, is back at his desk following a combined vacation and business trip to Gotham.

Foremost Dairies announce a program for Cisco Kid, syndicated transcription feature, at 7:00 p.m. each Wednesday on WBAP, Fort Worth.

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

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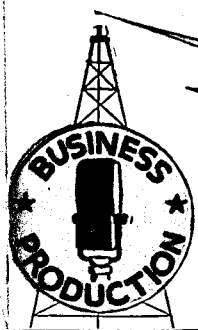
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 37

NEW YORK, TUESDAY, AUGUST 23, 1949

TEN CENTS

TWO WEBS JOIN TO FIGHT FCC RULING

CBS Seeks Delay On 'Frisco Move

Washington Bureau of RADIO DAILY
Washington—CBS yesterday asked the FCC to defer any imposition of its new rules regarding local originations of programs so far as KCBS, San Jose, Calif., is concerned. The network claimed the trouble would be compounded if it should have to originate 50 per cent or more of its programming from San Jose in the interim period prior to its removal of the main studios of the station to San Francisco, a move the Commission has already okayed.

KCBS, formerly KQW, is still in San Jose, but its FM affiliate is operating from San Francisco.

Campbell-Ewald Realigns Staff Of Detroit Branch

Detroit—Personnel changes in the local offices of Campbell-Ewald have been announced by H. G. Little, general manager of the agency.

W. Arthur Fielden, who joined the firm in March, has been named head of the radio and television department of the agency's Detroit branch. Before joining Campbell-Ewald he was with the Ziv Co.

Robert Dudley and Nan Whirl
(Continued on Page 2)

New Mel Allen Series Starts Sept. 5 On MBS

Sportscaster Mel Allen will start a new series, "Today in Sports," starting Sept. 5, 7:45-8 p.m., EDT, over MBS.

His new show will include all sports but will feature baseball. During each broadcast from one of the major league cities, a Mutual sports-
(Continued on Page 2)

Farm Junket

Omaha—The Farm Study Tour of the West Coast sponsored by WOW, Omaha, hung out the SRO sign last week. Mal Hansen, WOW farm service director, will lead the party of 200 farmers through nine western states and parts of Canada and Mexico, starting Sept. 15. Each participant will pay his share of the trip's cost, averaging \$458.

Flock Of New Biz Signed By WOR

Nine food companies, seven drug firms and five household products' manufacturers led off the long list of new contracts, signed last week, with WOR for participations and spots.

The drug companies follow: The Musterole Company has bought participation in "Breakfast With Dorothy And Dick" through Erwin, Wasey & Co., Ltd. of Chicago, Ill.

Announcements in "Luncheon At
(Continued on Page 8)

Sinclair Dealers Sponsor Football Over WKOW

Madison, Wis. — Twenty-one Sinclair Gasoline dealers in southern Wisconsin have banded together to sponsor all University of Wisconsin football games this fall over WKOW, Madison.

Ross Gordon, veteran WKOW sportscaster, will handle the play-
(Continued on Page 2)

Commission Ban On 'Giveaway' Shows Draws Fire Of CBS; ABC Will Ask Injunction Within Next Few Days

Cosgrove RMA's Rep At Sept. TV Hearings

Washington Bureau of RADIO DAILY
Washington—RMA President R. C. Cosgrove will speak for his association at the FCC television hearings September 26, it was announced here over the weekend. This was agreed by the RMA TV committee, which met last week in New York.

The committee also decided that Dr. W. R. G. Baker, director of the RMA engineering department,
(Continued on Page 7)

ABC Launches Grid Sked With 'Game Of The Week'

ABC inaugurates its 1949 football season coverage on Saturday, Sept. 19, with a broadcast of the Texas Christian-University of Kansas game to be played at Lawrence, Kans.

Each week the network will air a
(Continued on Page 5)

Stewart-Warner Sales Down From 1948 Figure

Chicago — Sales of the Stewart-Warner Corp. for the first six months of 1949 were 26.4 per cent down from the similar period in 1948, financial statements mailed to
(Continued on Page 2)

The American Broadcasting Company's stand against the FCC's authority to ban "giveaway" programs of certain types drew the support yesterday of the Columbia Broadcasting System, which declared that it would join "other broadcasters" in a court test, while NBC and MBS indicated
(Continued on Page 5)

Capital 'Post' Upholds FCC 'Giveaways' Ban

Washington Bureau of RADIO DAILY
Washington — While CBS has joined forces with ABC to challenge the FCC's right to rule on giveaways, the Washington Post yesterday rallied to the defense of the Commission. The Post is 55 per cent owned by WTOP, CBS outlet here, which is 45 per cent owned by the network.

The paper wrote editorially that
(Continued on Page 6)

WGAR Tops Balloting In Cleveland Press Poll

Cleveland—For the third successive year WGAR, local CBS affiliate, has won the "favorite station" title in the annual radio poll conducted by Cleveland Press.

Runners-up, in order, were WSRB, WTAM, WHK, WJW, and WJMO. Biggest single vote-getter was Es-
(Continued on Page 4)

AFRA Files Against WATL; Station Defends Self At FCC

The American Federation of Radio Artists has filed a petition with the FCC asking that the licenses of WATL and WATL-FM, Atlanta, Ga. be revoked for alleged violations of the Wagner Act and the Taft-Hartley Law. The petition grew out of discriminatory charges filed with the NLRB in 1946 against J. W. Woodruff, WATL owner, by Lawrence J. Mellert, former WATL announcer. The NLRB in September, 1948, or-

dered that Mellert be offered reinstatement on the WATL staff and accumulated back pay. The AFRA complaint alleges that Woodruff ignored the order, obliging the NLRB to go to the U. S. Circuit Court of Appeals for enforcement. AFRA's Atlanta local has been on strike against WATL since the first of the year. The allegedly unfair practices that led to the strike have been the
(Continued on Page 6)

Barlow Honored

Howard Barlow, conductor of the "Voice of Firestone" show on NBC, has been awarded an honorary doctorate by his alma mater, Reed College, Portland, Ore. Barlow was the original musical director of CBS, and has conducted most of the nation's leading symphony orchestras, including the Philadelphia and the New York Philharmonic.

Endowment

The King's Men, vocal quartet heard on NBC Tuesday nights, have endowed two musical scholarships next semester at Chapman College, Los Angeles, where all four studied 20 years ago. The gift is in memory of Virginia Linn Clopton, late sister of Buddy Linn, a member of the quartet. Musicians and singers are eligible for the scholarships.

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FINANCIAL

(August 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 1/8	6	6 1/8	— 1/8
Admiral Corp.	18 3/8	18	18	— 1/4
Am. Tel. & Tel.	145 3/4	144 7/8	145	— 7/8
CBS A	19 1/8	18 1/2	18 1/2	— 1/2
CBS B	19	18 5/8	18 5/8	—
Philco	27 3/8	27 1/8	27 3/8	+ 1/4
Philco pfd.	85	85	85	+ 1/2
RCA Common	11 1/8	11	11 1/8	+ 1/8
RCA 1st pfd.	70	70	70	—
Stewart-Warner	12 1/8	11 3/4	11 3/4	— 1/4
Westinghouse	26	25 5/8	25 5/8	— 3/8
Zenith Radio	24 3/8	24	24	— 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	12 3/8	12 1/4	12 1/4
Nat. Union Radio	2 3/8	2 1/2	2 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	12 3/4	13 3/4
Stromberg-Carlson	10 1/4	11 1/2

Sinclair Dealers Sponsor Football Over WKOW

(Continued from Page 1)

by-play accounts. The Sinclair broadcasts will be publicized widely via radio, newspaper and billboards advertising window displays in Sinclair service stations, and posters. Wisconsin plays California and Navy this year in addition to regular Big Ten grid opponents.

Correction

"This Is The Story," a Morton radio production sponsored by the Sinclair Refining Co. on WGN, Chicago, was incorrectly named in RADIO DAILY last week. The show is heard 8.15-8.30 p. m., Monday through Friday.

★ COMING AND GOING ★

O. B. HANSON, vice-president and chief engineer of NBC, is back at his desk following a one-month vacation which he spent on his yacht off the coast of New England.

WAYNE COY, chairman of the FCC, has arrived from Europe.

SAM KAUFMAN, manager of NBC exploitation; MIKE DANN, trade editor, and WARREN CROMWELL, assistant features editor and assistant copy editor, have returned from their Autumn promotion trip. Kaufman was in New England, Dann in Louisiana and the Southwest, Cromwell in the southern states.

DON MILLER, sales manager of WCBS, left yesterday for Chicago.

RALPH WEIL, manager of WOV and president of Victory Broadcasting Co., is vacationing in Wisconsin, with a little business scheduled for Chicago.

TED PERSONS, special representative of RADIO DAILY, left over the week-end for a short vacation.

JOHNNY OLSEN is back in New York with his "Ladies Be Seated" program on the American network following a run of a year and a half in Chicago.

TOM MALONEY, partner in the Newell-Emmett advertising agency, is in Hollywood for the kickoff of the new Autumn "Suspense" series.

JERRY CARR, director of news at WHLI and WHLI-FM, Hempstead, L. I., has returned from a three-week vacation.

JOHN S. HAYES, vice-president of WTOP, Washington, D. C., today is in Dallas inspecting studio construction, and tomorrow will be in Milwaukee, Wisc., for the same purpose.

GERALD MAULSBY, manager of broadcasts at CBS, who spent the past three weeks at Nantucket, is back in New York.

SEYMOUR N. SIEGEL, director of WNYC, left Saturday for a vacation at Cape Bretton, Newfoundland. He plans to be back in New York Sept. 6.

WALTER BENNETT, assistant publicity director at WOR, will be back tomorrow from a vacation in Jersey.

MARGARET ETTINGER, publicist, has arrived from Hollywood for a week or 10 days in New York. She is accompanied on the trip by VIRGINIA KING.

SAMUEL REEBACK, news writer on the broadcast desk of the New York Daily News, will leave today for a one-week vacation in Rochester and other points in upper New York State.

JOHN CALLOW, of the sales staff at WCBS, has returned from Cape Cod, where he spent the past two weeks.

JOHN WINGATE, of "Johnny on the Spot" heard on WOR, left over the week-end for three weeks at Nantucket.

GUY CORLEY, manager of WAZF, Yazoo City, Miss., will arrive in Gotham today on a short business trip.

MRS. HELEN POWERS, administrative director of WAAM, Baltimore television station, is spending this week in New York for conferences with officials of DuMont and the American network.

HERMAN GURIN, administrative assistant for the NBC development group, is in Camden, N. J., to attend conferences on lighting measurement.

CBS Skeds Vinson, Gen. Eisenhower

A Labor Day address by Dwight D. Eisenhower before the 72nd annual meeting of the American Bar Assn. will be broadcast by CBS from 4:30 to 5 p.m., Sept. 5.

A speech by Chief Justice Fred M. Vinson the following day will be aired from 10:30 to 11 p.m., Sept. 6.

Damone Show To Switch To New Sunday Time

Chicago—Local NBC officials here announced the past weekend that "The Pet Milk Show" with Vic Damone, effective Sept. 4 will move from the current Saturday night spot (6:30 p.m., Chicago time) to a new Sunday time (9:30, Chicago time).

Gardner Advertising Agency handles the Pet Milk Sales Corporation account.

NBC here this week also revealed that the "Quiz Kids" television program, originally slated for showing on the NBC-TV network Wednesday nights instead will be telecast Monday nights from 8:00 to 9:30 Chicago time. Miles Laboratories program sponsors the Louis G. Cowan package.

Stewart-Warner Sales Down From 1948 Figure

(Continued from Page 1)
stockholders today disclosed. Sales for the more recent period totaled \$27,875,957, against \$37,869,385 in the first half of 1948.

The profit for six months' ending June 30, 1949, was \$796,564, equal to 62 cents per share of \$4 par value common stock. Stewart-Warner "continues to maintain a strong working capital position," according to James S. Knowlson, board chairman and president.

Campbell-Ewald Realigns Staff Of Detroit Branch

(Continued from Page 1)
will serve as assistants in the department, which is under the supervision of Win Case, of the New York office, vice-president in charge of radio and television. William H. Gage Jr., account executive in the Detroit office, has been promoted to head a new account group. E. W. Brown will assist him.

New Mel Allen Series Starts Sept. 5 On MBS

(Continued from Page 1)
caster or one of the local newspaper men assigned by his city desk will participate in the program and will dramatize the day's game from that city.

Allen will continue his Saturday evening sports round-up over Mutual.

Secrets of Love



This pussycat is pretty lavish with her affections for her pal, the puppy dog. And she looks for all the world as if she's whispering sweet secrets into his receptive ear.

Let us whisper a great big fact about Baltimore radio into your ear. The big bargain buy for low-cost sales is W-I-T-H. Yes, sir! W-I-T-H delivers a BIG audience to you at LOW cost!

W-I-T-H regularly provides more listeners-per-dollar than any other station in town. That's why you can do so MUCH on W-I-T-H for so LITTLE money.

So if you're in the market for low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the full W-I-T-H story.



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

ATTENTION!

STATION MANAGERS

—•—
OCTOBER 1st

FCC WILL BAN ALL
GIVEAWAY SHOWS FROM
STATIONS AND NETWORKS

BUY
“WHO’S TALKING”

THE TRANSCRIBED MYSTERY CELEBRITY VOICE
PROGRAM, AND BE WITHIN THE FCC RULES

For Further Information, Contact

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360 NO. MICHIGAN AVE., CHICAGO, ILL.

Phone RANDOLPH 6-6650

LOS ANGELES

By AL STEEN

OPTION on Jimmy Scrivener's "Sleepy Joe" show has been picked up by Don Lee's KTSL. The show originated on the station 26 weeks ago.

KNBH will hold open auditions every Tuesday to find talent for its Monday telecasts of "Lights, Camera, Action."

Tommy Dorsey claims a summer record on the first five of his Eastward one-nighters. Band grossed \$14,872 for the initial five stands.

Marion Morgan, Joan Crawford's protegee, is singing on Edgar Bergen's personal appearance shows and may get a permanent berth on his Fall air show.

Exclusive rights to the Friday night wrestling matches at Ocean Park have been acquired by KECA-TV, the new ABC outlet. Telecasts to start Sept. 23.

Knudsen Creamery Co. starts a new show on KNBH this week, featuring Lee Hogan and assisted by Ray Wencil.

Chester Stratton, player on the CBS "Crime Photographer" show, will be married Friday to Marion Smith, secretary to David O. Selznick.

CBS has offered Gene Mann a deal to televise his Greek Theater productions. Mann will pass up the offer this year but may work out a deal for next season.

KVOE, Santa Ana, is moving to new quarters, having acquired the entire second floor of the Commercial National Bank Bldg.

Annual "Whinging" of the Southern California Broadcasters Association will be held Oct. 4 at the Oakmont Country Club, Glendale. Haan Tyler, manager of KFI-TV, will chair the affair. A golf tournament climaxed by a banquet will highlight the day.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19



Mainly About Manhattan. . . !

● ● ● **OUT OF MY MIND:** One of the things television has done is this: It has brought films into your home that you were lucky enough to have missed in the first place a dozen or two years ago. . . . Edward Arnold's "Mr. President" series gets a vote from this county. Wish I had that help in our old history classroom. Those scripts by Jean Holloway makes the Chief Executives, all of them, sound like human beings. It's good solid Americanisms. . . . Music appreciation is given a helping hand via Mutual's "Symphonette." It makes a longhair out of the average guy who goes no further than Gershwin. . . . And talking about music appreciation, Ted Cott, WNEW's astute and prolific program chief, is starting a new twist on opera, giving it the old soap opera treatment (so far as scripting and narrating goes) but keeping the music intact. This Cott is quite a guy. I remember the time the station landed a big account, but they couldn't seem to get together on the copy. So Ted sat down and wrote the spots himself and wrapped up a \$100,000 contract. . . . The proposed Gary Sievens TV package for horsehide slugger Ralph Kiner is tagged "Hot Stove League." The prospectus reads like a 400 batting average. . . . If cops and lobbyists start signing in your head, NBC's "Dragnet" will be your dish of tea. Authentic stuff. . . . With Marta Loren, the Scandinavian star on "20 Questions" last week, and Hank Sauer of the Cubs, booked for this coming week, the situation appears to be Swede and Sauer.

☆ ☆ ☆ ☆

● ● ● An unmarried lady, reports Hugh James, appeared as a contestant on a quizzer. Introducing her to the audience, the emcee asked her which she'd rather have in a man, appearance or wealth. "Appearance," was her snapper, "and the sooner, the better!"

☆ ☆ ☆ ☆

● ● ● **SO THEY TELL ME:** Now that the FCC has taken its stand, Winnie Garrett wants to know if those shows could be referred to as 'dead giveaways.' While on the subject, talent agencies are applauding the decision—but did you stop to consider that the one dissenting vote came from the only person among the four Commissioners who happens to be a lawyer? Or am I being obnoxious again? . . . Bill Beens starts a new series on CBS-TV Sept. 5th called "Tele-Finds." Sounds like an amateur show and is. . . . Frank Cooper arrives in town on the 29th to arrange a television deal for Alan Young. Another item occupying his attention will be "Strike It Rich" which has sponsor interest in a simulcast. Cooper office is also handling Dick Haymes, Martha Tilton, Rudy Vallee and Kenny Baker now. . . . Larry Wynn, program veepee of International Trans-Video, looking for crack tele writers. . . . Charlotte Manson and Dick Brown, who'll be married in Dec., met on "Stop the Music" (in case the FCC is interested). He's the singer and she delivers the commercial. . . . Caroline Burke, producer of Educational Television at NBC, has returned from a month in Europe where she supervised the shooting of some 10,000 feet of film to be used in video. . . . John Irving Fields' "Colossal Little Show" will be directed by Jim Jordan (son of Fibber McGee Jordan) and produced by Vic McLeod.

☆ ☆ ☆ ☆

● ● ● New York Street Scene, as reported by I. Hoffman: The great, big beautiful car drew up to the curb where the cute girl was waiting for a bus. The driver stuck his head out the window and said: "Hello, I'm driving west." "How wonderful," was the retort. "Bring me back an orange."

CHICAGO

By HAL TATE

WENR-TV will run a special hour film on Sunday, Aug. 28th called "The How of Television." It will be shown at 6:30 p.m. (CDT).

Leo Burnett is a better agency than J. Walter Thompson! At least in softball. Former trimmed the latter in a recent soft-ball game at Grant Park.

Robert Saudek, vice-president in charge of public relations and public service for ABC, was a recent Chicago visitor huddling with ABC's Ell Henry and other top network officials here.

ABC revamping local offices and studios. The continuity department is switching from the Merchandise Mart to the Civic Opera Building. The network is setting up its own television system with switchboard facilities to be located on the 16th floor of the Civic Opera Building. Effective Monday, August 29th, ABC's new Chicago telephone number will be ANdover 3-7800 replacing Delaware 7-1900.

Nearly 10,000 people saw ABC AM and TV shows during the month of July. Shows most heavily attended were "Breakfast Club," "Ladies Be Seated," "Super Circus," "Fun for the Money," "ABC TV Barn Dance," "Science Circus," "Morris B. Sach's Amateur Hour," and "Grennan Dessert Party."

Paul Barnes, who portrays "Jerry Browning," as well as all other roles on WGN's "Calling All Detectives," is spending a two-week vacation in Miami Beach.

"Little Songs About the UN," a series of good-will singing commercials distributed by the United Nations, is being aired daily over WMOR-FM. The spots run less than a minute each, but humorously and melodiously point out various aspects of the United Nations brotherhood program.

Lee Bennett, singing announcer of several WGN programs, substituting for Curley Bradley beginning this week of August 22nd. During the three weeks Bradley is on vacation, the show will be re-titled "The Curley Bradley Show With Lee Bennett."

WGAR Tops Balloting In Cleveland Press Poll

(Continued from Page 1)

ther Mullin, with her "Fairytale Theater" on WGAR. WTAM's "Onic Story" topped the Best Program category.

The other winners were Walter Trimmer, WSRS, Best Performer; "Ladies Day," WGAR, Best Women's Program; Dick D'Heren, WHK, Favorite Male Vocalists; Bettie Dorsey, WHK, Favorite Female Vocalist; Jack Graney, WJW, Favorite Sports Caster; Jim Martin, WGAR, Favorite Newscaster; Linn Sheldon, WEWS, Favorite Television Performer.

CBS Joining ABC In Fight On FCC 'Giveaways' Ban

SAN FRANCISCO

By NOEL CORBETT

DON SEARLE, up from Hollywood to cye the Bay Area. Don and his partner Jimmy Parks, are packaging shows.

KRON-TV, the Chronicle station which'll debut in a couple of months, auditing talent.

Tide Water Associated has signed with Stanford to telecast the home games. Next question is, which station will bring them into the home? At any rate, it's generally agreed in the trade when that move is made, bets will start to sell.

Gayle Grubb, general manager, KGO-TV, estimates there are now around 9,000 video sets in operation in and around San Francisco.

Louise Landis, former publicity head for NBC here, and Florence Gardener, executive secretary of the Ad Club, hosted Katherine Kerry and Elsa Webber before the latter two left for a round the world cruise. Miss Kerry was head of women's programs for KCBS and Miss Webber is a free lance writer.

Howard Meighan, executive CBS peepie from New York, here in time to confer a couple of days with Arthur Hull Hayes before the latter pulled out for the big city. Henry Grossman, CBS plant operation head, also here.

CBS' newest outlet in California is KKOC in Chico. Lincoln Dellar, owner of the station, was formerly with CBS sales in New York.

Ruth Schmidt is back at KGO as promotion head Maury Baker's secretary.

Thora Clearly is Ed Buckalew's new secretary at KCBS, and Kenneth Durham has joined the news staff with the station.

ABC Launches Grid Sked With 'Game Of The Week'

(Continued from Page 1)

play-by-play account of the "Game of the Week" — the grid contest seemed likely to be most interesting or dramatic. Harry Wismer will handle the mike chores; the opening game starts at 3:45 p.m.

Audition Session Set

Charles Henderson, co-producer with Mitzi Mayfair of TV's "Stop the Music," will cut a recording of his own new quiz show "Middle X" today at NBC. He will play the piano, produce the program, emcee it, and have as his first panel of experts Broadway producer John Wilson, Bert Parks and John Cameron Swayze.

Wedding Bells

Washington, D. C.—Griffing Baneroff, Washington correspondent of CBS, was married here yesterday to Jane Eads, Washington correspondent of Associated Press. Ceremony took place at All Souls Unitarian Church.

(Continued from Page 1)

that they would remain on the sidelines and watch developments.

ABC, it was learned, will file its petition for an injunction against the Commission within the next few days.

In his declaration of intention, CBS prexy Frank Stanton stated that "the authority and jurisdiction of the Commission to impose an absolute prohibition upon a particular type of program is open to serious question." He called for "early judicial determination" of the questions raised by the FCC rule.

Statement by Fineshriber

William H. Fineshriber, MBS v-p in charge of programs, said: "After first examination, it appears that Mutual has no programs which would be in the category banned by the FCC." This was taken to mean that Mutual would not participate in the legal action expected to be taken by ABC within the next few days. Edgar Kobak, former MBS prexy, in speaking for the web on August 31, 1948, declared that he did not feel that giveaways can be legally halted, "but the important thing is being right with yourself, not what you can get away with."

NBC, with a similar policy background, again refused to make an official statement yesterday. But it was learned that the web would not join ABC in its court test of the FCC edict and was little concerned with its 10 giveaway shows, two of which would fall under the FCC ruling in that they required participation by the listening audience. In a so-called

"Code of Ethics" issued by NBC in August, 1948, the web had come out in opposition to the broadcasting of "giveaway" shows.

Stanton's statement follows:

"Although CBS has only two sponsored network programs which appear to be affected by the recent FCC rules relating to giveaway programs, Columbia intends to join other broadcasters in seeking judicial review of these rules.

"The programs, which CBS broadcasts, do not violate the law relating to lotteries and gift enterprises. This has been the uniform opinion of our counsel, which is supported by numerous decided cases in other fields involving newspapers and magazines, and by the fact that the legality of these programs has never heretofore been questioned by any government agency.

Authority Doubted

"Not only do the rules go far beyond the Federal statutes relating to lotteries and gift enterprises, but the authority and jurisdiction of the Commission to impose an absolute prohibition upon a particular type of program is open to serious question under the law which contemplates that broadcasters themselves shall determine what programs will be broadcast, consistent with the needs and desires of listeners.

"It is important to have an early judicial determination of the questions which have been raised by the FCC rules. This seems to be recognized by the Commission itself in its report accompanying the rules."

AGENCIES

J. M. HICKERSON, INC., Washington, D. C., has been reappointed by headquarters of the Second Army to handle its recruiting campaign.

WILLIAM A. FRANCHEY, formerly with McCann-Erickson, New York, has been named director of radio copy for Willhelm-Laughlin-Wilson and Associates, Houston.

SAMUEL CROOT CO., INC., has been appointed by the Passaic-Clifton National Bank & Trust Co. of New Jersey. Radio will be used.

R. T. O'CONNELL CO. has been named to direct advertising for Superfoam, Inc., Miami.

J. M. KORN & CO., INC., Philadelphia, has been named to handle advertising for the General Cosmetics Corp.

W. J. PHILLIPS JR. has been appointed an account executive in the radio and television sales department of the Jessop Advertising Co., Akron.

Atlantic City And Chicago Races Skedded By NBC

NBC will broadcast the running of the Absecon Handicap at Atlantic City, Aug. 27, 4:30 p. m., EDT, and the American Derby at Washington Park, Chicago, the same day, 5:45 p. m., EDT.

Clem McCarthy will describe the \$12,000 handicap at Atlantic City. Jack Drees will call the \$60,000 derby at Chicago.

FROM mountain goat to city slicker, from the first crack of dawn on the banks of the Hudson to the setting sun on the Ozarks, the song of America is the song of the prairie. Music that helped push the Covered Wagon across the western plains, music that told of a dying day and a new tomorrow—this is America's music whether in Two Forks, Nebraska or New York where 13,000,000 people live in an area smaller than a Texas ranch.

Rosalie Allen, sweetheart of the prairie, presents her program of America's music nightly on WOW. Her loyal responsive audience 64% of whom are women has a record of sales results and listener loyalty that keeps her program in constant demand.

Ask to see WOW's Audience Audit on Prairie Stars a program of proven sales effectiveness for every type of household product.

PRAIRIE STARS

Monday through Saturday 9 to 11:00 P.M.
Now selling for Fall and Winter sponsorship.

Originators of
Audited Audiences
RALPH N. WEIL, Gen. Mgr.
The Bolling Company.
National Representatives

WOW

NEW YORK

AFRA Petitions FCC To Lift WATL License

(Continued from Page 1)

center of lengthy hearings before an NLRB trial examiner in Atlanta.

The AFRA complaint contains an affidavit by G. C. Livingston Jr., described as a former manager of WATL, who quoted Woodruff as having said he would like to get rid of the union, and having ordered him to hire no AFRA members so the union's majority could be broken. The complaint further charges that AFRA has been willing to arbitrate the strike issues, but that Woodruff has refused.

Washington Bureau of RADIO DAILY

Washington — AFRA's complaint against WATL should be thrown out by the FCC, the station has said in a lengthy reply filed with the Commission. AFRA, said WATL, failed to show that false statements have been made by the station, that it has failed to operate as set forth in its license or that it has failed to abide by the Communications Act or other legal requirements.

"Furthermore," it said, "there is no showing of conditions which would warrant the Commission in refusing to grant J. W. Woodruff a license on an original application." The AFRA complaint, it said, is full of "innuendos, half-truths and untruths."

Violations Claimed

AFRA had complained that the station consistently violates labor relations laws, as well as rules and regulations of the FCC. The dispute—which went to the NLRB—arose from the firing of three WATL employees in October, 1946, allegedly for union activity. Going into the case in much detail, WATL declared that "at no time in the proceeding has the licensee deliberately ignored or attempted to evade the board's order." Compliance was as rapid as agreement on details could be worked out, it said, and now is complete.

The station charged that AFRA currently is seeking to "use the good offices of the FCC" to aid in settling a new dispute with WATL, in which the union is joined by IBEW. The station said it is obvious that this is the objective of the union because "it is inconceivable that, assuming the licensee was to submit to the demands of the two unions, AFRA would further insist upon revocation of the WATL license, which would result in the complete abolition of jobs at the station for the AFRA and IBEW membership.

"AFRA's concern, as in the case of virtually every labor union, is not with the public interest—it is understandably with the private interest of its membership."

The station also challenged complaints that it has been dilatory about installation of plumbing facilities at its new transmitter, pointing out that it has gone out of its way to make temporary arrangements which are awaiting action by the city of Atlanta.

NETWORK SONG FAVORITES

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

Survey Week of August 12-18, 1949

TITLE	PUBLISHER
A Room Full Of Roses.....	Hill & Range
A Wonderful Guy.....	Chappell
And It Still Goes.....	Shapiro-Bernstein
Baby It's Cold Outside.....	E. H. Morris
Bali Ha'i.....	Chappell
Everytime I Meet You.....	Feist
Fiddle Dee Dee.....	Harms
Four Winds And The Seven Seas.....	Lombardo
Homework.....	Berlin
How It Lies, How It Lies, How It Lies.....	E. H. Morris
Huckle Buck.....	United
It's A Great Feeling.....	Remick
Just One To Say I Love You.....	Berlin
Let's Take An Old Fashioned Walk.....	Berlin
Lora Belle Lee.....	Santly-Joy
Maybe It's Because.....	Bregman-Vocco-Conn
My One And Only Highland Fling.....	Harry Warren
Now That I Need You, (Where Are You).....	Famous
Riders In The Sky.....	E. H. Morris
Similau.....	Campbell
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
Swiss Lullaby.....	Southern
There's Yes Yes In Your Eyes.....	Witmark
Through A Long And Sleepless Night.....	Miller
Twenty-Four Hours Of Sunshine.....	Advanced
Two Little New Little Blue Little Eyes.....	E. H. Morris
Weddin' Day.....	Famous
Who Do You Know In Heaven.....	Robbins
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin
You're So Understanding.....	Barron-Pembora

Second Group

TITLE	PUBLISHER
Again.....	Robbins
Dreamy Old New England Moon.....	Leeds
Everywhere You Go.....	Lombardo
Ev'ry Night Is Saturday Night.....	Broadcast Music
Five Foot Two, Eyes Of Blue.....	Feist
Forever And Ever.....	Robbins
Give Me A Song With A Beautiful Melody.....	Witmark
I Don't See Me In Your Eyes Anymore.....	Laurel
I Wish I Had A Record.....	Crawford
I'll Keep The Lovelight Burning.....	Laurel
It's Summertime Again.....	Republic
Katrina.....	E. H. Morris
Little Fish In A Big Pond.....	Berlin
Look At Me.....	Jewel
Love Is A Beautiful Thing.....	Porgie
Lover's Gold.....	Oxford
Merry-Go-Round Waltz.....	Shapiro-Bernstein
Ooh—if You Knew.....	Johnstone-Monteil
Over The Hillside.....	Jay-Bee
So In Love.....	T. B. Harms
Song Of Surrender.....	Paramount
Why Fall In Love With A Stranger.....	Campbell

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Capital 'Post' Upholds FCC 'Giveaways' Ban

(Continued from Page 1)

"instead of challenging the authority of the FCC. . . . responsible broadcasting companies ought to welcome this ruling as a salutary policing measure that will protect them from the competitive pressure of a debasing form of entertainment appealing to the cupidity and gambling instincts of mass humanity."

The newspaper declared that if the present industry setup is to persist, it must provide better programming, saying:

"The steady deterioration of broadcasting programs in recent years resulting from the vogue for giveaways has disgusted millions of Americans. . . . programs that rely on their strictly entertainment or informative value are losing listeners and in some cases have been pushed off the air.

Decries Small Quorum

"We regret the fact that FCC order was approved by only three members of the Commission, three others being absent and one dissenting. The question that the courts will have to consider, however, is whether the FCC had the authority to prohibit the giveaway programs under the anti-lottery law.

"It seems to us that the FCC has ample authority under this sweeping prohibition for its recent action. We hope that the courts will sustain its ruling; for it is aimed at abuses that must be checked in the public interest. Broadcasting companies that fight this ruling because it will deprive them of revenue would be well advised to consider whether they do not stand to lose a great deal more in the future if they attempt to perpetuate programs whose chief attraction is the broadcasting of money instead of real entertainment. In banning this kind of programmed games of chance the FCC is not interfering with freedom of speech but simply trying to prevent the broadcasting companies from abusing the privileges accorded them as licensed users of the airways."

Bank In Terre Haute Is Happy Radio Client

Terre Haute, Ind.—An article in a forthcoming issue of "Hoosier Banker," official magazine of Indiana's financial institutions, tells the unique story of a program tailor-made by WBOW, Terre Haute, for the Terre Haute Savings Bank.

The bank was not concerned with selling itself, but merely with keeping its name before the public to maintain goodwill. The WBOW program department developed "Town Topics," a five-minute show aired three times weekly, devoted to news of church, school, club, and civic groups. Bank patrons are given cards on which to list their news items; these are returned to the teller or to WBOW.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, August 23, 1949 — TELEVISION DAILY is fully protected by register and copyright

SET CIRCULATION CUES RATE HIKE

TELE TOPICS

IT IS REGRETTABLE, nay lamentable, that Goodman Ace's first effort for TV could be a dud. For our money, Ace is one of the finest writers in radio and one of the very few true humorists in the industry. But "Ruthie On The Telephone," a five-minute strip on CBS, is neither good Ace nor acceptable video. There are at least two persons in the cast, Ruthie (Ruthie Albert), a love-struck blonde nitwit who carries on an aggressive telephonic romance with Richard, (Philip Reed), an agency exec she has never seen. Because of this restricted format, there is little or no action. Most of the time the camera is closed in on either Miss Gilbert Reed; on rare occasions a split screen is used. It's a sure thing that the show would not suffer if the cameras were not present, and perhaps it might be improved. The thing is certain, however. It does not take advantage of the medium at all. . . . Except for opening and closing filmed by Fred Nemeth Studios, program is on recording. Picture quality appears to be better than the rest of the recorded stuff, and, perhaps a preponderance of gags and lack of action just make it seem that way. . . . Main Philip Morris commercial is in the opening, with a briefing spied by Reed as part of the script. Program is written and produced by Ace and directed by Fred Rickey.

RECENTLY we expressed the opinion that TV could not successfully present horror-fantasy shows. A concurring opinion was received from Scott Bishop, program director of WIOD (AM), Miami, and a few days later, a strong dissent was registered by Rod MacLeish, of ABC-TV. Yesterday we received from Bishop the following open letter to MacLeish: "With respect for your personal ability as a writer, and for your perfect right to harbor an opinion which you recently expressed in RADIO DAILY, I merely want to say—even you can use your TV cameras to show Arch Oboler's very famous chicken that grew and grew until it enveloped the entire universe, and when you show viewers a believable replica of a 'Monster From Atlantis,' then I will change my mind and say you were right. If I was wrong. However, I believe in two very different things: you and mystery, suspense and light fantasy; I and horror and terror of the 'Lights Out' and 'Dark Fantasy' variations. Your type of show, and is being produced; Oboler's of my type—I still doubt it."

VARIETY CLUB OF WASHINGTON has elected Al Sherman to produce a series of one-minute spots featuring the Welfare Fund activities of the local showmen's organization. . . . Bernie Roberts has been named exec. assistant in charge of production for Inter-America Television.

Greensboro Station Prepping For Debut

Greensboro, N. C. — WFMY-TV, second station in the Carolinas, began test pattern operation here at the weekend. Programming date has not yet been set by the outlet which is owned and operated by the publishers of the Greensboro Daily News and Greensboro Record.

Gaines Kelley, general manager, yesterday announced the appointment of Robert C. Currie as TV production chief. A graduate of the University of Pennsylvania, Currie has had radio, TV and theater experience.

Operating on channel 2, WFMY-TV will use all four webs.

Equipment includes DuMont studio and film camera chains. RCA three-bay antenna is mounted atop a 481-foot tower.

NBC Program Shifts For Sunday, Thursday

Realignment of time schedules and program changes on the NBC net for Sundays and Thursdays follows:

"Broadway Spotlight," originally a half-hour program, will be extended to a full hour (7:30 p.m., EDT) beginning Sunday, Aug. 28.

"Leave It to the Girls," which occupied the 8:00 p.m. spot following "Broadway Spotlight," Sundays, will move to 8:30 p.m. starting Aug. 28.

"Theater of the Mind," now seen at 9:30 p.m. (Thursdays) will move to 9:00 p.m. starting Aug. 25, replacing "Candid Camera."

"Village Barn," usually seen at 10:00 p.m., Thursdays, will be seen at 9:30 p.m., Sept. 1 and 15.

NTFC Nominations Slated For Thurs.

Melvin L. Gold, of National Screen Service, is expected to be nominated for a second term as president of the National Television Film Council, when organization's slate for the forthcoming season is named at a meeting Thursday night.

Officers and directors are to be nominated at the session, with elections scheduled for September.

Richard W. Hubbell, president of the newly-formed Hubbell Television, Inc., will be guest speaker at the meeting. Hubbell recently returned from a nine-week business trip to Europe and will speak on "European Mass Television Film Production for the American Market."

115% TV Sales Increase Reported By Motorola

Chicago—Purchases of Motorola's 1950 TV line by the company's distributors for August and September delivery were up 103 per cent over purchases for delivery in the same period last year. It was announced yesterday, by Walter H. Stellner, vice-president in charge of merchandising, following the firm's two-day distributors' showing here.

The number of 1950 sets purchased rose 115 per cent over the same period last year.

WAAM Ups Sarrow
Baltimore — Edward Sarrow has been promoted to nighttime technical director at station WAAM. He was formerly in the program department.

Cosgrove To Speak For RMA At FCC Color, UHF Hearings

(Continued from Page 1)

should present the major technical recommendations and findings of RMA with the aid of the chairmen of four committees now engaged in a thorough study of the current status and future prospects of color TV.

A full report on the work of the RMA tele committee and the engineering department's committee on color TV will be made to the RMA board of directors on Sept. 16 at White Sulphur Springs during the

U. S.-Canadian joint conference Sept. 15-16 at the Greenbrier Hotel. The complete membership of the TV committee follows: Max F. Balcom, chairman, Sylvania; Benjamin Abrams, Emerson; W. R. G. Baker, General Electric; W. J. Barkley, Collins; H. C. Bonfig, Zenith; Allen B. DuMont; J. B. Elliott, RCA Victor; Paul V. Galvin, Motorola; George M. Gardner, Wells-Gardner; W. J. Halligan, Hallicrafters; Larry F. Hardy, Philco.

N. Y. Receivers Up 40% Since Last Rate Boost

Receiver installation figures are being closely studied by network and station sales departments, with a new round of rate increases in prospect as a result. In New York, for example, according to figures compiled by the NBC research department, circulation has jumped almost 40 per cent in less than six months after the key outlets of all four webs boosted their class A hourly rate to \$1,500.

Expect Trend to Continue
It was pointed out that this unprecedented growth is daily increasing the medium's audience and that even though rates probably will go up, cost-per-thousand circulation will continue its downward trend.

As of Aug. 1, according to the NBC data chart, there were 2,150,000 sets throughout the country, with 1,734,100 of these in cities on the AT&T network.

Complete breakdown of installations follows:

New York	720,000
Baltimore	69,600
Boston	113,000
Buffalo	26,300
Chicago	170,000
Cleveland	67,500
Detroit	76,000
Erie	6,000
Lancaster	9,900
Milwaukee	30,000
New Haven	37,400
Philadelphia	205,000
Pittsburgh	23,500
Providence	13,500
Richmond	13,700
Rochester	4,300
Schenectady	29,000
St. Louis	36,800
Toledo	18,000
Washington, D. C.	55,700
Wilmington	8,900
Albuquerque	1,000
Atlanta	15,000
Birmingham	3,500
Charlotte	3,000
Cincinnati	28,100
Columbus	7,700
Dayton	8,800
Ft. Worth	6,000
Dallas	6,300
Houston	7,500
Los Angeles	109,000
Louisville	8,700
Memphis	6,300
Miami	8,100
Minn.—St. Paul	23,700
New Orleans	6,000
Oklahoma City	5,000
Salt Lake City	6,000
San Francisco	10,600
Seattle	7,800
Indianapolis	7,000
San Diego	6,300
Syracuse	7,200
Grand Rapids	2,000
Greensboro	900
Johnstown	2,900
Omaha	2,500
Utica	1,500
All Others	47,500

COAST-TO-COAST

WPIT Offers Moonlite Cruise

Pittsburgh, Pa.—An unusual type of good-will promotion was staged by WPIT recently when Russell Offhouse, station's program director, also known as "Farmer Russ" to his many fans who are daily listeners to his "Million Dollar Ball Room" show, invited 250 of the station's listeners to join in a three-hour moonlite sail aboard the cruiser "Dolphin." The evening was rounded out with music and dancing and was received with such enthusiastic response from those attending, that a square dance party is being planned in a similar vein in the near future.

Golf Tourney On WSTC

Stamford, Conn. — WSTC and WSTC-FM, will sponsor the First Annual City Amateur Golf Championship tournament at the Hubbard Heights Golf Course, local municipal links, Sept. 25. The Stamford stations were given the go-ahead for the tourney by the city's course committee, for 27-hole one-day play. The stations have offered a permanent cup for a three-time winner, with a replica and runner-up cup each year. The cups will be awarded at a dinner of the Hubbard Heights Municipal Golf Association and the YMCA Industrial Golf League on Oct. 1.

WSB Covering Football Via AM-TV

Atlanta, Ga.—For the second consecutive year, WSB, Atlanta, is furnishing double-barrelled coverage of the annual Atlanta Journal all-star high school football game. Besides the usual play-by-play coverage by the AM facilities, WSB-TV cameras will again be following the action. The commentary on WSB is by Marcus Bartlett, station program manager, and on WSB-TV is by Thad Horton, sports director.

WDRS 'Placement Bureau Of The Air'

Hartford, Conn.—Efforts on the part of WDRS to find jobs for unemployed in its area are picking up steam. In the few weeks the WDRS "employment service" has been on the "This is Hartford" program 13 jobs have been filled by the novel program idea. Each morning, WDRS broadcasts specifications of jobs available which are called in, and listeners out of work telephone the station for the address of the prospective employer. Chief announcer Russ Naughton is the liaison man.

Freeman Appointed At WIBC

Indianapolis, Ind.—Estel D. Freeman has been named to the newly created post of continuity director of WIBC, taking over some of the former duties of Jane O. Flaherty, who resigned to become manager of publicity and promotion for WLW-D, Dayton, Crosley Corp. TV station. Freeman has been with WIBC for three years in the continuity and sports department.

Surge Of New Biz At WOR Drawn From Various Fields

(Continued from Page 1)

Sardi's" have been bought through Atherton & Currier by Humphrey's Medicine Company for 77 Cold Remedy and other products.

Two contracts have been made with The Grove Laboratories, Inc., for the company's cold tablets. One is for announcements in "Rambling With Gambling"; the other for station break spots. Gardner Advertising Company of St. Louis, Mo., handled details.

The Pinex Company has purchased for Pinex and Pinex Ready-Mixed, a series of 21 station break spots a week on a 7-day basis. Contract was placed through the Russel M. Seeds Co., Chicago, Ill.

For Rem. the Maryland Pharmaceutical Company has arranged for announcements in "The Answer Man," "The Snow Shop" and Harry Hennessy's news broadcasts, with the Joseph Katz Company of Baltimore, Md., handling contract details.

Through Erwin, Wasey & Company, New York, the Lydia E. Pinkham Medicine Company has placed announcements in Hennessy's news reports, "Meet The Menjous," "Tello-Test" and "The Tremaynes."

For Carter's Pills, Carter Products, Inc., has purchased announcements in "Second Honeymoon." Ted Bates, Inc., placed the contract. The same company, for Arrid, deodorant, and other products, purchased announcements in Harry Hennessy's news reports, "The Answer Man," "Tello-Test" and "The Better Half" through Sullivan, Stauffer, Colwell & Bayles, Inc.

Contracts with manufacturers of household products are as follows:

Luce Manufacturing Company, for Blue Magic, participation in "Martha Deane," through Moore & Hamm.

The Drackett Company, for Windex and other products, participation in "Breakfast With Dorothy And Dick," through Young & Rubicam.

Kaufman Carpet Company, Inc., participation in "Breakfast With Dorothy And Dick" and "Brunch With Dorothy And Dick," through the Alfred F. Tokar Advertising Agency, Newark, N. J.

Eclipse Sleep Products, Inc., mattresses, participation in "Breakfast With Dorothy And Dick" through Henry J. Kaufman & Associates, Washington, D. C.

Lever Brothers Company, for Rinso, and Spry, announcements in "Meet The Menjous," Henry Gladstone's news programs, "Second Honeymoon" and "The Answer Man," through Ruthrauff & Ryan, Inc.

New food sponsorships include the following:

American Cranberry Exchange for Eatmor cranberries, participation in "Martha Deane," through Batten, Barton, Durstine & Osborn, Inc.

S. A. Schonbrun, for Savarin coffee, participation in "Breakfast With

Dorothy And Dick," through Lawrence Gumbinner.

Hawaiian Pineapple Company, Ltd., for Dole pineapple and juice, participation in "The McCanns At Home," through N. W. Ayer & Son.

American Home Foods, Inc., for G. Washington instant coffee, announcements in "Tello-Test" and Henry Gladstone's news broadcasts through Ted Bates, Inc.

Minnesota Valley Canning Company has renewed participation in "The McCanns At Home" for canned vegetables. Leo Burnett Co., Inc., of Chicago, Ill., handled contract details.

For its cereals, the Kellogg Company has renewed announcements in "Tello-Test," "Luncheon At Sardi's," "The Answer Man" and Harry Hennessy's news broadcasts. The long-term contract was placed through Kenyon & Eckhardt.

On another long-term contract, The Best Foods, Inc., has again bought announcements in "Prince Charming" for Hellman's Mayonnaise, H-O Oats, Nucoa Margarine and Presto Farina. Benton & Bowles, Inc., handled details of the transaction.

With Duane Jones Company, Inc., as agency, the Megowen Educator Food Company renewed a series of announcements in "Rambling With Gambling," for Crax and Thinsies.

Renewal by Canada Dry Ginger Ale, Inc., of participation in "Martha Deane" was handled by J. M. Mathes, Inc.

Among other new sponsors are:

Brown & Williamson Tobacco Corporation, for Raleigh cigarettes, announcements in "Rambling With Gambling," through Russel M. Seeds Co., Inc., Chicago, Ill.

Olson Company, Inc., for building insulation, roofing and other products, announcements in "The Answer Man," through Moore & Hamm, Inc. Loew's, Inc., a long-term series of station break spots, for motion pictures, through Donahue & Coe, Inc.

Schick, Inc., for the company's electric razor, a series of station breaks, through Batten, Barton, Durstine & Osborn, Inc.

Sicilian Tourist Bureau, participation in "Brunch With Dorothy And Dick," through Gotham Advertising Company.

Chase National Bank of the City of New York, announcements in Fulton Lewis, Jr.'s Washington commentary, through Albert, Frank, Guenther, Law, Inc.

Oldsmobile Division of General Motors for Oldsmobile cars, announcements in "The Answer Man" and "Five Mysteries," through D. P. Broder & Co., Inc., Detroit, Mich.

Warner Manufacturing Corporation, for Warner Weathermaster all-aluminum screen and stormshams combinations, participation in "Breakfast With Dorothy And Dick," through Alfred F. Tokar Advertising

NEW BUSINESS

WGN, Chicago: New business secured by WGN includes 39-week sponsorship of "Man on the Farm," effective August 27, obtained through Sherman and Marquette, Inc., of Chicago. Grove Laboratories, Inc., of New York will sponsor "The Shadow" on Sundays for 39 weeks, effective September 11. Harry B. Cohen Advertising Co., Inc., of New York handles the account. Through Gardner Advertising Company of St. Louis, the Ralston-Purina Company of St. Louis will sponsor "Tom Mix and His Ralston Straight Shooters" on WGN, Mondays and Fridays, for 39 weeks, effective September 26th. WGN-TV, has sold 26 one-minute and 26 twenty-second film announcements to the Parker Pen Company of Chicago, through J. Walter Thompson of Chicago. Other WGN-TV new accounts include four weekly twenty-second film announcements to the Goldenrod Ice Cream Company, through Goodkind, Joyce and Morgan of Chicago; a weekly participation spot during "Stop, Look and Learn," for thirteen weeks effective September 9, to the Titesal Products Company of Chicago; sponsorship of "The Ted Varges Show" by the White Eagle Brewing Co., effective August 19, through Gerald N. Shields, Adv. of Chicago, sponsorship of "The Woman's Magazine of the Air," by the Hyland Electrical Company of Chicago, for 16 weeks, effective September 7, through H. S. Laufman and Associates, and a thirteen-week series of feature films to Courtesy Motors of Chicago, through the Malcolm-Howard Advertising Agency of Chicago, effective Aug. 28.

WNBC, New York: Charles of the Ritz, Inc., has signed a 52-week contract for sponsorship of the Tex and Jinx Mc-Crary "Hi! Jinx" program on Sundays, beginning September 4. It was announced by John C. Warren, sales manager of the station Peck Advertising is the agency for the account, with William Rich as the WNBC account executive.

Lever Bros. Co. has purchased spots in the Bob Smith Show and its both Brokenshire's 9:15 a.m. program and his 12:30 p.m. show. The order, calling for 72 broadcasts, was placed through Ruthrauff & Ryan, Inc.

The Westchester Racing Association has contracted for one-minute announcements in the Bob Smith program, across-the-board, for four weeks. The order was placed through the Al Paul Lefton Co.

The American Home Products Co. has signed a 16-week contract for announcements in the Norma Brokenshire 9:15 a.m. program on Monday - thru - Friday basis. Ted Bates, Inc. is the agency.

ing Advertising Agency, Newark. William H. Wise & Company, Inc. book publishers, announcements in Bill Taylor's "Sunrise Serenade" through Thwing & Altman, Inc.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 48, NO. 38

NEW YORK, WEDNESDAY, AUGUST 24, 1949

TEN CENTS

CHARGES SOME MFRS. BLOCK COLOR-TV

Sen. Johnson Favors FCC Giveaway Decish

Washington Bureau of RADIO DAILY
Washington—Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee came out in support of the FCC position on giveaways yesterday as he inserted into the Congressional Record the Washington Post editorial of Monday supporting the Commission. Excerpts from the Post editorial were presented here yesterday. The paper licensee of WTOP, CBS outlet here.

Johnson declared yesterday on the Senate floor: "Certainly I want to
(Continued on Page 8)

Flattering New Exec. Sec'y Of Illinois Variety Club

Chicago — Irving Mandel, Chief Director of the Variety Club of Illinois, has announced the appointment of Ralph T. Kettering, Chicago showman and newspaperman, as executive secretary of the club. Kettering, who takes office August 24, has had wide experience in the theater as publicist and dramatist and also as an author. He is author of a plan to establish a National Theater through Congress.

Amateur Hour' On ABC Renewed By Lorillard

P. Lorillard Co., in behalf of Old Gold cigarettes, has signed a 52-week renewal contract with ABC for "Ted Mack and the Original Amateur Hour," Thursdays, 9-9:45 p.m., eastern time, effective Sept. 29. The deal, which covers 188 stations, was handled through Lenon & Mitchell, Inc., New York.

Beauty Hunt

"The Most Beautiful 15-year-old Girl in the U. S." is being sought by CBS, Lever Bros., 20th Century-Fox, and J. Walter Thompson. It's all part of the Lux Radio Theater's 15th anniversary celebration. Final choosing of "The Most Beautiful etc.", from among 149 regional winners, will be done by Juno Haver and Mark Stevens, 20th Century stars.

Still Coming

Washington—Announcing that it does not conflict with the recent FCC ban, WWDC said yesterday it is inaugurating a new giant giveaway show next Monday. To be known as the "Sky Club." The show will originate in the dining room of the National Airport five days a week, 12:15 to 12:45 p.m. There will be a jackpot of \$1000 in prizes, with daily prizes not to drop below \$200. Only those present and eating at the restaurant will be eligible for awards.

Coulter Quits McC-E; Lane Heads Radio-TV

Thomas H. Lane, vice-president of McCann-Erickson, has temporarily taken over responsibility for the agency's radio and television activities from Lloyd O. Coulter, who has resigned.

Lane came to McCann-Erickson last June from the Rexall Drug Co., where he was vice-president in charge of sales promotion and advertising. Before that he was director.
(Continued on Page 2)

MBS Skeds 8 Saturday College Football Games

Mutual's coverage of 1949 intercollegiate football games includes eight gridiron classics, beginning with Sept. 4, 1:45 p.m., eastern time, when Missouri will meet Ohio State at Columbus, Ohio.

The remainder of the MBS schedule.
(Continued on Page 3)

Senator Johnson, In Letters To Jones, Walker And Stanton, Emphasizes Advantages Of Polychrome

TV, Tape Highlight AFRA S. F. Confab

San Francisco — Television and tape highlight the agenda for this year's convention of the American Federation of Radio Artists, which opens here tomorrow at the Palace Hotel.

The video question is a legacy from last year's AFRA convention, when delegates voted a merger with other talent unions to simplify the tangled problems of TV jurisdiction;
(Continued on Page 7)

News & Theater Shows Renewed On Columbia

Two CBS network programs "Armstrong Theater of Today" and "Wendy Warren and the News," have been renewed by their sponsors for another 52 weeks, it was announced by William C. Gittinger,
(Continued on Page 2)

Ziv Offers Discount On ET's To Dealers

The Frederic W. Ziv Co. has announced a special arrangement with General Electric whereby GE's major appliance dealers and distributors will be offered a list of Ziv
(Continued on Page 6)

Decca Entry Into 33 1/3 Field Brings LP Producers To 19

Decca's announcement yesterday that it would produce its catalog of albums on 33 1/3 LP's brought the alignment of the current "battle of the discs" to 17 companies and two societies in the long-playing field and four in the 45 r.p.m.'s.

One company, Capitol Records, is engaged in the production of both Columbia's 33 1/3 and RCA Victor's 45 r.p.m.'s. A spokesman for MGM denied any knowledge that his firm

was considering the production of either 45's or 33 1/3's.

In announcing Decca's decision to throw in its lot with Columbia, Milton R. Rackmil, president, emphasized that the release of albums on 33 1/3 long-playing discs will in no way affect the production and promotion of Decca's 78 r.p.m. albums. He pointed out that Decca will continue to release single records.
(Continued on Page 3)

Washington Bureau of RADIO DAILY
Washington — Senate Interstate Commerce Committee Chairman Edwin C. Johnson charged yesterday that some radio manufacturers "motivated by selfish financial reasons" are seeking to "throw road blocks" in the way of color TV. He called upon the FCC to disregard the voices of these manufacturers—whom he did not name—and see to it that all possible information on color TV goes into the record of next month's hearings.

Johnson released letters to the
(Continued on Page 7)

CBC To Ask 100% Rise In Tax On Receivers

Montreal—The Canadian Broadcasting Corp. will soon recommend that all owners of radio receiving sets pay a tax of \$5 per year, doubling the present levy of \$2.50.

The recommendations will be made by CBC chairman A. Davidson Dunton when he appears before the Royal Commission on national development in the arts, letters and
(Continued on Page 6)

Brown To Head New York Office Of 'Three Johns'

Chas. B. Brown, formerly with NBC and RCA Victor, has been named to head the New York branch office of Masterson, Reddy & Nelson, Hollywood package producing firm.

A new television department has
(Continued on Page 2)

Fruits Of Victory

Chicago — Frank Sweeney, WGN m. c., was reminiscing on a recent broadcast about his boyhood in Bloomington, Ill., where he played on the high school football team, and the coach took the team to John Boylan's ice cream parlor after each game they won. Sweeney told the story well; after the broadcast he received a giant banana split.

RADIO DAILY



★ COMING AND GOING ★

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

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WASHINGTON BUREAU

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Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate, Manager.
Vickie Hebbard, Assistant.
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SOUTHWEST BUREAU

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Dallas, Texas
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FINANCIAL

(August 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6	6	6	— 1/8
Admiral Corp.	18	17 3/8	17 3/8	— 3/8
Am. Tel. & Tel.	144 7/8	143	143 3/8	— 1 3/8
Philco	27 3/8	27	27	— 3/8
Philco pfd.	85	84 1/2	85
RCA Common	11 1/8	10 3/4	10 7/8	— 1/4
RCA 1st pfd.	70	70	70
Stewart-Warner	115 1/2	113 1/2	111 1/2	— 3/8
Westinghouse	24 5/8	24 1/2	24 5/8	— 1/8
Westinghouse pfd.	98	98	98
Zenith Radio	24	23 1/2	23 1/2	— 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	12	12	12	— 1/8
Nat. Union Radio	2 1/2	2 1/2	2 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab	12 3/4	13 3/4
Stromberg-Carlson	10 1/4	11 1/2

Stork News

Daughter, Louise Ellen, was born Sunday to Mr. and Mrs. Henry Katzman, at Kew Gardens Hospital, Long Island. Girl, their third child has two brothers. Weighing in at four pounds two ounces, Louise Ellen is lustily carrying on and gaining weight in an incubator. Katzman is director of television service for Broadcast Music, Inc.

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

MORTON DOWNEY, radio and video singer, has cut short his European vacation. He'll arrive in New York tomorrow aboard the Queen Mary and on Sunday will officially open the American Legion convention in Philadelphia. He'll resume his TV program Sept. 10 and his Coca-Cola show on NBC October 4.

MARIE H. HOULAHAN, director of publicity and public relations for WEEL, Boston, is vacationing in Maine, where she is heading a group of New England Women's Press Assn. members at a journalism seminar at Bowdoin College.

ROSLYN GLASS, secretarial assistant to Gerald Maulsby, manager of broadcasts at CBS, has returned to her desk following 10 days of leisure at Pike, N. H.

BILL LAWRENCE, producer-director of the Screen Guild Players heard Thursdays on NBC for Camels, is in New York in response to invitations from two ad agencies to discuss several television package shows now in work on the West Coast.

JACK BARRY, producer of WOR's "Juvenile Jury," returned last Friday from Europe.

JOCKO MAXWELL, sports director of WWRL, Woodside, N. Y., is back on the job after having vacationed for the past two weeks in upper New York State.

JAY SIEBEL, program director at WWOD, Lynchburg, Va., accompanied by MRS. SIEBEL, is en route to Easton, Pa., and New York City by auto. They'll visit NBC in the course of their vacation.

BERNARD HERRMANN, conductor of the CBS Symphony, will leave in the Fall for Manchester, England, where in November he will lead the Halle Orchestra in six concerts.

GORDON FRASER, American network commentator-correspondent and representative of the web at the UN, has left by plane for Europe, at the invitation of the Department of Defense, to observe and broadcast accounts of conditions in zones occupied by American troops.

BEN GRAUER, announcer and commentator on NBC, today will leave by plane for Hollywood. Tomorrow he'll leave the film capital for San Francisco, where he'll be a delegate to the AFRA convention Friday, Saturday and Sunday.

RICHARD ENDICOTT is in town from WMID, Atlantic City, for conferences at MBS, with which the station is affiliated.

G. McELROY, president and treasurer of KTOW, Oklahoma City outlet of the Mutual network, is in New York on a short business trip.

ALICE FROST, star of "Mr. and Mrs. North," heard Tuesdays on CBS, today will leave by plane for San Francisco.

B. ADAIR, sales representative of WGST, Atlanta, Ga., an affiliate of MBS, has arrived in New York for a few days on station and network business.

DALE MYERS, of CBS sales-service, is spending a week in Ottawa, Canada.



Output

That English Bull Terrier is the unusually proud mama of ten pups. You can't count them all in the picture . . . but they're there. Some have gone below to chow. Mother "Puggie" has produced twice the normal number of puppies.

We've picked this picture to make a radio record and production point. The sales producing station is W-I-T-H. The record . . . more listeners-per-dollar-spent than any other station in this big town.

You can run down our list and see the names of accounts that are usually handled by the accepted smart time buyers.

W-I-T-H is the successful independent in this 6th largest city. Is W-I-T-H on your list?

AM **FM**
WITH
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

News & Theater Shows Renewed On Columbia

(Continued from Page 1)

CBS vice-president in charge of sales.

Armstrong Cork Co., Lancaster, Pa., renewed "Theater of Today," Saturday dramatic series, effective September 24, through BBD&O, Inc. Series is aired 12:00 Noon-12:30 p.m., EDT.

General Foods Corp., New York, for Maxwell House Coffee and Instant Maxwell House Coffee, renewed "Wendy Warren," effective September 19. Series is aired Mondays through Fridays, 12:00 Noon-12:15 p.m., EDT. Agency is Benton & Bowles, Inc.

Eagles, Villanova Grid Rights Secured by WPEN

WPEN has obtained radio rights to all games of the Philadelphia Eagles pro football team and of Villanova College during the 1949 season.

Franny Murray, former Eagle and University of Pennsylvania star, will do play-by-play accounts of the Eagles games, and Jules Rind, of the WPEN staff, will handle color. Leo Bolley will do play-by-play for the Villanova games.

'Theater Guild' Begins Fifth Year Sept. 11

"Theater Guild on the Air" starts its fifth season on Sunday, Sept. 11, with a full-hour production of Elmer Rice's "Dream Girl," on NBC starting at 8:30 p.m.

Betty Field, wife of the author, will recreate her original Broadway role. John Lund is co-starred. U. S. Steel sponsors the show.

Coulter Quits McC-E; Lane Heads Radio-TV

(Continued from Page 1)

tor of advertising, press and radio for the U. S. Treasury Dept.

Coulter, who has been with McCann-Erickson for more than 20 years, is expected to announce his plans for the future upon returning from a protracted vacation. Two weeks ago the agency hired as a vice-president and general executive Leonard F. Erikson, formerly of Kenyon & Eckhardt, and one-time radio department manager for BBD&O.

Brown To Head New York Office Of 'Three Johns'

(Continued from Page 1)

been organized in New York under Brown's direction, it was also disclosed. Shows in preparation include "What's The World," to be launched on DuMont Sept. 18, 6-7 p.m., with the Evans Case Co. sponsoring a quarter-hour segment, and "Auction-Aire," to debut Sept. 13 on ABC.

TV NEEDS ME!

Top-notch showman. Producer — Director — Writer of Legal Audience Participation — Quiz shows. 20 years' radio experience. Commercial motion picture background. Former little theater director. Responsible for format and production of three top audience shows now on air. Available to agency or network on common sense basis.

Box No. 264, RADIO DAILY
1501 Broadway, New York 18, N. Y.

AGENCIES

HORACE H. NAHM, chairman of the Advertising and Selling Course Committee of the Advertising Club of New York will have the following members serving on the committee for the 26th year of the course: Joseph A. Coleman, Maiden Arm Brassiere Co., Inc.; Arthur F. Brmody, Kelly-Nason Inc.; E. M. Brmand, Jr., Davidson-Hansen Inc.; Herman Goelz, Jr., The Jam Handy Organization; Fred Haberle, Jr., H. Bohack Inc.; Charles P. Hammond, NBC; Kenneth S. Heiberg, The Brooklyn Press; Thomas W. Jones, Acme Mail Service; H. Belen Joseph, Outdoor Advertising Co.; Donald S. Kelley, L. H. Philo Corp.; Charles B. Konselman, A. & Karagheusian Inc.; Robert L. Kusel, Lion Match Co., Inc.; Walter Lowen, Walter A. Lowen Placement Agency; S. Quentin Lupo, Lowery Manicure Products Corp.; John R. Requa, Requa Manufacturing Co., Inc.; Henry T. Rockwell, Jones & Brakeley Inc.; Herbert L. Stephen, Printers' Ink Publishing Co.; Eugene Van Houten, Eugene Van Houten Associates and F. Kenneth Watts, Springfield, Mass., Newspapers.

EFFECTIVE August 22nd, the sales promotion service of Robert S. Keller, Inc. has been engaged by **KRIO** (1000 watts—910 kc) according to an announcement by Ingham Roberts, manager of the McAllen, Texas, outlet. **KRIO** is affiliated with **NBC** and **TSN** and is represented nationally by Weed & Company.

WTAL, Tallahassee, Fla., has engaged John Blair & Co., as its national representatives. Appointment became effective August 1.

PUBLICIDAD GENERAL, Mexican representative of Foote, Cone & Belding, is planning a radio campaign for Gillette Razors.

EUGENE HULSHIZER and **PAUL FERNER** have been appointed to the board of directors of Duane Jones Co., Inc. Both joined the firm as account executives in 1942.

HERBERT A. KEARNEY, executive staff member of W. Earl Bothwell, Inc., has been elected a vice-president of the agency.

President On ABC

A Labor Day address by President Truman, speaking at the Allegheny County Free Fair, Pittsburgh, Pa., on Sept. 5, will be carried by the full **ABC** network from 12 noon to 12:30 p.m.

Vinson Talk On CBS

An address by Chief Justice Fred M. Vinson before the National Conference of Chief Justices will be carried by **CBS** from St. Louis on Sept. 6, 10:30-11 p.m.

Decca In 33 1/3 Field; Producers Now At 19

(Continued from Page 1)
ords at the standard 78 r.p.m. only. The companies currently turning out LP's follow: Columbia Records, Capitol, Mercury, Decca, Vox, Atlantic, London, Lone Star, Summit, Murray-Rivers, Allegro, Polydor, Bibletone, American Elite, Cetra-Soria, Savoy and Seeco. The others releasing LP's are Haydn Society and Concert Hall Society.

In the RCA Victor corner during the present "battle of the discs" are Capitol, Tempo and Exclusive.

Decca's first release of 33 1/3 long play records will include such Decca show albums as: "Oklahoma," "Annie Get Your Gun," "Carousel," in addition to the new "Jolson Sings Again" album and albums by Bing Crosby, Dick Haymes, Carmen Cavallaro, Fred Waring, Guy Lombardo and additional well-known artists. Subsequent releases will include "Merry Christmas" album by Bing Crosby as well as albums by the above artists plus the Andrews Sisters, the Mills Brothers, the Ink Spots and other Decca artists.

MBS Skeds 8 Saturday College Football Games

(Continued from Page 1)
sule includes outstanding games of the season, as follows:

- Oct. 1: Penn State vs Army at West Point.
- Oct. 8: Army vs Michigan at Ann Arbor, Mich.
- Oct. 15: Northwestern vs Michigan at Ann Arbor, Mich.
- Oct. 22: Columbia vs Army at West Point.
- Oct. 29: Northwestern vs Ohio state at Columbus.
- Nov. 5: Notre Dame vs Michigan State at E. Lansing, Mich.
- Nov. 19: Ohio State vs Michigan at Ann Arbor, Mich.

Simoniz Buys News Show On 20 Yankee Outlets

The Simoniz Co. has bought "World Digest," a five-minute daily news commentary, on 20 stations of the Yankee Network. Simoniz products for automobiles will be promoted.

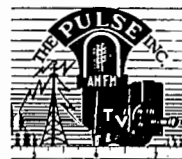
Stations carrying the program, aired at 7:50 am., are: **WNAC**, **WFAU**, **WJOR**, **WIDE**, **WICC**, **WKXL**, **WALE**, **WONS**, **WHYN**, **WCOU**, **WNBH**, **WNLC**, **WBRK**, **WMTW**, **WHEB**, **WEAN**, **WSYB**, **WOCB**, **WWON**, and **WAAB**.

WHLF, South Boston, Va., Joins ABC On Sept. 1

WHLF, South Boston, Va., which operates fulltime with 250 watts on 1400 kc, will join **ABC** as an affiliate on Sept. 1.

The station is owned by the Halifax Broadcasting Co., and managed by John L. Cole, Jr.

THE PULSE OF WASHINGTON, D. C.



Yes, The Pulse, Inc. is pleased to announce that its first Washington continuing survey of radio listening will be available on August 29th, and bi-monthly thereafter.

The other Pulse markets are happy to welcome the sixth market into the group, which includes:

- New York
- Chicago
- Philadelphia
- Boston
- Cincinnati
- Washington, D. C.

For the first time, Pulse data are available on all Washington stations. Yes—all 14 stations in the metropolitan area.

For information relating to radio listening in these six markets . . .

ASK THE PULSE

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

LOS ANGELES

By AL STEEN

SEALY MATTRESS CO. is sponsoring Chet Huntley's news program over the CBS California stations, starting last Saturday.

Dick Wesson will do solo guest shots on radio and video when he returns to Hollywood Aug. 30. General Amusement is re-shaping its previously planned half-hour Wesson Brothers program to a "Dick Wesson Varieties" show.

In addition to their quarter-hour program for ABC, Allan Jones and Irene Hervey will televise a once-weekly video show for the same network, starting in October.

Dick Cutting, who started his radio career in San Diego, has returned to his home town to join the announcing and production staff of KCQB. He has been with CBS-KNX here.

"Garden Chats" and "Memory Album" are new shows on Don Lee's KTSL.

Margaret Ettinger will headquarter at her New York office for the next two weeks, with side trips to Washington and Boston. Virginia King, her secretary, accompanied her.

"What's the Name of That Song?" has been renewed for three years on the Mutual-Don Lee network Wednesday nights and televised on KTSL the following night. Wildroot Creme-Oil sponsors.

ABC's publicity and sales promotion department moves this week from their Sunset Blvd. headquarters to ABC's new Television Center. Several other departments will move over next week.

John Baird, program supervisor for KMPC, has been elected to the board of the International Platform Association, honor society of lecturers.

Vaughn Monroe Hiatus

CBS' "Camel Caravan with Vaughn Monroe" took a 5-week hiatus following the broadcast of Saturday, August 20. Monroe will make use of the vacation by going to Hollywood to star in a new film, "Singing Guns." Monroe will return to his radio series, which is broadcast Saturdays, 7:30-8:00 p.m., EDT, on October 1.

1906 1949

Henri
CONFISEUR

FRENCH RESTAURANT

LUNCHEON from \$2.00

DINNER from \$3.00

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

AIR CONDITIONED



Mainly About Manhattan...!

● ● ● This is a jet-propelled age we're living in, they tell me, so George F. Putnam's new plans shouldn't really amaze me. However, I gotta admit they do and that the guy has really picked out a man-sized assignment for himself. Starting this Friday (and every week thereafter), George is simply gonna take himself off on a globe-trotting weekend and report what your Average Man thinks of the world in general and you and I in particular. This Friday he hops aboard the American Overseas Air Lines for London where he'll dine with a typical English family. The following day he'll do likewise with an average family in Frankfurt. Trip is being covered by Tele-News, assisted by INS. As stated before, this will merely be the first of a series of such far-flung weekends. In the near future, he hopes to line up weekend dates with the Pope, Tito, Franco and, who can tell, maybe Stalin himself. At any rate, if it's globe-trotting you want, let George do it.

★ ★ ★ ★

● ● ● Bill (County Fair) Gernannt is readying new plans for his old Damon Runyon series, "Jo & Ethel Turp," with both radio and television in mind. The series, aired some years back on CBS, has won renewed interest at the web and Gernannt, assisted by Hal James, is rounding it into shape.

★ ★ ★ ★

● ● ● AROUND TOWN: Deems Taylor is an added starter on the Kostelanetz package being auditioned this week by an oil company. . . . Lois Andrews makes her first TV appearance this Sunday on "Leave It To The Girls." . . . Catch Arlene Francis' new quizzer, "Name Your Odds," tonight on ABC (8-8:30), where it'll be live-auditioned by the web. . . . Current issue of Time mag reports one winner of a quizzer having a tough time collecting his loot. . . . Veterans Administration taking to the airlines and TV channels to inform vets as to how they can get their government life insurance dividends. . . . Dave Forester, former batoneer on the Red Skelton show, in town to show the agencies his kinescope of a video stanza featuring a 48-piece ork. . . . (Coast reports on the series are slightly sensational). . . . Jim Whipple new radio director for the American Heart Ass'n handling their Cardiac Crusade which starts in Feb. (Jim was formerly radio director for Grant, among other agencies, and penned that best-selling text-book, "How To Write For Radio.") . . . Alice Reinheart leaving tonight for the coast and the AFRA convention.

★ ★ ★ ★

● ● ● FAREWELL TO A BUDDY: This morning I don't feel so good. I've got that same icy chill in my heart that I had when I heard the report that the deeply loved Mark Hellinger had made his final deadline. The phone had just rung. It was Kermit Schafer calling. "I've got some terrible news," was what he said. "Ken Lyons died this morning of a heart attack." I hung up the receiver in a daze. Ken Lyons gone? It was unbelievable. Kenny had just come back from a California vacation and we were playing softball together only a week ago. Sure I knew the guy was overworking himself scripting for Arthur Godfrey, "Boston Blackie" and maybe a half a dozen other stanzas. I begged him to take it easy, slow down when he caught up with pneumonia last winter. But this summer he was so healthy, so vital, so alive. I guess that's why the shock was so numbing. Kenny was more alive than any person I ever knew. His crackling wit, his brilliance of mind dominated any group he was with. Kenny will long be remembered on a street notorious for its short memory. Goodbye, Ken—and may God love you like we did.

CHICAGO

BEN PARK, creator, producer and narrator of the award winning documentary series, "It's Your Life," aired over WMAQ and WMAQ-FM Sundays at 3:30 p.m., CDT, is featured in the "Look Applauds" section of the August 30 issue of "Look Magazine."

The winner in WBBM's contest for the water boy for the Chicago Cardinals professional football team for next season is Kent Beauchamp of Chicago. Kent was chosen from among hundreds of candidates nominated in letters written to Cliff Johnson of WBBM as the boy most deserving of the honor.

Jarvis Dugan, WGN script typist has announced her engagement to Ernie Andrews, Chicago radio actor. WBBM's farm director, Harr Campbell, and engineer Christ Flynn, left last week for Springfield Ill., where they made tape-recordings at the Illinois State Fair. The transcriptions were broadcast over WBBM Saturday, August 20th.

Quite an unusual office the "Quiz Kids" have. Gifts pour in for the kids from all over the country. Everything from an accidental \$50,000 check to a manicured chicke foot. Louis G. Cowan Production, the "Quiz Kids" agency, can at least offer surprise packages to employees.

Available!

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



Bill Griffith

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

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

KMBC
of Kansas City

KFRM
for Rural Kansas



**SEE PAGES
961 to 991**

FOR A COMPLETE
LIST OF
COMMERCIALY
SPONSORED
RADIO
PROGRAMS
GIVING
TITLE,
ADVERTISER AND
PRODUCT,
NETWORK
AND
ADVERTISING
AGENCY



ONE OF 1001
SUBJECTS COVERED
IN THE
**RADIO ANNUAL
for 1949**

NEW BUSINESS

Brown & Williamson Tobacco Corp., via Ted Bates, Inc., arranged for a daily 5-second weather announcement to plug Kool Cigarettes over WBKB for a year which began July 3.

McKesson & Robbins, Inc., Bridgeport, Conn., through Benton & Bowles, Inc., arranged for sixteen 1-minute film announcements over KTLA for Tartan sun tan oil during summer weekends.

Philip Morris & Co., Ltd., through The Biow Company, Inc., renewed its TV promotion of Philip Morris Cigarettes for 26 weeks over KTLA, using five spots weekly.

American Tobacco Co., through N. W. Ayer & Son, Inc., renewed its promotion of Lucky Strike Cigarettes for 13 weeks on both stations, using 1-minute film announcements five times weekly.

Bulova Watch Co., Inc., through The Biow Company, Inc., is using 10-second time signals preceding and following all home games of the Chicago Cubs this summer over WBKB.

WMCA, New York: Kreiser Nash (automobile dealer) has bought a ten-minute news program, across-the-board. Green-Brodie is the agency. Also over WMCA, Howard Clothes has bought an announcement campaign to run for 15 weeks, 35 spots weekly. Peck Advertising is the agency.

WMAQ, Chicago: An order from Lever Brothers Company for Spry, through Ruthrauff and Ryan, Inc., for nine one-minute announcements weekly for eight weeks effective September 12 was included in the new business announced recently by station WMAQ. Other new accounts are five one-minute spots in the "Food Magician" program for the Nestle's Company starting September 12 for 13 weeks; one-minute announcements weekly for thirteen weeks for Richards and Associates effective August 10; and ten station breaks to be aired between August 7 and 27 for the Hudson Motor Car Company, through Brooke, Smith, French and Dorrance, N. Y.

WIND, Chicago: New accounts at WEND include spot announcements to be used through December 31, purchased by the R. J. Reynolds Tobacco Company through William Esty, New York; sponsorship of the "Carmen Cavallaro" Monday through Friday ten-minute show starting August 29th for the Amalgamated Tailors and Cleaners Association through Art Linick Enterprises, and a renewal, through Christiansen, of the Cribben and Sexton announcement schedule for Universal Gas Stoves, thru October.

WINS, New York: The Manhattan Tower Hotel began a spot series on Aug. 22. Robert Feldman Advertising handles the account. Garrett Wines has bought a 13-week series through Ruthrauff & Ryan.

100% Increase In Set Tax To Be Recommended By CBC

(Continued from Page 1)

sciences. The CBC brief to the commission is scheduled to be read by Dunton next Monday.

The reasons for the increased tax demand have not yet been disclosed but they are related to the CBC's poor financial position coupled with the projected development of television in Canada. For television the government radio is asking for a loan from the Federal treasury.

Dunton was not immediately available for comment.

The CBC's financial status is an annual headache for the government

principally because of its failure to collect the \$2.50 tax. In comparatively wealthy areas of Canada collections are said to run about 60 per cent and in poor areas about 20 per cent.

The tax is payable on automobile radios as well as household sets although householder may have more than one set on his license.

The inspiration for the \$5 tax is laid to Hon. J. J. McCann, minister of National Revenue, who is the man responsible in Parliament for the administration of the CBC.

Ziv Offers Discount On ET's To Dealers

(Continued from Page 1)

open-end transcriptions at a 25 per cent saving.

GE has issued a bulletin to its distributors throughout the country appraising them of the availability of the Ziv shows, and recommending their use under the "GE Major Appliances Cooperative Plan." According to the GE bulletin, "every one of these Ziv shows is hand-picked for its splendid audience appeal, and has a high Hooper." This is said to be the first time GE has given its dealers and distributors blanket approval for the use of independently produced radio shows.

S. Carolina Outlets Hit College Grid Rights Sale

Columbia, S. C.—Representatives of three local stations have protested the action of the University of South Carolina in selling exclusive football broadcast rights to WCOS, Columbia, despite a state law forbidding the sale of such rights.

The protesting stations are WIS, WKIX, and WNOK; WCOS is Columbia's fourth station. The controversy was touched off after the university president announced that WCOS was "high bidder" for the use of broadcasting facilities at the university stadium. A South Carolina statute provides that "no charges shall be made for the privilege of broadcasting said games and that at least three broadcasting companies shall be extended said privileges of broadcasting if desired."

An amendment introduced in the legislature which would permit state institutions to grant exclusive football rights was defeated in the state senate after opposition by broadcasters throughout the state.

Kenny Lyons

Kenny Lyons, member of the staff of the Arthur Godfrey Talent Scouts program, died Monday of a heart attack. Funeral services will be held tomorrow at 1 p.m. from the Flatbush Memorial Chapel, 1282 Coney Island Ave., Brooklyn.

WLDY, Ladysmith, Wis., Control Is Transferred

Ladysmith, Wis.—Control of WLDY, 250 watt fulltime local station, has gone from O. J. Falge to the Flambeau Broadcasting Co. in a reorganization and stock purchase deal.

Falge continues as president, however.

A. T. Shields, station manager, and Darrel Holbrook, chief engineer, are new stockholders and officers of the new company. WLDY operates on 1340 kc.

Wedding Bells

Charlotte, N. C.—Betty Johnson of the WBT Johnson Family Singers was married on Aug. 20 in Paw Creek, N. C. to Dick Redding, a native of Maine and a football line coach at Davidson College near Charlotte, N. C. Johnson Family will continue their six 10-minute programs a week for B. C. however, with Betty commuting from Davidson each day.

SOUTHWEST

WBAP-TV, was host to the Fort Worth Ad Club, which held its regular weekly luncheon in the main television studio. Harold Hough, in his welcome to the 126 members and guests, an all time attendance record, announced the Fort Worth-Dallas sets now in use as over 12,300 and told of further expansion of the new studio building which will include a large auditorium, parking sheds and a permanent cafeteria for the WBAP and WBAP-TV staffs.

Two radio classes, totalling 40 men, from the Veterans Training Program at the San Antonio Vocational and Technical High School, visited the WOAI, San Antonio, studio, viewing the FM transmitter and main control room, before continuing out the transmitter plant located at Selma, Tex.

Memorial services for the late Gov. Beauford Jester of Texas, the first governor of the state to die in office, were broadcast from the Senate Chamber in the State Capitol in Austin, capital city. The special broadcast was announced by Jerry Lee, WOAI program and production manager as narrator.

25 Stations Air 'Ma' Via Columbia LP Discs

"Ma Perkins," daytime serial, is now heard on 25 stations throughout the country via Columbia LP Micro-groove transcriptions, in addition to the live network broadcast of the show, heard exclusively over CBS.

"Ma Perkins" is the first radio series to be made available in this new form. It is transcribed for Dancer-Fitzgerald-Sample, Inc., advertising agency for Oxydol, by Columbia Transcriptions, Inc.

FOR THE FIRST TIME!

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

TAKE ADVANTAGE OF THIS PROFESSIONAL TRAINING

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

YOU ARE THE FUTURE IN TELEVISION!

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

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

Sign up — today! Enrollment is limited.

Rates are easily within your reach.

Schedules may be arranged for your convenience.

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



TELEVISION DAILY

Section of RADIO DAILY, Wednesday, August 24, 1949 — TELEVISION DAILY is fully protected by register and copyright

COLOR BEING BLOCKED—JOHNSON

TELE TOPICS

GARROWAY AT LARGE on NBC is one of the most pleasant shows on the air—an easy-going, informal half-hour, loaded with good talent and fine subtle humor. As emcee, Dave Garroway ties things together with an unaffected non-balance that shows no sign of wear even after several months of continued viewing. Producer Ted Mills apparently has no respect for the established taboos of the medium; in fact, he goes out of his way to violate them and shows cameras, booms, trips and others at work. Garroway explains what it's all about and everyone—especially the audience—seems quite happy about it. . . . The cast is an outstanding one and every member deserves a bow—Betty Chapel, Connie Russell, Jack Hallowell, the Songsmiths, Art Van Damme quintet, Cliff Norton and Joseph Gallicchio's work. Camera work, lighting and direction are exemplary and show what can be done when a show is built for the cameras and not for a studio audience. Program is scripted by Charles Andrews and directed by Norman Felton. . . . This week, incidentally, Henry Morgan was seen drowsing in a chair several times during the show. As might have been expected, he "slept" through the half-hour, waking only to say two words at the very end.

THIS IS BROADWAY probably will be cut to a half-hour with Crosley picking up the tab on CBS-TV. . . . Elmeron Village, New Jersey housing development, has bought time on Kathi Norris' DuMont show, through Al Paul Letton agency. . . . Chrysler Dealers of Detroit, through McCann-Erickson, have signed with WXYZ-TV for sponsorship of "Football Touchdown," a weekly half-hour film fantasia. . . . ABC, which is going all-out for production facilities, will open its third Chicago studio Sept. 1. Located on the 12nd floor of the Opera Building, new studio will occupy some 4,000 square feet. The site served as the initial location for WENR when it opened in 1930, with Marian and Jim Jordan among the stars of the preem.

MAL BOYD will resign as president of Television Producers Association when he returns to the Coast shortly. He has shifted his operations to N. Y. to handle Buddy Rogers' ABC shows. He'll also represent Mary Pickford for a possible radio series. . . . Eddie Cantor has contracted to do a TV series beginning next year. In a talk with WXYZ's Bill Silbert in Detroit, Cantor said he wants to wait until then because he wants to play to a full house—four or five million receivers. . . . Cliff Evans, head of WNYC's TV unit, is looking for an assistant film cameraman. He can be reached at 500 Park Ave. . . . Joey Bishop, former headliner on WGN-TV's "Club Television," is now at the Latin Quarter in N. Y.

NBC Sets Opera Dept. For TV; Adler Chief

NBC has established a TV opera department, headed by Peter Herman Adler, for the presentation of a series of hour-long operatic works in English during the fall and winter season. Four operas will be aired between September and the end of the year, with others planned for later dates.

Among the works already chosen are "Down In The Valley," by Kurt Weill; "Die Fledermaus," by Johann Strauss, and "Tales Of Hoffman," by Jacques Offenbach. Adler will prepare, supervise and conduct the works, all of which will be adapted to one-hour length.

The new series does not include a new opera by Gian-Carlo Menotti, commissioned by NBC. This is expected to be completed and produced next spring.

Born in Czechoslovakia, Adler has been in this country since 1939. He has directed touring opera companies and has conducted the New York Philharmonic-Symphony on several occasions. Last season he was musical and artistic director of several experimental operatic presentations on NBC-TV.

Munroe Joins CBS

Paul C. Munroe, writer-producer-director and agency executive, has been signed as a producer-director by the CBS effective immediately. In the agency field Munroe was director of radio for Buchanan & Co.

Talent Merger For Video To Highlight AFRA Confab

(Continued from Page 1)

the merger move bogged down in the interim, however, and steps are to be taken at the current meeting to expedite merger plans.

The matter of rates for taped shows looms as an equally knotty problem. The networks take the view that talent for taped shows should be paid at sustaining rates; AFRA maintains that taping is merely a form of transcribing, and has held out for the higher transcription rates.

Another point at issue is whether performers shall be paid on the basis of the length of the material they have taped—as AFRA asks—or on the length of the finished show, after it has been dubbed and spliced

Top Ten Hoopers

(N. Y. C., Aug. 8-14)

Toast Of Town, WCBS-TV . . .	32.5
Fun-For-All, WNBT	26.0
Philco Playhouse, WNBT . . .	21.3
Kraft Theater, WNBT	19.1
Stop The Music, WJZ-TV . . .	19.0
Amateur Hour, WABD	19.0
Lights Out, WNBT	15.1
Jackson & Jill, WNBT	13.8
Cavalcade of Stars, WABD . . .	13.8
Robert Q. Lewis, WCBS-TV . .	12.7

Ford Signs 16 Stations For Grid Film Series

In one of the largest spot buys in TV history, Ford Dealers have signed for sponsorship of a half-hour film program highlighting Big 10 college football games over 16 mid-western stations. Weekly program will be aired for ten weeks, with sponsor holding an option for three additional weeks.

Titled "Big Ten Football," program will start Sept. 22 in some cities and Sept. 23 in others. Wilfred Smith, of the Chicago Tribune, will handle commentary.

Stations carrying the series are: WBEN-TV, Buffalo; WKRC-TV, Cincinnati; WEWS, Cleveland; WBNS-TV, Columbus; WHIO-TV, Dayton; WXYZ-TV, Detroit; WLAV-TV, Grand Rapids; WFBN-TV, Indianapolis; WTMJ-TV, Milwaukee; KSTP-TV, Omaha; KSD-TV, St. Louis; WHAM-TV, Rochester; WHEN, Syracuse; WSPD, Toledo.

ICC Head Praises Demonstration Of CBS-TV

(Continued from Page 1)

acting FCC chairman, Paul Walker, Commissioner Robert F. Jones and CBS President Frank Stanton concerning color TV. Jones had written Stanton at the weekend concerning "refusal by manufacturers to construct color transmitters and receivers and Columbia's alleged inability to make available a sufficiently large number of color converters for field tests for the Commission's September television hearings."

Calls Situation "Tragic"

Charging that "the very interests which have been most active in pushing color television suddenly have become very cold to further efforts," Johnson said it is "tragic that so great a development as color television should be blocked arbitrarily by selfish interests."

Last week's demonstration, with transmission over a 35-mile distance from Baltimore to Washington "proved beyond any question that color television is here now," he wrote. It is up to the Commission to approve engineering standards for color now, he said, and added:

"Of course color television will improve; it will become better and better. But that is no reason that the people of this country should be deprived of it now any more than they should have been deprived of crystal set radio twenty years ago."

In his letter to Walker, Johnson stated flatly that good color signals can be aired "for comparatively little additional capital investment over present equipment for black and white and with no additional operating cost."

Turning to Commissioner Jones' letter to Stanton, Johnson said it implies that "the people who know most about color, who have aided greatly in its development and whose equipment has produced remarkable demonstrations of the practicality of color, are reluctant to make the kind of a showing at the forthcoming television hearings which will prove conclusively that color is here now and that standards can be promulgated for its commercial operation. I assume that Commissioner Jones had good reason to request the information he asked for. I trust that he will have the co-operation of every member of the Commission in his effort to bring out all the facts at your September hearing."

He wrote Jones that he considers Jones to have "rung the bell" in his letter to Stanton.

SMPE To Give FCC TV Views This Week

The SMPE will file its answers to the FCC's questions regarding the film industry's needs for theater television before the end of this week, it was learned here yesterday. It is understood that the SMPE answer will outline in general terms exactly what the technical needs are in the way of channel space as a prerequisite to a nation-wide system of theater video.

Paramount and 20th-Fox were also called upon by the Commission to answer a series of questions by Sept. 2. Their replies, which will contain specific requests for channel space as well as an explanation as to how the space will be utilized, are reportedly in the final stages of preparation. It is expected that other producers and exhibitor associations will make unsolicited statements to the Commission in support of the general desirability for Commission aid to theater video.

Meredith Willson Show To NBC For Gen. Foods

General Foods Corp. will sponsor "The Meredith Willson Show" for six weeks on NBC starting Thursday, Aug. 25, 8-8:30 p.m. The program will originate in Hollywood.

"My Silent Partner" has occupied that time slot for the last eight weeks as replacement for "The Aldrich Family," which returns Oct. 6. "The Meredith Willson Show" was heard on ABC last season.

Young & Rubicam is the agency for General Foods.

Bennet Korn Is Named To Sales Staff Of WNEW

Appointment of Bennet Korn to the sales staff of WNEW, New York, has been announced by Ira Herbert, vice-president in charge of sales.

Korn formerly was senior account executive at WQXR, New York. He joined that station in 1936 after agency work as a copy writer and account man.

Joins Admiral Corp. As N. Y. Ad Manager

Jack Siegrist has joined the Admiral Corporation as New York advertising manager, in which capacity he will direct all advertising and sales promotion activities.

He was formerly sales promotion manager of Peirce-Phelps, Inc., Philadelphia, distributor of Admiral products.

Morrison Joins World

Robert Z. Morrison Jr., formerly with WFIL and WFIL-TV, Philadelphia, has joined the sales department of the World Broadcasting Co. He will work out of the firm's New York office.

COAST-TO-COAST

WHA1 Program Wins Award
Greenfield, Mass.—A recorded broadcast originating with WHA1, involving a county agent's broadcast that consisted of an interview by Donald T. Thayer with a Canadian fruit grower visiting the Union Agricultural meetings in Worcester last June, won a second place in competition involving county agents broadcasts, held at Cornell University in July. Program was arranged by Donald Tuttle, farm program director of WHA1.

Guests On KDKA Home Forum
Pittsburgh, Pa.—Three unusual guests, two of whom are members of the cast of "Summer and Smoke," by Tennessee Williams, current production of the Mountain Playhouse in Jennerstown, Pa., were guests of Evelyn Gardiner on the KDKA Home Forum program recently. They are Ruth Askenas and Ida Scottie, of the show's cast, and Louise Kintner, public relations director for the Lighthouse for the Blind in N. Y. Both Miss Askenas and Miss Scottie, who are sightless, are associated with the Lighthouse.

Fair Play On WBRV
Waterbury, Conn.—Annual Bethlehem, Conn., Fair is to be plugged on series of six quarter-hour shows, running Sept. 5 through 10, on WBRV, CBS outlet in Waterbury. Cliff Warren, cowboy singing star, who is to be headliner at the Fair, will emcee the radio series which also includes tape recorded interviews with Bethlehem town and fair officials.

Good Deed By Boy Scouts & WPAY
Portsmouth, O.—When gas service in Portsmouth was stopped for seven hours last week following a shutoff caused by a main line break, WPAY and FM kept consumers informed of the situation via a series of twelve announcements advising listeners about the gas shutoff, as well as detailed stories in the newscasts. These announcements by the station requesting all Boy Scouts to report to the main fire station to help notify people about turning off their gas appliances brought 80 scouts to the scene within an hour.

WTTT Inaugurates Medical Program
Coral Gables, Fla.—WTTT aired a new program for the first time on Sunday, August 15, carrying a format new to this resort area. Entitled "Medical Workshop," program features a panel forum discussion of human ailments, aired by members of the Dade County Medical Association. Each week a group of doctors will gather around the WTTT mikes and discuss some disease. The panelists will be men who specialize in treating that disease. Moderator for the series is Dr. Irving Bernstein, Ph.D. The initial program concerned itself with heart disease. Program is aired from 8 to 8:30 p.m.

WBCK Promotion Contest
Battle Creek, Mich.—Celebrating its first anniversary on the air, July through August, WBCK staged a unique promotion contest. Listeners were invited to write in on the subject "I Like To Shop In Battle Creek because. . ." and "My Favorite Merchant is—." Letters received were judged daily and the best of each day's mail was awarded a set of 4 cruise tickets aboard the "Milwaukee Clipper," plying from Muskegon to Milwaukee and return. At the conclusion of the contest the 15 daily prize winners were re-judged and their winner awarded a trip for two to Detroit to see the Detroit Tigers ball game. The merchant selected as the favorite, the J. C. Penney Store, received a \$150 contract for advertising over WBCK.

Night BB On WFMF
Chicago, Ill.—Bob Elson, baseball announcer, will be heard on the exclusive broadcast of two night games on WFMF. Elson will air the games between the Chicago White Sox and the Philadelphia Athletics and the Boston Red Sox playing at Comiskey Park this week. Both games will be aired at 8:35 p.m. on WFMF, the only Chicago outlet for the broadcast of the White Sox night games.

Sen. Johnson Favors FCC Giveaway Decish

(Continued from Page 1)

pat on the back three members of the Commission for their courageous action in calling a halt on the insane 'giveaway' fad which has swept radio. The chance to win on these programs is said to be less than one in 8 million so only an infinitesimal number can take much of a financial loss in their elimination. Only the advertiser gets something for nothing out of these medicine men radio shows. I regret with the Post that all seven Commissioners did not find it possible to join as a unit in abolishing this cheap claptrap which lowers the standing of radio. Radio licenses were not granted to cultivate and appeal to the base emotions. Radio broadcasting has a finer service to offer that that. Pyramid clubs, 'giveaway' programs and lotteries may have strong appeal but it is not an appeal worthy of our greatest entertainer and instructor—the radio."

MBS To Air Gabrielson
Clinton, N. Y.—The first major address of Guy Gabrielson, newly-elected chairman of the G.O.P. National Committee, will be broadcast tonight, 10:45-11 p.m., by MBS. The occasion for his talk will be the opening of the First School of Politics at Hamilton College here.

Peak Loads

Among New England's busiest people.. month in and month out.. are the members of WBZ's mailroom staff. Even during *this* warm summer, business has been as hot as the thermometer. Typical mail response: 1,756 jingles for Peter Paul during the week of July 3; 1,136 requests for Mildred Carlson's "Home Forum" booklet during July's first fortnight; more than 2,000 slogans for another WBZ advertiser during June.

WBZ's startling yet steady mail-pull, from six New England states, brings continuing proof of a big, responsive audience in a rich, extensive market. Climb aboard! For details, check WBZ or Free & Peters.

BOSTON
50,000 WATTS
NBC AFFILIATE
WBZ

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



POL. 48, NO. 39

NEW YORK, THURSDAY, AUGUST 25, 1949

TEN CENTS

RADIO-TV PROGRAM TRENDS REVEALED

J. Of Chicago Cites Religious Programs

Chicago — Achievements in religious radio by three networks and 1 local groups were rewarded yesterday with special merit citations presented at the University of Chicago's fourth annual workshop in religious radio.

NBC was cited for its "Living 1949" series, CBS for its television show, "Lamp Unto My Feet," and ABC for its exemplary cooperation with religious organizations in covering special religious events.

First prize in the news category to (Continued on Page 4)

Sandberg Joins Pepsodent As V-P In Chg. Of Advtg.

Chicago—John V. Sandberg will join the Pepsodent Division of Lever Brothers Co. as v-p in charge of advertising on Sept. 15, it was announced by Henry F. Woulfe, president of the division.

Sandberg has been advertising and sales promotion manager of the Kraft Foods Co. since Sept. 1948. He joined the firm in 1946 as assistant director of advertising.

He formerly was associated with the Chicago Tribune, the Stackpole advertising agency of this city, the National Broadcasting Co. and Swift & Co.

Merrill Johnson Named WGL Commercial Mgr.

Fort Wayne, Ind. — Merrill C. Johnson has been named commercial manager of WGL, the NBC affiliate here, owned and operated by the News-Sentinel Broadcasting Co. it was announced by (Continued on Page 2)

Goodwill Gesture
MBS commentator, Henry La-Cossitt, who participated in the Foster Parent Plan, will carry international goodwill one step farther by including comments by his "foster-child," 12-year-old Daniel Bernier of Clichy, France, on his "Editor's Diary," today, 9 a.m. The youngster will speak in French via shortwave. La-Cossitt will interpret to the Mutual audience.

Nielsen Ratings Show Increase In Listening

All divisions of radio programs increased listening audiences since the Fourth of July week, according to National Nielsen-Ratings data for the week of July 17-23.

The "evening, once-a-week" group was led by Walter Winchell with a 11.9 per cent Nielsen-rating. "The Lone Ranger" was the leader in the "evening, 2- to 5- a-week" group with 6.3 per cent.

On the basis of the average Nielsen-rating for each program division, (Continued on Page 2)

MacGregor ET's Names Mertz As Midwest Rep.

William M. Mertz, Jr., has been named midwest representative for C. P. MacGregor Transcriptions, it was announced this week by Nat V. Donato, sales manager.

Mertz, whose office will be in Chicago, formerly was with Transcription Sales, Inc.

RMA Tells FCC Color Video Still 'Several Years' Off

Washington—RMA told the FCC yesterday that color TV is several years off as a commercial service, even assuming the Commission takes early action to set standards. Without referring to enthusiastic comments in order by members of the Senate and others, the manufacturer argued it would take years to develop and distribute the needed equipment.

'Shows of Tomorrow' Reflects Change In Attitude Toward Giveaways; Music, News Still Tops

Bert Lebhar Named Director Of WMGM

Appointment of Bertram Lebhar Jr. as director of WMGM, New York, was announced yesterday by Nicholas M. Schenck, president of Loew's, Inc., the parent firm.

Lebhar will continue as director of sales, a post he has held for ten years, and director of M-G-M Radio Attractions. His contract has been extended for five years, effective Sept. 1.

As director of WMGM he succeeds (Continued on Page 2)

Oldest Chi. Commercial Marks 15th Anniversary

Chicago—The oldest single sponsored show in Chicago, The Morris B. Sachs Amateur Hour, will celebrate its fifteenth anniversary Sunday, August 28th, in a broadcast aired simultaneously over WENR (Continued on Page 2)

WNBC Schedules 'Salute' To Veterans' Community

WNBC will observe V-J Day, September 2, by bringing to its listeners the story of Shanks Village, N. Y., an all-World-War-II-veterans' (Continued on Page 4)

Radio and television program trends for the coming year are reflected among the over 1000 shows listed in the tenth annual edition of RADIO DAILY's "Shows of Tomorrow." The new listings indicate a definite decline in the 'giveaway' category, which now may be seriously jeopardized (Continued on Page 4)

Advtg. Council Notes Public Service Upturn

More than 50 public service campaigns and more than 14,500,000,000 listener-impressions were delivered in the public interest by advertisers, agencies and stations in cooperation with the Advertising Council, Inc., during 1948, it was disclosed in the Council's annual report, released last night.

Charles G. Mortimer, Jr., chairman of the Council's board, and T. (Continued on Page 2)

Reynolds Signs WBBM College Grid Airers

Chicago—The R. J. Reynolds Tobacco Company (Camel cigarettes) will sponsor the play-by-play descriptions of WBBM's 1949 football season. Wm. Esty, New York, handles the Camel account.

Broadcasts will open with the (Continued on Page 3)

New Giveaway
Ralph Edwards, who claims credit for starting the telephone giveaway led with his "Miss Hubbs" contest of several years ago, will have a new gimmick for listeners when "Truth or Consequences" starts its 10th season Sunday night on WFL, \$2500 will go to the listener who identifies a celebrity he or she met the week before.

Happy Birthday
Dennis James, star of "Okay Mother" on DuMont, a man who is seldom at a loss for words, could only gasp eloquently at one point during his Tuesday show. Six motherly ladies audaciously raced on the set with a huge cake to wish the flabber-gasted spellbinder a happy birthday. And then his own mother appeared to add her blessing.

"Shows Of Tomorrow"—see page five



Vol. 48, No. 39 Thur., Aug. 25, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

SOUTHWEST BUREAU

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

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

FINANCIAL

(August 24)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

New WOR Gray Show

"The Barry Gray Show," a weekly two-and-one-half-hour program of celebrity interviews, recorded music and commentary, will premiere over WOR on September 4, at 11:30 p.m.

The broadcasts will be aired Sundays for eight weeks on WOR from 11:30 p.m. to 2 a.m. on the following Mondays.

RCA INSTITUTES, INC.

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. A Service of Radio Corporation of America. RCA INSTITUTES, Inc. 350 W. 4th St., New York 14, N. Y.

Advtg. Council Notes Public Service Upturn

(Continued from Page 1)

S. Repplier, president, pointed out that there was a sharp increase last year of public service advertising "even though the nation's business returned to a seller's market that placed all advertising space at a premium."

Chief among the Council's new campaigns in its seventh year were one designed to promote a better understanding of the American Economic System at home and another to fight anti-American propaganda overseas. Other direct attacks in behalf of our national security were continued by the Council through its promotion of CARE packages, these characterized as a personalized Marshall plan; through its cooperation with the American Heritage Foundation, in order to make Americans more conscious of their hard won rights and freedoms, and more aware of their duties as citizen guardians of a great and free democracy; and still another campaign to raise both the prestige and recruitment potential of the Armed Forces.

Because, in the significant 12 months of 1948, the "Cold War" overshadowed all other national and international developments, many of the Council's mass information programs were connected with it, either directly or indirectly.

Oldest Chi. Commercial Marks 15th Anniversary

(Continued from Page 1)

and WENR-TV, from 12:30 to 1:30, CDT.

On this, the show's 780th consecutive weekly broadcast, guests will include the sponsor himself, Morris B. Sachs and John Norton, Roy McLaughlin, and other station officials who will join in extending congratulations to the program.

The first broadcast of the Sachs Amateur Hour was made from the display window of the Sachs store in 1934 over WCFL. Since that time ten thousand contestants, including actress Maureen Cannon, singer Frankie Laine, Skip Farrell, Mel Torme, Pamela Britton, June Haver, Mickey Sharpe and Bernie Christianson, have had their start on the program.

In the past fifteen years 6,000,000 people have viewed the show. On March 20, 1949, the program began telecasts over WENR-TV. The AM show is heard simultaneously on two 50,000 watt stations—WENR and WCFL. Ruthrauff & Ryan, Chicago, handles the Morris B. Sachs account. The first agency was Schwimmer & Scott and later it was handled by the Wade Agency.

Band Remotes On KLZ

Denver, Col.—Six a week band remotes are currently being broadcast by KLZ from Denver's Lakeside Amusement Park. The music of Elliott Lawrence and his orchestra are featured on these weekly programs.

Nielsen Ratings Show Increase In Listening

(Continued from Page 1)

the increases in listening were itemized as follows:

Table with columns: Program, %. Rows include Evening, Once-a-Week, Evening, 2-to-5-a-Week, Daytime, 2-to-5-a-Week, Daytime, Saturday, Daytime, Sunday.

The daytime group's leaders were: 2-to-5-a-week, Arthur Godfrey (Liggett-Myers) at 9.3 per cent; daytime, Saturday, "Armstrong Theater" at 7.9 per cent; daytime, Sunday, "House of Mystery" at 7.3 per cent.

During the week of July 17 to July 23, 1949, average hours listened per home per day were down 4 per cent from a year ago.

Merrill Johnson Named WGL Commercial Mgr.

(Continued from Page 1)

Pierre Boucheron, v-p and general manager.

Johnson formerly was general advertising representative of the News-Sentinel. He joined the paper in March, 1927, as an advertising salesman and was appointed retail advertising manager in 1936. He is a past president of the Lions Club of Fort Wayne, Ind.

Bert Lebhar Named Director Of WMGM

(Continued from Page 1)

Herbert L. Pettey, who resigned the post effective Aug. 31. Pettey joined W M G M (then WHN) in 1936, after serving as radio director for the Democratic National Committee, and secretary of the Federal Radio Commission and the FCC.



LEBHAR

Lebhar, who doubles as a WMGM sportscaster under the name "Bert Lee," attended Cornell University and New York Law School. He got his initial training in radio sales with CBS, leaving to join WOR, New York. He later served as vice-president of WMCA, New York, for four years.

WJZ Staffer Joins WNEB

Worcester, Mass.—Mrs. Dorothy Whelan Larson, formerly with WJZ and ABC in New York City, has joined the staff of WNEB, here.

Wrong bailiwick



Somehow this duck is all balled up. She shouldn't be messing around with those baby cockers—she's got herself in the wrong place.

How about your radio advertising in Baltimore? Is it placed right? If it's on W-I-T-H, you're all set for profitable sales!

Because W-I-T-H is the big bargain buy in this rich town. W-I-T-H delivers its big audience to you at the lowest cost-per-listener on any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So make sure your radio advertising is in the right bailiwick. Call in your Headley-Reed man and get the full W-I-T-H story today.



W I T H

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

NEW BUSINESS

WGN, Chicago: The Williamson Candy Company of Chicago, will sponsor the WGN-Mutual series, "True Detective Mysteries," on Sundays, from 4:30 to 5:00 p.m., for 52 weeks, effective September 4. The account is handled by Aubrey Moore and Wallace of Chicago.

Through Kaufman and Associates, Inc., of Chicago, the National Clothing Company of Chicago will sponsor the new Radio Features-MBS co-op program, "Behind the Story With Marvin Miller," Monday through Friday for 52 weeks, effective September 5. "Captain Midnight" will be sponsored on Tuesdays for 52 weeks effective September 20, by The Wander Company of Chicago, through Hill, Blackett and Company of Chicago. WGN will air six weekly one-minute spots for 26 weeks for Grove Laboratories, Inc., of St. Louis, effective September, through Gardner Advertising of St. Louis. Pharmaco, Inc., of Newark, N. J., has signed for five weekly one-minute spots for 26 weeks, effective September 12, through Duane Jones Company, Inc., of New York. Three one-minute participating spots on the "Virginia Gale" show, across-the-board, have been contracted for by the Musterole Company of Cleveland, in a 26-week contract effective October 3rd, through Erwin, Wasey and Co., Inc., of New York. Batten, Barton, Durstine and Osborne of New York have contracted two weekly station breaks for 13 weeks, effective September 20, for the Schick, Inc., company of Stamford, Conn.

Pertussin On Yankee

Seek & Kade, Inc. (Pertussin) has bought a 30-week participation in the "Nine O'Clock News" on the full Yankee Network of 28 stations, starting Sept. 19. Erwin, Wasey & Co. is the agency.

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



Windy City Wordage. . . !

• • • What a week-end on Radio Row! Al Jolson struck the town like a cyclone, Henry Morgan set Michigan Boulevardiers on their ears with the comedy classical guest appearance of the year on NBC's "Garroway-At-Large" TV show and Chicago's top legal battery team of Moser and Compere burning the midnight oil reading the fine print in the FCC's "Give-away" decision. . . . And to top it off, Boris Karloff, the Hollywood bogey-man, made a scarey entrance into the Windy City Sunday.



• • • "The Chicago Jolson Story" still has Chicagoans arguing pro and con about the greatest entertainer of the century. Whizzing into town last Friday morning, the cinema's Parks Padre, headed an auto caravan complete with police escort and all (with Chicago's leading disc jockeys trailing in cars behind) to the Ambassador Hotel for a breakfast. . . . In to plug the Chicago opening of "Jolson Sings Again" at the Woods Theater Tuesday night, Jolson took a nap in his room, the fast pace finally getting on the 68 (?) year old star. Major Lenox Lohr, ex-NBC prexy, now head of the Chicago's Railroad Fair and Museum of Science and Industry, together with local dignitaries, press, et al waited in vain for a much publicized appearance of Jolson at the Fair Friday afternoon. No Jolson! They're still arguing in the bistros here whether Jolson pulled one of his "I Don't Care" bits of business or whether his bevy of hammy stooges and alleged press agents neglected to wake him for his Fair appearance.

Reynolds Signs WBBM College Grid Airers

(Continued from Page 1)

September 24th contest between Purdue and Northwestern, to be played at Dyche Stadium in Evans-ton, and will close with the December 3rd game between Notre Dame and Southern Methodist, at Southern Methodist.

Between these two dates WBBM will present another season of football broadcasts with John Harrington as "The voice from the stadium." This will be Harrington's thirteenth season as football-caster.

Schedule Is Flexible

Although the opening and closing games of the season are predetermined, the complete schedule of contests which Harrington will cover remains tentative and flexible. In this way, Harrington can bring the most outstanding grid event from the Middle West of each week to his WBBM audience. His selection of games to be broadcast will depend on a team's success during the season, and the effect each game will have upon Big Ten or inter-sectional standings.

Warren Hospitalized

John C. Warren, sales manager of WNBC-WNBT, entered N. Y. Orthopedic Hospital this week for an operation on his knee. He was injured recently in an auto accident while on vacation. He'll be out for about three weeks.

PROMOTION

Baby Parade On WFIL

Promotion tied in with the 39th annual Baby Parade at Wildwood, N. J., paid off for WFIL, Philadelphia recently. A crowd estimated at 100,000 persons watched as a motorcade of 13 cars, each bearing a banner with the station call letters, moved down the boardwalk as part of the official procession. WFIL had helped promote the event in conjunction with Abbotts Dairies, sponsors of the station's "Abbott's Teen-Age Time," and 12 Philadelphia community newspapers.

New Duties Assigned To Two CBS Engineers

Los Angeles — Appointment of Herbert W. Pangborn and Jerome A. Baranek to new engineering posts with CBS was announced yesterday by Les Bowman, manager of technical operations for the network's western division.

Pangborn, who has been western division facilities engineer, becomes engineer-in-charge of CBS-KNX video and television recording. Baranek, previously supervisor of the CBS installations on Mount Wilson, becomes engineer-in-charge of AM and FM for KNX and the western division. Both assignments are effective immediately.

UNIVERSAL RECORDING CORP.

LOCATED IN BEAUTIFUL, NEW STUDIOS AT
**100 E. OHIO STREET
 CHICAGO 11, ILLINOIS**

IN HEART OF CHICAGO'S RADIO
 ROW OFF MICHIGAN BLVD.

—SPECIALISTS IN OFF-THE-AIR RECORDINGS—
 COMPLETE STUDIOS AVAILABLE FOR AUDITIONS
 FACILITIES FOR CUTTING TRANSCRIBED PROGRAMS
 AND SPOT ANNOUNCEMENTS

Piano and Organ Available At All Times

PHONE: MICHIGAN 2-9302

'Shows Of Tomorrow' Lists 19 Categories

(Continued from Page 1)

by the recent FCC edict on 'give-away' programs, the outcome of which remains to be determined.

Music and News listings, always at the top rung of station programming, are prominent for their wealth of ideas and varied formats. The greatest majority of shows presented throughout the edition were conceived, produced or filmed subsequent to January 1, 1948 and therefore reflect the newest ideas in all classifications of radio and TV programming.

Music Leads

The radio shows are classified under nineteen different categories with Musical programs leading all radio listings with a total of 87 shows. Next in total number of shows listed are the Adult Dramatic offerings, with a total of 78 shows, followed by Disc Jockey formats with 66 shows. All told, over 600 radio shows of various classifications are listed throughout the edition.

Television, which is gaining more and more momentum daily, lists over 400 shows, classified under some 16 different headings. Here again, Musical shows takes first place, with a total of 44 listings, followed by 29 Variety programs and a tie for third place between Adult Dramatic and Miscellaneous listings, each forming 28 different shows. No Disc Jockey or Hill Billy shows appear in the TV section of the "Shows" edition, indicating that such classifications are not readily acceptable to video.

Program Directors Have Say

Included in the "Shows of Tomorrow" is a program directors' commentary, containing quotes from various PD's throughout the country on various subjects asked of them by questionnaire. The comments published, reflect a cross-section breakdown from all parts of the United States and contain interesting and illuminating commentary on many subjects applicable to both radio and television.

SHOWS OF TOMORROW

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U. Of Chicago Cites Religious Programs

(Continued from Page 1)

WTRY, Troy, N. Y., for "Religion Views the News," presented by the Albany Federation of Churches and the Troy and Schoenectady Council of Churches. Second prize was won by the New Haven, Conn. Council of Churches for "Religion at the News Desk," on WELI, and third place to the Vermont Council of Churches, for "Religious News," on WJOY, Burlington.

Other prize-winners: Sermon Division—The Protestant Episcopal Diocese of Central New York, Syracuse, first award for Easter and Christmas messages on WFBL; second, the West Lafayette, Ind., University Church for "Affirmative Living," on WBAA; third, the New Haven Council of Churches, for "Church Hour," on WELI. Religious Music Section — Associated Churches of Port Wayne, Ind., first award for "Organ Reveries," on WKIG; second award, the New Haven Council of Churches, "Music of Faith and Power," on WAAZ; third award, the Massachusetts Council of Churches, Boston, for "Music of Faith," on WBMS; Young People's programs—the Rhode Island Council of Churches, for "Bible Baseball," on WJAR.

Christian Family category—the Lexington, Neb. First Presbyterian Church, for "Lexington Family Vespers," aired by KGFW, Kearney, Neb.; runner-up, the First Methodist Church, St. Clair, Pa., for "Life Can Be Beautiful," on WPAM-FM.

Biography—the First Methodist Church, St. Clair, Pa., for "The Thief Was There," WPAM-FM. Special Events—the Protestant Episcopal Diocese of Central New York, for a consecration ceremony aired by WSYR, Syracuse; Church-in-Action division—two second awards one to Yale Divinity School for "Gra-Y Documentary," over WHNC, New Haven, and one to the Greater Miami Council of Churches for "Pastor's Study," on WICD; third award to the New Haven Council of Churches for "Toward the Cross," on WBBL-FM.

Children's Programs—second award to The Shack, Punglove, W. Va., for "The Kids Talk Back," on WJAR, Morgantown; third award to the Lake Ave. Baptist Church, Rochester, N. Y., for "Children's Worship Hour," on WHAM; Religious Education—the Massachusetts Council of Churches, for "The Christian Answer," on WCOP, Boston.

A special mention went to the First Congregational Church of Hollywood, Cal., for "Faith for Tomorrow," on NBC.

WNBC Schedules 'Salute' To Veterans' Community

(Continued from Page 1)

community, it was announced by Harvey J. Gannon, station program manager.

That all-out "salute" to the village in Orange County will be presented to spotlight the versatile talents of many veterans now living there.

All of WNBC's programs will participate in the salute, and will feature many residents of the community, including Ted de Bary, who has just returned from study in China; Robert Steiner, young diplomat attached to the International Council of Churches; Josh Wheeler, operatic baritone, and Lewis Eisner, folk singer.

de la Ossa To Speak

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

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TELEVISION DAILY

Section of RADIO DAILY, Thursday, August 25, 1949 — TELEVISION DAILY is fully protected by register and copyright

COLOR 'SEVERAL YEARS' OFF—RMA

TELE TOPICS

Manufacturers' Statement Filed With FCC Urges That Any Color System Adopted Be "Superimposed" On Present Black-and-White

(Continued from Page 1)

down, RMA said, "On the general subject of color television, the industry does not oppose the development of a sound and thoroughly tested system of color television—provided it is available for and superimposed on the 2,000,000 monochrome television receivers already sold and available to such receivers now being manufactured and offered to the public.

"The industry has not retarded nor opposed the development of color television, but on the contrary has spent many millions of dollars and years of time in experiments and research. These even now are continuing, still in the laboratory and experimental stage, and RMA is of the opinion that even if the Commission should authorize commercial television broadcasting it would be probably several years before its initial introduction, through the development, manufacture and sale of transmitters and receivers, would begin. It would be even longer before wide public use would be possible."

The statement, submitted by RMA vice-president Bond Geddes, said RMA member-companies are not opposed to the commercialization of color, "if it can be superimposed on present monochrome, or 'black and white', broadcasting service with a minimum of dislocation and in a manner which will make the service available to present and future tele-

vision receiver owners at reasonable additional cost.

RMA president Raymond C. Cosgrove, who is also executive vice-president of Avco Manufacturing Corp., will be chief industry and RMA spokesman at the hearings.

An extensive study of color television by special committees of the RMA engineering department is now under way, and considerable technical data will be introduced when RMA officials testify. Four subcommittees of a color television committee are assembling information. Commenting on UHF allocation proposals of the FCC, RMA said "the proposed addition of 42 six megacycle channels is substantially in accord" with a recommendation made to the Commission by RMA last February. At that time RMA recommended that the current television "freeze" be lifted as promptly as possible and that there be a minimum of over-lap of UHF and VHF television stations in any given area.

With regard to the proposed UHF allocations recently announced by the FCC, RMA said it concurs with the FCC's objective of creating a "truly nation-wide television broadcasting service on a competitive basis," but it expressed the opinion that detailed allocations "can best be worked out with the broadcasters concerned, both those now operating and potential operators."

Moppet Viewers Rout 'Hoppy' At Oklahoma Dept. Store

Oklahoma City—"Hopalong Cassidy," alias Bill Boyd, who has outsmarted or outfought some mighty tough hombres in his 30 years before movie cameras, swallowed a bitter pill last week. He had to resort to police protection to escape from a mob of young television fans who had been following his film exploits on WKY-TV. But then the odds against him were 35,000 to 1, which are a mite too many even for Hopalong.

Only Expected 300 or 400

He was scheduled to appear at the John A. Brown Co., local department store, to pass out lucky pocket pieces to 300 or 400 youngsters who were expected to attend. Little did Hopalong, or WKY-TV, dream that some 35,000 boys and girls would

storm the department store for a glimpse of their hero.

The police escort soon lost control of the situation as the wild-eyed small fry overturned showcases and turned the store into a shambles in their enthusiasm. Plans for Hopalong's grand entry into the store auditorium were dropped hurriedly. He was obliged to sneak up an alley, like a cattle rustler, and enter the store by a fire escape.

Boyd, somewhat shaken by the experience, made his getaway in a police car finally, without so much as a chance to draw his six-shooter.

"This is the most wonderful thing that ever happened to me in 30 years in show business," he said later. "I never dreamed television would do this to me. It's wonderful."

New TV Test Airings Under Way In Britain

London—At the request of the Radio Industry Council, the BBC is making arrangements to radiate during the next few months a television signal over as much as possible of the area which ultimately will be served by the Sutton Coldfield transmitter. This will enable radio dealers to test television receivers during this period before the new station comes into service.

The signal will be radiated by a small mobile pilot transmitter, operating on 61.75 Mc/s which is the vision carrier frequency which has been allocated to the Sutton Coldfield station. This pilot transmitter will provide a testing signal over a few miles radius, and in order to help radio dealers as much as possible it will operate in three centers of population in the Midlands—Birmingham, Wolverhampton and Coventry—spending about a month at each of them in turn.

'Uncle Mistletoe' Renewed By Field On WENR-TV

Chicago — "The Adventures of Uncle Mistletoe," the tiny old man who has been seen by thousands of shoppers in the Marshall Field and Company department store windows for the past three years, and who last year appeared over WENR-TV, will return to that station Monday, September 5.

Program will feature Jennifer Holt, and again be authored by Raymond Chan. The show will be produced by Steve Hatos, and directed by Ed Skotch in association with Foote, Cone and Belding, agency for the Marshall Field store.

Named WLW-T Producer

Cincinnati—James Ferguson has been named a producer at WLW-T, according to Marshall Terry, vice-president of Crosley.

Timely

"Should a Government Agency Censor Radio Programs?" will be the topic of debate on "Peoples Platform" over CBS-TV Monday night, with Arthur Garfield Hays, counsel for the American Civil Liberties Union, supporting the negative position. William D. Boutwell, editor of Schoastic Teacher, will uphold the affirmative. Lyman Bryson is moderator.

BBC'S "SCIENCE CIRCUS" sustainer from Chicago is another example of a good idea gone haywire. The idea, briefly, is this: unusual scientific tricks are performed and are used as the basis for a quiz involving high school students. Could be mighty interesting. I think most kids get a kick out of various laboratory stunts. But the entire production is so script that the program verges on boredom. Life demonstrations are not well staged, with the result that the viewer has to strain to follow them. The students, seated apart from the demonstration bench, are led to the table in pairs and stand around almost sheepishly as the stunt is performed. If the youngsters were given a chance to express themselves, the show might be lifted considerably. As emcee, Bob Brown seems ill at ease and fails to make contact with his viewers. Program is produced and directed by Greg Garrison. Script written by Dan Schuffman and announced by Sid Breeze.

NOT THAT I—and I'm sure Mr. Bishop feels the same way—wish to clutter your column with our differences," writes Rod MacLeish, of ABC, "I am moved to protest against the open letter that Scott addressed to me in your issue today. I think we've gotten into definitions and a matter of progress. So I submit the following. Look, Scott, the methods of fantasy have differed and changed since you and Oboler were doing your superb jobs on 'Lights Out.' I may be talking like a scolding juvenile, but I think we exhausted the Atlantis myth and the enlarged heart along with King Kong and other improbable adventures. Expense techniques have moved forward. Now we've lost that kind of fantasy because people aren't interested in it any more. People want stories about people. They want things like—if we stick to color—"The Ugliest Man In The World" and so forth. I admit that TV can't portray your excellent monster (I'm a long-time admirer of it) but we can portray the comparable chills the divergencies of man beings, the horror of every man in his confusion. . . . My only real arguments against your thesis will be in what actually do in this medium—and a proof of us have faith that the beginning is at beginning and the end is not yet."

WILLIAM S. ROACH, chairman of the NTFC clearance bureau, will discuss problems of clearing films for TV at the organization's meeting tonight. . . . Joe MacDonnell will make her first concert appearance Sept. 2 as guest soloist at the Connecticut State Symphony at Fairfield. . . . The Eddie Condon Floor show stanza will celebrate its first anniversary Saturday with a special hour-long program on NBC.

1949 ★ WOMEN'S PROGRAMS ★ 1950

A Woman's World

Participating show, 8:30 to 9:00 A.M. Monday through Friday, produced and announced by Mary Manning. Three months after introduction, cooperating for period had increased over 100%. Popular recordings, household hints, and interesting stories about outstanding women in the community. Featured personality usually appears in person. Ad lib style live commercial copy preferred. Maximum 6 participants.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: Non-competitive accounts selling items of interest to women.

Cost: \$15.00 per announcement, less usual frequency discounts.

Number of Episodes Available: 5 days a week, year-round.

Audition Facilities: Transcriptions.
Date Created and/or Produced: March, 1949.

Submitted by: WLAC Broadcasting Service, Third National Bank Bldg., Nashville 3, Tenn.

Allen Prescott—The Wife Saver

The same Allen Prescott who set the nation giggling via the NBC network—the same lighthearted personality who created that fabulous character, "The Wife Saver,"—the same show that has brought fan mail by the carload to a score of nationally-known advertisers is recorded now for local and regional broadcast. Full of uproarious informality and useful household information, the program features Prescott with Brad Reynolds as stogie and songster.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Furniture stores, food & beverage companies, department stores, utilities.

Cost: On request.
Number of Episodes Available: 156.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Around The House

News of general interest to the housewife on all kinds of subjects. Tips, hints and information on everything from child care to beauty hints, and spring cleaning to teen-age problems.

Availability: Live talent.
Running Time: 5 minutes.
Cost: Supplied as part of INS service to radio stations.

Number of Episodes Available: Supplied five days per week.
Submitted by: International News Service Radio Dept., 235 East 45th St., New York 17, N. Y.

Fashions On Parade

The latest news of fashions, from Fifth Avenue to Main Street and from Paris to Hollywood. What's doing in the style world and how the average housewife can be well-dressed on a modest budget.

Availability: Live talent.
Running Time: 5 minutes.
Cost: Supplied as part of INS service to radio stations.

Number of Episodes Available: Supplied five days per week.
Submitted by: International News Service Radio Dept., 235 East 45th St., New York 17, N. Y.

In The Woman's World

Feature scripts of interest to women dealing with fashion, food, home decoration, or beauty hints.

Availability: Scripts.
Running Time: 5 minutes.
Number of Episodes Available: Five-minute scripts, six days per week.
Audition Facilities: Sample scripts.
Submitted by: United Press Associations, 220 E. 42nd St., New York 17, N. Y.

International Fashion Forecast

Exclusive previews of new fashion trends, written from special reports by International News Service bureaus in Paris and other world fashion centers.

Availability: Live talent.
Running Time: 5 minutes.
Cost: Supplied as part of INS service to radio stations.

Number of Episodes Available: Supplied once weekly.

Submitted by: International News Service Radio Dept., 235 East 45th St., New York 17, N. Y.

The Jo Halpin Show

Jo Halpin reports news with warmth and humaneness, using one interview with an interesting person daily. She considers the show a "morning newspaper" with headlines and features, reported informally and slanted to home listening.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Cost: Participations, Monday through Friday, \$125.00.

Number of Episodes Available: 5.
Audition Facilities: Transcriptions.
Date Created and/or Produced: April 1, 1949.

Submitted by: WINS, Crosley Broadcasting Corp., 28 West 44th St., New York 18, N. Y.

Kitchen Clues

Cooking hints, shortcuts, recipes and everything of interest to the family chef. Not just a collection of recipes, but information on all kinds of things to make kitchen work easier and meals taste better.

Availability: Live talent.
Running Time: 5 minutes.
Cost: Supplied as part of INS service to radio stations.

Number of Episodes Available: Supplied five days per week.
Submitted by: International News Service Radio Dept., 235 East 45th St., New York 17, N. Y.

Mary Jones

Mary Jones, informed commentator on news of interest of women, brings to this program a warm personality, wide experience in the broadcasting field, and a keen understanding of feminine likes and dislikes. Guest celebrities representing a multitude of interesting occupations add variety to the show, to

which Mary applies her working knowledge of such subjects as cooking, gardening and general homemaking.

Availability: Live talent.
Running Time: 45 minutes.
Cost: \$60 per participation.
Number of Episodes Available: 5 weekly.
Date Created and/or Produced: February, 1949.

Submitted by: WFIL, Widener Bldg., Philadelphia 7, Pa.

Modern Homes

What's new in furnishings, decorations, kitchen gadgets, accessories and everything else for the home. New products are described without trade names or other manufacturer identification, but this information is included for use if desired.

Availability: Live talent.
Running Time: 5 minutes.
Cost: Supplied as part of INS service to radio stations.

Number of Episodes Available: Supplied five days weekly.

Submitted by: International News Service Radio Dept., 25 East 45th St., New York 17, N. Y.

Pat And A Mike

Show conducted by Pat Becker. Pat's background in show business and her present duties as a housewife combine to make her both an authoritative and engaging air personality. She deals with everything and anything of interest to home-makers, spicing her programs with informal interviews and audience-participation contests.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Cost: One minute spot daily, \$40 per week. One quarter-hour \$35.00.

Audition Facilities: Transcriptions.
Date Created and/or Produced: March, 1948.

Submitted by: WWRL, 41-30 58th St., Woodside, N. Y.

Shopping With Polly

Selecting 52 outstanding cooks in New England through recipes. Award of Waltham ladies wrist watch weekly for best recipe judging by outstanding food authorities. Winning recipes will be included in WLAW cook book due for distribution this year. Polly Huse, commentator, with background of 10 years of broadcasting on food, fashions, home, etc.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$30 per spot.

Audition Facilities: Transcriptions.
Date Created and/or Produced: June 1, 1946.

Submitted by: WLAW, 278 Essex St., Lawrence, Mass.

Tell Your Neighbor

This program is designed to make life more interesting, more fun, and has found this recipe for it: Narrator Walter Mason, giving prizes for stories, poems, sayings, sent in by listeners and used . . . and, the Golden Rule Certificate, given daily to the person who has treated others as he would wish to be treated. Broadcast five days a week, produced by Bruce Chapman.

Availability: Live talent.
Running Time: 15 minutes.

Cost: Twenty per cent of a station's evening-hour network rate card. For less than a full week's schedule the talent fee is pro-rated.

Number of Episodes Available: Continuous.

Audition Facilities: Transcriptions.
Date Created and/or Produced: July, 1946.

Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Through Feminine Eyes

News about women, for women. Bright, sparkling features and a lot of solid information, as told from the viewpoint of the feminine sex.

Availability: Live talent.
Running Time: 5 minutes.
Cost: Supplied as part of INS service to radio stations.

Number of Episodes Available: Supplied five days per week.

Submitted by: International News Service Radio Dept., 235 East 45th St., New York 17, N. Y.

Woman Of The Week

Each program tells the story and achievements of some notable woman, although she may not necessarily be famous. A series rich in human interest.

Availability: Live talent.
Running Time: 5 minutes.
Cost: Supplied as part of INS service to radio stations.

Number of Episodes Available: Supplied once weekly.

Submitted by: International News Service Radio Dept., 235 East 45th St., New York 17, N. Y.

Women In The News

Personality sketch of an interesting or a well-known woman. The program gives human interest facts about women in the news of the day or tells the story of little-known women who have made a name for themselves in the own communities with unusual hobbies, novel businesses, or just by their own service to the community.

Availability: Scripts.
Running Time: 5 minutes.
Number of Episodes Available: Five minute script, six days per week.

Audition Facilities: Sample scripts.
Submitted by: United Press Association, 220 E. 42nd St., New York 17, N. Y.

Your Baby's Health

The care of her baby is of vital interest to every mother. On this quarter-hour weekly program, a well-known physician answers questions that confront every mother on the care and psychological guidance of babies and young children. Script employs simple conversational style designed to give practical and authoritative advice. Has been sponsored for 26 weeks on market.

Availability: Live talent.
Running Time: 15 minutes.
Cost: Reasonable.

Audition Facilities: Transcriptions.
Submitted by: Frederic Damrau, M, 247 Park Ave., New York 17, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



CL. 48, NO. 40

NEW YORK, FRIDAY, AUGUST 26, 1949

TEN CENTS

NEW ALL-ELECTRONIC COLOR TV AT RCA

Railroads Shift Show From ABC To NBC

The third prize to be taken by NBC from ABC since the start of present inter-network "raiding" was maximized by yesterday's announcement that the "Railroad Hour," sponsored by the Association of American Railroads, will switch to the full NBC network of 171 stations, beginning Oct. 3, 8-8:30 p.m., eastern time.

The half-hour Monday-night program, which will originate from New York and Washington, represents more than one million dollars (Continued on Page 3)

FCC Okays Purchase Of WSAC By WGBA

Washington Bureau of RADIO DAILY Washington—The FCC has approved the purchase of WSAC, Columbus, Ga., by WGBA of the same city. WSAC will assume the call letters of WGBA when the latter goes off the air, Sept. 1, 6 a.m. On the same date, WSAC will affiliate with ABC. The station will continue as an affiliate of MBS also. WGBA is owned and operated by (Continued on Page 2)

N. Y. Times Questions Wisdom Of Giveaway Ban

The New York Times, in an editorial yesterday on the FCC's giveaway ban, termed the edict "a mixed blessing," and declared it is open to serious question. The Times, licensee of WQXR, questioned the wisdom of the Commission in passing on a matter of such wide importance with only (Continued on Page 2)

Talent Scout

Fred Feldkamp, TV adaptor for the "Crusade in Europe" program series, has a special interest in the Pacific combat sequences now being edited. Feldkamp fought with the Marines on Tarawa, Saipan, and Tinian, and little thought then that one day he would be sitting in a screening room with his eyes peeled for a glimpse of himself.

Two Champs

Joe Louis, retired undefeated heavyweight champion of the world, has been signed as the guest on the premiere broadcast of "The Joe DiMaggio Show" which starts on the CBS network, Saturday, Sept. 17, 10:00-10:30 a.m., EDT. Series sponsored by M&M Ltd., for M&M Candies will mark the first regular radio assignment for DiMaggio. Lynn Baker handles the account.

'Voice' Is Heckler Of Red Propaganda

The Voice of America stole a march on Radio Moscow this week with some unexpected heckling of a Russian "quiz program" being used to spread Communistic dogmas. The Soviet broadcast was aired a week ago for domestic listeners, and recorded by American monitors in New York. The 64-ruble question, purportedly asked by a Russian woman but viewed by the State Dept. as a government plant, was: "What (Continued on Page 3)

Bible Study Group Buys Quarter-Hour On ABC

The Dawn Bible Students Assn. will sponsor a new weekly quarter-hour program of non-denominational religious discussion, titled "Frank and Ernest," to be aired on ABC Sunday, 11:15-11:30 a.m., starting Oct. 16. W. L. Gleason & Co., Los Angeles, is the agency for the program, to be carried by 179 ABC stations.

NAB Offers FCC Assistance In Formulating TV Standards

Washington Bureau of RADIO DAILY Washington—NAB yesterday offered the FCC its "full cooperation" toward achieving "a co-ordinated and systematic schedule of investigations" to determine correctness of rules and engineering standards for TV. It suggested tests with the cooperation of the U. S. Bureau of Standards. In a statement filed yesterday, NAB also raised "a serious question

Corporation Informs FCC New System Offers High Definition Compatible With Black-And-White Video

Development of a new all-electronic, high-definition color TV system, completely compatible with the present black-and-white video was revealed yesterday by RCA in a written statement to the FCC. RCA will press for immediate adoption of the system, which will be demonstrated in Washington next month coincident with the FCC hearings on color and UHF.

The new system, RCA said, requires no changes in present transmission standards. Its performance is equivalent to the present monochrome service, both for color and reproduction of color signals in black-and-white. Present receivers may receive color programs in monochrome without any modification whatever, RCA said, and without any converter or adapter. Color programs (Continued on Page 7)

Ken Houston Named Radio Features V-P

Chicago—Kenneth Houston, program director of Radio Features, Inc., Chicago package production firm, has been promoted to vice-president, according to an announcement made here by Walter Schwimmer, president. Program director since the start of the company, Houston was a script- (Continued on Page 6)

Gillette, Toni Business 'Very Good,' Spang Says

Boston—The Gillette Safety Razor Company's president, Joseph P. Spang, Jr., finds business "very good," with production running ahead of last year's at this time. Spang disclosed yesterday that the (Continued on Page 2)

Stanton At FCC Today To Talk Polychrome

Washington Bureau of RADIO DAILY Washington—The FCC yesterday invited Frank Stanton, president of CBS, to come before it today and outline the difficulties CBS has experienced in getting manufacturers to co-operate with it in development of its color TV system. Stanton is (Continued on Page 6)

NAB Mailing Details On District Meetings

Washington—NAB this week began a series of mailing to members and non-members in its 17 districts on details of the forthcoming series (Continued on Page 6)

Not For Connie

Anyone trying with the idea of offering Connie Mack a million dollars for a television appearance had better forget it. Connie, who has piloted his Philadelphia Athletics without tremor through nine World Series, made his TV debut this week on "We, The People." Said Mr. McGillicuddy, mopping his brow, "I wouldn't do this again for \$1,000,000."



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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FINANCIAL

(August 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 1/8	5 7/8	5 7/8	+ 1/4
Admiral Corp.	17 3/4	17 1/2	17 3/4	+ 1/4
Am. Tel. & Tel.	144 7/8	144 1/8	144 3/8	+ 1/8
CBS A	19	18 1/2	18 1/2	+ 1/8
Philco	26 3/4	26 1/2	26 3/4	+ 1/4
RCA Common	11	10 5/8	11	+ 1/4
RCA 1st pfd.	72	71 1/4	72	+ 1/4
Stewart-Warner	11 5/8	11 1/2	11 5/8	+ 1/4
Westinghouse	24 7/8	24 5/8	24 5/8	+ 1/4
Zenith Radio	24 3/4	23 5/8	24 3/4	+ 7/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	12	12	12	
Nat. Union Radio	2 1/2	2 1/4	2 1/2	
OVER THE COUNTER				
DuMont Lab.		12 3/4	13 3/4	
Stromberg-Carlson		10 1/4	11 1/2	

Toscanini To Conduct At Benefit On Oct. 7

Ridgefield, Conn.—Arturo Toscanini will conduct the NBC Symphony Orchestra in a special benefit (not broadcast) program in behalf of the Ridgefield Library and the Ridgefield Boys Club, October 7.

The maestro, currently vacationing in Italy, will sail Sept. 8 for the U. S. to prepare for his 1949-50 season with the network's symphony orchestra.

AVAILABLE

Competent female wishes radio position. College graduate B.A. Speech—Radio. Location no object. Write

Box No. 265, RADIO DAILY 1501 Broadway, New York 18, N. Y.

★ COMING AND GOING ★

CASS DALEY, radio and screen comedienne, has arrived by plane from Europe, where she entertained in London, Glasgow, Paris and Rome. Accompanied by her husband and manager, FRANK KINSELLA, she will stay in New York for a while before returning to Hollywood.

FRED WARING arrived in New York Wednesday aboard an American Airliner.

CARL MARK, general manager of WTTM, Trenton, N. J., on Monday will cross the Delaware to Philadelphia, where he will be guest at a luncheon held in the Bellevue-Stratton to honor President Truman.

BILL HENRY, news commentator on Mutual, has returned from his vacation and on Monday will resume his network broadcasts originating at KHJ, Hollywood.

BILL TAYLOR, emcee on WOR's "Sunrise Serenade," has left for a three-week vacation in the Berkshires. Russ Dunbar is substituting for him.

DANNY THOMAS on Sunday will leave by plane for Chicago, where he'll fill an engagement at the Chez Paree, as well as several radio guest spots.

WINNIE GARRETT, video star, who has been spending some time in Boston, is expected back in New York today.

DELORA BUENO, Brazilian singer and pianist heard on WABD-TV, will leave New York today for Washington, D. C., where she will spend three or four days conferring with officials of the Brazilian Embassy.

CHARLES BARRY, vice-president of the American network in charge of television, left yesterday for the West Coast, where he'll attend the opening of ABC's fifth owned-and-operated video station, KECA-TV, Los Angeles. He'll be back in about three weeks.

MARTIN BLOCK left Friday for Los Angeles, where during the next four weeks he will transcribe eight weeks of "Chesterfield Supper Club" shows with Perry Como and the Supper Club program personnel.

BETTE GALLAGHER, of the publicity department at ABC, today will leave for two weeks of leisure at South Hadley, Mass.

JACK BUNDY, general manager of WMAW, Milwaukee, Wisc., and "Heinic," of Heine and His Band, heard on ABC, are in New York on network business and for conferences with Decca officials.

MARY PAULINE PERRY, director of publicity for WMAL, Washington, D. C., is resting up for a while at St. Andrews, N. B. She'll be back in the Nation's Capital on September 5.

LOU WALTERS, owner of the Latin Quarter, has returned from a nine-week tour of Europe. Now he's starting work on some video plans for his nitery.

EVELYN KNIGHT today will leave by plane for Hollywood, where on Monday she will resume her "Club 15" series which is heard over the CBS network.

SAMMY MYSELS, composer, is expected back in New York tomorrow from Pittsburgh, where he has been vacationing.

Gillette, Toni Business 'Very Good,' Spang Says

(Continued from Page 1)

firm is now filling orders to cover sales increases anticipated as a result of the World Series broadcasts, which will be sponsored by Gillette. Even disregarding this business, however, sales show an improvement over 1948, he said. Gillette's Boston plant is operating with three shifts five days a week.

Spang added that Chicago reports indicate equally active production and sales by the company's Toni home permanent wave subsidiary.

FCC Okays Purchase Of WSAC By WGBA

(Continued from Page 1)

the Georgia-Alabama Broadcasting Corp., which is affiliated with the Ledger-Enquirer Co., publishers of the Columbus Enquirer and the Columbus Ledger.

NBC 'Exclusive' Set For Amateur Golf Meet

Pittsford, N. Y.—The 1949 National Amateur Golf Tournament on Sept. 1-3 will be covered exclusively by NBC, with Bill Stern, the net's director of sports, and golf authority Harry Nash announcing.

The tourney will be played at the Oakhill Country Club here.

Stork News

Jo Dine, director of the press department at NBC, is the father of a boy born Wednesday to Mrs. Dine at Gotham Hospital.

N. Y. Times Questions Wisdom Of Giveaway Ban

(Continued from Page 1)

four of its seven members present, and commented: "... The FCC would appear to have succumbed to the temptation not only to administer the law as it applies to the radio business but also to write it..."

The FCC would have been better advised, the Times editorial said, first to have sought an opinion from the Department of Justice. The Times concluded: "The motion picture industry ultimately recognized thee evil of the 'bank night', the radio industry can afford to do no less in the case of the giveaway."

Ecuador Radio Stations Rose To Quake Crisis

Quito, Ecuador — The seven stations of Ecuador's only national network, La Cadena Azul (The Blue Network) gave heroic service during the recent catastrophic earthquake that killed untold thousands.

According to Adriano Jaramillo, network director, all seven outlets remained on the air despite damage to studios and equipment, relaying government messages to the populace, directing rescue crews, and broadcasting on-the-scene reports. Engineers, reporters and administrative personnel worked for 74 consecutive hours amid scenes of horror and desolation.

La Cadena Azul is comprised of Radio Ambato in Ambato, La Voz de Imbabura, in Ibarra, La Voz de Manabi, in Portoviejo, Radio Alan-tida, in Quito, Radio El Mundo, in Guayaquil, La Voz de Tomembamba, in Cuenca, and Ondas del Zamora.



Who Killed Cock Robin?

Looks very much as if he killed himself. He got all tangled up in a piece of string he was carrying to his nest, and hanged himself before anyone noticed it.

There's no need for time-buyers to get all snarled up trying to pick the best radio buy in Baltimore. It's simple—it's W-I-T-H, the BIG independent with the BIG audience.

And here's why: dollar for dollar, W-I-T-H delivers more listeners than any station in town. It covers 92.3% of all the radio homes in the Baltimore area.

Sure, there are some larger stations in town. But in this rich market—6th largest in the U. S.—W-I-T-H produces more results at a lower cost than any other station.

Smart time-buyers know this. They put—and keep—W-I-T-H at the top of their schedules. Do you know the W-I-T-H story? If not, call in your Headley-Reed man and get it today!

AM  FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

'Voice' Is Heckler Of Red Propaganda

(Continued from Page 1)
 the fundamental characteristics of a (Soviet) people's democracy?" The "Voice" reply, beamed from transmitters and in several Slavic tongues, was: "It is not a democracy and does not belong to the people." The "Voice" sends four 30-minute programs to Russian listeners each day, and repeats them incessantly on varying wave lengths to penetrate Soviet jamming. Such direct replies to Russian propaganda are rare for the "Voice," however. Most "Voice" transmissions consist of factual U. S. news reports, and economic and agriculture summaries.

National Safety Award Is Won By 'Suspense'

A program aired last December in the "Suspense" series on CBS has been honored with a traffic safety award from the National Safety Council. The award will be presented to Joyce C. Martin, president of the Electric Auto-Lite Co., sponsors, on the broadcast of Sept. 1, 9-9:30 p.m., first in the current "Suspense" series. The prize-winning story, "No Escape," which starred James Cagney, is written by Samuel Blas and adapted by Herb Meadows.

Send Birthday Greetings To—

- August 26
 Jack Berch Charles Michelson
 Mary Caputo Lee de Forest
 Larry Larsen Georgia Gibbs
 George Francis Hicks
- August 27
 Lewis R. Abel Mack Parker
 Alfred Stracke Walton Evans
- August 28
 Len Conn Chris Cunningham
 Ralph L. Power Irving Silvers
 Harriette Widmer
- August 29
 George V. Donny, Jr. John Kane
 Arthur Anderson Julius Seobach
 Maureen O'Connor Tim Marks
 Harry Conover Stan Widney
 Theodore C. Strelbert
- August 30
 Jack Bundy Howard Stanley
 Peggy Marshall M. P. Wamboldt
 Paul W. Keston M. H. Shapiro
 Oliver S. Gramling
- August 31
 Pearl Watts Winifred Cecil
 Peggy Horton Walter Paterson
 Arthur Godfrey Jack Ward
 Joan MacGregor
- September 1
 John J. Anthony Don Wilson
 William N. Daly Claudio Horton
 Robert K. Chaso Fred Jeske

COAST-TO-COAST

Ohio Gov. Appoints WLW Farm Dir.

Cincinnati, O.—Roy Battles, WLW farm director, has been appointed by Ohio Governor Frank Lausche to serve on the Advisory Board of the state's new Department of Natural Resources. Battles is a graduate of Ohio State University and well known through the midwest for his rural programs over WLW.

"Safety For All" On WHYN

Holyoke, Mass.—A new series, entitled "Safety For All" will be heard for the first time at 11:30 a.m., August 27, when WHYN airs this new feature in an effort to impart safety rules to returning school children. Regularly scheduled will be Safety Officer Jeremiah Golden of the Holyoke Police Department and Inspector Walter Jeffron of the Mass. Registry of Motor Vehicles. Special guests each week will be two children from the public and parochial schools and one adult, representing a community group interested in child safety.

To Rig Studio At Exposition Site

Stamford, Conn.—When the Stamford Exposition of Progress opens September 10, WSTC and WSTC-FM will originate most of their night-time programs from the site at Woodside Park. A miniature studio and control room will be installed for exhibition as well as actual operation. Featured will be a series of programs from individual booths, describing the exhibits in 15-minute nightly segments for the 10-day period of the Exposition.

Traffic Courtesy Campaign By WCHS

In a drive to underline the need for courtesy in driving, WCHS has outfitted a Traffic Courtesy Patrol using a Crosley convertible sedan. It is driven by a local police officer and carries WCHS reporters and portable recording equipment. Acts of traffic courtesy observed by the patrol are discussed on the air from 12:45 until 1:00 each day. Courteous drivers are stopped, interviewed, given a WCHS Traffic Courtesy Award sticker for their windshield and two tickets for a Charleston Senators Ball Game. The patrol is on the streets during the rush hours each day and will continue through the Labor Day Weekend.

WALL Goes To The Fair

Middletown, N. Y.—WALL moved all its broadcasting facilities to the 109th Orange County Fair here. Station manager, Paul Wagner, and program director, George Shepard, broadcast a description of the fair grounds from the top of a ferris wheel. Other broadcasts included pickups from various sections of the fair, including harness racing, stock car racing, etc. Visitors witnessed all phases of radio broadcasting at the WALL exhibit.

Devotes Day To Phono Pledges

Peekskill, N. Y.—WLNA devoted the entirety of its broadcasting day, August 16, to taking telephone pledges from residents of the area as part of the drive to raise \$40,000 for the Peekskill Hospital. Station went on the air with the appeal at 6:45 a.m. and continued without interruption except for sponsored programs, until 7:55 p.m. During this thirteen hours and ten minutes, calls were received at the rate of one every two minutes. 376 subscribers pledged an even \$2,500, averaging better than \$3.00 per contributor. The station's entire staff worked all day. The 'H-Day' broadcast was arranged by program director Joel Blake.

Listeners Decide Air Time

Albany, N. Y.—WOKO demonstrated that radio not only strives to give the public what it wants, but when it wants it as well. The station invited its listeners to decide the time a program should be aired. Fans of "Pigfoot Pete's Jamboree" were invited to participate in "Cast Your Vote" week, and as a result of the poll, the program will be broadcast at a new time.

Railroads Shift Show From ABC To NBC

(Continued from Page 1)

in billings. The show presently is being carried by 259 ABC stations, Mondays, 8-8:30 p.m., EDT.

The other shows which have recently switched from ABC to NBC were "Theater Guild," sponsored by U. S. Steel, and "Welcome Traveler."

The "Railroad Hour" stars Gordon McRae as vocalist and the orchestra of Carmen Dragon. The agency for the Association of American Railroads is Benton & Bowles.


WWRL Sets Expansion Of Spanish Programming

WWRL will expand its daily broadcast schedule one hour, operating on a 7 a.m. to midnight basis, effective Sept. 12, instead of its 8 a.m. sign-on, it was announced yesterday by Edith Dick, station head.

The station is extending its broadcast time in order to increase its Spanish broadcasts from its present 26 hours per week to 32 hours. The "Spanish Breakfast Club," conducted by Eddie Marino, from 8 to 9 a.m., will be aired from 7-9 a.m. The station also broadcasts Spanish programs daily from 5:30 to 8:30 p.m.

• faces • facts • figures • wins •

• faces • facts • figures • wins •



COST

\$1.43

• faces • facts • figures • wins •

Jack Lacy has the audience a sage advertiser wants to reach and can reach for the low cost of \$1.43 per 1000 listeners.

Jack's disc show LISTEN TO LACY delivers high listening impact at low cost in the World's #1 market.

Get in touch with a WINS-CROSLEY sales office for further details.

WINS

50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

CHICAGO

By HAL TATE

ROSE MARIE KLEIN, WBBM receptionist, last week announced her engagement to Norman Roth, graduate student at the University of Illinois.

Independent Metropolitan Sales of Chicago, has announced the renewal, through J. Walter Thompson, of a spot schedule for WXLW, Indianapolis, Indiana, under sponsorship of the Indiana Bell Telephone Company.

Ken Griffin, Rondo record star planning a series of one-nighters visiting different skating rinks around the country.

ABC's annual outing will be held at Tam O'Shanter Country Club here on Thursday, August 25.

Jacqueline Peterson, assistant secretary of station WIND, will become the bride of Lincoln Lakoff on September 16. Budget problems should be at a minimum with this couple as the bride-elect is an accountant at WIND and Lakoff is with the Standard Bookkeeping Company.

Fred Killian, ABC-TV program director, has announced the addition of Dan Schuffman as a writer in the TV continuity department.

Les Atlass, Jr., WIND program director, is back after a quick trip to the west coast. Les recently announced the appointment of Walter Rubens, Jr., as his assistant.

Jean Lewis of the Mutual central division publicity office is spending her vacation in Madison, Wisconsin.

ABC-TV here is going all out planning elaborate film features for the network this fall.

Norma Lee Browning, Chicago reporter whose expose of medical "quacks" recently appeared on the front pages of the Chicago Tribune, was interviewed on "P. S., Let's Listen," a public service feature on WGN, from 3:30 to 4:30 p.m., Saturday, August 20.

George Benson, Mutual national sales manager, is at the central division offices for meetings with executives.

Nancy Wright, star of WGN-TV's "Silhouettes in Song" program, began an engagement at the Helsing's Vodvil Lounge August 19th for her first Chicago night club appearance. Billy Chandler Musical Trio shared honors on the show with Nancy, while Al ("Jealous Heart") Morgan continues as star.

Neal F. Mears, well-known radio and TV research expert, will enter a Chicago hospital in the near future for some badly needed attention to his appendix.

Art Maus, WBBM engineer, and his wife are the parents of a son, David, born August 17th at Passavant Hospital.

Stork News

Henry S. White, president of World Video, Inc., is the father of a baby girl, born Wednesday at Doctors' Hospital, New York.



Mainly About Manhattan. . . !

● ● ● **SO THEY TELL ME:** The FCC would like to find a face-saving method of getting off the spot so far as their giveaway decision is concerned. (A group of Congressmen are already yelling for two scalps on the Commission). . . . Isn't Margaret Truman being set for a fall radio series? . . . NBC peddling Geo. Jessel's package, "This Is Showbusiness," for about \$9500. (Our guess is that it'll go down plenty before anything happens). . . . Many of the TV pioneers who sank their dough in the video film phase of television are taking the count already. . . . Several TV producers dicker with the Margaret Mitchell estate for the video rights to "Gone With The Wind," to be presented as a "Margaret Mitchell Memorial Program." . . . Now the talk is that Ingrid Bergman may settle for strictly a video-acting career. . . . Lisa Kirk, who was offered the lead opposite Bob Hope but couldn't accept because of her role in "Kiss Me Kate," has received two more film bids since it was learned she'll leave the show Jan. 1st. . . . Aside to Harry D. Goodwin, WNJR, Newark: The col'm is flattered to be quoted, sir. . . . And to Johnny Johnstone, of N.A.M.: Thanks so much for that very wonderful note. . . . The first col'm Mark Hellinger ever wrote will be framed and hung in the living room of the Mark Hellinger Heart Home at Palisades Amusement Park, N. J.



● ● ● **SMALL TALK:** Radio Row buzzing about one of the new spots which the Emil Mogul ad agency has dreamed up for Barney's Clothing, Inc. The spot weds the irritation technique to sheer entertainment. . . . "Cinderella on B'way," a musical comedy TV series by Alan Sands, is being whipped into shape by NBC director Duane McKinney for early audition. . . . One of the other webs making a strong pitch for Johnny Bradford, NBC's Mr. Television of Washington. . . . Winnie Garrett observes that sometimes a woman's head on a man's shoulder accomplishes much more than his own does.



● ● ● **OUT OF MY MIND:** If Voltaire were alive today and defending the plight of the giveaways, he might put it this way: "I may feel the exchange for top billing, whereby a washing machine rates over a singer in importance, is a poor entertainment policy—but I will defend until the last phone number in America is called the right of some million-to-one-shot potential Cinderella to get a chance at the jackpot." . . . Sound-alikes: Newscasters Carroll Olcott, of WINS, and Elmer Davis, of ABC. . . . Hugh James wonders if "Conspiracy" could be a radio version of a department store detective. . . . If the U. S. Cabinet had a Secretary of Children, I'd put NBC's Madge Tucker in that post. . . . In all the years that waltz music has been played on the air, nobody has ever had the commercial approach to the quarter time of Wayne King. . . . Must be plenty of 'Jack' in the comedy field, judging by all the comics of that name: Benny, Pearl, Carter, Diamond, Gilford, Miles, etc. . . . Among the guys who've made relaxed performing a forte, write down the name of Johnny Mercer. . . . No TV or radio performer gives as much of himself in a warmup as Johnny Olsen. . . . Somebody should build a TV show around Yvonne Adair, of "Lend An Ear." They'd have an American Bea Lillie on their hands.



● ● ● **MAIN STREET TREATS:** Evelyn Knight's warbling at the Roxy. . . . Mutual's B-Bar-B, directed by Bob Novak. . . . Guy Lebow's sportscasting via WPIX. . . . Conrad Thibault's baritone'ing on WJZ-TV's "The Music Room." . . . Jeff Clark's guest warbling on "Hit Parade on Parade." . . . Irving Mansfield's "This is B'way"—another quick click for the guy who thought up Arthur Godfrey's Talent Scouts.

AGENCIES

MCCANN-ERICKSON Bogota (Colombia) office announces its appointment by the American Radiator Company of that city to handle its advertising of bathroom equipment, and by the Western Electric Company of Bogota to handle its advertising of communication equipment.

WALTER KANER ASSOCIATES have been named to handle public relations for the Department of New York, Jewish War Veterans, for 1949-50. The Department embraces 285 JWV posts throughout the Empire State.

ADVERTISING ACCOUNTS of "Hall of Art" Galleries and Rockefeller International Corporation have been placed with Hicks Advertising Agency.

FRANK C. NAHSE, Inc., Chicago, is handling an extensive advertising campaign for John Meck Industries, Inc., Plymouth, Ind., manufacturers of television and radio receivers. The initial stages of the campaign will be designed to highlight the company's line of inexpensive TV sets ranging from a 16-inch consolelette retailing at \$299 to an all-purpose seven-inch portable at \$139. Other Meck sets to be promoted are: a 16-inch table model at \$279; a 12-inch consolelette at \$249; a 12-inch table model at \$219; a 10-inch table model at \$179; and a seven-inch table model at \$139.

COOK CHEMICAL COMPANY Kansas City, Missouri, has engaged Gardner Advertising Company, St. Louis, to handle the advertising of Cook-Kill, household and industrial insecticide. The appointment is effective September 1.

ARISTA ADVERTISING CO. has been appointed by Penn-Fifth Avenue New York, fur retailer. Radio will be used.

ADRIAN BAUER AGENCY Philadelphia, has been named by Royal Rinse, Inc., cosmetics and detergents.

MARGUERITE LEONARDI has joined Peter Hilton, Inc., as an account executive. She was formerly with Duane Jones, Federal Advertising, and Cowan & Dengler.

Dennis Day Returns To NBC At New Time

Dennis Day, comedy and singer star of NBC's "A Day in the Life of Dennis Day," will return to the air Aug. 27, in a new time period, 9:30 p.m. (instead of the former 10:00 p.m., EDT).

Day recently completed a personal appearance tour through the East and Midwest.

EQUIPMENT

FM FAX

Section of RADIO DAILY, Friday, August 26, 1949

New Philco Ohio Plant Ups TV Set Figure

Sandusky—A new plant costing \$1,500,000 was opened here on August 8 by the Philco Corp., Philadelphia, devoted to the exclusive manufacture of television sets. The addition of this new plant to the Philco Corporation's manufacturing facilities brings the weekly production capacity of the firm to 18,500 TV receiving sets.

Value Tripled

According to Fred Ogilby, TV sales manager of the firm's Philadelphia headquarters, the additional production turned out by the new Sandusky Philco plant will represent in dollars, about three times the money value of the 50,000 radio sets per week which Philco is currently producing.

New DuM Transmitter Delivered To KBTW

Clifton, N. J.—A new type TV transmitter was delivered this week to KBTW, Dallas, Tex. Transmitter has been kept under close wraps by the DuMont organization until delivery of this first unit. It has the much-heralded power amplifier stages to go with the previously sold DuMont "Acorn" transmitter. Low initial cost and impressive tube life are claimed to be the main features. It is expected that DuMont will release complete information on this transmitter shortly.

PRODUCTION PARADE

Walco Television Tower

The Walco Television Tower, which the manufacturer claims is the strongest TV tower per pound available, made of aircraft tempered aluminum and weighing less than one pound per foot was recently erected by one person. The 120-foot tower was assembled in six-foot sections and will withstand a wind velocity of 200 mph. Tower may be climbed if necessary and guy wires need only be used at a height of 36 feet, or more, and on a 120 foot installation, only three guy stations are required. Tower is manufactured by Walco Products, Inc., East Orange, N. J.

Aerolite Capacitors

Marked size reductions is one of several advantages featured by the Aerolite or metallized-paper tubular capacitors in cardboard tubes, announced Aerovox Corporation, New Bedford, Mass. Also identified at the Type P-82, these tubulars mean lower R-F impedance, protection against surge voltage, reliability and good capacitance stability with temperature change. The Aerolite construction will soon be available in hermetically-sealed metal-case types such as bathtubs, tubulars, etc.

Tele-tone To Show New Line

Plans for a two-week period of regional distributor conventions to introduce Tele-tone's new fall line of low-priced video sets, beginning the week of August 29, was announced this week by the company. Regional sales meetings are scheduled to be held in Cleveland, Detroit, Chicago and St. Louis, and will culminate in New York on September 7 where a final three-day showing will be held in the Waldorf-Astoria for the company's East Coast distributors and Metropolitan New York dealers. Morton M. Schwartz, general sales manager of Tele-tone, revealed that the firm will introduce eight TV receivers ranging from 10" screen models up to 16" screen sets. Several new radio lines will also be introduced at the same time.

Scott Acquires Bissell-Weisert

Hal S. Darr, president of the Scott Radio Laboratories, announced that the company has acquired the Bissell-Weisert retail outlet in Chicago. Darr pointed out that Bissell-Weisert had done an excellent job in merchandising the Scott products and that Scott was anxious to acquire a laboratory in which to study the constant and rapid changes being made in merchandising of TV and radio-phonograph sets. Information learned through this source, he said, will influence the company's relationships with their national dealer structure.

Yagi Antenna For H-F Channels

A new Yagi high-frequency antenna featuring Taco's Jiffy-Rig construction, is announced by Technical Appliance Corp., Sherburne, N. Y. This new antenna is designed to meet the demand for a lower-priced, pre-assembled, higher-gain high frequency antenna. At the company's proving round in Sherburne, the new antenna showed as great and in most cases, greater gain than stacked H-F antennas costing far more, according to a company spokesman.

Raytheon 1950 TV Line

Following two and a half years of study and tests in a few selected key markets, Raytheon Manufacturing Co. recently announced its new 1950 line of TV receivers—to be produced by its Belmont Radio Corp. Division, Chicago, and to be marketed nationally. Charles Francis Adams, Jr., president of Raytheon, stated that the new line will be popularly priced and consists of nine basic models offered in various styles. Retail prices range from \$129.95 to \$339.95, and picture tube size from 7 to 16-inches.

New Mutual Conductance Tube Tester

A new, lightweight portable tube tester is offered as the Model 600 by The Hickok Electrical Instrument Co., Cleveland, Ohio. This instrument is built with the Dynamic Mutual Conductance circuits, and according to the company's claims, is the most accurate test of an AM, FM or TV tube.

New RCA TV Antenna

A new super-gain antenna developed by RCA to meet television requirements for higher power, greater power gain, and directional effects has been announced by the television equipment sales section of the RCA Engineering Products Department. The initial equipment has been delivered to WBNT, Columbus, Ohio. RCA is now building several of these multi-layer antennas for TV stations in the Midwest and South, and on the West Coast.

Garod Uses Lumite Grille Fabric

Garod Electronics Corporation, Brooklyn, N. Y., originators of the "Tele-Zoom" picture enlarger, have selected Lumite woven plastic material as grille cloth on their new TV-radio cabinets. The brown honeycomb Lumite weave was selected for its decorative as well as serviceable qualities, according to the company. It is installed on both the hand-rubbed mahogany and blond mahogany cabinets. Fabric is woven by the Lumite Division of the Chicago Manufacturing Corporation of Dow's saran.

Golf Club Radio Sta. Installed By Motorola

The nation's first golf club radio station was officially put into operation last week, with the playing of the Walker Cup Match, major U. S.-British golf tournament, held at the Winged Foot Golf Club, Mamaroneck, N. Y. The installation opens a new field for radio communications, and was pioneered and completed by Motorola, Inc., Chicago, manufacturers of radio, TV and communications equipment.

Many Sports to Benefit

Motorola officials said that this installation marks another step in the growing use of two-way radio in this country. Such sports as yachting, motor boat racing, fishing, hunting, and auto and horse racing were named as potential beneficiaries of two-way radio communications.

The installation at the Winged Foot Golf Club allows instant receipt at the clubhouse of hole-by-hole results of matches as they are played. Four mobile "Handie-Talkie" units were used during the Walker Cup Match, with reports from the greens being relayed over the public address system in the clubhouse.

The FCC, in an unprecedented move, on August 5 granted the Winged Foot Club a CP and license for its new low power industrial radio station operating on 42.98 mc. The call letters of the club are KA-3899.

ENGINEERS—CONSULTANTS

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WASHINGTON 6, D. C.

Ken Houston Named Radio Features V-P

(Continued from Page 1)

writer with the local Schwimmer & Scott ad agency, before joining Radio Features two years ago.

Houston is in complete charge of writing and production for the new Mutual co-op show, "Behind the Story" starring Marvin Miller. He is also supervising editor of "The Deems Taylor Concert" transcribed Radio Features package as well as being in charge of production for "Tello-Test."

On September 3rd, Houston will leave Chicago for a month's stay in Hollywood and on the west coast. After setting up "Tello-Test" for the Don Lee network premiere of the program on September 12 he will visit other west-coast stations using "Tello-Test" and other Radio Features properties. He will return to Chicago about October 1st.

Houston was the writer of "The Esquire Sports Review" on ABC, "Get Rich Quick"—another ABC program, Mutual's "Calling All Detectives" program as well as script-writer for John Nesbitt, Kay Kyser and Marvin Miller.

Before entering radio he was a successful novelist, having written—among other works—two highly successful mystery novels—"Murder in False Face" and "Too Many Murderers." He was also the editor of the Mincam Photography magazine.

Houston is married and has one daughter. The Houstons make their home on Chicago's North Shore.

FCC Hearing Dec. 12 On Fax Multiplexing

Washington Bureau of RADIO DAILY

Washington—The FCC announced yesterday that it will hold hearings December 12 to determine whether it should relax its present limits on the multiplexing of facsimile broadcasts. Radio Inventions, Inc., has petitioned the Commission to amend its present rule, which restricts to three hours between 7 a.m. and midnight the period when Fax signals can be multiplexed on FM bands.

The company, of which John V. L. Hogan of the New York Times radio operation is president, argues that improvements in the Fax technic make it possible to multiplex without regarding the quality of the FM signal. The Commission will look into the problem from the standpoint of FM tone range.

Autry In Chicago

Chicago—Gene Autry will originate his regular Saturday night broadcast from WBBM's studio 10 the night of September 24th.

With Gene will be his all-western cast, including The Cass County Boys, The Pinafores, Pat Buttram, Johnny Bond and Carl Cotner.

Wm. Wrigley Jr. Co., sponsors the Autry show with Ruthrauff & Ryan handling the account.

PICTURE OF THE WEEK



Clyde A. Lewis, newly elected Commander-in-Chief of the Veterans of Foreign Wars, presents a plaque citing the DuMont television network for "outstanding aid to the cause of veterans' welfare" to Commander Mortimer W. Loewi, executive director of the network.

NAB Mailing Details On District Meetings

(Continued from Page 1)

of NAB district meetings, which begin early in September and continue through mid-December.

First mailing in the series, now reaching members and non-members in the 7th District, which will meet Sept. 8-9 at Cincinnati, is devoted to the sales sessions to be conducted by Maurice B. Mitchell, director of the NAB's Broadcast Advertising Bureau.

The folder lists the all-day agenda, dealer co-operative advertising, national spot business, BAB sales aids, retail advertising, sales techniques of other media and other subjects of interest to stations' sales departments.

Later mailing will supply details of sessions on control of operating costs, to be conducted by Richard P. Doherty, director of the NAB's employee-employer relations department, and the broad aspects of broadcasting, to be covered by Justin Miller, president of the association.

Stork News

Chicago—Art Maus, WBBM engineer, and his wife are the parents of a son, David, born August 17th, at Passavant Hospital.

Stanton At FCC Today To Talk Polychrome

(Continued from Page 1)

expected here today to go over the matter with the Commission in an informal session. The meeting is the result of correspondence over the week-end and this week involving Commissioner Robert F. Jones, Stanton, Sen. Edwin C. Johnson and Acting FCC Chairman Paul A. Walker. Jones and Johnson have both asked Stanton if "selfish financial interests" are seeking to withhold color TV from the general public.

Ralph Edwards To Return To NBC September 21

Ralph Edwards' "This Is Your Life" program returns to NBC Wednesday, Sept. 21, 8:00 p.m., eastern time. The program was heard on NBC last season on Tuesdays at the same hour.

"This Is Your Life" presents the complete story of a living American who is unaware of what is in store for him right up to air time. Edwards rounds up relatives and friends of the subject for interviews before the actual broadcast. He then brings them on to surprise the subject of the show.

NAB Would Aid FCC To Set TV Standards

(Continued from Page 1)

or ambiguity concerning the workability of the plan or its legality" should be removed before final adoption of the regulations, standards and allocations, NAB said.

NAB proposed that systematic study be undertaken continuously, with Bureau of Standards and industry co-operation, in matters of propagation and service of new stations "as they go on the air." Necessary measurements, analyses and changes in rules and regulations could be based on such information expeditiously, the statement said.

NAB pointed out that the TV allocation policy proposed is similar in many ways to that used in the FM channel assignments, and to the zoning plan formerly used for AM broadcasting.

"Under the FM policy of allocation," the statement added, "so many changes have been made in the tentative allocation table that there is a serious question as to whether the intended results of a specific national allocation plan have been accomplished.

"If a similar situation were to occur under the proposed TV allocation plan, a serious doubt is raised as to the benefits to be gained from the establishment of such a plan as that proposed by the Commission at this date."

The statement also pointed out that the old AM zoning plan was abandoned after it became apparent that it lagged far behind technological developments in the field.

"Adoption by the Commission of a policy of a fixed plan of allocation, which may require basic modifications of policy at an early date would seriously interfere with the normal growth and development of television," the NAB said.

The association urged that scientific and practical development be kept in mind as the primary goal.

"No doubt, during these proceedings, many objections will be raised because of the spectrum space required or because of the potential impact of television upon non-broadcast services," the NAB statement concluded, "the association urges that regardless of such objections, the Commission maintain its general policy, namely, the scientific and practical development of television."

Air Races On CBS

The National Air Races, to be held at Cleveland Sept. 3, 4, and 5, will be broadcast exclusively by CBS. Douglas Edwards, John Daly, and Ted Hanna will cover the aviation classic for the network.

'Quiz Kids' To Return

The vacationing "Quiz Kids" will return to NBC Sept. 11. They will be heard a half hour earlier than usual: 3:30 instead of 4:00 p.m., EDT.

TELEVISION DAILY

Section of RADIO DAILY, Friday, August 26, 1949 — TELEVISION DAILY is fully protected by register and copyright

RCA REVEALS NEW COLOR SYSTEM

TELE TOPICS

IN OUR OPINION, some of the best commercials on the air are those seen during coverage of Brooklyn Dodgers games on WCBS-TV. We like especially one which gives the viewer the impression that he is drinking a glass of Schaefer beer; it's one of the most tempting pictures video has yet produced. Commercials, written and produced by Jim Beach, of BBD&O, are done live in a small room just off the press lounge atop Ebbets field. Along one wall is a bar, with the Schaefer taps painted gray and containing a compression unit to provide a photographic head for the warm beer. A mock-up grocery store counter and shelves (loaded with products made by other BBD&O accounts) is against a second wall. The puppet stage used by "Quartzie Schaefer" occupies the third wall, and a refrigerator stands against the fourth. The camera is in the middle of the floor.

WHEN A BAR COMMERCIAL is aired, assistant producer Lou Sanman dons a white jacket and takes his place behind the taps. Copy read by Red Barber, Ernie Harwell or Connie Desmond from the broadcast booth overlooking the field invites viewers to step into a tavern and order a glass of Schaefer. Camera shows only the taps and the bartender's hands as he draws a glass of suds and places it on the bar. A hand, belonging to Dave Ritchard, Quartzie's puppeteer, raises the glass from the bar and moves it toward the camera. When the glass is almost touching the lens, it is tipped over, about half of its contents slowly poured into a bucket and the glass is returned to the bar. It takes a hardened soul to resist such a lure. Action varies occasionally to fit changes in copy, but the basic ingredient remains the same—a glass of beer photographed so well that it instills a thirst in all who see it. Entire operation is worked smoothly into coverage of the games by Beach and John Derr, who directs for CBS. Charles Mortimer is associate director for the web.

THIS, WE PROMISE, is the last comment on the kinescope recording substitute that we will print. It's from Howard P. Hudson, of the National Planning Association. He writes: "I've been following with interest the discussion in your column on a new term for kinescope recording. VT has been my choice up until recently. It's short, easy to remember, easy to write, but how about when it's spoken? I mentioned the term to a friend, and he said, 'Yes, I've heard some of those VD shows. They're terrific.' —So now I think I vote for VR." . . . Frank E. Martino, former ABC account exec, has set up his own package house with offices at 305 Fifth.

All-Electronic Method Requires No Changes In Present Standards, Operates On 6-Mc. Band; Existing Sets Could Pick Up Color Shows

(Continued from Page 1)

can be viewed either on new color receivers or on existing receivers equipped with a color adapter.

Frank Stanton, president of CBS, commenting yesterday on the announcement of RCA, declared: "We have read with interest of the RCA announcement. Columbia's position on color television has always been very clear. We have consistently favored color as the ultimate service in TV and it is more important to us as broadcasters to have color TV come quickly by the best available system, than that the CBS system be adopted.



JOLLIFFE

"CBS color TV has been proved through numerous tests and demonstrations in the past and we will look forward to studying similar tests and demonstrations of the latest RCA system."

Highlights of Letter

Highlights of the RCA letter to the Commission, which was signed by Dr. C. B. Jolliffe, executive vice-president in charge of RCA Laboratories, follows:

"Demonstrations will show that when a television transmitter shifts from black-and-white transmission to color transmission on this system, the viewer of an existing black-and-white receiver will be unaware of the shift. On the other hand, by means of this new system, a viewer of a color set receiving programs in color will, when the station changes from color to black-and-white trans-

mission, see black-and-white pictures without making any changes in his receiver.

"Thus, with this new RCA color system, the transmitting station can change at will, either from color to black-and-white or the reverse, without disturbing the viewers of either the existing receivers or color receivers, without requiring adjustments to either type of receiver and, therefore, without any loss of audience. . . .

Same Studio Equipment

"For the studio we utilize the same equipment as we have in previous hearings for our wide band simultaneous system. This equipment provides three signals, one for each primary color. Following this and preceding the transmitter modulator, the signals are rapidly sampled electronically in time order for each color and then combined. The resulting single channel signal is transmitted in time multiplex fashion requiring a total modulation bandwidth of only 4 mc.

"This RCA color system has the following characteristics:

- (1) 6 megacycle channel
- (2) Fully compatible
- (3) 525 lines
- (4) 60 fields per second
- (5) Field interlaced
- (6) Picture dot interlaced
- (7) 15 color pictures per second
- (8) Time multiplex transmission
- (9) All-electronic

"The same transmitters as are presently used by television stations can be used for the transmission of the RCA color system."

Television Comes To Omaha; Dealers Sold Out In 4 Days

Omaha, Neb. — Local television dealers and distributors were completely sold out of video sets four days after Omaha's first public glimpse of television.

KMTV held open house for the public from Aug. 15 through Aug. 20, and more than 21,000 persons took guided tours through the station. Each night the station telecast three hours of programs which were picked up by Omaha's TV dealers, who were holding open house con-

currently to demonstrate their receiving sets.

KMTV begins regular operations Sept. 1, taking programs from CBS, ABC, and DuMont. WOW-TV, local NBC affiliate, begins operations Sunday.

J. C. Helgesen, chairman of the local Television Distributors Corp., termed KMTV's open house promotion "without a doubt the most outstanding contribution to a new television market."

Sun Oil To Sponsor Football On WFIL-TV

Philadelphia — The Philadelphia Eagles, champions of the National Football League, have modified their no-video edict to permit WFIL-TV to cover the team's out-of-town games. The Sun Oil Co. will sponsor the telecasts. Adrian Bauer is the agency.

WFIL-TV will make use of the mid-west coaxial cable to bring the games to Philadelphia area viewers, starting with the Eagles' exhibition against the Chicago Cardinals on Monday. The Eagles will play about five other games on the road. The no-television ruling imposed by the team's president, James P. Clark, still applies to their six home games, however.

Clark said Wednesday in announcing the new TV decision: "It is in accordance with our policy of making available by television all practical opportunity to present the Philadelphia Eagles in action on the gridiron. We do this in order that our loyal fans and supporters will enjoy this additional opportunity to see the Eagles. . . ."

Olsen & Johnson Lead Network Hooperatings

Olsen & Johnson's hour-long NBC show for Buick is the top network show in the country, according to the TV-Network Hooperatings report released yesterday by C. E. Hooper, Inc. First five shows on the report follows:

1. Fireball Fun For All 46.2 (31 NBC TV-cities)
2. Philco Summer Playhouse . . . 36.9 (15 NBC TV-cities)
3. Bigelow Sanford Show 33.8 (28 NBC TV-cities)
4. Break the Bank 29.6 (9 ABC TV-cities)
5. Arthur Godfrey and His Friends 29.0 (32 CBS TV-cities)

Grant Joins Carter

Jerry Grant, formerly executive producer for National Television Productions, has joined Garry J. Carter Inc., program producers, as sales executive. He'll make his headquarters in the firm's Buffalo office.

Joins Fennell Co.

H. R. Dubin has joined the Paul J. Fennell Co., producers of commercial and television films. He will serve as Eastern representative in charge of the New York office.

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
 RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.

You'll LUV this novelty!
IT MUST BE L U V
 MANOR MUSIC COMPANY
 1619 Broadway New York City

"A HIT Since . . ."
SAME OLD MOON
 FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A Timely Ballad
NEED I REMIND YOU
 recorded by
 IRENE CARROLL
 JESTER MUSIC CO.
 1674 Broadway N. Y. C.

Disc Jockeys: Record for Your Brewery
 and Beverage Accounts
Come Wet Your Mustache with Me
 on Records
 Capt. Stubby's Buccaneers (Decca)
 Bottoms Up Quartet (20th Century)
 Disc Jockeys Write for Record
Evan Georgeoff Music Pub. Co.
 1650 BROADWAY NEW YORK CITY

**MY ONE AND ONLY
 HIGHLAND FLING**

From M.G.M.'s
 "THE BARKLEYS OF BROADWAY"
 recorded by
 BUDDY CLARK—DINAH SHORE
 Columbia
 GORDON MacRAE—JO STAFFORD
 Capitol
 FRED ASTAIRE—GINGER ROGERS
 M.G.M.
 FREDDY MARTIN
 RCA Victor

HARRY WARREN MUSIC, INC.

WORDS AND MUSIC

• • • **TIN PAN ALLEY OOPS:**—Music's Big Three (could very well be called the Big Four now that Harry Warren, Inc. is c'ck'ng with "My One And Only Highland Fling") well represented in Hit Heaven. . . . Robbins Music has "Who Do You Know In Heaven." Feist publishes "Every Time I Meet You" and Miller surging forward with "Through A Long and Sleepless Night," featured in the current 20th Century-Fox flicker, "Come To The Stable." . . . • Disk Jocks have latched onto Eddy Howard's great Mercury waxing of "Tell Me Why." . . . this ditty, penned by Maurie Hartmann and Mill Gabler, is headed for the top. . . . • "The Chevrolet Show" returns to WNBT Monday, Sept. 26 and will feature a different star every week. . . . Vic McLeod will again produce with Barry Bernard and Garry Simpson alternating on the directorial chores. . . . • Dottie Doe, the cute little trick who does the commercial spiels on the "Jack Eigen Show" Thursday nites via WABD, is chantoolsie Vera Massey. . . . • Tunester Michael H. Cleary has a great ballad in a new number titled, "Imaginary Conversation" which could make a lot of noise. . . . • Song—oops—we mean contactmen in Gotham have already established a beach-head in Ex-Maestro George Auld's new restaurant, Tin Pan Alley, located on West 49th St., just opposite the Brill Building. . . . • Deejay Stan Burns of WTTT, Coral Gables, winning himself a great following via his breezy chatter every morning on the "Wake Up and Live" sessions. . . .

☆ ☆ ☆ ☆

• • • Knickerbocker Music has just taken a ditty from Ervin Drake and Jimmy Shirl titled "Where Are You Blue Eyes?" . . . • Handsome and WBTalented Claude Casey is back in Charlotte after a trip to Hollywood where he sang three original numbers in the musical western, "Square Dance Jubilee." . . . • Lester Barry of Jester Music, starting on a new ballad, "Need I Remind You" which sounds like a winner. . . . • BMI has published two songs penned by Bill Copeland, Radio-TV director of the Byer & Bowman Adv. Agency of Columbus, Ohio. . . . tunes are "If Summer Is Good To Me" and "You Gotta Get Up Mighty Early To Be The Early Bird." . . . • George Schottler leaves Santly-Joy to take over as Prof. Mgr. of St. Nicholas Music Co. . . . firm is landing major waxings on its novelty "Rudolph The Red-Nosed Reindeer." . . . • Victor Selsman, local manager of Fremart Music, doing a fine promotion job on "Now, Now Is The Time," clesfed by George Howe and Bobby Burns. . . .

☆ ☆ ☆ ☆

• • • **Recommended:** The smooth arrangements that Mark Warren uses to support the "Hit Parade" vocals by Bill Harrington and Eileen Wilson, Saturday Nites. . . . Al Heller's and Russ Hodges' play by play descriptions of the N'Yawk Giants baseball games via WPIX and WMCA. . . . Benny Fields to head his own TV series. . . . his recent stint on Milton Berle's program established the "Minstrel Man" as a Natural. . . . Jack Lacy's WINSpieling and platter chatter daily at noon. . . . The way Captain Stubby ad h's Buccaneers toy with the novelty, "Myrtle The Turtle and Flip The Frog," over WLS. . . . The "Tolson Sings Again" flicker which clings to the strings of the ticker. . . .

☆ ☆ ☆ ☆

• • • **ON AND OFF THE RECORD:**—One of his best is Frank Sinatra's latest Columbia waxing of "Let Her Go, Let Her Go, Let Her Go" flipped with "Wedding of Lili Marlene." . . . item is made to order for jukeboxes and jocks and should boost Frankie's stock. . . . • Claude Thornhill and Ork on Victor came up with a fine version of the current favorite, "Who Do You Know In Heaven" backed with the novel "On The 5:45." . . . top side will get most of the deejay attention. . . . • Art Freeman to the West Coast on a month deejay promotion job for Dance-Tone Records. . . .

☆ ☆ ☆ ☆

• • • **SHARPS AND FLATS:**—A new series of simulcasts, a 15-minute musical, five times a week, will debut next month via ABC-TV. . . . program stars baritone Bob Houston with Vincent Lopez Ork.

PLUG TUNES

Climbing Fast!
**I DON'T SEE ME IN
 YOUR EYES ANYMORE**
 Laurel Music Co.
 1619 Broadway New York City

**DREAMY OLD
 NEW ENGLAND MOON**
 LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
 MAYPOLE MUSIC CO.
 22 E. 67th St. New York City
 Phone: REgent 7-4477

A Great Ballad!
**THEN I TURNED AND
 WALKED SLOWLY AWAY**
 ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Ill.

My Heart Goes With You
 by Thomas G. Meehan
 — ◆ — ◆ —
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.

Tony Martin's
"CANCEL THE FLOWERS"
 Ink Spots'
**"I DON'T WANT TO SET
 THE WORLD ON FIRE"**

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 41

NEW YORK, MONDAY, AUGUST 29, 1949

TEN CENTS

OPERATING EXPENSES RISE, NAB FINDS

Ten Firms At Work On CBS Color Equip.

CBS president Frank Stanton disclosed Friday that ten companies have begun work on the development of CBS production designs and pre-production models or components for scanning adapters, color converters, color assemblies for complete color sets, and new black-and-white sets to receive both color and standard black-and-white signals. The firms are: Air King Products Co., Inc.; Alliance Manufacturing & Supply Co., Inc.; Astatic Corp.; Birt-

(Continued on Page 6)

Nimitz Asks UN Support Of NBC Station Execs.

Admiral Chester A. Nimitz, on leave from the Navy to work with the United Nations, spoke to NBC station managers via closed circuit on Wednesday, asking their cooperation in airing special programs about the UN in preparation by NBC.

The program series will be broadcast during United Nations Week, Sept. 18-25, under the supervision of Norman Corwin, head of special projects for United Nations Radio.

Columbia U., NBC Offer 25 Radio, TV Courses

Columbia University will present 25 courses in radio and television during the coming academic year in conjunction with NBC. Erik Barnouw, assistant professor of English at Columbia and president of the Radio Writers Guild, will be in charge.

Courses will include news, drama (Continued on Page 2)

ABC Integration

As part of its policy of integrating AM and TV activities, ABC has named Charles C. Barry vice-president in charge of programs for both radio and video, and J. Donald Wilson vice-president and national director of network programs. Barry was formerly vice-president in charge of television; Wilson was v-p in charge of radio and TV programming.

ARP Committee OK's Advlg. Promotion Pix

Members of the All Radio Presentation Committee have given final approval to the "shooting script," an industry-wide promotion film in behalf of radio advertising, at a meeting held at the office of the Broadcast Advertising Bureau.

The script will be submitted to a list of film producers for bids early this week. Actual filming is expected to be in progress by September. The

(Continued on Page 3)

Labor And Tele To Fore As AFRA Meets In S. F.

West Coast Bureau, RADIO DAILY
San Francisco—Performers problems in television and a call for repeal of the Taft-Hartley Act were keynoted yesterday as the AFRA convention went into the second day of its annual meeting at the Palace Hotel. Nearly 300 delegates heard Clayton Collyer, national president; George Heller, national executive-

(Continued on Page 4)

Figures For 1948 Show Profits Down, Continuing Trend Started In '46; Wages Largest Single Item

TV Will Supplement, Not Kill, AM—Paley

Radio is here to stay even though television cannot be stopped, according to William S. Paley, chairman of the CBS board of directors, who is quoted in a feature article in the current issue of the newspaper supplement, Parade.

The article, titled "Will Television Kill Radio," expresses the belief that television will, at best, supplement, Parade.

(Continued on Page 6)

Rhodes Enters Radio; Signs Gabriel Heatter

Chicago—A new sponsor will enter radio for the first time Sept. 20, with an annual budget of \$750,000, when the Rhodes Pharmacal Company of Cleveland, Ohio, makers of Emrim, new headache tablet, will sponsor Gabriel Heatter two nights

(Continued on Page 2)

A. C. Nielsen, Jr. Named Assistant To Nielsen, Sr.

Arthur C. Nielsen Jr., son of the founder and present head of the A. C. Nielsen Co., has been named assistant-to-the-president. Miss Martha Von continues as secretary of the

(Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington—NAB has reported that broadcaster's operating expenses continued to rise in 1948, with profit margins shrinking. A survey conducted jointly by NAB's employee-employer relations and research departments revealed that the ratio of operating expenses to station revenue

(Continued on Page 3)

End To B. B. Broadcast Restrictions In Sight

Washington Bureau of RADIO DAILY
Washington—A consent judgment paving the way for free broadcast of professional baseball games is close to being wrapped up, it was learned here last week, although the threat of court action by the anti-trust division of the Department of Justice is still effective. Intensive

(Continued on Page 3)

Zenith Reports Profit, Sees Upturn Coming

Zenith Radio Corp. has reported estimated net consolidated profits of \$170,945 for the corporation and its subsidiaries for the three months ended July 31, 1949.

Shipments during the quarter were down about 10 per cent from the same period a year ago, the firm

(Continued on Page 2)

TV Allocation Plans Offered By 4 Industry Organizations

Washington Bureau of RADIO DAILY
Washington—DuMont Friday offered the FCC an allocation plan to permit assignment on four VHF channels to all major population areas, thus ending the freeze.

Both TBA and DuMont registered pleas for the elimination wherever possible of "mixing" of VHF and UHF channels. At the same time, TBA endorsed the principle of a

master plan for TV allocations, while the FCC Bar Association told the Commission in detail its objections to such a plan. The Bar Association buttressed earlier arguments that the allocation plan is illegal and the proposed rule-making procedurally unacceptable for three reasons; they:

(1) Fail to recognize the right of applicants to an equal and fair op-

(Continued on Page 7)

Cantor Commentary

Comedian Eddie Cantor turns commentator tonight on WFDR. New York. Cantor, who returned recently from six weeks abroad, will give his impressions of "Europe Today" in a 15-minute transcribed talk to be aired from 9:30 to 9:45 p.m. WFDR is the new FM station which is owned and operated by the International Ladies Garment Workers Union.

Citation

Amvets, the national veteran's organization, will present a citation to Mutual's "Scattergood Baines" for its "sincere and realistic dramatizations of the American way of life." The citation will be presented on this Wednesday's program, 9:30 p.m. The MBS dramatic series is based on the character created by Clarence Budington Kelland.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

Hal Tate, Manager.
Vickie Hebbard, Assistant.
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SOUTHWEST BUREAU

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

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FINANCIAL

(August 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 1/8	5 3/4	6 1/8	+ 1/4
Admiral Corp.	18 1/4	17 5/8	18 1/4	+ 5/8
Am. Tel. & Tel.	144 3/8	144	144 3/8	—
CBS A	18 1/2	18 1/2	18 1/2	— 1/8
CBS B	18 1/4	18 1/4	18 1/4	+ 1/2
Philco	26 5/8	26 1/2	26 1/2	+ 1/4
RCA Common	11 3/8	11	11 3/8	+ 3/8
RCA 1st pfd.	71 1/2	71 1/4	71 1/4	+ 3/4
Stewart-Warner	11 3/4	11 3/4	11 3/4	+ 1/8
Westinghouse	24 3/8	24 3/8	24 3/8	+ 1/4
Westinghouse pfd.	98	97 1/2	97 1/2	+ 1/2
Zenith Radio	24 3/4	24 1/2	24 5/8	+ 1/4

NEW YORK CURB EXCHANGE

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

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

★ COMING AND GOING ★

HOWARD S. MEIGHAN, vice-president and general executive at CBS, arrived in New York from Los Angeles last Saturday aboard an American Airliner.

JACK PACEY, trade press editor for ABC, left Friday for a short vacation.

EVE ARDEN, star of "Our Miss Brooks," Columbia network program, is back in town after an absence of 10 days.

TED PERSONS, special representative of RADIO DAILY, is back on the job following a week in the mountains.

HOWARD K. SMITH, European news chief for the Columbia network, has left for Europe, where he will make a survey of conditions in Yugoslavia.

MIKE JABLONS, of Gainsborough Associates, is spending a week at Lake Placid.

LON McCALLISTER, radio and film star, has arrived in New York via the American Airlines route for his appearance in "Suspense," tele show. He was accompanied by his grandmother, MRS. GOLDIA HOCKING.

FRANK LINDER, manager of the McCann-Erickson office in Bogota, Colombia, has arrived in New York on his triennial furlough. He'll be here for a while before going on vacation.

ANNE C. BALDWIN, publicity director at WOY, is sojourning in Miami.

ERIC SEVAREID, chief Washington correspondent of CBS, has returned from Norway and today will resume his Monday-through-Friday news program.

DON BALL, program director of WCBS, will return to New York today, marking the completion of a three-week motor trip through Ohio, Pennsylvania and portions of New England.

FRED BARR, program director at WWRL, today will leave for the Pocono Mountains, where he'll relax for a week.

DON MILLER, sales manager of WCBS, will return today from a business trip to Chicago.

MAL BOYD, radio-TV producer, is in Miami with BUDDY ROGERS, who is appearing at the Olympia Theater.



Soft Life

This is one stray alley cat that knows a good thing when he sees it. Adopted by a kindly lady, he now gets his meals served in style, on a special table all his own. And he likes this much better than the rough, tough scramble for food in the alley.

There's a way for time-buyers to have a soft life, too, as far as the rich Baltimore market is concerned. No need to beat your brains out about the best radio buy down here—it's W-I-T-H, the BIG independent with the BIG audience. It's as simple as that!

W-I-T-H delivers more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore area. No wonder more and more smart time-buyers are putting W-I-T-H at the top of their schedules! Get all the facts from your Headley-Reed man today.

AM  FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

A. C. Nielsen, Jr. Named Assistant To Nielsen, Sr.

(Continued from Page 1)

company and assistant to the president.

Nielsen Jr. has been actively associated with the firm since 1938, when he went to England to participate in negotiations leading to the establishment of a British subsidiary of the organization.

The Nielsens, father and son, also form an effective after-hours combination. Last week they won the tennis doubles championship of Chicago. In 1946 and 1948 they teamed to win the Father-Son U. S. tennis title.

Columbia U., NBC Offer 25 Radio, TV Courses

(Continued from Page 1)

matic writing, announcing, publicity, promotion, production, uses of radio and television equipment, audience research, musical programming, and documentary production. Sept. 1 is the deadline for applications.

CBS' Hallmark Playhouse To Stress Classic Plays

The Hallmark Playhouse, which will return to CBS on Sept. 8, 10-10:30 p.m. EDT, will continue to confine its selection of plays to great literary classics in the belief that "the best writers, producers and actors cannot transform a weak play into worthwhile entertainment," according to author James Hilton, host on the program.

He explained that radio must be increasingly selective in the stories and plays it presents in order to meet the challenge of the "mushrooming television industry."

The first program of the new season, following a 13-week summer hiatus, will be an adaptation of Catherine Drinker Bowen's "Yankee From Olympus" and will star Robert Young.

Zenith Reports Profit, Sees Upturn Coming

(Continued from Page 1)

reported, "due principally to the normal summertime seasonal decline and a two-week vacation shutdown." However, according to E. F. McDonald, Jr., Zenith president, "there are many indications that the radio and television industry is experiencing a sharp pickup... and the company expects to maintain a substantial business volume in the current fiscal year."

Rhodes Enters Radio; Signs Gabriel Heatter

(Continued from Page 1)

weekly over 150 stations of the Mutual Broadcasting System. Heatter will be heard from 7:30 to 7:45 p.m., New York time, in the eastern and central zones and 6:00 to 6:15 p.m. in the mountain and Pacific zones. O'Neil, Larson and McMahan, Chicago, is the agency for the Rhodes Phramacal Company, with Walter Zivi the account executive.

Heatter will continue to be sponsored Monday, Wednesday and Friday by Noxzema and Kremlin.

WNBC Appoints Stevens Sales Serv., Traffic Mgr.

George C. Stevens, former business manager of NBC's radio recording division, has been appointed sales service and traffic manager of WNBC and WNBT, it was announced by Thomas B. McFadden, manager of the stations.

Stevens, who is succeeding Harvey J. Gannon, recently-named WNBC program director, was associated with the United Press in Chicago as a marketing editor, and with the General Chemical Company as sales manager. He joined NBC in April, 1945, and was made office manager of the radio recording division. He became business manager of that department in May of 1948.

'True Detective' And 'Jury' In New MBS Sun. Lineup

"True Detective Mysteries" will move into the new Sunday night line-up of MBS, 5:30-6 p.m., EDT.

The program's initial show on its new Fall time-spot will be marked by the presentation of "The Million Dollar Torch," dramatizing fire prevention, in cooperation with fire and police departments throughout the country as a prelude to National Fire Prevention Week (throughout the month of Sept. and the first part of Oct.).

"Juvenile Jury," which previously held the 5:30-6 p.m. spot to be taken by "True Detective Mysteries," will return from its Summer hiatus in a new Sunday spot, 3:30-4 p.m., eastern time, beginning Oct. 2.

ARP Committee OK's Advig. Promotion Pix

(Continued from Page 1)
committee hopes to be able to release the completed motion picture for industry use on January 1, 1950.
As finally approved, the film script provides for 35 and 16 mm. sound film in black and white, to run approximately 40-45 minutes. It will be filmed in documentary fashion, with camera crews shooting scenes on location in various parts of the country. Ben Gradus, film consultant, whose report was also approved by the committee, recently returned from an inspection tour of a half-dozen sites where dramatic evidence of radio's potent result-producing power was available. He has roughed out shooting schedules for this phase of the film.

Actual Radio-Result Stories
The movie will dramatize actual radio-result stories, proving through the words of advertisers and customers that radio advertising, at all levels, can produce maximum results most economically and quickly for advertisers. This technique will also be used to demonstrate radio's deep penetration into the lives of people in communities across the country, as well as to dramatize those qualities inherent in radio which make it a successful means of persuasion.

The film will also be available in two shorter versions of 20 minutes each. One will be a condensation of the sales story on radio advertising, for short showings to potential advertisers, while the other will summarize radio's impact on American society for showing to service clubs, PTA groups, and other civic organizations.

Approval of the script, which was written by Gradus and Victor M. Ratner, CBS v-p in charge of promotion, was the final step in the second phase of the project. The first phase was devoted to enlisting the support of broadcasters, who responded with subscriptions totaling \$79,120 from 510 stations. Three networks, ABC, CBS and NBC, jointly contributed an additional \$50,000.

Ratner in the Choir
The committee meeting was presided over by Ratner, in place of Chairman Gordon Gray, WIP, Philadelphia, who missed his first meeting since the project was launched in December 1947. Others present included: Ivor Kenway, ABC; Lewis Avery, Avery-Knodel; Herbert L. Krueger, WTAG, Worcester; W. B. McGill, Westinghouse Stations; Maurice B. Mitchell, BAB.

The All Radio Presentation Committee, Inc., was the outgrowth of a joint network project in behalf of an industry-wide advertising promotion which began in December 1947. The project was broadened in May 1948 at NAB's Los Angeles convention to permit all segments of the industry to participate. The committee was incorporated under New York State laws on April 27, 1949.

Operating Expenses Rose, Profits Off, In '48, Says NAB

(Continued from Page 1)
was 82 per cent, compared with 70 per cent in 1947 and 73.5 per cent in 1946.

In view of the trend, said Richard P. Doherty, employee-employer relations department director, station profits on sales of time, before taxes, dwindled from 26.5 per cent of station revenue in 1946 to 21 per cent in 1947, and to 18 per cent in 1948.

Figures used in these compilations and analyses were drawn from stations operating in the black, Doherty emphasized. Trend for stations losing money are still being analyzed, and will be evaluated separately. None of the analyses is complete.

Many Factors Affect Figures

Doherty said definite cost-income patterns tended to vary throughout the nation according to such factors as size of broadcast income, areas, affiliation or non-affiliation with networks, time on the air, and metropolitan or non-metropolitan areas.

For the nation as a whole, all stations tended to show lower ratios of operating expenses to revenues as the volume of income increased. Stations doing less than \$50,000 in business in 1948 had the highest operating ratio, 88.7 per cent. Stations doing an annual volume of business of \$1,000,000 or more had the lowest ratios of operating expenses to revenue.

The survey indicated also that the "average per station" income rose progressively from small stations to medium or large stations. Lowest

relative cost of doing business was in large stations with power from 10,000 to 50,000 watts, located in cities of less than 50,000 population.

Wages and salaries embraced the largest single cost item in all classes of stations, the survey analysis showed. About 47.36 per cent of the average station's income dollar was paid out to staff and administrative personnel, among all kinds of stations. This represented about 58 per cent of total operating expenses.

"The solution to the problem of many stations," Doherty said, "is clearly that of obtaining added sales income while maintaining the normal break-even point. However, in a great many stations, the need goes even deeper and requires careful analysis of all items of cost."

Figures on itemized station-cost standards for all individual areas of the United States and for classes and types of stations within each area will be a feature of the forthcoming NAB district meetings. Doherty will discuss the newly-completed and analyzed survey at each of the 17 meetings, emphasizing methods of analyzing and controlling operating costs, with special attention to specific needs of each area.

End To B. B. Broadcast Restrictions In Sight

(Continued from Page 1)
negotiations for settlement of the matter have been going on for about two months.

Justice Department officials refused to say flatly that agreement has been achieved, but in other circles it was learned that the club magnates are determined not to risk litigation under the anti-trust laws. Under their present agreement, any club owner can veto the broadcast by any local station of out of town professional games. One effect is that in many minor league cities it is impossible to get accounts of major league games.

Complaints Numerous at D. of J.
The Justice Department has had a flock of complaints from broadcasters, a top official says, but it will not reveal their identity.

Wedding Bells

Chicago—Virginia Pleo, head of the WBBM typing department, will be married to Vincent G. C. Dexter, a student at Illinois Tech on August 28th.

Chicago—The engagement of Rose Marie Klein, WBBM receptionist, was announced last week to Norman Roth, graduate student of the University of Illinois.

Paramount Plans Sequel To "My Friend Irma"

Paramount Pictures has announced plans for a sequel to "My Friend Irma," the film based on the CBS comedy series starring Marie Wilson.

The new film, to be titled "Irma Goes West," will also star Miss Wilson, and feature the comedy team of Dean Martin and Jerry Lewis. Cy Howard, who created the radio character of "Irma," is associate producer for both films.

WNBT Buys Projectall

WNBT, key station of NBC, this week ordered installation of INS Projectall programming equipment at its 109th Street studios. This is the second NBC O. & O. outlet to add the Projectall to its facilities. WNBQ, Chicago outlet, has been on the air with Projectall news programming since last April under the continuous sponsorship of Miller High Life Beer.

To Teach Radio

Pittsburgh — B. Kendall Crane, program director of WWSW, has been appointed to the faculty of Duquesne University as a radio instructor. He will teach evening classes radio writing and production.

**READILY SALEABLE
PACKAGED PROGRAMS**

Now on

**LOW COST
FLAT RATE
BASIS...**



WHOS TALKING SHOW

STILL AVAILABLE IN A FEW MARKETS
A special feature program with high 1000 PER. where celebrities give clues about themselves—plus a merchandising "hook" that guarantees traffic to the sponsor.

Now you can purchase transcribed feature programs at a straight unit cost without regard to wattage or rate card rates. As an example, 78 episodes of "The Smiley Burnette* Show" can be had for as low as \$100.00.

Also available for immediate broadcasting are

"NOTHING BUT THE TRUTH"
by Alexander McQueen

"WHEN DAY IS DONE"
by Franz Weigle

* Cowboy star of "Durango Kid" series for Columbia Pictures

WIRE OR PHONE FOR EXCLUSIVE RIGHTS IN YOUR TERRITORY
Additional discs available—\$2.00 deposit required.

HAL TATE RADIO PRODUCTIONS
360 NO. MICHIGAN AVE. • CHICAGO 1, ILL. • RAndolph 6-6650

Coy Uncertain About Plans For Future

Washington Bureau of RADIO DAILY
Washington — FCC Chairman Wayne Coy will not be back at his desk until well into September, he indicated at the weekend, although he will very likely be in Washington most of the time. Tired from his lengthy summer conferences, Coy said he wants to rest and cannot think now of what he will do in the future.

He is not ready to speak of his plans, he said, because he does not know whether he will resign from the Commission to go into private industry. He was unwilling to comment on the new giveaway ban adopted by the Commission in his absence, although he is said to have favored it in general during discussions prior to his departure for France. He also had no comment on the color TV situation, with regard to the Commission decision to include color testimony in its forthcoming hearing or with regard to last week's CBS and RCA announcements on color.

Labor And Tele To Fore As AFRA Meets In S. F.

(Continued from Page 1)
secretary, and others report on the two major issues facing the union this year, namely, organization of the television field and the crippling effects of the existing labor law.

The convention was opened by Bert Buzzini, president of San Francisco local.

Collyer described his disappointment at the failure of Congress to repeal the Taft-Hartley Act and the year-long negotiations among the various performer unions to settle the problems of television organization and called upon the delegates to determine courses of action for AFRA to follow on each issue.

"An unholy coalition thwarted a clear mandate given by the American voters in the last election" Heller declared, "but 1950 will see the issue joined. All the forces of the AFFL united behind labor's League for Political Education are determined that 1950 will be more than a bi-election year. It will be a rallying call to all who believe in a liberal America and a truly free labor movement to muster all at their command and return to Congress those representatives who will truly reflect the needs of all the American people."

Saturday's and Sunday's meetings will be devoted to television problems and election of national officers.

Hank Weaver Sold

San Francisco—The Regal Amber Brewing Co. has signed with ABC for sponsorship of a five-minute weekly sports program featuring Hank Weaver on 11 California stations. The programs, to be heard Friday nights starting Sept. 9, will originate in Hollywood.



California Commentary. . . !

• • • Carl Kraatz has resigned as president of Teleways and Charles Kennedy has been elected to succeed him. Change became effective Aug. 19. . . . Bob Joseph and Bob Cowan have packaged a half-hour video show to star James Roosevelt. It will be a political program and is to be offered this week to the networks. . . . Carol Howard, program operational manager for WENR-TV, ABC outlet in Chicago, has been named program coordinator of KECA-TV here. Prior to her Chicago affiliation, Miss Howard was with WMAL-TV in Washington, D. C. . . . Nancy Goodwin, former staff writer at WENR-TV, also is a new appointee at KECA-TV. She's been named to the writing staff. . . . Gene Autry will attend the dedication of the new 35,000-seat Gene Autry Stadium in Ardmore, Okla., on Sept. 10. . . . A three-man shift involving sales and guest relations personnel of the Don Lee network was announced last week. Carlton Adair, sales service manager, steps into the newly created post of program service manager. John Hurley, assistant to Pat Campbell, takes over Adair's former duties with title of traffic service manager. Bill Klein becomes guest relations manager. . . . Adrian Woolery has been upped to vice-president of United Productions of America in charge of all production. . . . Walt Kimmell has left for Naval Air Reserve headquarters after completing production on the "Naval Air Reserve Show," 26-week transcribed series which moved to Hollywood for Summer recording. Program will be aired on 870 domestic outlets.



• • • John Masterson left over the weekend for New York to huddle with Don Ross, representative of Masterson-Reddy-Nelson, regarding debut of the firm's new half-hour TV program, "Auction-Aire." Show will be sponsored by Libby-McNeill-Libby. . . . Jeron King Criswell (Criswell Predicts) starts a personal appearance tour Aug. 30 in connection with his syndicate column and radio program. Deal was set by Sam Nathanson. . . . Plans are afoot for Jack Bailey and his "Queen for a Day" program to go on a nationwide tour. . . . Vera Vague will have her own radio show this Fall. . . . Return of the "Gildersleeve" show has been set back two weeks to Sept. 21. . . . Marvin Miller set to narrate the Ford TV commercial cartoons made by United Productions. . . . The Summer rush of visitors to the local radio stations is expected to continue unabated throughout the Fall. CBS-KNX is running three weeks behind on filling mail request for tickets to radio shows. . . . Del Sharbutt and John Hiestand will do the commercial announcements for the Jack Benny show when it comes back on the air Sept. 11. . . . Since returning to the air over CBS, Jack Smith has resumed his regular song plugger meetings to review new tunes for the Oxydol show. Smith looks over approximately 200 songs weekly to select the right program offerings.



• • • Frank Sinatra has been given permission by M-G-M and American Tobacco Co. to go ahead with his daytime taped series over Mutual, starting Nov. 1. His five-a-week night series for Lucky Strike kicks off Sept. 5 over NBC from Hollywood. . . . Irving Brecher has set Jackie Gleason for the title role of the television version of "Life of Riley." Series will be filmed in Hollywood at the rate of two a week. . . . KTSI has acquired two film successes of past years for showing on television. They are Columbia's "Miracle on Main Street" and UA's "Stage Door Canteen," as well as three French films, "The End of a Day," "Man's Hope" and "Mister Orchid." . . . Peter Opp, who used to be a CBS publicist, is England-bound to join the Old Vic company as actor-director.

College Buying KGA; Other Activity At FCC

Washington Bureau of RADIO DAILY

Washington—Application was reported by the FCC last week for the sale of KGA, Spokane 50-kilowatt, by Louis Wasmer to Gonzaga University. Price tag is \$425,000.

Another sale proposed to the Commission was that of WFIN, Findlay, Ohio, to the Findlay Publishing Company, for \$135,000.

The Commission announced its okay for the sale of WFAC, full-time station in Chattahoochee, Ga., to the Georgia-Alabama Broadcasting Corporation for \$107,363. This is conditioned upon disposal of WGBA by the purchaser, with the deal apparently made because WFAC is full-time and WGBA daytime only.

Approval was announced also for the sale of KVOR, Colorado Springs, Colo., from Aladdin Radio and Television to Voice of the Rockies, Inc., for \$101,000.

Transfer of the title of WDSU, New Orleans, and its FM and TV affiliates within the Stern family was also okayed, with a \$675,000 price tag involved.

The Commission okayed new 250-watt stations, unlimited time, for the Cleveland, (Miss.) Broadcasting Company on the 1490 band, and for the Kollins Broadcasting Corporation, Radford, Va., on the 1340 band. Estimated construction costs are \$10,850 and \$25,930, respectively.

Rathbone To Reveal Rising Fatima Sales

Basil Rathbone will reveal startling sales increase figures for Fatima cigarettes over his CBS network "Tales of Fatima" program tomorrow evening. According to Newell-Emmett Co., agency handling the Fatima account, sales figures in six leading divisions throughout the country are up from 132 per cent in the New York Division to 548 per cent in the St. Louis Division, a startling increase over the same period in 1948.

Declare Dividend

Chicago — The directors of the Stewart-Warner Corp., have declared a cash dividend of 25 cents per share on the \$5 par value common stock. The dividend is payable Oct. 8 to stockholders of record at the close of business on Sept. 16.

'Having A Baby'

WNYC, New York's municipal station, will air the tape-recorded real life drama of childbirth in a half-hour feature titled "Having A Baby," to be broadcast Sept. 4 at 9 p.m. The story will begin with an emergency call at a maternity center, and end with the recorded first cries of a new infant. Show is the first in a series.

The year that got away—

LONG AGO, he'd planned the year, the day, the hour of his retirement.

But now, a year beyond that date, his desk is still open . . . the weekend trout still in the brook.

What happened? Unexpected expenses . . . Nickie starting college . . . the last of Mom's hospital bills. He never really figured it out. But he knew one thing: the happy day he planned was no longer in sight.

A lot of years are getting away from a lot of people . . . and usually it's because they don't have a plan which helps them save money regularly.

But there are people—millions in the country—who are making the most of the years, by investment in United States Savings Bonds.

Each year, their stack of bonds grows greater and greater, the goals of their life come closer and closer. It's an easy, automatic way of insuring a financial future, thanks to two simple, automatic plans:

1. The Payroll Savings Plan, at the firm where you are employed. You get a bond just as often as you like.

2. If not on a payroll, you can get a bond every month, charged against your bank account, through the Bond-A-Month Plan. See your banker.

Don't let another year—another moment—escape you. Sign up today.

Automatic saving is sure saving— U.S. Savings Bonds



This Space Contributed
By RADIO DAILY



Ten Firms At Work On CBS Color Equip.

(Continued from Page 1)

man Electric Co.; Crosley Division (Avco Mfg. Corp.); Eastern Air Devices, Inc.; Eastman Kodak Co.; Monsanto Chemical Co.; Teletone Radio Co., and Webster Chicago Corp.

In letters to Sen. Edwin C. Johnson and FCC Commissioner Robert F. Jones, Stanton asked the FCC for specifications of field tests the Commission would consider adequate for approval of the CBS color video system.

Stanton said that the design and construction of converters, color receivers and other equipment "for the kind of field test I assume you are seeking" could not be completed between the time of the FCC's notice of hearing last July 11, and the hearing itself, originally set for Aug. 29 but since postponed to Sept. 26.

The CBS president disclosed also that his network has been working with British engineers on CBS-type color video equipment which is being built in Britain for demonstration this fall.

In his letters to Johnson and Jones, Stanton reviewed the CBS contributions to color video which, he maintained, had created "virtually the entire art of color television." Among these contributions he listed: construction and operation of an all-electronic receiver for the sequential system employing a single cathode ray tube with a single gun; development of methods and apparatus for modifying standard commercial receivers to receive sequential 6 mc color signals in black and white; development of methods and apparatus for receiving, on standard commercial sets so modified, sequential color signals in color; use of standard commercial VHF transmitters for sequential color transmissions.

Demonstrations of CBS color television have been witnessed by representatives of 25 companies, Stanton said, including RCA, Philco, DuMont, and AT&T. Among CBS licensees in color TV he listed Westinghouse, Bendix Aviation Corp., Federal Telecommunications Labs., and North Jersey Broadcasting Co., Inc., licensee of WPAT, Paterson N.J.

Mann On WQXR

Thomas Mann, Nobel Prize-winning novelist, has recorded a talk for WQXR, New York, on the writings of Goethe, which will be aired on Sunday in the first of a series of programs marking the 200th anniversary of the German poet's birth. The opening show will be heard from 7:05 to 8 p.m.

WNEW Signs Ted Brown

Ted Brown, emcee and disc jockey, has been signed by WNEW for an across-the-board half-hour titled "The Ted Brown Show." He was signed after he completed a stint substiting for Rayburn and Finch on the station's wake-up show.

If Giveaways Are Out!

(Ed. Note: Inspired by the FCC's ban on giveaways, a reporter for the Worcester (Mass.) Telegram spun this lament for his paper's radio page. It is reprinted here with thanks to the Worcester Telegram, Mr. Wilson and Andy Fuller, of WTAG, who brought it to our attention.)

By CLARENCE WILSON

So they're going to stop the music on those shows called "giveaways"?

"They're criminal," says the F.C.C., "and crime—it never pays."

Giving prizes to the people they have ruled a wicked sin,
And so we may no longer hear that catchy "Spin-to-win."

It's naughty, wicked gambling and very, very soon

We're liable to go to jail for mentioning a tune.

And if we answer questions as occasions may arise,

We're likely to be penalized for knocking off a prize.

Yes, hard labor in the hoosegow as a penalty may loom

If we provide the answer to "Who's buried in Grant's tomb?"

No more trips to Madagascar if we have the answer right

On a puzzling little query on a tall, six-footer's height.

And if a man is drowning and wants to write his will,

He cannot use a prize-won pen, an under-water quill;

The will might be invalid and maybe Probate Court

Would nullify the document, or something of that sort.

Alas, alas, alackaday is the public's grievous shout

If courts uphold the F.C.C. and give-aways are "out."

M. L. Gold Re-nominated By Nat. Tele Film Council

Melvin L. Gold, director of advertising and publicity for National Screen Service, was re-nominated Thursday, for a second term as president for the National Television Film Council. New officers nominated on same slate were William S. Roach, U. A. legal counsel of the law firm of O'Brien, Driscoll, Raftery & Lawlor, as NTFCC vice-president; Sally Perle of the Mesal Organization (an advertising agency) as secretary and Ed Evans, film relations director for WPIX, as treasurer.

The slate of the four officers is unopposed.

Nominations for Board

Twenty nominations were made for the board of directors, of which eleven are to be elected. Nominees are: Robert Paskow, WATV; Elaine Phillips, WSPD; Jerry Albert, United World Films; Burt Balaban, Paramount Television; Jules Brickman, Screen Gems Inc.; Helen Buck, WCAU; William Holland, Hyperion Films; Saul Tirell, Sterling Films; Andy Jaeger, DuMont Television; John Novak; Henry Morely, Dynamic Films; Jack Glenn, March of Time; Connie Lazar, Film Equities; Judy Dupuy, Video Events; Charles Basch, Basch Television Productions, Inc.; John Mitchell, United Artist; Jack Hoffberg, Hoffberg Productions; Irwin Shane, Television Magazine, and J. A. Maurer of J. A. Maurer Inc., and vice-president of SMPE.

Ward Joins BBDO

Albert Ward, formerly of CBS, has joined BBDO as director of "Theater of Today," Saturday dramatic series sponsored by the Armstrong Cork Co. on CBS. Ward directed the Peabody Award-winning show, "Assignment Home," among other top programs.

Hooper To Consolidate Two Television Reports

C. E. Hooper, Inc., has announced plans for consolidating its New York "Teleratings," published continuously since February, 1948, with its New York City TV-Hooperatings, inaugurated last June, into a single report to be issued monthly starting Oct. 15.

Audience measurements on each time period and program will appear side by side, with a listing of both Telerating (TV home sample) and City TV-Hooperating (random home sample). The Hooper organization anticipates "a substantial saving" to the industry as a result of the consolidation.

TV Will Supplement Not Kill, AM—Paley

(Continued from Page 1)

ment and not supplant radio in the country despite Paley's prediction that 1954 will see at least 18,000,000 TV sets in use in America.

Paley's conclusion is supported by a recent survey placing the total number of radio sets in use at near 79,000,000. Thus, even if 10,000,000 sets are discarded in the next five years and not replaced, radio sets still will outnumber television receivers in America by 50 million.

Frank Stanton, president of CBS, is quoted as stating: "There are too many millions of Americans, with too many different tastes and desires, for any one medium to serve them all."

WHOM Donates Facilities To Community Chests

WHOM, New York foreign language station, has made its facilities available to the Community Chests of America for the preparation of broadcast kits to be distributed to foreign-language stations throughout the country. This was announced Friday by Fortune Pope, WHOM executive vice-president and general manager.

Using material furnished by the Community Chests in connection with their fund-raising campaign WHOM will transcribe special appeals in Spanish, Italian, German and Polish, voiced by its staff of foreign-speaking artists.

The Community Chests Radio Committee, which will supervise the operation, is headed by William J. Ramsey.

FOR THE FIRST TIME!

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

TAKE ADVANTAGE OF THIS PROFESSIONAL TRAINING

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

YOU ARE THE FUTURE IN TELEVISION!

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

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

Sign up — today! Enrollment is limited.

Rates are easily within your reach.

Schedules may be arranged for your convenience.

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



TELEVISION DAILY

Continuation of RADIO DAILY, Monday, August 29, 1949 — TELEVISION DAILY is fully protected by register and copyright

TV ALLOCATION PLANS OFFERED

TELE TOPICS

THE COLOSSAL LITTLE SHOW," which was showcased on NBC last week must be described as the colossal joke since the word "show" implies entertainment. Program, which stars Ray Wharton, was an attempted informal musical variety stanza. The music was all corn, but not the funny kind, and it was supposed to have been comedy and downright deadly. A big gag was the appearance of a guy with his trousers rolled up to his knees so that everyone would know he was supposed to be a mentally deficient quiz kid. With one brief exception the rest of the half-hour was on the same level—the standout being a pretty good imitation of Groucho Marx by Hal Chase. Also involved were Bill Riley and Regardie Halliday. By far the most unusual thing about the stanza was the fact that it drew little laughter and almost no applause from the studio audience, which made its presence known mainly through a brief, feeble spasm of hand-clapping at the end. And when a studio audience doesn't like a show—then, brother, you know the millennium has arrived. . . . Program was written by Mark Lawrence, who is the package. Vic McLeod produced for NBC and Jim Jordan directed.

PLANS FOR PRODUCTION of the late Gertrude Stein's "Yes Is For a Very Long Man" have received approval of Carl Veichten, Miss Stein's American representative. William North Jayme has begun video adaptation. Play was first seen in New York this Summer as an Off Broadway, Inc., production. . . . "The Marines' War," United Videogram series on the Pacific fighting, has been extended from 13 to 26 weeks, with each installment cut from 30 to 20 minutes "at the request of several clients interested in the program." . . . Jerry Fairbanks has contracted to produce two new series of animated commercials, one for Petri Wine through Young Rubicam, and the other C. H. Masland Sons (rugs) through Anderson, Davis Platte. . . . Twelve ABC stations will carry the Philadelphia Eagles-Chicago Cardinals game for Sun Oil tonite. Agency is Swift, Ogilvy, Benson & Mather.

BENJAMIN ABRAMS, president of Emerson, reportedly will issue a strong statement to the effect that color still is several years away at a press conference today. This is to head off a drop in receiver sales that might be expected as a result of last week's revelations by RCA. . . . WFSB-TV, Atlanta, has signed for the WPIX package of 13 feature films. . . . John F. Dickinson has resigned from Paramount Television to join the New York office of Harrington, Richter & Parsons, station reps. Firm is expanding N. Y. and Chicago operations and has appointed Carroll R. Layman, formerly with ABC, sales rep. in the Windy City.

TBA Statement Urges Principle Of Master Plan But Commission's Bar Association Opposes Idea; DuMont Would Eliminate Co-Channel Interferences

(Continued from Page 1)

portunity to be heard on the merits of applications;

(2) Impede and obstruct orderly, expeditious judicial review of Commission action;

(3) Prevent the Commission from fully complying with the Congressional mandate that "the Commission shall make such distribution of licenses, frequencies . . . among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same."

TBA argued, however, that "a clear, specific and practical allocation plan be issued in order to provide that degree of certainty necessary to the public, to applicants, to the holders of construction permits and licensees, and to the manufacturers of equipment, both transmitting and receiving, so that a stable industry may result and losses to the public and to investors in the industry due to confusion and change may be diminished."

TBA also endorsed the opening of the 42 UHF channels, and proposed that the entire UHF band be opened for commercial TV.

ABC Supports FCC

Statement filed by ABC in the main supported objectives of the FCC proposals, but strongly urged that there be no intermixing of UHF and VHF assignments in any locality, except those cities in which VHF stations are already on the air or in the process of construction.

DuMont said it believes the following two principles are "inconsistent with a stable equitable and practical national system of TV broadcasting:

"(A) The retention of assignments of particular frequencies to specific primary surface areas solely because of the issuance to applicants in those cities prior to the date of freezing such applications of television broadcast licenses, STA, and construction permits, and

"(B) The geographical distribution of presently available very high frequency channels."

DuMont argued that "no truly competitive or economically successful national traffic system can be founded upon allocations conforming to reasonable engineering standards to protect quality of reception which yields to the above criteria." It held that the Commission's intermixing of available VHF channels with presently impractical UHF channels results from the above limitations. It further believes that

continued unreasonable interferences between stations in the Commission's allocation proposal are the result of this method of distribution on its part.

"The DuMont allocation system is superior to the FCC's," it said, in that it eliminates many instances of co-channel interferences beyond allowable standards and permits the utilization of the additional UHF channels so as to diminish local oscillator and image interferences which are inherent television receiver problems and which are not covered by the Commission's plan of allocation."

DuMont held that "an adequate number of fully competitive network services covering substantially all of the major primary market areas is essential to the economic health of the television industry and to the distribution to the public generally throughout the nation of an adequate modern television service.

"It is its position that commercial requirements and the legitimate necessities of such large-populace areas demand the allocation to such areas of not less than four practicable channels of uniform type and that the intermixing of VHF and UHF channels to effect the distribution of such number is an economic fallacy. It is the position of respondent that it is possible as indicated in its allocation proposal, to assign four VHF channels to all such major population channels and thus permit the establishment and maintenance immediately upon the lifting of the 'freeze' of competitive network services capable of supplying competitive multiple programming through adequate UHF channels to the remaining populace market areas which can support television."

New Biz At WNBT

Two new spot accounts and one renewal were announced yesterday for WNBT by John C. Warren, sales manager of the station.

Sheffield Farms, Inc., has signed a 52-week contract for the 7:30 p.m. station break on Tuesdays. The order, effective September 27th, was placed through N. W. Ayer.

TWA has purchased the 7:00 p.m. break on Thursdays, beginning September 1st. The 13-week order was placed through BD&O.

BVD has renewed sponsorship of the 9:00 p.m. station break on Sundays for a 52-week period. The order, effective September 4th, was placed through Grey agency.

BAB Begins Study Of Rate Cards, Contracts

Comprehensive study of rate practices throughout the industry has been inaugurated by BAB in an attempt to simplify buying and selling of time by standardizing rate card formats and contract forms.

The analysis is expected to reveal complete details in these areas:

(1) Discount procedures, (2) methods of calculating basic charges for station time and facilities, (3) relationship of costs for smaller time segments to the basic hourly rate, (4) billing and payment schedules, (5) relative charges made for various time classifications, and time of day devoted to each, (6) bases used for payment of advertising agency commissions, and other factors which are vital to stations in drawing up their station rate cards and contracts.

Results of the study will be examined by the Standardization Group's executive subcommittee at its next meeting during the week of September 12th. After that, it is anticipated that the study will be published for the information of the industry, possibly with additional committee recommendations.

Amateur Hr. To NBC

After several months of negotiating to clear station time, NBC has landed the Old Gold Amateur Hour, which will move from DuMont Oct. 4 in the 10-11 p.m. slot Tuesdays, it was announced Friday. Total of 29 NBC stations will carry the show, 19 of which will be live.

The Amateur Hour gives NBC a 7 to 11 p.m. sellout on Tuesdays. The 9:30-10 seg will be occupied by Life of Riley, for Pabst. Other bankrollers are Procter & Gamble, Texaco, Camel, Mohawk and Sealtest.

Lennen & Mitchell is the agency for Old Gold.

Lubcke To Work On Color

Los Angeles—Don Lee System announced Friday that Harry Lubcke director of TV research would concentrate on development of color and stereoptican video immediately. Don Lee already has an experimental color license and transmitter, assigned to 500-900 megacycle band.

Lubcke moves from Mt. Lee to new research laboratory to devote his full time to color research. He will investigate the possibility of linking simultaneous color system with stereoscopic vision. Emphasis will be on simultaneous system rather than sequential system.

COAST-TO-COAST

Named Dir. Women's Activities

Danville, Va.—The appointment of Mrs. Jacquelyn Campen Sherrin to the post of director of women's activities of WDVA has been announced. Prior to joining WDVA as copywriter in July, 1947, she was assistant to state editor of the News and Observer, Raleigh, N. C., and served three years as a copywriter with WRAL.

Lowden Joins WMTR Sales Staff

Morristown, N. J.—Clem T. Lowden has been added to the sales force of WMTR. He comes to the station from the Flynn-Greenslade Advertising Agency and was formerly associated with the sales department of the N. J. Bell Telephone Co.

Smythe Returns To KLZ

Denver, Colo.—Former KLZ program director Pete Smythe and more recently of Hollywood has returned here. He is currently playing a six-week 15-minute piano and chatter strip heard mornings on KLZ entitled "The Pete Smythe Show."

KFBI Names Women's Director

Wichita, Kans. — Marie MacDonald, former Wichita newspaper woman, has been appointed director of women's activities of KFBI. She broadcasts a 15-minute program, "The Women's Page of the Air," Monday through Friday at 3:30 p.m., which includes women's club and social items in addition to fashions, foods and other topics of interest to female listeners.

Talent Discovery On WDRG

Hartford, Conn. — Thirteen-year-old Bobby Aregood of East Hartford, Conn., is the talent "discovery" by WDRG for the week of August 29. Bobby goes to the Meadow School and recently placed second on a Ted Mack TV show. He is singing several of his songs over the station on all local shows during the week.

KSL-TV Features New Show

Salt Lake City, Utah—"Path to Your Door" is the title of a brand new program featuring well-known Salt Lake City talent carried on KSL-TV Wednesday nites at 9:30. The well-rounded quarter hour show is beamed to the 5700 TV owners in Salt Lake and the surrounding area.

WDYK To Affiliate With ABC On Sept. 20

Cumberland, Md.—WDYK, now under construction, will affiliate with the American Broadcasting Co. as a member of the net's northeast group on Sept. 20.

The station, owned by Richard Raese and manager by Aubrey Raese, will operate full time with 250 watts on 1230 kc.

★ THE WEEK IN RADIO ★

Battle Lines Drawn In FCC Giveaway Ban

By AL JAEGGIN

THE FCC ban on the broadcasting of certain types of giveaway shows drew the ire of ABC and CBS, both of whom declared that they would test the Commission's authority in court. NBC and Mutual, however, have indicated that they would stand on the sidelines and watch developments.

Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee came out in full support of the FCC position on giveaways. . . . The New York Times, in an editorial, termed the edict a "mixed blessing" and declared it to be open to "serious question." . . . Even though NBC has indicated a "wait and watch attitude on giveaways, two such programs, "Take It Or Leave It" with Eddie Cantor and "Truth Or Consequence" with Ralph Edwards, start new seasons on the web. . . . A second survey by RADIO DAILY on prizes currently being awarded on programs carried by the four major networks showed that a total of \$237,000 in cash and merchandise was offered during the week by 41 giveaway shows. . . . RADIO DAILY'S "Shows of Tomorrow," released on Thursday, revealed a future decline in the number of giveaway shows. Program directors expressed the opinion that such shows have reached their peak.

The Washington Post, which owns 55 per cent of WTOP, the CBS outlet in D. C., expressed editorially its support of the FCC edict.

The Advertising Council, Inc., disclosed that more than 50 public service campaigns and more than 14,500,000 listener-impressions were delivered in the public interest by advertisers, agencies and stations during 1943. . . . Three networks and 21 local groups were presented special merit citations for achievements in religious radio at the University of Chicago's annual workshop on religious radio. . . . In contrast, the National Association of Radio News Directors issued a report in which the wire services were "spanked" for what was called dull, uninteresting writing and too-frequent failure to develop sufficiently local and regional news.

A bigger and better market for small town stations is assured for the next five years at least, according to Larry Kolpack, of Larry Finley Transcriptions, who recently concluded a nationwide tour. . . . Philco Corp. declared two dividends: 50 cents per share on common stock and 93 3/4 cents per share on preferred stock. . . . Stewart-Warner sales for the first six months of 1949 were 26.4 per cent below that of the similar period of last year. . . . Decca Records announced its intention to start production of its catalog of albums on 33 1/3 rpm discs. The Decca decision brings the number of LP producers to 17 companies and two societies.

Among the long list of advertisers

who will use radio this Fall were nine food companies, seven drug firms and five household products manufacturers, all of whom signed new contracts with WOR, New York. . . . The "Railroad Hour," sponsored by the Association of American Railroads, will switch from ABC to NBC, beginning October 3. . . . P. Lorillard Co., in behalf of its Old Gold cigarettes, signed a 52-week renewal contract for "Ted Mack and the Original Amateur Hour" over ABC. . . . Two CBS programs, "Armstrong Theater of Today" and "Wendy Warren and the News," were renewed by the Armstrong Cork Co. and General Foods Corp., respectively. . . . Twenty-one Sinclair Gasoline dealers in southern Wisconsin banded together to sponsor all University of Wisconsin football games this Fall over WKOW, Madison. . . . The R. J. Reynolds Tobacco Co., in behalf of Camel cigarettes, will sponsor WBBM's 1949 season of college football broadcasts. . . . The Radio Offers Co., maker of plastic household products, has purchased a new weekly quarter-hour show, "The Housewives' Money Maker," over 60 ABC stations, Thursdays, 10:45 p.m., starting Sept. 8. . . . The Dawn Bible Students Assn. will sponsor a quarter-hour non-denominational religious program, "Frank & Ernest," over 179 ABC stations, beginning Oct. 16.

Bertram Lebar, Jr., was appointed director of WMGM, New York, to succeed Herbert L. Pettey who resigned to assume the presidency of Parx Products, Inc. . . . Merrill C. Johnson was named commercial manager of WGL, the NBC affiliate in Fort Wayne, Ind. . . . John V. Sandberg will join the Pepsodent Division of Lever Brothers Co. as v-p in charge of advertising on Sept. 15. . . . Chas. B. Brown, formerly with NBC and RCA Victor, was named head of the New York branch of Masterson, Reddy & Nelson, package producing firm. . . . Thomas H. Lane, v-p of McCann-Erickson, assumed temporary responsibility for the agency's television and radio activities following the resignation of Lloyd O. Coulter. . . . Ralph T. Kettering, Chicago showman and newspaperman, was appointed executive secretary of the Illinois Variety Club. . . . Kenneth Houston, program director of Radio Features, Inc., was promoted to v-p of the Chicago package production firm. . . . W. Arthur Fielden was named head of the radio and television department of the Detroit branch of Campbell-Ewald.

Thompson Is Signed

Baritone Johnny Thompson, who does two weekly shows on ABC and appears with "The Fitzgeralds" on their ABC video show, has been signed for a new disc series by Lang Worth Transcription. He also records for Columbia.

EQUIPMENT

Announce New Wide Band Amplifier

The Hewlett-Packard Company Palo Alto, Calif., has announced a new wide-band amplifier designed to set a new standard of faithful amplification of microwave pulses. Known as the —hp— 460A Wide Band Amplifier, the new instrument is designed to make easier and faster a wide variety of measurement, necessary in TV, UHF, nuclear, oscilloscope and general laboratory work, up to 200 mc.

New Camera For ET Oscilloscope

A new camera, the DuMont Type 314-A Oscilloscope-Record Camera for recording patterns from any 5 inch cathode-ray oscilloscope, is now made available by the Instrument Division, Allen B. DuMont Laboratories, Inc., Clifton, N. J. Experience with a previous model has resulted in a modified camera which is easier and more efficient to use.

First 8 1/2" TV Set

The first 8 1/2-inch screen television receiver to be produced by a TV manufacturer was announced last week by Motorola, Inc., Chicago. This set offers over 50 per cent increase in picture size as compared with small tube receivers in the same price range. Set is made to sell for \$149.95, and will be available early this month.

'Price Guarantee' By Andrea

The Andrea Corp. has announced a "price guarantee," effective as of August 1 through December 31, 1944 on certain models of their TV set now with Andrea distributors and dealers. Sets which are guaranteed under the new Andrea policy are the Sharron, Gramercy, Ridgeway, Winfield and Caronia.

New Communications Equip. Shown

A complete new line of highly selective communications equipment was displayed by the RCA Communications Equipment Section at the annual convention of the Associated Police Communication Officers, which closed yesterday at the Hotel New Yorker, N. Y. Two-way radio communication equipment for police and fire department use in emergency communications was featured in this year's shows. Both mobile and stationary transmitter and receivers were included.

Coca Cola To Continue Sponsorship Of Downey

Morton Downey will return to the NBC network in a series of "Song by Morton Downey," sponsored by the Coca Cola Company, beginning Oct. 4, Tuesdays, Thursdays, Saturdays, 11:15 p.m., eastern time.

Downey's program, which was heard at the same time last year is handled by the D'Arcy Advertising Agency.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 42

NEW YORK, TUESDAY, AUGUST 30, 1949

TEN CENTS

AFRA FIRM REGARDING TV AUTHORITY

Jones Scores CBS Attitude On Color TV

Washington Bureau of RADIO DAILY
Washington — CBS "reminds me of the race horse which, having run a fine race, suddenly balks at the finish line," FCC Commissioner Robert F. Jones wrote at the weekend. Brushing aside CBS protestations that it has been diligent in seeking to present color TV to the Commission in the best possible light, Jones said he is "greatly surprised that a company the size of CBS should hesitate to spend the \$12,500 maximum necessary for even 25 conver-

(Continued on Page 5)

Security Agency Offers Rehabilitation Series

Washington Bureau of RADIO DAILY
Washington—The Office of Vocational Rehabilitation of the Federal Security Agency has produced and made available to stations without cost a second series of 23 one-minute transcribed spot announcements on the rehabilitation and employment of physically disabled civilians. The messages, which include announcements in behalf of blind workers, are read by the following: Fred Waring, Ben Grauer, Helen

(Continued on Page 2)

Alabama Broadcasters To Meet At Tuscaloosa

Tuscaloosa, Ala. — The Alabama Broadcasters Assn. will hold its annual convention on the University of Alabama campus here Oct. 6 and 7. Representatives of 40 to 50 Alabama stations are expected to attend.

The association president is

(Continued on Page 2)

Songs That Save

WHAN, Charleston, S. C., has come up with a novel and entertaining device for raising American Cancer Society funds. The town's leading citizens act as volunteer guest disc-jockeys, and spin request records for their friends—for a price. All cash contributed goes into the cancer fund. Slogan: "For a song, you can help to fight cancer."

What Have You?

Washington—The FCC yesterday okayed without benefit of a mechanic or a piano-tuner a deal whereby Arnold B. Miller gave up his 20 per cent share of WSBC, Chicago, and its affiliated FM station, WXRT. The transfer was for \$7,000 in cash, a 1947 Chevrolet and a Chickering grand piano.

Press Awards Slated By WHCU, Cornell U.

Ithaca, N. Y.—Press Leadership awards for 1948-1949 will be presented to weekly newspaper executives at Cornell University's third annual press-radio dinner to be held here on Sept. 10. The dinner climaxes the annual competition initiated by WHCU, Ithaca, the Cornell station, through its Sunday afternoon program, "The Radio Edition of the Weekly Press."

Six cash awards totaling \$1,700 and three special citations will be presented by Michael R. Hanna, WHCU's general manager, to weekly

(Continued on Page 2)

Laffey, Hickox Upped At WLAW, Lawrence, Mass.

Lawrence, Mass.—Appointment of Frederick P. Laffey as program director of WLAW, and Richard T. Hickox as chief announcer, was announced yesterday by Harold B. Morrill, general manager. Laffey succeeds James T. Mahoney, and

(Continued on Page 6)

But Will Wait 'A Little Longer' Before Implementing Pay, Labor Claims; Incumbents Are Re-Elected

Abrams Denies Mfrs. Stifle Color Video

Replying to direct and implied charges that television set makers are retarding the progress of color video to maintain sales of present sets, Benjamin Abrams, president of the Emerson Radio & Phonograph Corp., yesterday cited in defense the industry's "progressive" record which, he said, should refute any talk of set makers "stifling" new developments.

Such talk, Abrams told reporters

(Continued on Page 7)

Regional Conventions Set By AAAA In 4 Cities

The American Association of Advertising Agencies has set general plans for four Fall regional conventions: New York, Chicago, San Bernardino and Detroit.

The Eastern Annual Conference

(Continued on Page 5)

George Leydorf Elected To WJR Directors Board

Detroit—George F. Leydorf, WJR v-p in charge of engineering, has been elected a director of the Goodwill Station, it was announced by

(Continued on Page 5)

Report Mexico Asking U. S. To Postpone NARBA Meet

Mexico City—The Mexican Government is reported to have asked the U. S. State Department for postponement of the NARBA conference at Montreal. Mexican officials are unable to complete technical data at this time and ask that their communications department be allowed to file and make appearance at a later date.

The action cancels plans for Inter-American Association board meet-

ing scheduled for New York in October. Senor Emilio Azcarraga planned to attend both conferences with other delegates from Latin-American countries.

Washington Bureau of RADIO DAILY

Washington—More than 150 industry and Government radio technicians agreed yesterday that the United States delegation to the

(Continued on Page 6)

San Francisco—Demands for immediate establishment of salary scales and working conditions for television performers were tempered by executive secretary George Heller's recommendation that the union wait "just a little longer" as the American Federation of Radio Artists concluded its annual convention here.

The convention delegates voted to implement the video authority of the Associated Actors and Artists

(Continued on Page 5)

CBS Gets 'Carnation'; 8th NBC Loss In Year

CBS chalked up its eighth prize taken from the NBC basket during the past year of inter-network "raiding" with the signing over the weekend of the "Carnation Contented Hour," which has been on NBC since its debut on Jan. 4, 1932.

CBS will add the show, with Buddy Clark as the singing emcee,

(Continued on Page 6)

Jack Eigen's Copa Show Leaves WINS Sept. 25

The Jack Eigen show, a disc jockey remote originating at New York's Copacabana night club, will not be heard on WINS, New York, after Sept. 25, the station announced yesterday. It's understood that Eigen will move his show to WMGM after that date.

Eldon A. Park, WINS general

(Continued on Page 2)

Selling Safety

The Lumbermen's Mutual Casualty Co. has nothing but kind words for disc jockeys. The insurance firm's safety director enlisted the aid of 500 platter turners in a campaign to cut down driving accidents among teenagers, pushing the idea that the "hop" driver is the safe driver. More than 232 disc jockeys have been airing such advice.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

Hal Tate, Manager

360 N. Michigan Ave.
Phone: Randolph 6-6650

SOUTHWEST BUREAU

Paul Girard, Manager

Tower Petroleum Bldg.,
Dallas, Texas

Phone: Riverside 5491

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

FINANCIAL

(August 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	57 1/8	53 3/4	57 1/8	1/4
Admiral Corp.	18 1/2	17 7/8	17 7/8	3/8
Am. Tel. & Tel.	144 1/4	143 5/8	143 5/8	1/2
CBS A	18 1/2	18 3/8	18 3/8	1/8
CBS B	18 1/4	18 1/4	18 1/4	—
Philco	26 5/8	26 1/2	26 1/2	—
RCA Common	11 3/8	11 1/8	11 1/4	1/8
Stewart-Warner	11 3/4	11 5/8	11 5/8	1/8
Westinghouse	24 1/2	24 1/4	24 3/8	—
Zenith Radio	24 1/2	24	24	5/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	24 1/4	25 3/4
Stromberg-Carlson	10 1/4	11 1/2

WJR Declares Dividend

Detroit—Chairman of the board George A. Richards announced yesterday that the directors of WJR, The Goodwill Station, Inc., have voted a dividend of 10 cents per share to be paid September 14, 1949, to shareholders of record at the close of business September 7, 1949.



For SALES MAGIC in the "MAGIC CIRCLE"

Hire **WIBW**

The Voice of Kansas TOPEKA
KEN LUDY, General Manager

Seeks Color Data

Washington—Acting Chairman Paul Walker of the FCC told RCA, CBS and Color Television, Inc., yesterday that the Commission is "most anxious" to bring to light all available data on color TV, to expedite "a proper and early determination (of) the whole television situation." . . . Copies of the letters to the three firms went to Sen. Edwin C. Johnson.

Press Awards Slated By WHCU, Cornell U.

(Continued from Page 1)

newspapers chosen by a board of judges for "consistently spurring community thought through their editorial columns" and "for aggressive leadership in promoting community action on local programs."

The judges were Erwin D. Canham, editor of the Christian Science Monitor; Robert Reed and John Bird, of Country Gentleman; Edward R. Eastman, editor of American Agriculturist, and H. E. Babcock, prominent agriculturist and writer.

The WHCU program from which the awards stem was honored with a Peabody Award in 1947, and has been imitated, under the WHCU aegis, by more than 30 stations in the U. S. and Canada. Their joint aim is "fostering democratic action at the grass roots level through the medium of press-and-radio cooperation."

A total of 68 community weeklies were entered in this year's WHCU competition. More than 50 of them will be represented at Cornell's upcoming Press-Radio Dinner.

Jack Eigen's Copa Show Leaves WINS Sept. 25

(Continued from Page 1)

manager, said the station will sign off at 1 a. m., starting Sept. 26, and sign on again at 6 a. m. The intervening time will be devoted to working on the WINS transmitter in anticipation of FCC approval of WINS' request for 50 kw nighttime operation, he said. At present the station operates with 50 kw daytime and 10 kw night.

The Eigen show from the Copa began over WINS in April, 1947, featuring records and celebrity interviews.

Crosby Show Returning To CBS After 18 Years

"The Bing Crosby Program," which premieres on CBS Sept. 21, 9:30-10 p. m., marks the return of the star to the network over which he made his radio debut in 1931.

Judy Garland and Abe Burrows will appear as guests on the opening show, which is sponsored by Liggett & Myers Tobacco Co. for Chesterfield cigarettes. Newell-Emmett is the agency.

Security Agency Offers Rehabilitation Series

(Continued from Page 1)

Hayes, James Melton, Jimmy Durante, Fred Allen, John Kieran, Kay Kyser, Milton Cross, Red Barber, Clifton Fadiman, Mrs. Lou Gehrig, Henry Fonda, Joan Fontaine, James Thurber (by proxy).

The messages make two points: (1) State vocational rehabilitation agencies provide complete services, including physical restoration and job training, for disabled civilians, and (2) rehabilitated men and women make excellent employees.

The transcriptions are open-end to allow for closing announcements. The series, recorded on two double-faced discs, is available to radio stations without cost through State vocational rehabilitation agencies, State commissions for the blind (for the special announcements on blind workers) or the Federal Security Agency, Office of Vocational Rehabilitation, Washington 25, D. C.

Alabama Broadcasters To Meet At Tuscaloosa

(Continued from Page 1)

Howard E. Pill, president also of WSFA, Montgomery, Ala. Members of the arrangements committee are Mrs. Wilhelmina Doss, WJRD, Tuscaloosa; Bert Bank, WTBC, Tuscaloosa, and Dr. Jack Morton, of the University of Alabama.

COMING and GOING

DON ROSS, writer and crossword puzzle expert associated with Masterson, Reddy & Nelson, to New York to aid in the production of two television shows: "What's the Word," starting Sept. 18 on DuMont, and "Auction-Aire," to debut Sept. 30 on ABC.

BILL STERN, whose Sports Newsreel is featured Friday nights on NBC, will go up to Rochester next Friday to broadcast the National Amateur Golf Championships.

EDMUND CHESTER, Columbia network's director of news, is back from a three-week vacation in Florida.

S. A. FORESTER planned in from San Francisco over the week-end to assist his brother, Dave, in the sale of the latter's television series.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is back from his vacation.

WALLACE A. ROSS, publisher of Ross Reports on Television Programming, has returned from Maine, where he spent his vacation fishing.

MILLIE BRKSA, of the WBBM (Chicago) mail room, is vacationing in Denver, Colo.

LOUIS FEHR, news writer on the broadcast desk of the New York Daily News, is resting up for a while at Lake George, N. Y.

RCA Ships First 16" Sets

Initial shipments of three new RCA Victor TV receivers, featuring the 16-inch metal-coned picture tube have been sent to distributors. The three models (9-T-270; 9-TC-272 and 9-TC-275) are the first to be shipped of the new RCA line with this tube size.

"Hey, Mom, can I go Swimming?"



That seems to be the question the baby polar bear is whispering to its mother. The cub is just two months old, and feels that it's high time to take the first plunge.

Are you ready to plunge into the rich Baltimore market for profitable sales? There's an easy, economical way to do it, you know—by advertising on W-I-T-H.

A little bit of money goes a long, long way on W-I-T-H. For this is the station that delivers more listeners-per-dollar than any other station in town.

Your Headley-Reed man will gladly give you all the dope.

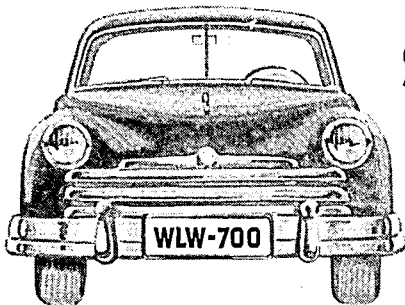


W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

All "EXTRAS" are standard equipment



There's a good reason why so many advertisers select WLW first as the vehicle to carry new selling appeals.

For here is a radio station with unequalled facilities—a great station that is equipped to provide many extra services far beyond simply selling time on the air.

And here, in WLW-Land, are 330 counties comprising parts of seven states—an area that presents a true cross section of the nation.

Yes, you'll find that WLW's Merchandise-Able Area is an ideal proving ground for new advertising campaigns, new techniques, new products. And with a "know-how" peculiar to its territory—plus adequate manpower—The Nation's Station is in a position to help you study this market of nearly fourteen million people. It can smooth the way in securing distribution... gaining dealer cooperation... getting consumer reactions.

If you are planning to launch a new advertising campaign or introduce a new product, talk it over first with The Nation's Station.

SOME WLW "EXTRAS"

People's Advisory Council

to determine program preferences and for general consumer market studies.

Consumer's Foundation

to determine consumer reaction to products and packaging.

Merchandising Departments

to stimulate dealer cooperation, check distribution, report attitudes, etc.

Test Stores

to check potential buying responses, effect of new packaging, displays, etc.

Buy Way

monthly merchandising newspaper for retailers and wholesalers.

Crosley Broadcasting Corporation



THE NATION'S MOST MERCHANDISE-ABLE STATION

CHICAGO

By HAL TATE

MODERATORS Allan Fishburn and John Barclay will seek the correct answers on questions pertaining to popular world locations on the August 26th broadcast of the "Treasure Quest" program.

Larry Fotine, whose popular band is in its 27th week at the Melody Mill ballroom here, has just completed a new song, to be titled "You're The Only One I Care For," which his band will probably record for World Transcriptions in the near future. CBS carries Fotine's band each Sunday at 12:30 p.m., in a program called "Treasury Serenade." Fotine also records for Decca Records.

By popular demand Nancy Evans, popular young radio singer, will appear on WCFL's "Songs to Cheer" broadcast for an additional week, which began August 22nd. Tommy Port, originally scheduled for this program, will be the program's guest starting August 29th.

Anzia Kuzak, Chicago-born coloratura soprano, will be co-starred with Earle Wilkie, baritone, on the Chicago Theater of the Air summer concert over WGN-WGNB and the Mutual network, at 9:30 p.m., CDST, Saturday, August 27.

William M. Mertz, Jr., has been appointed mid-west representative for C. P. MacGregor, transcriptions. Office will be located in Room 503, at 612 No. Michigan Ave., Chicago. This has been announced by Nat V. Donato, sales manager. Mertz formerly was with Transcription Sales, Inc.

Cornish Joins Petry

William A. Cornish, formerly of DuMont, has been appointed to the TV sales staff of Edward Petry & Co., Inc. Cornish will be attached to the national station-rep firm's New York office.

THE MORGAN, THE MERRIER or WHO CHECKED IN!

No, not a crowd—just Morgan. STEVE MORGAN, Columnist, who can pack more merry-making maneuvers into one juicy news item. You may hate him a little, but love him lots more!!! One hour with Morgan and you'll feel the merrier.

By way of intro to this radio-television idea call or write

Adele M. Purcell

400 Madison Ave. N.Y.C. 17
Suite 206 ELdorado 5-5040



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Groucho Marx's wire to Geo. Burns and Gracie Allen when they opened at the Palladium in London: "I saw your act before you left and despite that, there'll always be an England." . . . Congrats to Bert Leihar, Jr., who steps into the directorship of WMGM. Herb will also continue as sales director besides heading up MGM-Radio attractions, not to mention his continuance on the sports scene as Bert Lee. . . Confidence, according to Walter T. Shirley, is what enables a producer to be awfully positive about a show that is positively awful. . . Georgia Gibbs, just back from personal appearances in Europe where she appeared with Danny Kaye at the Palladium and Chevalier at Cannes, has been signed for a series of guest TV shots. . . Jimmy Powers, Daily News sports ace, will play himself on Bob Monroe's "John Steele, Adventurer," tonight. . . Brad Phillips pinch-hitting for Jackie Eigen at the Copa this week while Jacko gets himself an Atlantic City suntan. . . Best job of emceeing to date on Anne Marlowe's "Theater of the Mind" was turned in by Ellen Fenwick on last week's stanza. . . The merchants around town say it this way: Like show biz there's no biz.



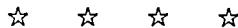
● ● ● Henry Morgan's guest appearance on Dave Garroway's Chicago video stanza last week was a classic. Wandering all through the show, Hank never said a word until the finish when Garroway waved at him and Morgan waved back, "Hi." When the program signed off with Garroway saying: "This is NBC Television, Chicago," Morgan did a triple-take and exited with the querulous remark, "Chicago?"



● ● ● **WELL FOR TYPING OUT LOUD:** About that "How about that": Mel Allen's exclamation-question phrase has about become the sports line of the year. Even fan clubs have sprung up as a result. But now mellow Melvin is reaching just a little with the continued use and it doesn't sound so natural any longer. We suggest one 'how about that' to a game. How about that, Mel? . . . Good will among sponsors was never more evident than on Sunday's Philco TV Theater. Nina Foch, the lead, uttered this line: "At 18, I was at my zenith." (Yeah, well at 18 I was at my three-tube crystal set) . . .



● ● ● Frank Waldecker, who announces the commercials for Ronson and Serutan, wanted to present a radio exec of the latter show with a gift. He sent him a Ronson Penciliter, engraved with exec's name spelled backwards. The guy's name is Condon.



● ● ● At the Masquers' "tribute" to Milton Berle in H'wood the other night, Milt fractured them with his reference to his mother, who was absent at the time. "She's a typical old-fashioned lady," he said. "Sits by the spinning wheel most of the day—it has numbers on it!" Jay C. Flippen also drew a roar when Abe Lastfogel, Berle's agent, said: "I'm gonna say some nice things about Milton." Flip flipped: "This should not take long."



● ● ● Phil Baker readying a new TV'er called "I'll Be Seeing You," which packs quite a human interest wallop. Each week five human interest incidents will be filmed for use on the show. (For instance, a young actress who's been trying to get a screen test—or a youngster whose landlord won't let him keep his dog—or a guy proposing to his gal in a distant city, all by film, of course).

SAN FRANCISCO

By NOEL CORBETT

THE lighter side of the AFRA Convention found everybody from George Heller, National Exec. Secy, down to Ken (local AFRAN who made good) Langley, making this town of Frisco jump. And all in the act. . . The Bay Cruise, with the 300 invaders, plus local members, all but capsized the "General Coxe." . . . The orchestra didn't really warm up till Verna Felton (Red Skelton's grandma) got out on the floor and did a hula. . . Prexy Clayton Collyer, who doubles for "Superman" seemed everywhere. . . Redhead Lurene Tuttle was cute in a sailor outfit. . . Ben Grauer was sort of unofficial emcee. . . Ezra Stone went into "Henry Aldrich" in his story-telling. . . Bill Thompson (Oldtimer, etc.) sparked the party with his Scotch antics, Sans bagpipe. . . Virginia Payne didn't look at all like Ma Perkins. . . Hans Conried mostly rested on the sidelines—guess the boy is overworked these days. . . Del Sharbutt played the piano for a community sing, led by Margaret Speaks. She was aided by John Brown, Cliff Arquette, Wally Maher and Leo Cleary—four good character actors, but bum singers. . . Later, the gang made for North Beach and the La Scala where Edna Fischer and her cute personality and piano are the attraction. . . Monday — business and festivities over—twasn't a visiting AFRA member left in town. . . Come Back Again—We don't have many radio and television shows out of here, but we will, and in the meantime, we do have a lot of fun.

Bosco Account To Orr

Robert W. Orr & Associates have been named by the Bosco Co., Inc., makers of Bosco, chocolate flavoring for milk.

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ines Scores CBS Affitude On Color TV

(Continued from Page 1)

for black and white receiving. This is even more significant," said, "in the light of the 1947 decision of the Commission on your part urging the Commission to adopt wide band color television standards wherein the Commission relied so heavily on the lack of adequate field testing by other than CBS engineers as a basis for receiving color TV."

"Amazed" at CBS Lethargy he said he was "amazed" that CBS had not ordered receivers and converters, despite an FCC wire in July asking that such equipment be provided. He said in discussions between CBS and the Commission there had at no time been "discussion of translating a laboratory model into a production design. . . . That the Commission was aiming mainly to make sure that enough people observe color television to make a determination as to its feasibility and practicability. I hope you can realize that your actions in that matter might well lead one to the conclusion that while your company is anxious to transmit color television it is reluctant to permit others to operate color television receivers to appraise what you have transmitted."

Others charged that CBS is hesitant about letting the Commission and the public in on its color findings, and charged that CBS was less interested in bringing forth information on color now because the initiative was the FCC's.

Interest in Color Is Wide

"My interest in color television is not confined to the Columbia system," he wrote. "I am interested in all systems of color TV. . . . I am adamant, and in the hearings will ask questions of your witnesses and the witnesses of any other companies to be sure that no color television system is rejected because it is inadequately presented by those who could have made a proper showing."

Westinghouse filed a voluminous collection of technical data on transmission, and reported that it would block out any requirement for utilization of maximum power in all instances. Any allocation plan adopted, it held, "should take into effect practical knowledge presently available, not the least of which is the economic cost of constructing and operating a television station and the inability of small communities to support even minimum operation. It is likewise an accepted economic fact that minimum operations can be supported in certain densely populated communities which could not possibly support a maximum operation."

Sees Service Area Vital

Power to be used by the licensee could be determined, said Westinghouse, on the basis of "the service

AFRA Firm On TV Authority; Meet Re-Elects Incumbents

(Continued from Page 1)

of America (4-A's) and to proceed with collective bargaining in the new medium through said television authority. Heller urged continued efforts to reach a video accord by Sept. 15, when a meeting of the 4 A's International Board is scheduled.

The convention also reaffirmed its stand on the issues which created a deadlock between the Screen Actors Guild and the five other talent unions which are attempting to reach a mutually agreeable accord on video jurisdiction—AFRA, Equity, Chorus Equity, AGVA, and AGMA. AFRA maintains that television is a new industry, and that jurisdiction cannot be bisected; SAG insists on control over film television. Demands that plans for an overall television authority proceed with or without the screen guilds were met with Heller's plea for a little more patience.

In the national elections which climaxed the convention, Clayton Collyer was re-elected president of AFRA, and the following vice-presidents were re-named: Virginia Payne, Knox Manning, William Gavin, Nelson Case, and Evelyn

Freyman. Nellie Booth was elected recording secretary, and Harry Von Zell was named treasurer.

The convention adopted the following resolutions: 1—Urging repeal of the Taft-Hartley Act and reenactment of the Wagner Act "pending a conference of proper representation of both labor and management to draft a mutually equitable law for submission to Congress"; 2—Endorsing a proposal that the international revenue law be changed to permit performer income tax payments based on five years' average earnings; 3—Requesting action by the international parent body of the 4 A's to obtain action by the AFL to change the name of Jim Woodruff Dam because of alleged "union-busting" of J. W. Woodruff Sr., Columbus, Ga., owner of WATL, Atlanta; 4—Advocating AFRA's support and cooperation in the observance of United Nations Day; 5—Urging Congress to adopt pending legislation to permit the American National Theater and Academy to operate a non-segregated theater in Washington, D. C.

AFRA's 1950 convention will be held in Chicago.

Regional Conventions Set By AAAA In 4 Cities

(Continued from Page 1)

for members from the New York, New England, and Atlantic Councils, will be held on October 4 & 5 at the Hotel Roosevelt, New York. Ray Vir Den of Lennen & Mitchell, Inc., New York, chairman of the New York Council, is in charge of arrangements.

Meeting Scheduled Oct. 14

The Central Council Annual Meeting will be held October 14 at the Hotel Drake, Chicago. Earle Ludgin of Earle Ludgin & Company, Chicago, chairman of the Council, is in charge of program plans.

The Pacific Council Annual Meeting will be held October 16, 17 and 18 at Arrowhead (Hot Springs) Hotel, San Bernardino, California. C. Burt Oliver of Foote, Cone & Belding, Hollywood, the Council chairman, is heading program arrangements.

The Michigan Council Fall Meeting will be held on November 3 at the Hotel Statler, Detroit. Program plans are under the direction of Council chairman Ralph L. Wolfe of Wolfe-Jickling-Conkey, Inc., Detroit.

area he desires to reach and the economic support that can be expected from the service area as related to the required capital investment."

The company also included a strong pitch for revision of the allocation table based upon the use of directional antennae, and for the use of synchronized or offset carrier operation.

George Leydorf Elected To WJR Directors Board

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Harry Wismer, executive assistant and general manager.

Leydorf first came to WJR in March, 1946, as chief engineer after service with the Crosley Corporation and WLW. He started in radio engineering in 1933 and was one of the first engineers to work on the development of the 500 kw WLW transmitter. In 1941, he won the Eta Kappa Nu Award for outstanding radio engineering.

Before FCC Frequently

He has participated in numerous FCC conferences and hearings and has been a spokesman at a number of international conferences on radio standardization and regulation. Last year, he represented fifteen clear-channel stations at the North American Regional Engineering Conference at Havana, Cuba. He recently participated in a number of radio forums and conferences in various parts of the country.

Music Editor Named For BMI Canada, Ltd.

Dr. Claude Champagne has been appointed to the new post of chief music editor of BMI Canada Limited, Toronto, a subsidiary of Broadcast Music, Inc.

He will continue as assistant director of the Conservatory of Music and Dramatic Art of the Province of Quebec. Dr. Champagne is noted as a composer of serious music.

Educators Want Ten UHF Bands Reserved

Washington Bureau of RADIO DAILY

Washington—The FCC was besieged at the weekend with a raft of protests against specific allocations of UHF channels, with each of the petitioners seeking VHF operation instead. From the tenor of the petitions, it was obvious that would-be telecasters, look upon the lower frequencies as a charmed circle, with the UHF seen as an undesirable alternative.

Reservation of 10 UHF channels adjacent to channel number 55 was asked, however, by the American Council on Education and the Association for Education by Radio. Both groups call for the setting aside of these channels for non-commercial educational TV service. Ten lower channels were asked by the National Association of Educational Broadcasters, the National Association of Land-Grant Colleges and the National Association of State Universities.

Only request for a UHF channel was received from the Granite State Broadcasting Company, in Claremont, N. H. Although Claremont is a town of 12,000 with both AM and FM radio, it was left without any channel in the proposed new allocation table. It was proposed that channel number 13 be taken from Concord for Claremont.

Otherwise, the Commission received calls from all parts of the country for readjustments in its allocation table to provide VHF channels. A strong pitch for more channels was submitted by the Philadelphia Chamber of Commerce, which complained that limitation of that city to three VHF assignments would "unjustly discriminate against the people of Philadelphia, contrary to the congressional policy of fair, efficient and equitable treatment." The chamber argued, too, that Philadelphia is a pioneer TV city, as well as the home of RCA and Philco.

In a lengthy and irate statement, the chamber demanded that at least two more VHF channels be assigned to Philadelphia. It was not impressed by the proposal to assign one UHF channel.

Details on the new "line-sequential" color TV system it has developed were filed by Color Television, Inc., of San Francisco. This is an electronic system completely compatible with existing standards, using 6 MC. bands with present equipment.

WMCP Ups "Opera" Time

Baltimore, Md.—WMCP is the station run by its listeners. As a result of overwhelming requests on the part of the audience the 9:00 p.m., "Opera Loge," show has been extended from 45-minutes to 1-hour. The station's policy has been to invite the audience to do the programming and it has resulted in goodwill all around and better programming.

CBS Gets 'Carnation'; 8th NBC Loss In Year

(Continued from Page 1)
to its Fall Sunday line-up, beginning Oct. 2, 10-10:30 p.m., EST. Ted Dale, who has occupied the podium since 1947, will continue as the conductor on the show.

This newest "raid," representing \$500,000 in annual billings, coincides with the 50th anniversary of the Carnation Co., sponsors of the program. The show currently is being aired by NBC on Mondays, 10-10:30 p.m., EDT.

The other seven shows which have switched during the past year from NBC to CBS were: Amos 'n' Andy, Jack Benny, Edgar Bergen, Red Skelton, Horace Heidt, Burns and Allen, Ozzie and Harriet. Two ABC programs, Groucho Marx and Bing Crosby, are two other recent additions to the CBS gallery.

The network's Sunday night line-up will be as follows: "Family Hour of Stars" (6:00-6:30 p.m.); "Our Miss Brooks" (6:30-7:00 p.m.); "The Jack Benny Program" (7:00-7:30 p.m.); "Amos 'n' Andy" (7:30-8:00 p.m.); "Edgar Bergen-Charlie McCarthy Show" (8:00-8:30 p.m.); "The Red Skelton Show" (8:30-9:00 p.m.); "The Electric Theater" starring Helen Hayes (9:00-9:30 p.m.); "The Horace Heidt Show" (9:30-10:00 p.m.); and "The Carnation Contended Hour" (10:00-10:30 p.m.).

Laffey, Hickox Upped At WLAW, Lawrence, Mass.

(Continued from Page 1)

Hickox succeeds Laffey as chief announcer.

Both of the new appointees have been with WLAW, 50 kw ABC affiliate, since shortly after it went on the air in 1937.

HOW YOUR STATION CAN HELP FIGHT POLIO

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

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

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

SOUTHWEST SIDELIGHTS

MARVIN ALISKY, formerly in the news room of KPRC, Houston, and WOAI, San Antonio, has been added to the faculty of Trinity University in San Antonio as an instructor in journalism.

Both sides of the San Antonio transit strike were aired in a special half-hour program over KABC, San Antonio. Time for both sides of the issue on the strike were presented as a public service broadcast of the outlet. Arthur F. Steel, international vice-president of the Bus Drivers' Union told the drivers' side of the story and this was followed by a 15-minute airing by Laurence Wingerter, general manager of the Transit Co., who told the company side of the issue.

The Texas Farm and Home Hour heard daily through the stations of the Texas Quality Network originated the past week from the 4-H Club Camp at Trinidad, Tex. Murray Cox, of WFAA, Dallas, was also on hand for several broadcasts and interviews with the young 4-H Clubbers.

Ernie Harwell is due in at Temple where he will broadcast the Texas University-Temple football game on Sept. 24 over the CBS network. The Southwest airings are to be included on the CBS Football Roundup each Saturday. Harwell is aid to Red Barber, CBS director of sports, on the baseball broadcasts over WMGM, New York, and WCBSTV.

Douglas Sahn, seven years old, made a return appearance on the "Young Americans' Club" heard each Saturday on WOAI, San Antonio, due to popular demand of the listeners. He is a demon guitar player and gave out with "Texas Playboy Rag." He brings his own specially-made chair to broadcast from.

The 7 a.m. "Peter Paul News" heard Monday, Wednesday and Friday for a quarter-hour over WOAI, San Antonio, has been renewed for the eighth consecutive year on the outlet. Newscasts feature Henry Howell.

A new telephone quiz show titled "Number Please" is being heard weekly over KTHH, Houston. Starting with a small prize, the contestant may work up through larger prizes then to the jackpot prize of valuable electrical equipment. Listeners send in questions to the quiz. If the contestant answers two questions correctly he is eligible for the jackpot which if he is successful in answering awards him a kitchen range or a TV set.

XELO, located at Juarez, Mexico, across the border from El Paso, has sent inquiry to the Mutual network to become its affiliate replacing KSET, El Paso, which ceased operations due to economic reasons. XELO operates with 150,000 watts on 800 kilocycles.

Roy G. Terry, owner of KOCA, Kilgore, spoke over the stations of

the Texas State Network last Thursday on the annual legislative session amendment. The amendment was to be voted on Nov. 8. Terry spoke in opposition to passage of the amendment. His time on the air was paid for by East Texas business and professional men.

Melvin Winters, musical director of WOAI, San Antonio, recently made a hole in one while playing golf on the Brackenridge course—but it was the wrong hole. Teeing off from the short tenth, he hooked an iron shot which struck a trap and bounded out of sight. The 17th green is very close to the 10th, and when he couldn't find the ball he asked several players standing around the 17th hole if they had seen his ball. They then showed Winters his ball in the bottom of the cup on the 17th.

The transcribed "Frank Parker Show" is being heard over WOAI, San Antonio, featuring top Hollywood and New York radio talent. Programs are heard each Sunday morning and are sponsored by the McGaugh Hosiery Mills for Airmail Nylons.

Jim Wiggins, chief announcer for KABC, San Antonio, has left for a two-week vacation. While he is gone his duties are being taken over by Barclay Russell.

San Antonio's "Tin Pan Alley" has become a reality with a million dollar future producing its own records for both national and international outlets, and recognized by the American Federation of Musicians. John Currie is head of the operation and has made arrangements to record on a master which in turn will be used by the Tanner Record Co., here to make records locally. Currently Red River Dave and the Texas Top Hands are making a series of records.

The various NBC outlets in the state were visited by Michael Dann, trade editor, press department, of the National Broadcasting Co., who presented them with information on the coming fall schedule of new programs that NBC plans and some of the new stars and programs planned during that time.

Included in the new Texas Christian Fine Arts Building will be radio equipment totaling about \$20,000 in value, including studio and control-room facilities, campus radio station KTCU, transcribing setup and experimental laboratory.

Louise Massey, composer and singer of stage, screen, and radio, has been signed for a series of personal appearances in north west Texas on the Wallace Circuit according to an announcement made by Wallace Blankenship, president of the circuit with headquarters in Lubbock.

Ralph Fritz, newsman on the staff of WOAI, San Antonio, has a short story he wrote titled "Heart of an Owlhoot" in the October issue of Ranch Romances.

Report Mexico Asks NARBA Be Postponed

(Continued from Page 1)

forthcoming NARBA conference should refuse to go along with any move to narrow the present 10-kilocycle AM bands. It has been reported that Latin-American nations will seek to force agreement on narrower channels—nine or eight kilocycles, although the FCC has long felt that a broader channel would be desirable.

There was some concern yesterday because the Mexican Government has not yet made it clear that it will be represented. Success of the conference would be jeopardized if the Mexicans fail to show up since it is feared that their absence would signify an intent to disregard the decisions of the conference.

The preparatory session yesterday was chaired by FCC Commissioner Rosel H. Hyde, who is expected to head the U. S. delegation.

Boat Races On CKLW

Windsor, Ont., Canada—CKLW's Toby David has been selected as chief announcer for the Silver Cup Races which will take place on the Detroit River, September 3rd and 5th. He will cover activities on both the American and Canadian sides of the river in his announcing chores.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, August 30, 1949 — TELEVISION DAILY is fully protected by register and copyright

ASKS 60 BANDS FOR THEATER-TV

TELE TOPICS

ANOTHER SPIRITLESS, lackluster variety stanzas has hit the air in the form of the "Bonny Maid Versa-Tile Varieties," which bowed on NBC Friday nite. Program was badly paced, acts were poorly chosen and production seemed amateurish. Emcee, George Givot played it straight to the most part; whether or not this is so will be determined only if he does a specialty or two on upcoming installments. He did sing one song, however, to open the show. This was a novelty about video and was on the dull side. Talent lineup for the show, which was set in a cafe, included Danny Dennis, who juggles things while riding a unicycle; Audrey Palmer, an acrobatic dancer who cavorted around the stage with a cape on each arm in something called a bat dance; Three Beaux (A Peep, one of the better vocal groups around town, and the Charles Duo, a roller skating act. None was truly outstanding and the lineup provided very little variety. Very weak musical backing, by a small combo fronted by Jerry Jerome, didn't help at all. . . . Low point of the show, however, was reached by the commercials. The three Bonny Maids make little impression one way or the other, but those characters labelled "Wear and Tear" are most annoying, and their appearance as two "wide boys" for a play-rug plug was revolting. . . . Sponsored by Bonafide Mills, through Gibraltar agency, program is produced by Frances Scott and Charlie Basch, and directed by Mark Hawley.

HOUSEHOLD FINANCE CORP., which sponsored a 15-minute weekly musical on CBS last season, will pick up the tab for the web's "People's Platform" towards the end of next month. Program will be aired Fridays, 10-10:30 p. m. . . . John Tillman has been named permanent emcee on "Four Star Showcase" over WPIX. . . . TBA's booklet slamming all its eyestrain talk has gone into the mail. . . . Includes statements from the National Society for the Prevention of Blindness, American Optometric Association, American Medical Association and other groups. . . . Got a big kick out of NBC's Davis Cup coverage, which was aided greatly by the mike work of Bob Stanton, Sarah Palrey and Kevin Kennedy.

A NOTE FROM Goodman Ace informs that new characters will be introduced on "Ruthie On The Telephone" beginning Sept. 6, and that the show will get away from the phone to provide more action. Many thanks for your note, Mr. Ace, I'll be watching. . . . World Video moves to new offices on the top floor of 14 East 47th Thursday. . . . CBS' Hollywood production staff has moved from Columbia Square to 6363 Sunset. . . . Hypnotist Frank Polgar will start a ten-minute series on CBS Sept. 16 for Tri-Mount Clothes.

Sun Oil To Sponsor 15 NFL Games On ABC

ABC will scan 15 scheduled professional games of the National Football League under terms of an exclusive pact signed yesterday by Thomas Velotta, web news veepee, and Bert Bell, league commissioner. Pickups will be sponsored by Sun Oil Co., through Hewitt, Ogilvy, Benson & Mather. Games will be carried in twelve non-league cities and in certain league cities provided there is no NFL game being played there at the time. Adrian Bauer Agency, of Philadelphia, packaged the series.

Capehart-Farnsworth Shows New TV Models

First new models made by Capehart-Farnsworth since the company was taken over by IT&T were introduced yesterday at a special showing at the Hotel Pierre. All of the firm's new sets—which range from 12½-inch table model at \$269.50 to a 16-inch AM-FM-phonograph console at \$795—feature a new picture tube, called the Polatron, said to provide better images and reduce eye fatigue. Built-in antennas also are standard equipment on all models. Also unveiled yesterday by the firm was the Utiliscope, a closed-circuit camera and monitor for industrial use. Equipment, it was said, is suitable for observing manufacturing processes, watching plant gates, atomic energy plants, etc.

Set Makers Are Not Stifling Color Television, Abrams Says

who came at his invitation, is "hurting" television set sales, and employment, and is having a generally adverse effect on the industry, coupled with the current deluge of color TV publicity. Abrams, who is a director of the Radio Manufacturers Association, said much of the color video talk is premature. It would be "tragic," he went on, if the FCC were now to adopt color TV standards which later turned out to be "not right," because "we would have to live with them for many years afterwards." It is "improbable," Abrams declared, that the FCC at this point will adopt standards which will make the production of color television sets eco-

TV Box Score	
On the air	77
CP's	38
Applications	348

DuMont Organizes Spot Sales Division

DuMont web has set up a spot sales department to act as New York sales rep for the net's three O. & O. stations—WABD, New York; WTTG, Washington; and WDTV, Pittsburgh, it has been announced by sales director Tom Gallery. Halsey V. Barrett and Martin P. Harrison will head up the new division. Barrett has been with DuMont since early last year, and previously was sales promotion manager for CBS-TV. Harrison joined the web in August, 1946, and formerly was with ABC. Gallery said that increased volume necessitated expansion.

Brewery Buys Pro Grid Stanza On WBKB, Chi.

Chicago—Peter Fox Brewing Co. has signed with WBKB for sponsorship of "The Cardinal Quarterback Club," live-and-film football program beginning Sept. 27, 9-9:30 p. m. Agency is Carroll Dean Murphy. Featured on the show will be Marshall Goldberg, former Chicago Cardinals halfback and now pro coach, and sportscaster Bob Elson.

SMPE Tells FCC Service Is Vital To The U. S.

Washington Bureau of RADIO DAILY Washington—The Society of Motion Picture Engineers (SMPE), appearing before the FCC yesterday, told the Commission that approximately 60 channels in the high-frequency area of the broadcasting spectrum will be necessary for a satisfactory nationwide system of theater television.

In a statement presented to the Commission in reply to a series of questions posed by the latter last June concerning the allocation of frequencies for theater video, SMPE declared:

1. The motion picture industry in years past has provided ready communication with the peoples of the United States through the medium of film. During times of emergency, this medium has been exploited for purposes of public morale and governmental information essential to our national welfare and economy. A nation-wide theater television system will be able to render a similar service of even greater effectiveness because of its instantaneous nature.

2. Theater television as a service to the public in general is not restricted to any particular group and presents numerous educational as well as entertainment possibilities. Events of outstanding historical importance or of great social significance may be viewed in schools, public auditoriums, and theaters at the moment they occur. Thus its appeal to the public, and the likely size of the resultant audience, are such that the people of the United States as a whole will be the beneficiaries of any thoughtfully-established, well-maintained, and ably-administered theater television service.

3. Theater television is as important as any other entertainment medium and should receive the same study, sanction, and support by the Government as any comparable entertainment enterprise.

4. Theater television deserves the opportunity for development and expansion which is the right accorded any new industry in the United States. It will afford marked industrial aid to the country by providing employment and personal opportunity to many people.

The Society said that in its simplest form a theater television service would consist of one program-originating organization which provides video programs to theaters, within a given city or within a single market area.

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nominically feasible to general public. Under present conditions, he estimated, a color converter would have to retail for \$300 to 500, and a complete color TV set "in the neighborhood of \$1000." It is "a remote possibility," he said, that color video will be available to the public at large by 1953.

Aside from economic considerations, Abrams denied that color TV itself has reached technical perfection. It remains, he declared, "in the laboratory stage." In reply to a question, he said this also applied to RCA's new color system. He admitted that he has not yet seen a demonstration of the RCA system, but declared: "We understand it."

COAST-TO-COAST

WALB Plays Weather Bureau

Albany, Ga.—The staff of WALB was greatly amused last Friday afternoon when the local weather bureau called and asked for information concerning the Florida hurricane. It seems that the Miami-Jacksonville-Albany circuit had been damaged by the storm and the Albany weather bureau had to call on the radio station with its AP service for the latest advisory.

WICC Covers World Premiere

Bridgeport, Conn. — Hollywood stars lent a touch of glamour to WICC studios recently when on the occasion of the world premiere of Bing Crosby and Barry Fitzgerald's latest picture "Top O' the Morning," Marie Wilson, Paul Connelly and starlet Nancy Olsen visited Bridgeport. All-day promotion featured luncheon for the stars, Irish jaunting cart, Blarney Stone, studio interviews and a broadcast direct from the lobby of the Warner Theater here.

Davies Named Mgr. Of WMGW

Meadville, Pa.—David Davies has been appointed manager of WMGW and FM. In assuming his new post he will continue in his present capacity as program manager. He joined the station in February, 1949, coming from WAZL.

WIOD Covers Hurricane

Miami, Fla.—WIOD covered the hurricane on August 25 and 26 with 42 hours of continuous broadcasting. Regular staff, announcers, engineers and office personnel were on duty to man telephone, write and broadcast emergency announcements and half-hourly weather reports direct from Miami Weather Bureau. Blanca Estrella, WIOD's Spanish commentator, followed each bulletin with a Spanish translation for 10,000 Spanish-speaking residents in the area.

KRNT-FM Increases Power

Des Moines, Ia. — KRNT-FM doubled its effective radiated power recently through modifications in its present transmission facilities and installation of another antenna section. The station changed from a two to a four-section pylon antenna. Power output is now 17,000 watts. KRNT-FM duplicates all its local KRNT and ABC programs throughout the broadcast day.

Food Training School At WSAI

Cincinnati, O.—On September 6, WSAI's training school for food retailers will resume classes, according to Harold L. Hand, conductor of the classes and director of merchandising at the station. The 20-week course will cover management, fundamental store pricing, retail salesmanship, special promotions, window and interior displays, produce and meat merchandising.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director. Survey Week Of August 19-25, 1949

TITLE	PUBLISHER
A New Shade Of Blues.....	Maypole
A Wonderful Guy.....	Chappell
Again.....	Robbins
And It Still Goes.....	Shapiro-Bernstein
Baby It's Cold Outside.....	E. H. Morris
Bali Ha'i.....	Chappell
Don't Call Me Sweetheart Anymore.....	A-B-C
Dreamy Old New England Moon.....	Leeds
Fiddle Dee Dee.....	Harms
Give Me A Song With A Beautiful Melody.....	Witmark
Huckle Buck.....	United
I Wish I Had A Record.....	Crawford
If You Ever Fall In Love Again.....	J. J. Robbins
It's A Great Feeling.....	Remick
Just One Way To Say I Love You.....	Berlin
Let's Take An Old Fashioned Walk.....	Berlin
Love Is A Beautiful Thing.....	Porgie
Lover's Gold.....	Oxford
Maybe It's Because.....	Bregman-Vocco-Conn
Now That I Need You. (Where Are You).....	Famous
Room Full Of Roses.....	Hill & Range
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
Song Of Surrender.....	Paramount
Swiss Lullaby.....	Southern
There's Yes Yes In Your Eyes.....	Witmark
Toot Toot Tootsie Goodbye.....	Feist
Twenty-Four Hours Of Sunshine.....	Advanced
Twilight.....	Ben Bloom Music
Weddin' Day.....	Famous
Who Do You Know In Heaven.....	Robbins
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin

Second Group

TITLE	PUBLISHER
Be Goody Good Good To Me.....	United
Everytime I Meet You.....	Feist
Ev'ry Night Is Saturday Night.....	Broadcast Music
Forever And Ever.....	Robbins
Four Winds And The Seven Seas.....	Lombardo
Homework.....	Berlin
I Can't Believe It.....	Claremont
I'll Keep The Lovelight Burning.....	Laurel
Just For Me.....	Melody Lane
Katrina.....	E. H. Morris
Kiss Me Sweet.....	Advanced
Look For The Silver Lining.....	T. B. Harms
Lora Belle Lee.....	Santly-Joy
Make Believe (You Are Glad When You're Sorry).....	Bregman-Vocco-Conn
My One And Only Highland Fling.....	Harry Warren
Now Now Now Is The Time.....	Fremart
One More Time.....	Santly-Joy
Riders In The Sky.....	E. H. Morris
Similau.....	Campbell
St. Bernard Waltz.....	Harman
Through A Long And Sleepless Night.....	Miller
Why Fall In Love With A Stranger.....	Campbell
You're So Understanding.....	Barron-Pemora

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AGENCIES

American Oil Company has retained Banner & Greif to handle public relations for its sponsored radio show, "Carnegie Hall" it was announced by Robert Gil Swan, director of radio and television for Joseph Katz Company, Baltimore. The appointment becomes effective Tuesday, September 27, when the program moves over to a new time on the ABC network 8:00 to 8:30 p.m., EST. The show currently heard over ABC on Sunday days, 7:30 to 8:00 p.m. EDST.

WJAC-TV, owned and operated by the Johnstown Tribune, Johnstown, Pa., has appointed the Headley-Re Company as its exclusive national representative. WJAC-TV, operating on Channel 13, is now on test pattern and will commence regular commercial telecasting on September 15. The station will be affiliated with NBC, CBS, ABC and DuMont networks.

R. T. O'CONNELL COMPANY announces its appointment as advertising agency for Cricket Hill Potter makers of Rosti sculptured lamps.

ROBERT EDWARDS WILSON formerly copy chief, professor, division, Doherty, Clifford & Sheffield; advertising manager, G. Searle, Inc., and lieutenant colonel Medical Administration Corps, U. S. Army, has joined the copy staff of C. J. LaRoche and Company, Inc.

DINTON & DUBROWIN, INC. has been appointed by House Beautiful Curtains, Inc. Television will be used.

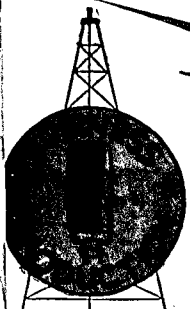
New Contracts Signed For 4 WOR Newscasts

New contracts have been signed for sponsorship of four WOR newscasts.

A long-term contract was signed by Knomark Manufacturing Company for Esquire Shoe Polish Through the Emil Mogul Co., Inc. Knomark has arranged to sponsor Melvin Elliott's news reports Sunday days from 11 to 11:15 p.m.

For G&D wines and vermouth, National Distillers Products Corp. has bought sponsorship of Fulton Lew Jr.'s Washington commentary Wednesdays from 7 to 7:15 p.m. beginning October 5. The company renewed sponsorship on Monday and Fridays of Lyle Van's "Net On The Human Side," 6 to 6:15 p.m. Contract details were handled by Platt-Forbes, Inc.

Peter Paul, Inc., has renewed its candy and chewing gum three-times-weekly sponsorship of Va deventer's presentation of the new Sponsorship is for Tuesdays, Thursdays and Saturdays, 6:30 to 6:45 p.m. Platt-Forbes, Inc., also handles details of the Peter Paul contract.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 43

NEW YORK, WEDNESDAY, AUGUST 31, 1949

TEN CENTS

DAYTIME PROGRAM-PROSPECTS BRIGHT

Philip Morris To ABC In Daytime Web Shift

Philip Morris will shift its million-dollar network sponsorships from CBS to ABC by the middle of October when it will drop the MBS shows, "Against the Storm" and "Queen For A Day," and pick up the tab on two ABC programs, "Ladies Be Seated" and "One Man's Opinion."

All four shows, the two on ABC and the two on MBS, involved Monday-through-Friday billings. Mutual's "Against the Storm" is a (Continued on Page 6)

CBC Execs. Go On Tour To Study TV Development

Montreal—CBC announced yesterday that three engineers and two program officials soon will visit New York, Paris and London to study the latest television technique.

"This," said a spokesman, "is so that Canada will become abreast of the latest developments in the television field and be ready to proceed with it if and when funds become available."

At the forthcoming session of Parliament it is expected approval (Continued on Page 2)

Serutan Buys Lindlahr In New ABC Food Series

Serutan Co. of New York, has signed with ABC for a new four-times per week program with food authority Victor H. Lindlahr discussing food problems and scientific developments in diet and health, beginning Sept. 11.

The program will be aired Monday (Continued on Page 2)

Knight Quits

Los Angeles—Vic Knight has resigned as producer of the Gruen Watch Company's "Hollywood Calling" on NBC following the release of George Murphy as m.c. Ben Alexander, Mack McCoy, and Hy Averback were auditioned Sunday as possible successors to Murphy. Knight's quitting is alleged to be in protest of Murphy's release, and also of program format.

33% Sales Increase For 'Touchdown Tips'

Sales for "Touchdown Tips" with Sam Hayes, transcribed grid series marketed by the NBC Radio-Recording Division, show a 33 per cent increase over the number of confirmed orders at this time last year, it was disclosed yesterday by Wade Barnes, manager of Thesaurus and Syndicated Sales for the division.

Mounting requests for audition (Continued on Page 8)

Georgia Broadcasters Hold Summer Confab

Saint Simons Island, Ga.—Broadcasters attending the summer meeting here of the Georgia Association of Broadcasters, August 25-27, participated in discussions of station operations, farm shows, FCC action on giveaways and other radio problems.

The radio executives spent an uneasy night on Saturday when hurricane winds reached a velocity of 60 miles an hour, uprooting trees and (Continued on Page 2)

Galvin Scores 'Alarmists', Says Video Boom Continues

"Alarmists" who say that the post-war television boom is played out are mistaken, in the opinion of Paul V. Galvin, president of Motorola, Inc.

Speaking yesterday at New York's Waldorf-Astoria, as his firm displayed a 1950 television line marking its entry into the luxury-priced field, Galvin declared that the video boom in fact continues unabated. "We in the industry confidently

Interest Of Sponsors In Autumn Shows On Four Major Webs Seen Better Than At This Time Last Year

Long, Zachary Named GN&G AM-TV Mgr.

Geyer, Newell & Ganger, Inc., New York, has announced the appointment of Frederick A. "Ted" Long as director of radio and television, and George Zachary as associate director.

Long joined the agency in 1946 as radio production manager, and has been serving as assistant director of radio and television. He was previously with BBD&O. During the (Continued on Page 3)

Yankee Web Appoints Palen To Program Post

Boston—The Yankee Network has announced the appointment of Ed Palen as program coordinator for WAAB, Worcester, Mass.; WEAN, Providence, R. I.; WMTW, Portland, Me.; WONS, Hartford, Conn., and WICC, Bridgeport, Conn.

Palen resigned recently as pro- (Continued on Page 6)

Renew 2 Daytimers, Gangbusters On CBS

Three CBS network programs have been renewed for another 52 weeks, it was announced yesterday by William C. Gittinger, vice-presi- (Continued on Page 8)

Fall prospects for sponsorship of daytime programs on the four major networks are slightly better than they were at this time last year, with the current time segments still available totalling on NBC, 6 1/4 hours; on CBS, 9 1/4 hours; on ABC, 13 1/4 hours; and on MBS, 8 1/4 hours plus participations

(Continued on Page 3)

CBS' Wilner To Head WBAL Engineering

Baltimore—Appointment of John T. Wilner as engineering director of WBAL, effective Oct. 1, was announced yesterday by Harold C. Burke, station manager. Wilner's appointment, Burke said, is the first move in an extensive expansion program by the station.

Wilner's work at WBAL will be devoted exclusively to AM broadcasting and black-and-white television. (Continued on Page 6)

July Receiver Output Hits New Low For Year

Washington Bureau of RADIO DAILY
Washington—The July turnout of home receivers—AM, TV and FM—was the lowest of the year, RMA reported this week, with a number of plants shut down entirely for vacation periods. Going below the 100,000 (Continued on Page 2)

Pipe Down Pitch

In the interests of a considerable number of New Yorkers who sleep at night instead of listening to all-night record shows, WNEW, New York, has launched a "quiet, please" campaign on Art Ford's "Milkman's Matinee." Listeners are asked to keep the volume of their radios tuned down to a pitch that will not annoy the neighbors.

Bluebloods Barred

Lexington, Ky. — The Plug Horse Derby, the poor man's Kentucky Derby, will be aired over ABC on Monday, Sept. 5, starting at 11:15 p.m. Work horses, ponies, and mules are eligible to compete in the annual event; only thoroughbred horses are disqualified. J. B. Faulconer, sports director of WLAP, Lexington, will handle the color report.



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

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

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

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

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

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FINANCIAL

(August 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	53 1/4	53 3/4	53 3/4	— 1/8
Admiral Corp.	17 3/4	17 1/2	17 3/4	— 1/8
Am. Tel. & Tel.	144	143 3/4	143 3/4	— 1/8
CBS A	18 3/8	18 1/8	18 1/8	— 1/4
CBS B	18 1/8	18 1/8	18 1/8	— 1/8
Philco	26 1/2	26 1/8	26 1/8	— 3/8
RCA Common	11 1/4	11	11 1/8	— 1/8
Stewart-Warner	11 1/8	11 1/8	11 1/8	— 1/8
Westinghouse	24 3/8	24 1/4	24 3/8	— 1/8
Westinghouse pfd.	97 1/2	97	97 3/8	— 1/2
Zenith Radio	24 3/8	24 1/8	24 3/8	+ 3/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 1/2	2 1/2
OVER THE COUNTER		
DuMont Lab.	13	14
Stromberg-Carlson	10 1/4	11 1/2

Serutan Buys Lindlahr In New ABC Food Series

(Continued from Page 1)

days, Wednesdays and Fridays, 10:45 a.m., EDT, and Sundays, 11 a.m., EDT. Roy S. Durstine Co. is the agency handling the account.

Lindlahr has made food both a business and a hobby for the past 20 years. He is the author of several books on food, has lectured on the subject and has worked as a radio commentator.

★ COMING AND GOING ★

LYCURGUS SPINKS, self-styled "Imperial Emperor of the Ku Klux Klan," and DREW PEARSON and LARRY SPIVAK, of Mutual's "Meet the Press" program, are heading for Washington—Spinks from the South and the Mutual newsmen from New York. The three will appear on the program Friday, with the Mutual-lites firing the questions.

LESTER W. LINDOW, general manager of WFDF, Flint, is here from Michigan for conferences with the national representatives of the station.

PAULINE FREDERICK, American network commentator, on Friday will be in Plattsburg, N. Y., where she will speak at the Clinton County Agricultural exposition and will make a broadcast from that point.

DERICK WILLIAMS, chief technical advisor and director of Vizco, Ltd., of London, is in New York for confabs with Richard Hubbell, head of Hubbell Television, Inc., for which Williams is producing two new, half-hour mystery series.

LEE BLAND, assistant director of special events for radio and television at WTOP, Washington, D. C., are in New York for conferences at the headquarters of CBS.

CEDRIC FOSTER, Mutual network commentator who has been covering Germany and the Scandinavian countries, now is flying over the battle area in Greece. Within a day or two he'll make a broadcast describing conditions in that war-torn nation.

G. W. "JOHNNY" JOHNSTONE, director of radio and TV for the National Association of Manufacturers, is vacationing with MRS. JOHNSTONE on Cape Cod and at Kennebunkport, Me. They'll be back Sept. 8.

NOEL RHYS, Eastern sales manager of Keystone Broadcasting System, is back at his desk following a vacation spent in New England.

ROY HOLMES, of the WINS sales department, is back from a two-week vacation in Canada and New England.

Georgia Broadcasters Hold Summer Confab

(Continued from Page 1)

shutting down the power. The situation, however, was soon restored to normal.

The registration list included: Frances Adams, Rich's, Atlanta; Jim Bailey, WAGA, Atlanta; Fred Bell, the Katz Agency; Milton Bellah, WDAR, Savannah; Alan Burke, WGIG, Brunswick; Tom and Dorothy Carr, WGLS, Decatur; L. H. Christian, WRFC, Athens;

Wilton Cobb, WM A Z, Macon; Channing Cope, WCON, Atlanta; W. Wright Esch, WMFJ, Daytona Beach, Florida; John Fulton, WGST, Atlanta; Howard Gilreath, WRQN, Vidalia, Gertrude Gordon, Rich's Atlanta.

Harry Harkins, the Katz Agency; W. G. Jones, WRQN, Vidalia; Frederick L. Kea, WBGR, Jessup; R. E. Ledford, WRQN, Vidalia; E. F. MacLeod, WGG A, Gainesville; Frederick S. Miliken, WBGR, Jessup; Ed Mullinax, WLAG, LaGrange; Dorsey Owings, BMI;

John F. Pidcock, WFRP, Savannah; Charles Pittman, WBML, Macon; Esther S. Pruett, WTOC, Savannah; Dave Rankin, WDUN, Gainesville; Ray Ringson, WRDW, Augusta; Albert Sanders, WMAZ, Macon; Hack Thesmar, WDAR, Savannah; John Tobola, WAYX, Waycross;

Vic Vickery, SESAC, Inc.; Ken White, WMOG, Brunswick; Ben Williams, WTOC, Savannah; Jack Williams, WAYX, Waycross; John G. Williams, WFRP, Savannah; Allen M. Woodall, WDAK, Columbus;

Bill Young, Lang-Worth; Thad Holt, WAPI, Birmingham, Alabama; Al Lowe, WNEX, Macon; Tom Gilchrist, WIMC, Ocala, Florida; Rex Rand, RCA, Atlanta; Carter Peterson, WCCP, Savannah and Weldon Herrin, WCCP.

Publishers Name Levy

Jack Woodford Press, Inc., book publishers of New York City, have appointed Levy Advertising Agency of Newark. Newspapers and radio will be used. Opening campaign will be for their latest novel, "The Gay Year."

CBC Execs. Go On Tour To Study TV Development

(Continued from Page 1)

will be asked for a \$4,000,000 loan for CBC to do research on television.

Alphonse Ouimet, of Montreal, assistant chief engineer and co-ordinator of television for CBC, will fly to Italy to attend the International Television Convention at Milan, September 10-17.

Later he will be joined in Paris by engineers Henri Audet, of Montreal, and Howard Hilliard, of Toronto, and program producers Aurele Seguin, of Montreal, and Frank Willis, of Toronto. Seguin is director of school broadcasts in French and Willis is supervisor of feature programs in Toronto.

The CBC group will spend one week in Paris, then go to London until October.

July Receiver Output Hits New Low For Year

(Continued from Page 1)

mark for the first time in a year, RMA member companies turned out only 79,531 TV sets—less than half the number turned out in the five week period covered by the June tabulation.

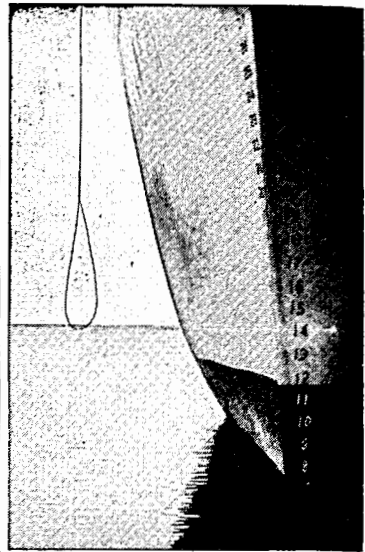
Only 23,843 sets had FM bands in addition to 17,991 TV sets which included FM facilities. A total of 318,104 AM only sets were reported by the association.

These totals bring the figures for the first seven months of the year to 992,602 TV, 448,224 FM and FM-AM, and 3,375,581 AM.

Larry Lowenstein Joins Benton & Bowles

Larry Lowenstein, general manager at Richard Walsh Associates, publicity outfit, has joined the publicity department of Benton & Bowles, Inc., to handle publicity for the agency's radio shows.

Formerly, Lowenstein was publicity director at WINS, New York.



TOWLINE

During the war, any ship that came into the port of Baltimore had to have a steel towline over the side—fore and aft—day and night.

That was so tugs, in an emergency, could come up on the water side and tow a ship out of danger in case of pier fires. Or even tow a flaming ship away from the pier.

In radio, Baltimore has another towline... it's for sales that need towing up stream... or ahead and away from dangerous competition.

If you read these W-I-T-H ads you know what we're talking about.

W-I-T-H, the successful independent, still delivers more listeners per-dollar-spent than any other station in town.

Not a bad harbor to tie up in. Just remember the call letters. They are W - I - T - H, Baltimore. And it's the 6th largest city in the country.

Video Boom Still On, Motorola Prexy Says

(Continued from Page 1)

growing pains" of a young industry. He went on: "Television, I am sure, will have more far-reaching effects than radio, and will establish itself during our lifetime as one of America's top industries. Nor will this mean the death of radio, but rather emphasis, with radio becoming a supplementary medium."

Points to Sales Record

As proof that television is still booming, he cited Motorola's new peace time sales record for the first six months of 1949. "So confident are we of record sales for our 1950 receivers that we have increased the production force in our Chicago plant by nearly one quarter and plant facilities by 40 per cent. . . . The first showing of these 1950 sets to our distributors resulted in purchases up 103 per cent over purchases for delivery in the same period last year," Galvin said. The Motorola president concluded: "Television definitely has not been oversold. Only two million receivers have been sold so far, while nearly 17 million families now live in television areas."

Service Is First Factor In WHOM Shift—Cottone

Washington Bureau of RADIO DAILY Washington—The FCC was told yesterday by general counsel Ben Cottone that the only important consideration in determining whether WHOM should be permitted to move from Jersey City to New York is the relative needs of New York and Jersey City for radio service. In replying to exceptions filed earlier by WHOM, Cottone said in effect that the Commission need give no weight to the fact that WHOM has sought to move, or that its application to move is not opposed by other stations.

There will be oral argument shortly on the WHOM request to move. An initial decision denying the request was reported last month.

NBC, State Dept. Ships Symphony Discs To S. A.

NBC, in collaboration with the International Broadcasting Division of the State Department, this month began shipment of a series of 26 recorded Symphony concerts to some 130 radio stations throughout Latin America which form the NBC Pan American Networks.

The concerts, all conducted by Arturo Toscanini and selected from the NBC Symphony's past two seasons, will be broadcast by the Latin American stations on a sustaining basis. They include the two opera broadcasts offered by maestro Toscanini during these two sessions: "Otello" and "Aida."

Daytime Programs For Fall Draw Big Sponsor-Interest

(Continued from Page 1)

on 11 co-op shows filling 14 hours of time segments throughout the week, a RADIO DAILY survey indicated yesterday.

Of the total number of daytime hours, Mondays through Sundays, at the disposal of the networks, NBC has sold to-date a total of 39½ hours; CBS, 38 hours and 50 minutes; ABC, 28 ¾ hours, excluding co-op shows; and MBS, 26 hours (12½ hours of straight commercial time and 14 hours of shows sponsored by participating advertisers).

(The foregoing tabulations include the switch of Philip Morris from sponsorship of Mutual's "Against the Storm" and its co-op, "Queen For A Day," to ABC's "Ladies Be Seated" and "One Man's Opinion.")

In commenting upon Fall prospects, NBC prexy Niles Trammell said: "The daytime picture is certainly one of the healthiest in NBC's history." It was pointed out that this year is the first time in the network's history that all Saturday morning periods except one 15-minute segment have been sold.

"Looks Good," Says Thrower

ABC v-p in charge of sales, Fred Thrower, told RADIO DAILY that the daytime radio picture for his web this Fall "looks good. I believe it quite possible that by October 1st of this year, we will have as much, if not more, business on the daytime books than we had a year ago."

CBS, at the present time, has three-quarters of an hour more commercial daytime segments sold than at the same period of last year. NBC picture is the same as that of last year in regard to the number of hours sold.

MBS is in the process of building some new shows, which the net's executives believe will brighten the Fall picture. It was pointed out that Labor Day week is the usual turning point in the MBS programming set-up.

As of October 1 of last year, ABC's daytime commercial schedule, based on Monday through Saturday from 9 a.m. to 6 p.m. and on Sunday from 12 noon to 6 p.m., totalled 30 hours, exclusive of cooperatively-sponsored programs, the web reported.

Spokesmen for both MBS and

Mutual To Air Speech Of John W. Snyder

Washington Bureau of RADIO DAILY Washington — Secretary of the Treasury John W. Snyder will deliver a special broadcast, September 13, in connection with the 50th anniversary of the American Institute of Banking, a section of the Banking Association.

Snyder will be introduced by Dr. Harold Stonier, executive manager of the American Bankers Association.

ABC pointed out that comparisons cannot be drawn between the four major webs on time sold and time still available because of differences in network optional periods, public service programs and participating-sponsorship shows. ABC said it has only six hours of network option time between 9 a.m. and 6 p.m., Mondays through Fridays. Mutual stressed its long list of co-op shows, including such "widely sponsored" programs as Fulton Lewis, Kate Smith, Cedric Foster, Bill Cunningham, and Gabriel Heatter's "Mail Bag."

"Local Time" Defined

On its Monday through Friday schedule, CBS considers local time to be the periods of 10-10:15 a.m. and 5-6 p.m., and public service time to be 6-6:15 p.m. NBC has earmarked for local time the periods: 12 noon-2 p.m. and 6-7 p.m.

As of yesterday, NBC's available time consisted of the following periods: 11:15-11:30 a.m., Mondays through Saturdays; 3-5:45 p.m., Saturdays; 2-3:30 p.m. and 5-5:30 p.m., Sundays.

CBS was still offering 3:30-5 p.m., Mondays through Fridays; 10:30-11 a.m., 2-6:30 p.m. and 6:45-7:30 p.m., Saturdays; and 5:30-6 p.m., Sundays.

Long, Zachary Named GN&G AM-TV Mgr.

(Continued from Page 1)

war he served as director of U. S. radio activities and administrative office for the Coordinator of Inter-American Affairs. He began his radio career in 1927, and at one-time was Washington program manager for CBS.

Zachary comes to Geyer, Newell & Ganger from CBS, where he worked as a video producer and director. He originated and produced the Ford Theater on CBS for Kenyon & Eckhardt, and produced and directed the Vaughn Monroe show for Wm. Esty Co. During the war he was a lieutenant in the Navy's radio section. He entered radio in 1936 as a writer and director for CBS.

New Promotion Director Appointed By WASH-FM


Washington Bureau of RADIO DAILY

Washington — Appointment of Haywood Meeks to the new post of merchandising and promotion director for WASH-FM, Washington, was announced yesterday by Everett Dillard, general manager.

Meeks was formerly associated with WAYS, Charlotte, N. C., in a similar capacity.

For Profitable Selling—Investigate

WDEL WILMINGTON DELA.	WGAL LANCASTER PENNA.
WKBO HARRISBURG PENNA.	WRAW READING PENNA.
WORK YORK PENNA.	WEST EASTON PENNA.

STEINMAN  STATIONS
 Clair R. McCollough, Managing Director
 Represented by **ROBERT MEEKER ASSOCIATES**
 Chicago San Francisco New York Los Angeles

CHICAGO

By HAL TATE

THE KING'S JESTERS (John Ravencroft, Fritz Bastove, George Howard) vocal team together for 20 years, appeared as guest stars on WBBM's "Melody Lane" program Tuesday (Aug. 30) 8 to 8:30 p.m. The boys sang novelty arrangements of "Enjoy Yourself" and "Nobody Home At My House." The regular cast of music makers appeared with the Jesters — Billy Leach, Louise King, and Caesar Petrillo and orchestra.

Vacation Notes: Thea Howard, of the WBBM scheduling department, is relaxing for a couple of weeks in Minnesota and Canada; and Marie Ploman, of the Chicago office of Radio Sales, is holidaying at Land O' Lakes, Wis.

Mrs. Josephine Wetzler, WLS educational director, will visit the American Occupied Zone of Germany during the first three weeks of September to study German youth activity as the U. S. Army is promoting it. She will record interviews with German youngsters for broadcast over WLS' "Prairie Farmer" station.

WOAK is featuring a new program, "The U. N. Story," produced by the United Nations Radio, telling how persons' lives are affected by the U. N. The first, on Sunday, "Mary's Baby," was based on the 25th article of the Declaration of Human Rights. . . . WOAK also airs daily "Little Songs About the United Nations."

Coming to Chicago: The 1949 National Electronics Conference forum on research, development, and application—Edgewater Beach Hotel, Sept. 26, 27, 28. . . . Second annual National Television and Electrical Living Show, sponsored by the Electric Association, at the Coliseum, open to the public Oct. 1 through Oct. 9.

The Erie Clothing Company over WCFL is sponsoring the "Jimmy Evans Football Forecast," which starts Sept. 1, marking his 16th year as a forecaster of pigskin results. He'll conduct his "Football Huddle" when the Chicago Cardinals open the regular season at Comiskey Park on Sept. 26. The account is handled by Gourfain and Cobb, Chicago.

**Mainly About Manhattan. . . !**

● ● ● **SO THEY TELL ME:** A muchly publicized member of the FCC will bow out before the end of the year. . . . Sudden thaw: NBC's Chas. Denny must feel funny about the current giveaway sitcheyshun. The FCC got started studying this headache while he was its chairman. . . . CBS will try another 13-week cycle of "Life With Luigi." If no sponsor turns up it'll be dropped. . . . Coca Cola pulling out all the stops in its promotion plans for Edgar Bergen's radio stanza this fall. (From Bergen's lawyers' standpoint, a good slogan would be: The Clause That Refreshes). . . . Vandeventer giving up his 11 p.m. news spot? . . . Geo. Murphy and his sponsor differed on format ideas on "H'wood Calling," with the result that both he and producer Vick Knight withdrew from the series. . . . Vic Damone bowing out of "Saturday Night Serenade" to make an extended tour of theaters and night clubs around the country. . . . Not even his Radio Row pals realized that announcer Nelson Case is so good a dramatic actor that Paramount is screen-testing him. . . . Turkey growers planning to spend \$250,000 during month of Nov. for spot announcements plugging "Turkey for the Holidays" and "Turkey Every Sunday." . . . Appointment of a new program exec. at one TV station has resulted in a flock of resignations from staffers.

★ ★ ★ ★

● ● ● **AT the Fireside Inn,** they were discussing a glaring boner in a mystery program in which the featured performer makes phone calls from a public booth without dropping in nickels. "I suppose," supposed comic Jack Gilford, "that it's a low-budget show."

★ ★ ★ ★

● ● ● **When Milton Berle** was separated from Joyce Mathews, he sat down and wrote a ditty called, "I'll Never Make The Same Mistake Again." The tune was recorded by Billy Eckstine on an M-G-M label and became a popular jukebox favorite. Milton recently re-married his Joyce and that was that. When Barney Ross separated from Cathy Howlett, he too penned a torch called "Crying." This likewise was recorded by Eckstine and wound up as a heavy platter favorite. Now Barney has just re-married his Cathy. Anyone else separated from their ever-lovin' and who'd be interested in a reconciliation just contact Billy Eckstine, currently at the Chicago Theater. Seems he's looking for another jukebox hit.

★ ★ ★ ★

● ● ● **"Break the Bank,"** currently on ABC, switches to NBC Oct. 5th where it'll be heard Wednesdays at 9 p.m. On the same night, an entirely separate TV version of the stanza will tee off on NBC-TV at 10 p.m. The present simulcast on ABC will be aired for the last time on Sept. 23rd. Bert Parks continues as emcee of both shows, with Bud Collyer assisting as announcer and host.

★ ★ ★ ★

● ● ● **SMALL TALK:** Telecaster Guy Lebow's spectacular Hooper showing with his WPIX wrestling program (which placed him among the 10 TV leaders for Aug.) has network moguls wondering how long the station has him contracted for. . . . Xavier Cugat will pocket a neat \$22,000 a week during his double-duty at the Astor Roof and the Strand starting this Friday. . . . WHOM rates a nod for its distribution of transcribed appeals, in a flock of languages, for the Community Chests of America fund. . . . It's a baby boy at the Bernie Greens. Pop is the well-known gagwriter-exploiter. . . .

★ ★ ★ ★

● ● ● **IMPressions:** Hot Lips Page: Toot sweet. . . . Stop the Music: Thriller-dollar. . . . Arlene Francis: M-m-mm-see. . . . Billy Rose: Shrimpresario. . . . Myron Cohen: Dialectable. . . . Jay Jostyn: Mr. Daring. . . .

NEW BUSINESS

WNBQ, Chicago: The Standard Milling Co. (Ceresota Flour) through the John W. Shaw agency, has purchased the Weatherman Show, featuring Clint Youle, in visual weather reporting and predictions. The program will be seen Monday through Friday on NBC from 10:35 to 10:45 starting Sept. 1, for 13 weeks. Highlights of gridiron clashes of the week will be shown in the football film "Touchdown," contracted by the Hudson Dealers of Greater Chicago for the 10 to 10:30 p.m. spot on Fridays Sept. 23, to run for 13 weeks. Malcolm-Howard, Chicago, handles the account. Spot business for station WNBQ included an order from the International Shoe Company, (Roberts, Johnson, Rand division) for 13 weeks. Parrot Shoes will be advertised. The agency is Henri, Hurst, and McDonald, Inc.

WGN-TV, Chicago: Hudson on Broadway is sponsoring "Sports Quiz," with Jack Brickhouse on Friday, 8:30-9 p.m., for 26 weeks. Harry J. Lazarus & Co. is the agency. Congress Cigar Co., Inc., for La Palina cigars, is renewing a weekly one-minute film announcement for 13 weeks from Sept. 3. The agency is Schwimmer & Scott, Inc., Chicago. O'Connor & Goldberg, Chicago, will sponsor two weekly film announcements for 13 weeks, from September 2, with Dade Epstein agency handling the account. Schick, Inc., Stamford, Conn., for Schick Electric Razor, is sponsoring a weekly film announcement on Fridays for 13 weeks, starting Sept. 23. Handling the account is Batten, Barton, Durstine & Osborn, N. Y.

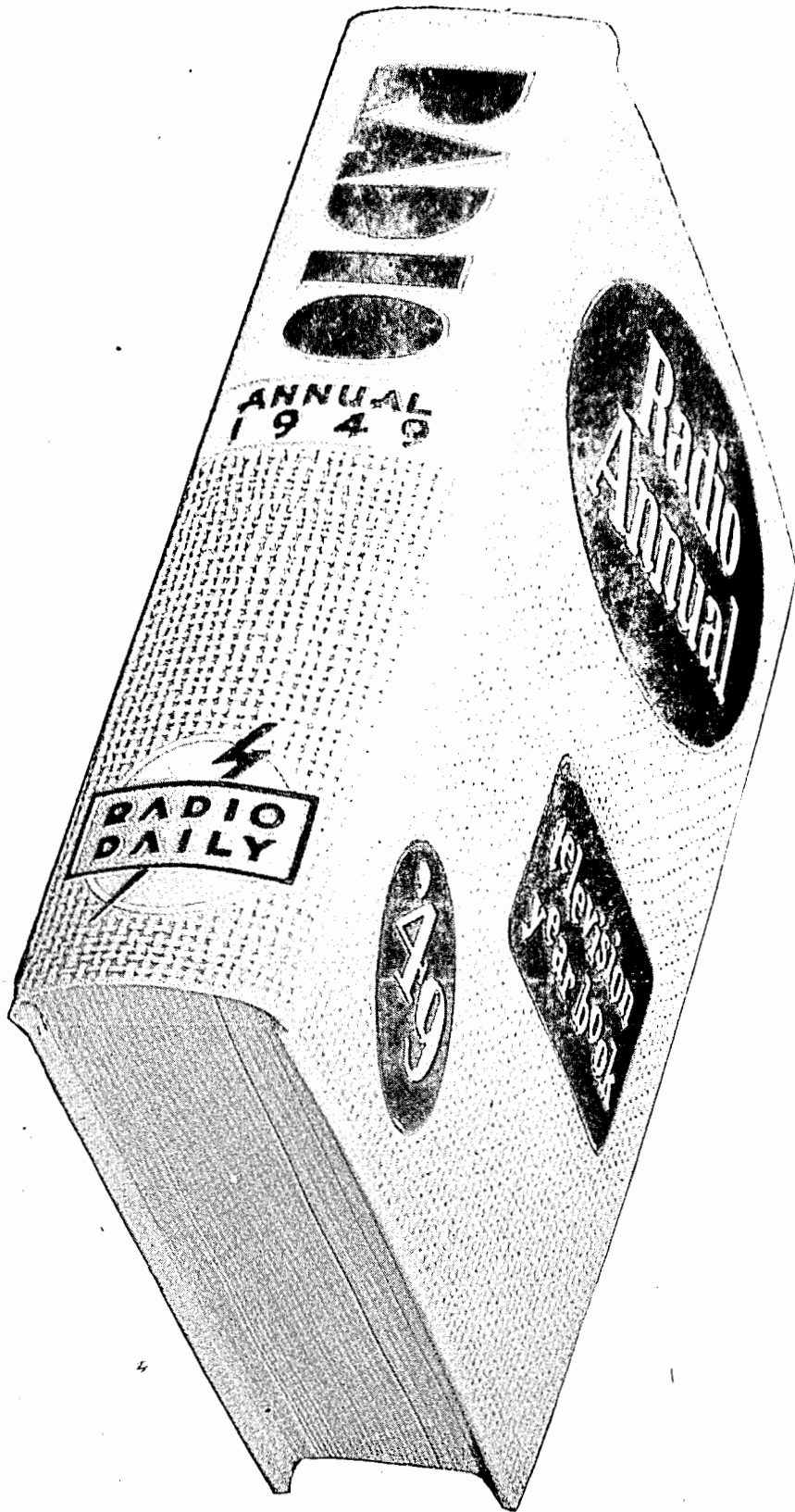
WGN, Chicago: "True Detective Stories" will be heard over WGN from 3:30 to 4 p.m. for 52 weeks starting Sept. 4, sponsored by the Williamson Candy Company. Handling the account are Aubrey, Moore, and Wallace. The Quaker Oats Company, Chicago, is sponsoring "Man on the Farm" over WGN on Saturday, between 12 and 12:30 p.m., with Sherman and Marquette handling the account. "Leahy of Notre Dame" will go on the air over WGN on Sept. 23 sponsored by the Miller Brewing Company, Milwaukee, on Friday from 7 to 7:15 p.m. Klau, Van Pieteron, Dunlap & Associates are handling the account. The Michigan Fruit Sponsors, of Benton Harbor, are telling the nation about "Michigan Peaches" over WGN in weekly announcements in the "Virginia Dale" program. The Willis Advertising Agency, St. Joseph, Mich., handles the account.

Wedding Bells

Fred S. Heywood, WNBC's news and special events director, was married August 26th to Hazel Patricia McAllister of Belton, S. C., at the bride's home. The couple will return to New York on September 6.

1906 1949

Henri
CONFISEURFRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BARFamous French Candies
15 East 52nd St.
AIR CONDITIONED



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NAME

TITLE

COMPANY

STREET ADDRESS

CITY AND STATE

CBS' Wilner To Head WBAL Engineering

(Continued from Page 1)

sion, Burke said, although Wilner has designed and operated color video transmitters. Wilner joined CBS as a research engineer in 1937. From 1943 to 1944 he was on loan from the network to Harvard University as head of the transmitter development group at the American-British Laboratory, Malvern, England.

During the war he supervised the development of equipment which blanketed Nazi radar-controlled gun positions on the French coast, and was credited with preventing heavy losses among the Allied invasion fleets.

Among many other engineering contributions, Wilner is credited with designing the first 100-watt color UHF transmitter at 500 mg.; the first 1-kw UHF video transmitter for 490-550 mg; the first 500-watt color and FM sound transmitter for 490-550 mg; the first 10-kw peak propagation transmitter for 700 mg.

Coincidentally with Wilner's appointment, Burke announced the promotion of William C. Bareham to the post of chief engineer. Bareham, acting chief engineer for WBAL, has been with the station for 22 years.

Helfer, Wolff To Air MBS Football Series

Al Helfer and Bob Wolff will be the announcers for the 1949 football schedule of Mutual, it was announced yesterday by the network's sports director, Paul Jonas.

Helfer currently is airing the New York Giants' baseball games for WMCA. Wolff has been a year-around sportscaster at WINX, Washington, D. C.

Ray Green Injured

Ray Green, general manager of the Transcription Broadcasting System, was severely injured early Friday morning, August 26th, in an automobile accident which occurred as he was driving to his Lake Mahopac, N. Y. home. Green is in Mount Kisco Hospital with internal injuries.

Roger Bede Greig

Toronto, Ont.—Roger Bede Greig, 39, who recently resigned as radio producer with CBC because of ill health, died yesterday at the Toronto Hospital.

During World War II Greig served in the entertainment branch of the Royal Canadian Navy.

Morgan Disc Date

World Broadcasting Co., New York, a Frederic W. Ziv subsidiary, has announced that Russ Morgan and his orchestra, currently playing at the Mark Hopkins Hotel in San Francisco, will cut another group of records this week for the World Transcription Library.

SOUTHWEST SIDELIGHTS

LYNN M. MILLER, program director, KHUZ, MBS outlet in Borger, Texas, has resigned and returned to his home in Fort Wayne, Indiana, to be near his father who is critically ill. According to Richard B. Hughes, owner of KHUZ, Miller joined the staff soon after his discharge as an Army Lieutenant after service in England, France and Belgium, and was former chief announcer and news director of the Panhandle station. In Fort Wayne, Miller will join the staff of WKJG.

The FCC has approved the assignment of the license of KRIC, Beaumont, and construction permit of KRIC-FM, from KRIC, Inc., to the Enterprise Co., there for a cash consideration of \$50,000. The stockholders, officers and directors in the new group are substantially the same. KRIC operates with 250 watts full time on 1450 kilocycles.

The KABC, San Antonio, quiz contest "Money For Music" is being heard now daily Monday through Friday from 3:30 to 5:00 p.m. with John Harper as emcee. For the names to three mystery tunes played which the listener who is called by phone to identify there are numerous merchandise prizes and a jackpot prize being awarded. Program includes music, news headlines, livestock market reports and major league baseball scores.

Virginia Fenwick is executive director of Radio Writers which has been organized in Fort Worth and is offering a complete writing service.

The Jackson Brewing Co., of New Orleans, La., bottlers of Jax beer will sponsor the "Jax All Star Jubilee" the south's own big radio network show over various outlets in the state. The series will originate from Hollywood and will be heard each Saturday night at 9:00 p.m. Airings will feature Eddie Arnold, Guy Willis and his Oklahoma Wranglers, Ann Ford & Jack & Jill, Dannie Dill & Annie and the Duke of Paducah, among other stars.

Pat Flynn, news editor of KFDM-FM, Amarillo, has organized the "Storm Cellar Sitters Club" with a membership now of some 3,000 members in 300 Texas towns and cities. Flynn is "chief sitter" of the club and tells stories he heard as a child while sitting out a cyclone in a neighbor's cellar.

Horace Heidt will bring his show to San Antonio on Oct. 11 at the Municipal Auditorium under the auspices of the local Optimist Club. The three-hour revue titled "The Kids Break Thru" will star some 60 top entertainers. Auditions will be held here early in Sept. of local talent to appear on the coast-to-coast airing.

J. A. Folger & Co., has again renewed sponsorship of the transcribed series, "Judy & Jane" over WOAI, San Antonio. The quarter-hour program is to be heard Monday through Friday. The renewal ex-

tends thru Sept. 8, 1950. This makes the 15th unbroken year of sponsorship by the Folger Company of the airings on WOAI.

"Operation Bicycle-Lift" was inaugurated a couple of days ago by Stan Morris, account executive for KCOR, San Antonio. Morris overhauled a 15-year-old tandem bicycle and cycles it to work each morning and picking up those in need as he goes. San Antonio is in the midst of a bus strike. His creed, "No bus? Don't fuss; Ride with us, KCOR." His hours of service are from 9:30 a.m. to 5:30 p.m. for the duration of the bus strike. His warning approach is a loud "goose" horn. At present he is operating a shuttle back and forth to the Santa Rosa Hospital transporting the nurses to work.

The Bristol-Meyers Co., long users of radio network time is using radio on an area basis for the first time. It is now sponsoring a series of spot announcements on WOAI, San Antonio, to promote the sale of Ipana Toothpaste. There will be a series of seven spots aired Monday through Friday.

Marie Callahan, vice-president of Rogers & Smith, Dallas office, is taking another installment of her vacation and hopes to spend it atop a ladder painting her house. . . if she can find a ladder.

Philip Morris To ABC In Daytime Web Shift

(Continued from Page 1)

half-hour program, currently sponsored outright by the cigarette company. "Queen For A Day" is sponsored on a participating basis.

The company's new sponsorship "Ladies Be Seated," starring John Olsen as emcee, and "One Man Opinion," with Walter Kiernan; will be aired 3:30-3:55 p.m., EST, and 12:25-12:30 p.m., EST, respectively, five times per week. Cecil & Presbrey is the agency.

Yankee Network Names Palen To Program Post

(Continued from Page 1)

gram director of WAKR, Akron, C. Before that he was associated with WCFL, Chicago; WJW, Cleveland and WFRP, Savannah.

Thorgersen To Announce On Drew Pearson Show

Ed Thorgersen, sports and news commentator for Fox Movieton Newsreels, will return to radio as announcer on Drew Pearson's show when the ABC commentator returns to the air sponsored by Adam Hall on Sept. 4.

EDDIE DOOLEY — AVAILABLE NOW!

A High-rating radio show which has made new sales records for its sponsors.

The Eddie Dooley football broadcast has been sponsored by nationally known companies regularly for 10 years. Shell Oil sponsored this program for 3 successive years, and each season its sales rose to unprecedented levels. Shell's own statement is: "Eddie Dooley's program gave us the highest fall gallonage in the history of the company."

After Shell came Royal Typewriter, Seagram's, and Philip Morris. Chesterfield sponsored the Eddie Dooley program for two successive years, relinquished it, then picked it up again last year for a network show embracing 177 stations.

By means of a simple formula the Eddie Dooley football program has won millions of friends and has produced gratifying results. Every Thursday or Friday night during the football season, Eddie Dooley analyzes the current gridiron situation, presents a famous guest coach, pays tribute to the outstanding players and makes his famous predictions of the winners of the games of the following Saturday. Eddie's batting average for the ten years is better than 82% right.

Eddie Dooley has behind his program, twenty years of intimate football experience. An All American quarterback at Dartmouth College, he is a former football editor of Liberty Magazine, and the Football Illustrated Annual. His football writings are syndicated to hundreds of newspapers during the season.

If the sponsor wishes, give-away tie-ins may be used with the show, in the form of Eddie Dooley football prediction sheets. Fourteen million of these were given away by one sponsor in a single season. The tie-in assures vast numbers of new customers at sales outlets.

WRITE — WIRE — PHONE

DOUG STORER—RKO Bldg., Radio City, N.Y.C.

Circle 7-6325

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, August 31, 1949 — TELEVISION DAILY is fully protected by register and copyright

NBC SETS SATURDAY NITE BUILDUP

TELE TOPICS

ALTHOUGH BILLED as a horror-fantasy series, "Nightmare," in its debut on WPIX Monday nite turned out to be little more than a stock murder yarn which telegraphed its ending about half-way through the quarter-hour program. There were but two persons in the cast, and for a good part of the time, both assumed attitudes in a direct line with the camera that was apparently this was done to achieve some sort of effect, but as it came out, seemed awkward. Besides being obvious, the script was inconsistent, and would have been better if it had ended as the murder was about to be committed. Ending that was used showed the murderer, already known to the audience, confessing his crime before a judge. This was unnecessary. Had it been eliminated program could have concluded on a desirable note of tension. . . . Titled "From Jerry to Ace With Love," script was an original of Riley Brown. Harry Smith and John Lyons made up the cast, and Jack Balch directed.

OPEN LETTER to Horace Schwerin: Sending out score sheets of your test of the Dave Garraway show next Sunday to 90 reviewers and editors, including one, is a good gimmick. Certainly it could draw much attention to your valuable work. But I think that your mission to determine whether "critics are ahead or behind, or even with the public taste" is a misguided one. Your testing informs producer how he may make a program just palatable for the greatest number of viewers. It is not, and never has been, the function of a critic in any art form to reflect public taste. Instead, the critic is supposed to point out new directions and new advances in his particular field. Besides, critics are paid to make their views known to all who read their work; it is the mass that is the great unknown. However, in the interest of scientific research, I will go along with your test. What bothers me, though, is how to watch a show, keep track of the numbers that will flash on the screen and mark 50 opinions on a score sheet, all at the same time, within a half-hour and while serving food and drink to several neighbors. Takes a better man than a mere critic to do that.

CBS REPORTEDLY has wrapped up a bankroller for "The Front Page," World Video series based on the Hecht-Arthur play. . . . "Voice of Firestone" goes simulcast over NBC Mondays, 8:30 a.m. beginning Sept. 5. . . . News about color is coming so thick and fast these days that it's hard to maintain perspective on it. Even after the FCC okays color standards, a host of problems would remain. Not the least of these would be the expense of outfitting studios for color, and the problem of costumes, lighting, sets and other phases of production.

Cold Water By DuMont On Claims For Color

Dr. Allen B. DuMont yesterday stated that the FCC's proposed plan would create a one-network monopoly and that color still is a long way off. "We would welcome color, if good color were available," DuMont said. "The proposed color systems of CBS and RCA each claim that it will be fairly simple and inexpensive to convert present black-and-white sets to receive color. That remains to be seen. Final determination of commercial color television requires extensive experimentation and field tests. Such tests are imperative before the FCC can consider adopting standards. This will take years."

Outline "Major Issue"
"In any case, we hope the discussions on color will not cloud the major issue before the FCC, which is the practical assignment of VHF and UHF channels to make full use of the spectrum, to prevent monopoly and provide the widest service to the public as quickly as possible."

WFIL-TV Sells Newsreel

Philadelphia—WFIL yesterday announced the sale of its TV newsreel to the Radio Corp. of America, effective immediately. The contract was placed through the Al Paul Lefton agency. The program, on the air since Sept. 13, 1947, won the first National Headliners' Club award ever presented for a video news program. Pictures and commentary for the show are provided by Telenews

FCC Seeks Color Data From RCA And CBS

Washington Bureau of RADIO DAILY
Washington—CBS and RCA were asked yesterday by the FCC to file supporting engineering statements describing their new color systems within a week. Submission of such information was called for in the Commission notice of July, and acting chairman Paul A. Walker wrote that "the failure to file the required engineering statement denies interested parties and the Commission's staff the opportunity to study your proposals concerning color television and to prepare for that issue at the hearing scheduled for September 26."

Full Details Desired
Walker asked that by Tuesday of next week the companies file supplemental statements "concerning your color television system, including system standards, receiver characteristics and data on compatibility."

The required information was submitted by Color Television, Inc., of San Francisco.

Information on this system reaching RCA engineers has been sufficient to cause one engineer to remark that the RCA and the Color Television, Inc. systems are nearly identical.

Productions, Inc., in cooperation with INS and International News Photos. Close news liaison is maintained with the Philadelphia Inquirer, owner of WFIL and WFIL-TV.

Theater Owners Ask Hearing On Allocation Of TV Bands

Theater Owners of America has asked the FCC to hold a public hearing on the allocation of special broadcasting channels for theater television, Gael Sullivan, executive director of TOA, announced yesterday. The petition, filed by Herman Levy, TOA general counsel, and Marcus Cohn, TOA video counsel in Washington, asked the Commission "to afford an opportunity to all members in the industry interested in the field of theater television to present their views."

Sullivan said that TOA does not seek any specific assignment of frequencies "but endeavors to obtain recognition by the FCC for the need of making an allocation so that ex-

hibitors, if they desire to do so in the future, may apply for individual licenses."

"For Future Protection"
"This action was taken," Sullivan added, "for the future protection of the industry in the development of this new medium, as well as profit, if the developments in television make it feasible for us to participate in its growth. It involves no commitment on the part of TOA to seek theater television frequencies as an organization, but seeks to protect its membership, and that of other exhibitors, from having all available channels assigned to other forms of communication without an opportunity of being heard."

3 - Hour Program To Be Opened To 12 Sponsors

NBC yesterday announced a new video programming concept whereby the three top Saturday night program hours will be offered as a block for participation sponsorship by 12 non-competitive advertisers.

A tentative outline of the program, to be titled "Saturday Night," was given by S. L. Weaver, NBC vice-president in charge of TV. The show will run from 8 to 11 p.m., and will follow a pattern "consistent with the activities of American families on a typical Saturday-night-out." Such Saturday night attractions as stage shows, movies, dances, and night clubs will be represented.

Participations will be sold to sponsors not for a specific segment of the three-hour period but for a joint representation during the whole of the show. Placement of advertising messages will be rotated to "assure every advertiser an equal opportunity to reach all segments of the audience."

There will be "some measure" of continuity wrapping up the entire program, Weaver said, but the format will be such that a viewer can tune in at any time and get a comprehensive idea of the proceedings. The purpose of the "experiment," according to NBC, is to permit advertisers with smaller budgets to get into "attraction" tele.

WPIX-New York City To Air Civic Series

WPIX, New York, the Daily News station, will present a series of semi-monthly programs of a civic nature in collaboration with the city of New York, starting Sept. 8, 8:15-9 p.m.

New York City's own television unit is under construction. The first program in the series, titled "This Is Your City," will be devoted to local housing. Other programs in the series will originate from the city's video studio, and from such remote locations as hospitals and police stations. Both film and live production will be included.

Clifford Evans, director of tele for New York City, will work with the WPIX staff in producing the series.

RR Sponsors Film Seg

Santa Fe Railroad will sponsor a weekly quarter-hour travel film on WCBS-TV, Sundays, 6:15 p.m., beginning Oct. 2. Agency is Leo Burnett.

Bouquets To Stations From Legion Group

Philadelphia—The American Legion Auxiliary extended, in behalf of American veterans, high praise and expressions of gratitude to networks and unaffiliated stations for their contributions of time.

Mrs. Harold S. Burdett, national chairman of the Auxiliary's radio committee, said: "The four networks deserve special mention and very special thanks. The liberality and cooperation of the directors and staffs of NBC, ABC, CBS and Mutual Broadcasting System enabled us to present an unusually high percentage of top caliber coast-to-coast programs."

Mrs. Burdett told delegates here attending the Auxiliary's 29th National Convention that, "Thirteen television programs covered our activities. Indiana leads with 4 TV programs, followed by Illinois and Ohio. One hundred and forty series broadcasts were reported. All over the country, approximately 12,000 broadcasts were reported."

She also expressed her appreciation for the cooperation and generosity of Messrs Bert Lytell, Harold Russell and Morton Downey for their splendid performances in Auxiliary radio programs.

"The National President of the Auxiliary, Mrs. Hubert A. Goode, spoke in 32 states, using 600 minutes of radio time," her report added.

Renew 2 Daytimers, Gangbusters On CBS

(Continued from Page 1)

dent of Columbia in charge of sales. American Home Products Corp. has renewed two of its day-time serials, "The Romance of Helen Trent" and "Our Gal Sunday," effective September 19. Helen Trent is heard weekdays at 12:30-12:45 p.m., and "Our Gal Sunday" is broadcast weekdays 12:45-1:00 p.m.

Also renewed effective October 1, was the General Foods Corp., of its "Gangbusters" Saturdays at 9 p.m.

PROMOTION

Advertising-Tip Series

A new promotion piece is being mailed out each month by KITE, San Antonio, titled "Ad Libs" which is a monthly digest of news about advertising for the home town merchant. It is a four-page newspaper format, 8½ x 11 inches, and besides tips on advertising, there are tips for the retailer and answers to questions on all types of advertising. On the back page there is a column titled "From The Manager's Desk" containing straight-from-the-shoulder information about KITE service to the advertiser and putting his sales message across to the buyer of the products.

COAST-TO-COAST

WAVE-TV Sweepstakes Quiz

Louisville, Ky. — WAVE-TV has added a new quiz show to its schedule of local programs. "Sweepstakes Quiz" is the title of the now regular Thursday evening feature which made its debut last week. A hand-painted background of Churchill Downs is used for special racing atmosphere, and incorporates moving miniature horses on a scoreboard to add visible appeal to the scoring of the contestants' answers. The show is directed and produced by Dick Jackson and Ralph Hansen.

Dept. Changes At WMGW

Meadville, Pa.—Other recent departmental changes at WMGW are: Charles Ramsey, former continuity director has been promoted to commercial manager; Fran Richmond, former assistant is now continuity director; Barney Frick and Bob Trace, deejay and sportscaster respectively, have been named to the sales staff; Mark Funk, announcer, is assisting in continuity and Paul Brown, formerly associated with WAZL, has joined the staff of WMGW and FM as librarian and announcer.

WWSW Airs Polo Match

Pittsburgh—WWSW, independent station, broadcast a polo match between Ligonier and Rolling Rock direct from Ken High Stadium at New Kensington. Bob Prince, Joe Tucker and Lennie Baughman handled the description between them. The game went on the air at 9 p.m. and continued until the finish. This is somewhat of an experiment in sports broadcasting in this area. If it meets with the favor of radio sports fans, there is every likelihood that further matches may go on the WWSW sports schedule.

WKBN Entertains At Fair

Youngstown, O.—WKBN for the fourth consecutive year will entertain the crowds attending Mahoning County Fair. From the staff of its large auditorium tent, the station will present a variety show with Bill Dunn, music director, handling the emcee chores. The WKBN Saddlemates will furnish the music. Alternating with the variety show will be a magic show for the children. During the five-day fair period September 1 through 5, almost all of the station's local programs will be aired from the fairgrounds.

Texas Banker Files

Galveston, Texas—Application has been made by the FCC by the Galveston Television Co. for facilities here to operate on channel number 9 with 2.64 kw visual and 1.32 kw aural. The estimated construction cost was set at \$109,000. The estimated operating cost for the first year and the estimated income for the first year was set at \$70,000. R. L. Kempner is sole owner. He has an interest in a local bank.

Girl Wins Lone Ranger Contest

Des Moines, Ia.—Jane Langerak, eight-year-old youngster from Des Moines, was presented a check for \$3,000 as the grand prize winner of the Lone Ranger Mystery Deputy contest sponsored by General Mills over the ABC network. The award was made by Lynn Moseley, General Mills salesman, as a feature of a regular Saturday show, "Breakfast with Bell" on KRNT.

WBCK Baby For 1949

Battle Creek, Mich.—Each year on the occasion of its anniversary, WBCK awards \$25 in cash to the first baby born after 8:00 p.m., on July 16th. The parents of the baby do not have to be residents of the city but the baby must be born in Battle Creek to be eligible for the award. Lonnie Laird Brady, son of Mr. & Mrs. John Brady of Delton, Michigan is the WBCK baby for this year.

Mail Pull Renews Contract

San Francisco, Calif.—Nine hundred and sixty-nine orders poured in to KPIX in response to an offer made by Dr. Ross Dog Food, sponsor of the TV station's nightly Tele-news. The sponsor, through Rockett-Lauritzen agency renewed contract on the strength of mail pull. Tele-

33% Sales Increase For 'Touchdown Tips'

(Continued from Page 1)

records indicated that the 1949 season will set a new high in sales for the show, Barnes added. "Touchdown Tips" consists of 13 quarter-hour shows in which Hayes predicts the outcome of 30 to 40 major college and professional football games each week, in addition to giving inside grid news and color. The programs were recorded weekly at NBC's Hollywood studios and flow to subscribers in time for broadcast before the games.

Hayes is also heard on the NBC Western network twice daily for the Sperry Flour Co., and three nights a week for Studebaker. This is the eighth season that NBC has marketed his transcribed football show.

Hi! Jinx Renewal

The S. A. Schonbrunn Co. (Sarin coffee) has signed a one-year renewal of sponsorship for the 8:30-8:45 a.m. portion of the "Hi! Jinx" show on WNBC, New York, Monday, Wednesday, and Friday. The Lawrence Gumbinner Agency handles the account. The renewal effective Sept. 5.


news commercials offered dog curry comb in return for ten cents and three sponsor's labels.

short route: LONG

Want a short route to one of America's richest markets? It's Paul Long and the 6:05-6:15 PM News.. Tuesday, Thursday, and Saturday.. on KDKA. There's no question about this program's popularity and acceptance. Sponsored on Monday, Wednesday, and Friday for more than two years by a car manufacturer. Hooperatings highest in city; have been so for years. And now, Paul Long is followed by the popular Tello-Test program, which has the town talking! Get the details now on this blue-ribbon news package, available three days a week. Check KDKA or Free & Peters.

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

KDKA

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