



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 1

NEW YORK, FRIDAY, JULY 1, 1949

TEN CENTS

FCC ISSUING REVISED TV ALLOCATIONS

NAB's Advtg. Treatise To Members Next Wk.

Washington Bureau of RADIO DAILY Washington—NAB member stations next week will receive the first collection of the 1949 revision of NAB's "Dealer Co-operative Radio Advertising," Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, said yesterday. In its first revision since the booklet study was published last year, the study has been greatly enlarged and recast in the form of collections of 5 in. by 8 in. filing cards, for handy use and record-

(Continued on Page 3)

Television Film Council Holds Forum In New York

Evolution of the National Television Film Council as a sort of "Ascap" for video film producers was envisioned yesterday at the Council's first Quarterly Forum Meeting in New York.

Television station representatives, agency men and others attending the meeting have worked out a skeleton plan whereby rights to all film produced for television would be assigned to the NTFC, which in turn would register the rights with the U.S. Copyright

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Inner Sanctum Renewed By Emerson Company

Emerson Drug Co., Baltimore, Md., has renewed its sponsorship of "Inner Sanctum" over the CBS network for another 52 weeks effective July 25. "Inner Sanctum," mystery-drama series, is aired Mondays, 8:00-8:30 p.m., EDT.

Agency is BBD&O, Inc.

Outpost Operations

Montreal—The Canadian Army has agreed to build a 150-watt radio station at Yellow Knife, goldmining center in the Northwest Territories. It imposes one condition—the citizens must look after its operation. A similar Army station has been established at Aklavik in the Arctic near the mouth of the MacKenzie river.

No Paper Monday

Monday is the Fourth of July, celebrated as Independence Day in all the states of the Union. In observance, RADIO DAILY will not be published.

Radio-TV News Depts Consolidated At CBS

Consolidation of the radio and TV news and special events departments of CBS with Davidson Taylor, vice-president and director of public affairs in charge, was announced yesterday by Frank Stanton, president of the network.

Edmund Chester, director of TV news and special events, has been promoted to the post of director of the consolidated CBS news and special events. Wells Church, who had headed the radio news and special events department, has been

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ACLU Urges FCC Revive The 'Mayflower' Policy

The board of directors of the American Civil Liberties Union yesterday urged the FCC to reinstate the Mayflower policy prohibiting stations from editorializing and charged the Commission with having "substituted a policy of operation in the private interest in place of a simple, workable and sound policy requiring licensees to operate in the public interest."

A memorandum, prepared by James Lawrence Fly, former FCC chairman and now vice-chairman of

(Continued on Page 2)

New Table Is Due Early This Month; Commission Defers Action On Plea Of TBA For Lifting Of 'Freeze'

New ABC Giveaway To Preem On July 4

A new "giveaway" program, Mondays through Fridays, "Add A Line," will preem over the full ABC network on July 4, 3:30-4 p.m., EDT.

After the playing of each one of an average of eight recordings, the emcee will telephone persons selected at random from directories throughout the country and describe some article of merchandise. The person called will be asked to sup-

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Performance-Measuring Under New Rules Aug. 1

Washington Bureau of RADIO DAILY Washington—The FCC yesterday reminded broadcasters that a series of amendments to its requirements regarding annual performance measurements for AM and FM stations become effective August 1;

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Hudson Named Manager Of CBS TV On Coast

Appointment of Hal Hudson as manager of the CBS network television department, Hollywood, effective immediately, was announced by Harry Ackerman, CBS vice-

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Washington Bureau of RADIO DAILY Washington—A revised nationwide table of TV frequency allocations will be issued by the FCC early this month, the Commission said yesterday. In view of the imminence of the new proposal, it notified TBA that it is deferring action on the TBA proposal to lift the freeze on

(Continued on Page 7)

Five Of 12 Packages Sold By NBC Web

Five out of 12 NBC-packaged shows launched during the last six months have already been sold, and four others are under option by prospective sponsors, the network disclosed yesterday.

NBC's national program director, Thomas C. McCray, said the web's outlook for continued summer and fall sponsorship is so good the net-

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Am. Tobacco Co. Appoints Stevens To Advtg. Post

Albert R. Stevens, director of advertising and sales promotion of National Dairy Products Corp., has been appointed advertising manager of the American Tobacco Co., effective Aug. 15. It has been announced by Vincent Riggio, president of the tobacco firm.

Safety Theme Is Stressed In "4th" AM-TV Programs

Reports on traffic conditions, accident prevention and the weather, with an appropriate portion of drama and music, will be the bill-of-fare on the nation's radio and TV during this Fourth of July weekend.

NBC will depart from its usual documentary format of "Living—1949" to present a special Independence Day fable, "The Biggest Firecracker" on July 3, 4 p.m., EDT. The

script is by Lou Hazam, with Ben Grauer doing the narrating, Wade Arnold supervising, Jack Kuncy directing and Roy Shield the orchestration.

Documentary on White House A special half-hour documentary, "The White House Story," keyed to the Fourth of July season, will be presented by CBS on July 3, 10 p.m., EDT. The "story" will delve into

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Mullen To MBS?

Rumors that Frank E. Mullen, former president of the Good Will Stations and prior to then executive v.p. of NBC, has been offered the general manager position of the Mutual network were current in the trade yesterday. It is known that MBS board has been looking around for a general manager to serve under President Frank White.

045890



Vol. 48, No. 1 Friday, July 1, 1949 10 Cts.

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

WEST COAST OFFICES

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

(June 30)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Webster Unconfirmed; Now Ex-Commissioner

Washington Bureau of RADIO DAILY Washington—Commissioner Edward M. Webster is officially an ex-commissioner this morning, the Senate having failed to confirm him by midnight of last night. He is expected to continue serving, however, pending action on his re-appointment for seven more years on the FCC. The Interstate Commerce Committee yesterday set a hearing for Wednesday afternoon on his re-appointment, and there is no indication of any serious opposition.

Webster can be confirmed for the seven-year term by the end of next week, and he can look forward to pay for the period from today until confirmation. Officially, however, if he continues serving he will be doing so without compensation, and he will not collect pay for present service unless he is confirmed by the Senate.

A veteran of two years on the

Performance-Measuring Under New Rules Aug. 1

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one such set of measurements must be made in the four-month period prior to the filing of renewal applications, according to the announcement of last September, but further relaxation was announced yesterday.

Applications for renewals of licenses expiring before next February 1 are not required to indicate that these measurements have been made.

The Commission suggested that the measurements be made during the first license year, in order that succeeding measurements fall within the four-month period prior to the filing date for renewal. The measurements are not to be submitted to the Commission but are to be retained at the station, and be available upon request by any duly authorized representative of the Commission.

Equipment-Type Unspecified

The Commission does not specify the type of equipment to be used in making the performance measurements nor does it list or approve equipment for this purpose. A station may purchase its own equipment or may have the measurements made at the proper intervals by others having the equipment and personnel qualified for such work. However, the Commission considers it desirable for licensees to have the equipment available and to have their own technical personnel make the measurements when it is possible to do so.

The Commission said yesterday that the locating and correcting of defective equipment may be termed a "preventive maintenance procedure." Obviously, preventive maintenance is best carried out as a continuing process, rather than an intermittent one where the test equipment is only available for a short period once each year.

No Special Antennas Permitted

The performance requirements for standard broadcast equipment are set out in Section 12 of the engineering standards governing that service and similar requirements for FM stations are contained in Section 8 of the engineering standards concerning FM broadcast stations. These requirements will, of course, have to be considered in determining specifications for the measuring equipment. Measurements are to be made at the transmitter output with the antenna connected for normal operation. Measurements made with an artificial antenna will not be considered satisfactory.

Commission, Webster is politically an independent. There are three Republicans and three Democrats on the Commission, and there has been pressure for the appointment of a fourth Democrat. Webster, however, has picked up strong backing from influential Democrats as well as from the broadcasting industry.

ACLU Urges FCC Revive The 'Mayflower' Policy

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the ACLU committee on radio, declared that "once the thousands of radio stations are permitted to carry on partisan campaigns, the entire present staff of the Commission would be but a small portion of what would be required to enforce a general standard of fairness. The reach so greatly exceeding the grasp, it follows that no policy standard will be enforced."

Calls June 2 Edict 'Vague'

The memorandum, which was sent to members of Congress and the FCC, added that the FCC decision of June 2 is "vague and utterly unenforceable" and that it is "both urgent and important that the public airways be kept open solely for the benefit of the public."

The ACLU statement asserted that it does not regard broadcasters as "second-class citizens" or that their views should not be heard on the air. "We are content to have Mr. David Sarnoff and Mr. William Paley, as persons and responsible citizens, heard on occasional forums and public discussions as often as are other equally responsible citizens. But they should appear as private citizens, just as other citizens do.

"To suggest that even such fine men as Mr. Sarnoff and Mr. Paley will continue to tolerate other views on the air is to rely upon the hope of beneficent tyranny. Though Mr. Sarnoff and Mr. Paley are both entirely fair, however tolerant may be the rule of such men, the dangers lurk in change of mind and change of management. The most impressive tyrants may well be in our smaller cities where there are only one or two stations, and in cities where the only radio stations are owned by the single newspaper interest in that area. In such places the FCC can have no semblance of practical power to require a vague standard of fairness."

WSAR Will Join ABC In Network Reshuffle

Fall River, Mass.—WSAR will affiliate with the American Broadcasting Co., effective August 1, replacing WNBH of New Bedford, Mass.

WNBH is one of five Massachusetts stations joining the MBS-Yankee network on August 1. WALE, Fall River, will join the Yankee web on the same date. WSAR currently is connected with the Yankee net.

Special Safety Series Being Aired By WIP

WIP, Philadelphia, is airing special announcements which started yesterday and will continue through July 4 to warn the motoring public of holiday driving hazards. WIP will also air a series of bulletins on highway traffic conditions, and weather forecasts for nearby resorts.



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

NAB's Advtg. Treatise To Members Next Wk.

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keeping by stations' sales departments.

Information about each manufacturer or distributor who operates a co-operative advertising for radio advertising will be printed on a separate card, with index tab describing the type of merchandise and its application to radio's specialized methods.

Later mailings of additional cards will be made in succeeding weeks. The cards' multi-colored tabs, each color indicating a different application, such as AM, FM, seasonal business, television, etc., will make classification of the cards simple. Space and forms are provided on the backs of the cards for the keeping of records of calls on local dealers in connection with the co-operative advertising.

Mitchell said the information for the major project has been compiled by means of an exhaustive survey of the manufacturers themselves, augmented by surveys of stations' experience with such co-operative plans.

To Fit Standard Files

The cards are designed to fit into standing filing drawers or special cabinets in station sales managers' offices, for quick and constant reference.

Stations which assisted in the project will receive their complete sets of cards in the first mailing next week as promised, Mitchell said. Complete mailing to all NAB member stations will follow.

Revision of the cards, to incorporate later information, will be kept under way by BAB as a continuing project, so that the file of reference cards will never go out of date. Corrections may be made by substituting single cards in the complete file. The project of compiling the information and re-designing the form of the completed file has occupied nearly six months.

Last year's version of the co-operative advertising study was in the form of a pamphlet, listing nearly 400 co-operative plans.

"This new service contains leads to millions of dollars in new and developed advertising contracts," Mitchell said. "much of this money reverting to the co-operating company at the end of each fiscal year, so that quick action is indicated. That is why we are setting this up as a continuing service, constantly revised."

STUDIO—AIR CONDITIONED

Fully air conditioned studio, temperature and humidity controlled; sound-proof (room-within-a-room) construction. Located in Jersey City, 9 min. N. Y. C.

Main studio 20'x30' with 14' ceiling; announce booth, and control room. Available by hour, day or long term arrangement for low budget production TV or sound.

Will consider attractive tie-up with producer. Call Journal Square 3-2777. Ask for Studio Manager.

Safety Theme Stressed In "4th" AM-TV Programs

(Continued from Page 1)

the history of the executive mansion and will include interviews with members of the operating personnel and the President's staff. One feature will be a recording of one of the daily press conferences held by Charles Ross, the president's press secretary. The repairing and remodeling of the mansion, now in progress, will also be described. CBS White House correspondent Charles Collingwood will act as narrator. The program was produced by Theodore Koop, the net's director of news broadcasts in Washington.

Bradley on MBS

In a program also originating from Washington, Mutual's "The Veteran Wants to Know" will feature a patriotic speech by Gen. Omar N. Bradley, the Army's chief of staff, July 3, 2:45-3 p.m., EDT.

Another speech will be featured by MBS at the dedicatory services scheduled at Williamsburg, Va., July 4, 1:30 p.m., EDT. The principal speaker on the 15-minute program will be Lt. Gen. Walter Bedell Smith, commander of the first Army.

ABC has scheduled a special broadcast, "The Consent of the Governed," based on the theme of the second paragraph of the Declaration of Independence, during which the net's correspondent, Pauline Frederick, will interview a school teacher, a disabled veteran, a Negro and a Chinese businessman. The program will be aired July 4, 9-9:15 p.m., EDT.

In the realm of music, ABC's "Carnegie Hall," July 3, 7:30 p.m., EDT, will observe the holiday with a special program of patriotic songs. The 12-year-old blind soprano star of ABC's "Betty Clark Songs," will mark the occasion with a rendition of "My Kind of People" on her program, July 3, 6:30 p.m., EDT.

Salute From Kysor

"Kysor's College of Fun and Knowledge" will salute Independence Day over ABC today, 4 p.m., EDT, when a pyrotechnician, the principal guest, will predict that his business will go up in smoke on July 4.

Celebrations across the country will be included in the "Musical Newsreel" of July 4, at 6:45 p.m., EDT. The usual news accounts of traveling and accidents throughout the country will also be presented on the program.

Accident prevention will be the theme of a week-long CBS series, "You and Safety," beginning with July 4, 6:15-6:30 p.m., EDT. Five top experts in the field will be guests of Quincy Howe on the Monday-through-Friday series. Howe will also sketch "Uncle Sam" as he

Bradley Joins WQXR

Announcer Dick Bradley has resigned after eight years with WNEW to join the staff of WQXR, effective this week.

was when the Stars and Stripes were young and as he appears today in a semi-historical and legendary pre-Fourth of July word-portrait on the "Newsmakers" program, July 3, 11:05-11:15 a.m., EDT.

Resort Information Scheduled

The WNBC news department, in cooperation with the Automobile Club of New York, will present traffic, beach and weather information during the weekend. Newscasters Kenneth Banghart, Robert Trout, Peter Roberts, Clyde Kittell and Charles F. McCarthy will air more than 30 special breaks giving safe-driving reminders as well as warnings of the dangers of over-exertion and over-exposure to the sun.

Telephone recordings will be used on the Friday and Monday editions of WNBC's "Wayne Howell Show" at 6:35-6:45 p.m. Howell will call the city's weather bureau, traffic department and the Port of New York Authority for last-minute data immediately preceding air-time.

On the television side, networks and independents have scheduled little or nothing in the way of special programs, although several shows will include patriotic salutes in their regular offerings.

Five Of 12 Packages Sold By NBC Web

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work is hard put to find air time for showcasing more than half of its new programs.

The five network-packaged shows sold are "The Henry Morgan Show" (Bristol-Myers); "Screen Directors Guild" (Pabst Brewing); "NBC Summer Symphony" (U. S. Steel); "Hollywood Calling" (Gruen Watch Co., half-hour); "Adventures of Archie Andrews" (Kraft Foods).

"Rain Chant" On WNEW

WNEW aired a special "rain-making ceremony" program, featuring two members of the Ojibwa Tribe of northern Minnesota, Gray-Wolf and his squaw, Morning-Star, yesterday, 4:15 p.m. The Indians, in full regalia, performed the Eagle Dance and the Navajo Rain Chant in an effort to break the 36-day-old drought in New York.

Wedding Bells

Lima, Ohio—Tom Pickering, deejay announcer at WIMA, Lima, was married June 25th to Joyce Johnson, receptionist at WSRB, Cleveland. Couple is honeymooning now in Chicago.

• faces • facts • figures • wins •

faces • facts • figures • wins •



JOIN JACK COIN JACK

Jack Eigen is in his third successful year at the Copa. He entertains thousands upon thousands of listeners nightly on air channel 1010. What Eigen sells . . . They buy!

Here is your chance to coin "Jack" with Jack.

WINS has limited sponsorship availabilities on the Eigen show . . . midnite to 4:00 A. M.

Contact your nearest WINS-Crosley Sales Office.

wins • faces • facts • figures • wins •

WINS
50KW NEW YORK

CROSLY BROADCASTING CORPORATION

LOS ANGELES

By AL STEEN

RALPH LEVY is due here from New York next week to begin duties as director of Ed Wynn's television show which will be film-recorded for the CBS network in the Fall.

The production and program department of ABC-TV moves to the new ABC Television Center next Friday.

Renzo Cesana, tele director of Masterson-Reddy-Nelson, is doing a film script in Italy with Art Cohn and will complete it before returning to Hollywood. Cesana currently is playing the second male lead in Roberto Rossellini's "After the Storm" in Italy.

Sam Hayes this week unveils his new newsreel for KLAC-TV.

Erwin, Wasey & Co. will move into new and swanky offices at 5045 Wilshire Blvd. next Monday. Eric Lifner, former advertising manager for Walt Disney, has joined the agency.

BBC's "British Concert Hall" has been acquired via transcriptions by KMGM, Metro's FM station here.

Radio-TV News Depts. Consolidated By CBS

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reassigned to the post of editor-in-chief under Chester.

In denying reports that the CBS foreign staff would be drastically cut, it was announced that the present staff would remain unchanged with the exception of one foreign correspondent.

In making the announcement on consolidation of public affairs activities, Stanton said:

"The public's need for better understanding and clarification of the major issues of our time," said Mr. Stanton, "is becoming as important in television as in radio. And, while television adds a new dimension, and new techniques of presentation, to public affairs broadcasts, the ideas, subjects and personalities which public affairs broadcasts deal with are the same for radio and television.

"Because CBS has always considered this field one of the most vital areas of responsibility on the part of broadcasters, we have now arranged our operation so as to make available the greatest combined skills and experience at CBS for both media.

"We have completely integrated our radio and television public affairs staffs, and have unified responsibility for all CBS broadcasts in this field."

Special Houston Show On ABC

Hildegard and Glenn McCarthy, proprietor of the Shamrock Hotel in Houston, Texas, will be featured in a special half-hour show on ABC, to be broadcast from the big new hostelry in the Texas city tomorrow from 10:30-11 p.m.



Mainly About Manhattan. . . !

● ● ● Fred Allen, who is retiring from radio to let the giveaway shows fight it out among themselves, is anything but a television fan, according to Joe McCarthy's interview with him in the current Life mag. "The screen isn't the only small thing in television," he told Joe. "Smallness seems to be the outstanding characteristic of the whole medium right now. It has small minds, small talents, small budgets. In fact, you can take anything connected with television, and you'll find it so small that you can hide it in a flea's navel and still have enough room beside it for the heart of a network vice-president. And there's something about the television screen that prevents the close, personal contact between the actor and the audience that you had in radio—the kind of familiar connection with the listener that Tony Wons and Singin' Sam were able to establish. Gabriel Heatter has it and so has Mary Margaret McBride. But the television screen seems to stop it. Don't ask me why. People tell me that after the novelty wears off, the only things they like on television are sports, an occasional documentary and Berle." Television wasn't the only thing that Allen sounded off on. Another of his pet peeves is the studio audience. "Those hordes of cackling geese," he calls them. "Somebody brought them in because he couldn't work without a bunch of imbeciles laughing at his jokes. Now the scripts have to be kept down to the level of a studio audience's intelligence, and that's a very low level. Would anybody with a brain be caught dead in a studio audience? Would anybody with a sense of taste stand in line to watch half a dozen people in business suits and tortoise-shell glasses standing around reading into microphones off pieces of paper?"

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● ● ● FILLER-DILLERS: Dennis James went to an eye doc for a checkup and was told it was just a slight case of sports before his eyes. . . . Gregg Sherwood wonders howcum Artie Shaw ever became a Bachelor of Music. . . . According to Hal Block, a four-figure salary in television today is \$85.60. . . . "I see by RADIO DAILY," writes Harold Stein, "that Emerson veepee Dorman Israel claims that radio is not a dead (or ailing) duck. However, you must admit that it contains an awful lot of quacks."

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: Television manufacturers reported slashing '49 production by a million sets with market expected to absorb two and a half million instead of anticipated three and a half million receivers. Prices will hit "realistic level" in Sept, according to one manufacturer. . . . Gen'l Foods plunked down about 6 G's for the kinescope audition of Jack Carson's new stanza. . . . Phil Harris signed for Jack Benny's next year's show, spiking reports of a split. . . . Insiders insist that big league baseball will stretch to the Pacific Coast within 3 years. . . . Monica Lewis opens at the Oriental Theater in Chi tonight for 3 weeks. . . . Dick Mooney, formerly with Steve Hannagan, has resigned from the Evans Case Co., where he was advertising and promotion director. (Which means that Evans will lose plenty of those luscious plugs Dick had lined up for them via the airlines). . . . Sid Ascher met a girl who isn't talking anymore because someone told her she was too cute for words.

☆ ☆ ☆ ☆

● ● ● MAIN STREET TREATS: Mark Warnow's handling of the Hit Parade, plus his slick arrangements for singer Bill Harrington. . . . Wyllis Cooper's new ABC-TV Thurs. night series. . . . Sammy Spear's conducting on WABD's "Cavaleade of Stars" Sat. nights. . . . Sonny Howard's funderful crooning impressions at the Strand. . . . Illinois Jacquet's Victor disc of "Black Velvet."

AGENCIES

BEN WASHER has resigned as publicity manager of Paramount Pictures, effective today, July 1.

GEORGE I. CHATFIELD has been elected a vice-president of Compton Advertising, Inc. and a member of the plans board, effective July 11. He will supervise the agency's Procter and Gamble accounts.

CAYTON, INC. has been named to handle advertising for Re-Clean, Inc., New York, home dry cleaner. A dealer cooperative campaign has been set, with \$500,000 to be spent on radio, television, and newspaper advertising.

WAYNE F. HUTCHINSON, director of advertising and public relations for the National Cancer Foundation, has terminated his position with the organization and is leaving New York on July 8th for a month's vacation in the mid-west.

MEAD JOHNSON AND COMPANY, Evansville, Ind., has engaged C. J. LaRoche and Company of New York as its advertising counsel, effective July 1.

SHERMAN D. GREGORY, formerly an executive in the advertising departments of Campbell Soup Company and Schenley Industries and NBC, has joined the executive staff of Roy S. Durstine, Inc. in its New York office.

Television Film Council Holds Forum In New York

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Office. This activity would be coordinated with TV Film Clearance Bureau and provisions of the Standard Exhibition Contract.

Yesterday's activities of the NTFC included a series of guided tours of the Paramount Theater television system. The dinner meeting last night was highlighted by a talk on Phonevision by John R. Howland, of the Zenith Radio Corp.

Religious Programs Set

Three religious groups have signed one-year renewals for weekly programs on WQXR, New York. Congregation Emanu-El renewed for its fifth year, the Christian Science Radio Committee of Greater New York for its eighth year, and the Ethical Culture Society for its 13th year. In each case the broadcasts are remote pickups of regular services.

Joins WMGM Staff

Zane Knauss, formerly of WMGW, Meadville, Pa., has joined WMGM, New York, as assistant night manager.

Bob Williams will substitute for Bill Lang as "Newsreel Theater" announcer for the next three weeks while the latter vacations.

AM-TV-EQUIPMENT-FM-FAX

Section of RADIO DAILY, Friday, July 1, 1949

New Tele System Reported In Canada

Montreal—O. W. Rodomar, former ration administrator of Wartime Prices and Trade Board and now general sales manager of Phillips Industries, Ltd., Toronto, has just returned from a tour of western Canada where he says people are intensely curious about the prospects of Canadian television and that the demand for sets is such that in spite of increased production on the part of his company he will be forced to ration them.

Seattle, Burlington Picked Up
He explained that the west coast, can in many places receive TV programs from Seattle and areas in and around Montreal will be able to receive from a new station now being erected in Burlington, Vt. Rodomar described what he said was the "most important development in television today" to a large group of Quebec radio dealers who attended a preview of new Phillips radios in the Ritz-Carlton Hotel, here.

He said that a new system of TV reception called Protelgram has been developed by Phillips "giving a more life-like picture in true tones of black, gray and white, that it is easy on the eyes and can be viewed from five to 50 feet in small or large groups."

In the United States, 20 companies are now licensed to produce Protelgram but in Canada, Phillips would be the exclusive producer, he said.

PRODUCTION PARADE

Philco FM Equipment

New FM equipment to be used for point-to-point communications in the 72-76 mc. band by the public safety, transportation and industrial services, has been developed by the Philco Corp. Point-to-point communications circuits for control and relaying purposes is provided by the new equipment which is available for both fixed station and automatic repeater applications.

Federal TV Cable

Federal Telephone & Radio Corp. has developed a TV cable jacketed with weatherproof material which minimizes or completely eliminates "ghosts," "snow" and noise caused by unwanted signals picked up by TV receivers. The new cable, designated as K-111 is a 300-ohm shielded line twin cable and has proved to be the answer to many of the problems faced by TV installation men in order to overcome poor quality picture reception.

Eaton Gen. Sales Mgr. of Andrea

Frank A. D. Andrea, president of the Andrea Radio Corp. has announced the appointment of Lynn Eaton to the newly created position of general sales manager of the corporation. Eaton was formerly with Bendix Home Appliances, Inc. Charles Sherwood continues as general sales manager of Andrea Sales Corp., metropolitan N. Y. distributor of the company's TV line.

RCA TV Film Brochure

An eight-page descriptive brochure providing comprehensive information on RCA's TV 35mm projector is now available to broadcasters, it has been announced by the broadcast equipment section of the RCA engineering dept. Well illustrated and with complete operating data, suggested studio layout, and simplified line drawings, the new brochure provides full particulars on such features as the pulsed light source and optical system, single control switching from control rack, and equipment specifications.

Rotator For TV Antennas

Radiart Corp. of Cleveland, announces the final development of the newest product by Radiart engineers, the Radiart Tele-Rotor. This new rotator for TV antenna installations rotates and antenna to the exact point that affords the clearest reception and simultaneously indicates the position of the antenna by lights on the remote control unit that is mounted in a brown plastic cabinet. List price is \$39.95, or \$49.95 with directional indicator.

Phillips Co. TV Sales Mgr.

E. Patrick Toal has been appointed sales manager of the TV Div. of North American Philips Co., Inc., it was announced yesterday by L. J. Chatten, vice-president and general commercial manager of the company. Toal will be responsible for sales of the Protelgram Projection TV system.

Named Harmonic President

Joseph Schwartz, former consulting engineer with Emerson Radio Corp. has been named president of Harmonic Radio & Television Co., Brooklyn, N. Y. Harmonic handles a complete line of master antennas, as well as retail appliances.

Emerson Sells Radio Speakers, Inc.

Approval of the sale of Radio Speakers, Inc., Chicago, a wholly owned subsidiary of Emerson Radio & Phonograph Corp. was announced by the company this week, to Jensen Manufacturing Co., a subsidiary of The Muter Co., also in Chicago, on mutually satisfactory terms. Sale includes all fixed assets and inventory.

Recording Tape Splicer

A new device which cuts and splices 1/4" magnetic recording tape, utilizing a method never before available, has been announced by Prestoseal Manufacturing Corp., N. Y., manufacturers of butt-weld splicers for a variety of fields—including radio, TV, motion pictures and microfilm applications. This equipment, the MT-1 Presto-Splicer, is the first development of its kind, permitting critical, efficient splicing, without scraping, cementing, use of adhesives or loss of tape material. Unit lists for \$65.00 FOB New York.

Low Price Tele-Tone TV Set

Full scale national delivery has begun on a low-price 12 1/2-inch tube TV set, it was announced by Tele-tone Radio Corporation's sales manager, Morton M. Schwartz. The new set features a 90 square inch picture on a rectangular screen and will retail for \$269.95.

Canadian Sales Rep. For Finch

Canadian Marconi has been named sales representative in Canada for Finch facsimile equipment, it was announced today by Finch Telecommunications, Inc., Passaic, N. J. The Canadian firm is planning to demonstrate Finch apparatus for police departments, publishers, and other interested groups in the Dominion.

New Admiral Distributor

Republic Electric Co. 1126 South Lafayette Blvd., South Bend, Ind., has been named distributor for Admiral Radio, radio-phonographs, television sets, electric ranges and refrigerators in the South Bend area.

FCC Authorizes CP's For AM, FM Stations

Grants for CP's for four new AM stations and one new FM station was authorized in actions by the FCC this past week. Following is a list of construction permits granted:

- AM STATIONS**
WLRP—Ohio Valley Broadcasting Co., New Albany, Ind.—Granted license for new standard broadcast station: 1570 kc., 1 KW, daytime.
KTXN—Thomas G. Harris, Individually and as Trustee for Hardy C. Hurvey, et al., Austin, Tex.—Granted license for new standard broadcast station: 1370 kc., 1 KW, daytime.
KTAT—Frederick Broadcasting Co., Frederick, Okla.—Granted license for new standard broadcast station: 1570 kc., 250 watts, daytime.
WJNJ—Patrick Joseph Stanton, Philadelphia, Pa.—Granted license for new standard broadcast station: 1540 kc., 1 KW, daytime.

- FM STATION**
WPOE—Radio Elizabeth, Inc., Elizabeth, N. J.—Granted license for new FM broadcast station: Channel 244; 96.7 mc.; 1 KW; 150 ft.

Air-Cooled TV Transmitter Introduced By Federal

Federal Telephone & Radio Corp., Clifton, N. J. has introduced a modern, air-cooled TV transmitter employing mid-level modulation. Meeting all FCC and RMA recommendations, this new Federal equipment, is available in both 54 to 88 and the 174 to 216 mc. bands and has a visual power output of 5 kw. and an aural output of 3 kw.

ENGINEERS—CONSULTANTS

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Television Consultant
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NEW YORK 20, N. Y.
Tel.: CO. 5-6848

A. R. BITTER
Consulting Radio Engineers
4125 MONROE STREET
TOLEDO 6, OHIO
Tel.: Kingswood 7631

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Formerly Colton & Foss, Inc.
927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

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RADIO CONSULTANTS
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GEORGE P. ADAIR
Radio Engineering Consultants
Executive 1230
Executive 5851
1833 M STREET, N.W.
WASHINGTON 6, D. C.

The Mailbag

Takes Issue

"I read with considerable interest the story in the June 27 issue of RADIO DAILY concerning Richard Kilbourn's letter to what he terms the 'free time chiseler.' It goes without saying that Mr. Kilbourn is free to conduct his business in his own way, but when he writes letters on behalf of 'every station in the country,' he should be held accountable.

"The principal fault with the approach Mr. Kilbourn has taken is that it lacks wholesomeness and dignity. Practically every one in radio is acquainted with the small-time publisher of a weekly who sends similar notes to radio stations when they mail radio logs to editors. The basis of judgment in both the case of broadcasters and publishers should be in terms of service to their respective audiences whether listeners or readers. When service to the audience becomes of secondary interest to actual or potential revenue from advertising, then that medium becomes less valuable to the advertisers who do use it.

"There can be no quarrel with Mr. Kilbourn's exercise of his editorial judgment in using some material and rejecting other material offered. I can cite hundreds of instances where editors (both radio and press) have differed sharply. A reduction of ten dollars on the price of a two thousand dollar automobile may be regarded as a commercial announcement by some, yet just such an announcement hit the newscasts and front pages all over the country. Similarly, a campaign by insurance companies for a safety program may be regarded (and quite properly) by some editors as an effort to cut down casualty claims and increase profits, while other editors find in such campaign an opportunity to provide a genuine service to their audiences.

"There can be no doubt that a good deal of mail received by broadcasters and publishers is of a nature which has no audience appeal and contains matter of interest only to the company which is trying to get without payment something which it should pay for at card rates. Few of these companies mailing such 'releases' expect rejection slips, but if a broadcaster is to undertake to reply to that volume of mail, the rejection should be based on the material's lack of newsworthiness, rather than whether or not the subject matter is properly incorporated in an advertisement.

"Long ago, broadcasters and publishers learned that an editor functions best when he divorces himself from the problems of the advertising department and leaves to those resourceful minds the problems of getting what it takes to make the wheels go round."

Cordially yours,
Ed Greif, Banner & Greif,
Public Relations, New York.

COAST-TO-COAST

WKNA Appointments

Charleston, W. Va.—Bob Provence, news, sports and special events director has been appointed director of WKNA. He has been affiliated with the station since it went on the air three years ago. Jack Satterfield, W. Va. University journalism grad, is the new promotion manager of WKNA, having recently taken on his duties in that capacity.

WATM To Air Repeat B'cast.

Cleveland, Ohio — WATM will carry the NBC re-broadcast of its highly successful safe-driving show "Death at the Wheel" tonight at 10 to 10:30 p.m. The original broadcast, on Feb. 8, drew such high praise from so many safety groups, broadcasters and listeners that NBC decided to repeat the program in connection with the notoriously dangerous Fourth of July.

Aiding Army Drive

Portsmouth, Ohio—Floyd M. Jackson, program director at WPAY and FM, is serving as radio chairman for the Salvation Army Building Fund campaign which has a goal of \$215,000 for the purpose of erecting a new building. Also taking part in the drive are C. P. Bodner, commercial manager, who is a team captain and salesman Carl Mitchell and Richard Lohnes and sports editor Joe Holbrook, as members of his team.

New WXYZ D. J. Program

Detroit, Mich.—For the first time since WXYZ-ABC started operations, station is operating between 12 midnight to 1 a.m. broadcasting a new disc jockey program directly from The Wonder Bar-Indian Room in Detroit. Program is mc'd by Bill Silbert, sports commentator of the station and is sponsored cooperatively by six participating sponsors. Initial contracts run for 26 weeks and thus far program has featured such personalities as Harry Wismer, Lloyd Mangrum, Elliot Lawrence, Tex Beneke, Jack Schaefer, Tim Gayle, Lorry Raine, plus other local notables.

Milwaukee Stations At Workshop

Milwaukee, Wis.—Representatives of seven Milwaukee stations will gather at Marquette University on June 29, to discuss problems of broadcasting before summer session students at Marquette, who will attend a three-day radio institute sponsored by the University. With Joseph Staudacher, director of the Marquette Radio Workshop, as moderator, the panel of seven men will explain "Radio as Viewed by the Managers of Radio Stations." Participating in the discussion will be: John Gagliano, WEMP; John Reddy, WEXT; Church Lanphier, WFOX; George DeGrace, WISN; Hal Walker, WMAW; Jerry Sill, WMIL and Bruce Wallace, WTMJ.

Woman Commentator On WSyr

Syracuse, N. Y.—Patricia McCarthy of Syracuse, formerly executive secretary to former Ambassador Seldon Chapin in Hungary, will be heard over WSyr at 2:45 p.m. every Saturday in a special news commentary program. Miss McCarthy will trace outstanding news of the week in the light of her experience behind the Iron Curtain.

Airs Williamsburg Ceremonies

Richmond, Va.—The 250th anniversary of the establishment of Williamsburg as the colonial capital of Virginia was celebrated on July 4. A Colonial military pageant was held as the key to the 18th century arsenal, first new exhibition unit of Colonial Williamsburg was presented by Lt. Gen. Walter Bedell Smith. WMBG broadcast these ceremonies including a speech by Gen. Smith, the former Ambassador to Russia and the first major speech Smith has made since his return from Russia.

KSFO Program Cited

San Francisco, Calif. — "Aunt Lolly's Story Telling Time," aired over KSFO, Saturdays at 10 a.m., was recently cited by the Radio Listeners' Committee of the American Assn. of University Women. In citing the program, the Committee stated: "We wish to express our appreciation of your new children's program on KSFO. . . the stories are excellent . . . and the fact that the program originates locally is also commendable."

Broadcasts While Baby Sitting

Philadelphia, Pa. — WPEN's "The Eddie Newman Show" treated hundreds of neighborhood Philadelphians to a "baby sitting" program recently when Newman aired his program from the front lawn of a Philly resident who wrote the best letter on why Newman should "baby sit" for them. Program was aired from 11:05 p.m. until 2 a.m. and kept traffic cops busy untangling the traffic snarl created when motorists converged upon the scene of the remote broadcast to view the proceedings.

Housewives Play Softball

Milwaukee, Wis.—Last week some 2,500 fans watched a softball game between a group of WTMJ radio listeners, all of them housewives, and "The Grenadiers" band, which ended in a recent inning 11-11 tie. "The Grenadiers" have been heard daily on WTMJ, the Milwaukee Journal Station, for the past 18 years.

To Announce Harmsworth Races

Detroit, Mich.—Toby David of CKLW, Detroit, has been appointed chief announcer of the Harmsworth trial races July 23 and 24 and the feature trophy races July 29 and 30. He will supervise a six-announcer staff over a 100-speaker p.a. system.

NEW BUSINESS

WPIX, New York: Piel Brothers Brewery through the William Esty Co. has resumed its daily 20-second weather spot for 26 weeks. American Cigar & Cigarette Co. through Sullivan, Stauffer, Colwell & Bayles placed one-minute Pall Mall participations on the Saturday night Metropolitan AAU boxing telecasts. Carter Products, also through SSC&B, placed one-minute participations for Arrid Creme Deodorant on "Six Gun Playhouse" and the "WPIX Film Theater." Each of the weekly series runs 13 weeks. Liebman Breweries, Inc., through Foote, Cone & Belding bought 10 participations and 11 one-minute announcements for Rheingold Beer, spaced three times daily for a three-week period ending July 12.

New ABC Giveaway To Premiere On July 1

(Continued from Page 1)

ply a line that rhymes with the last word or words the emcee has used. If the contestant succeeds, he or she will receive the merchandise described.

The show, which will originate in Hollywood, will have Marvin Beck as its producer. It was developed by John Masterson, John Nelson and John Reddy.

Send Birthday Greetings To—

July 1

Bill Stern Paul Girard
Arthur H. Hayes John Lair
Irma Phillips Betty Jane Tyler

July 2

George C. Castleman
Barry Gray Allan Grant
Doloris Craig

July 3

Dorothy Kilgallen Jerry Vogel
John Lake Ruby Shepperd
John E. McMillin

July 4

Patti Alicoate
Irving Caesar Julia Mahoney
Michael Chimes John F. Royal
Adeleide Klein Alex Templeton
Mitchell Grayson
Al Jarvis Jo Lyons

July 5

Milton Biow Thomas K. Neely
Don Dunphy Howard N. Cann
Laurence Hammond

July 6

La Verne Andrews Red Evans
Don Mersereau Clark Overton
Estelle M. Sternberger

July 7

Arlene Harris Hal Schenker
David Ross Alex Smith
Everett West

TELEVISION DAILY

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

REVISED TELE ALLOCATIONS NEAR

TELE TOPICS

FCC IS REPORTED about ready to crack down on some TV stations for their programming. . . . Commission investigators in Washington, New York, Los Angeles and Chicago have been quietly checking the program logs of stations and have reached conclusions that some of the programming is not entirely in the public interest. One criticism is over use of the test pattern by stations which seek to fill in airtime requirements to protect their channels . . . another is the repetition of films, both features and shorts, which have been previously shown to local television audiences.

COMPETITION in the kinescope recording field for sales to broadcasters has taken a new turn . . . the emphasis now in sales seems to be the quality of the film recording rather than the character of the programming . . . criticism in the past has been largely about the quality of the kinescopes. . . . The kinescope substitute word hunt continues with more suggestions coming in . . . Herb Morrison, news editor of KQV, Pittsburgh, suggests "ViTRA" as a coined abbreviation for "video transcription."

BENJAMIN COHEN, assistant secretary general of United Nations, believes that television offers tremendous educational potentialities . . . at a press conference Wednesday he pointed to the success of the pooled pickup of the U.N. General Assembly recently and commended TV for such public service pickups. The United Nations, incidentally, have elaborate plans for television accommodations at the new headquarters under construction in Manhattan.

CAMPBELL EWALD AGENCY lays claim to be the first to start the movement of kinescope recordings of West Coast programs for showing on the Eastern network. . . . The agency said that on June 20 it consummated a deal for Chevrolet dealer sponsorship of "Pantomime Quiz," over WCBS in New York in September. . . . Subsequently, C. and E. contend, Whitehall bought "Armchair Detective" and NBC announced that several Coast kinescoped shows would be televised in the East.

J. E. CAMPEAU, president of CKLW, Detroit and Windsor, announces the appointment of Austin Grant, well known news commentator, as farm editor of the station beginning July 11. Grant began his radio career in 1937 with WWJ, Detroit, where he broadcast morning news and functioned as farm editor for ten years. During the past two years, Grant had morning newscasts over station WXYZ.

Coin Operated

Coin-in-the-slot television, three minutes for a nickel, is getting a tryout in a Hoboken, N. J. luncheonette. Two viewing screens have been set up in booths in the rear of the store, linked to a master control monitor. The proprietor has an open mind on the subject, but he thinks customers should get a longer run for their money. "By the time the receiver warms up, your time is nearly up," he said.

Hudson Manager Of CBS TV On Coast

(Continued from Page 1)

president and director of network programs, Hollywood.

It also was announced that Robert Forward will replace Mr. Hudson as acting program director of KTTV, CBS television station in Los Angeles.

Hudson, who joined CBS in 1934, has been KTTV program director since September, 1948, while Mr. Forward has been KTTV assistant program manager since February of this year.

Named To DuMont Post

A. A. Medica has been appointed assistant sales promotion manager of DuMont's receiver sales division. His previous experience in the field includes television sales promotion in the Southwest.

Will Tour Circuit

Muriel Campbell, who recently opened her own video production office, plans to tour the Strawhat circuit this summer to scout potential TV talent for fall shows.

\$200,000 Co-op TV Deal Reported By ABC Web

ABC's "Hollywood Screen Test" has been sold to two advertisers over seven TV stations at an annual total time-and-talent cost in excess of \$200,000, claimed to be "the biggest co-op video program sale in history."

Best Foods, Inc., will sponsor the show over WJZ-TV, New York, beginning Sept. 3. The 52-week contract on behalf of Hellman's Mayon-

MBS Gets TV Rights To All-Star Game

Mutual has been assigned exclusive television rights to the All-Star baseball game to be played July 12 at Ebbets Field, Brooklyn, MBS President Frank White announced yesterday.

Since it has as yet no New York video outlet, Mutual will act as middleman for the Gillette Safety Razor Co., sponsors of both TV and radio coverage, selling or reassigning the television rights to a TV network, or combination of network and independent stations. Details of the deal remain to be worked out, White said. Last year's All-Star game, the first to be telecast, originated in St. Louis and was carried only by KSD-TV, of that city.

Columbia-TV Programs Rescheduled By Network

Rescheduling of several CBS television programs was announced yesterday. "Preview," now aired Mondays, 8:00-8:30 p.m., moves to 9:00-9:30 p.m. effective July 11. "Wesley," now on Sundays, 7:30-8:00 p.m., goes into the 8 p.m. spot on Mondays vacated by "Preview." On Sunday, July 10, "Mr. I. Magination" moves from 7:00-7:30 p.m. to the 7:30 time vacated by "Wesley." A Film Documentary will be scheduled from 7:00-7:30 p.m.

Double Features On TV

WJZ-TV, New York will inaugurate a weekly "bargain bill" of double feature movies on Tuesday, July 5, 7:30-9:30 p.m.

The films chosen will be light comedies deemed suitable for summer entertainment, mainly "B" pictures produced between 1940 and 1945.

In 2 or 3 Weeks, FCC Tells TBA; 'Freeze' Stays

(Continued from Page 1)

TV in 11 cities of California, Colorado, Texas, Washington and Utah.

In a letter to TBA the Commission declared its intention to issue the notice of rule-making indicated last month when it issued its statement on color TV and use of the UHF bands. This notice will include the proposed new table.

Waiting for the new table, the Commission said, "will only cause a delay of two or three weeks, and at that time the Commission will be in a much better position to consider your recommendation."

The letter related that the Commission "has considered your recommendation with extreme care and is very much concerned with the problems that impelled your letter. With a view to determining the feasibility of lifting the 'freeze' in the cities mentioned, the Commission made a thorough study of the channels and cities involved and has considered particularly the possibility that the revised proposed table of frequency allocations to be issued in the near future may contain certain changes in the channels allocated to the cities you mention.

"The Commission's engineers are in the midst of their study of this problem, and are actively preparing the revised table of frequency allocations. While the Commission has not yet reached a determination on the question, it appears likely at this time that the revised table will contain changes in channel allocations in several of the cities and channels you mention."

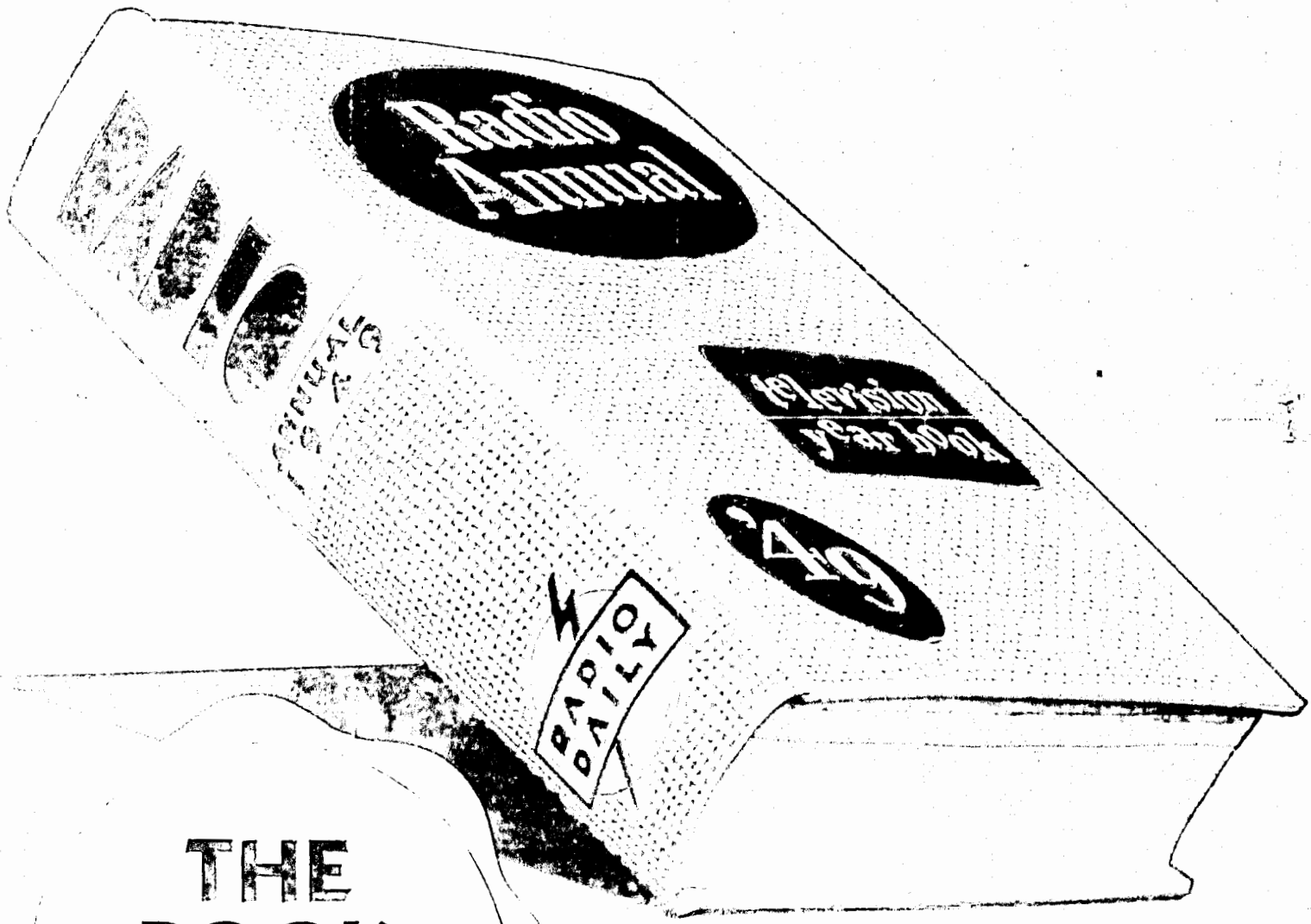
The 11 cities include Amarillo, El Paso and Corpus Christi, Texas; Denver; Salt Lake City; Seattle and Tacoma, Washington, and Sacramento, San Diego, San Francisco and Stockton, California.

Talent Scout

Martin Begley, a veteran of more than 25 years as a producer, director and writer, yesterday was named Talent Procurement Supervisor of the NBC Television Program Department by Charles Prince, manager of the Talent and Program Procurement Department.

Begley was for the last two years personal manager for his brother, Ed Begley, well-known radio, stage and screen actor in Hollywood.

The Treasury of Information



**THE
BOOK
of the
YEAR**



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 2

NEW YORK, TUESDAY, JULY 5, 1949

TEN CENTS

GIVEAWAY CYCLE CONTINUES TO GROW

WLIB Sale Confirmed Subject To Approval

Sale of WLIB, owned by the New York Post Home News, to the New Broadcasting Company, Inc., for \$150,000 cash, subject to approval of the FCC, was announced on Friday. Major stockholder in the new company is Harry Novik, brother of Morris Novik, radio consultant. Morris is also among the stockholders. Others are Norman B. Furman of the Furman, Finer & Co., advertising agency, and Samuel H. Hains, certified public accountant. WLIB, which has been on the (Continued on Page 6)

More Shifts Announced In CBS Web News Dept.

Further realignment of responsibilities in the public affairs department of CBS, resulting from the integration of AM and TV broadcasts in news and special events, was announced Friday by Davidson Taylor, CBS vice-president of public affairs. All changes are effective immediately. Lyman Bryson, counselor on public affairs, will also assume the duties of director, division of discus- (Continued on Page 2)

Ware Sees Progress Ahead For FM Radio

Washington Bureau of RADIO DAILY Washington—The year 1949 has been one of progress for FM thus far, FMA President William Ware said Friday. He called for all-out effort by FM licensees because of its superior technical qualities. In the way of FM, Ware said, is (Continued on Page 2)

Educational

The FCC last week announced the grant of construction permits for three new educational FM stations. A new 165-watt output was okayed for the Board of Education of Albuquerque, N. M., with 10-watt stations granted Miami University, Oxford, O., and Emerson College, Boston. A new commercial station on channel 223 was announced also for the Tennessee Valley Broadcasting Company, Decatur, Ala.

Heavy Sales Increase Reported By WCOP

An increase of more than 25 per cent in local time sales was noted by WCOP, Boston, in its financial report for the 1948-1949 fiscal year, released the latter part of last week by the station. Total time billings by WCOP were up 12 per cent over the previous fiscal year. Talent revenue showed a 58 per cent climb over the previous 12-month period.

Sillerman Joins Ziv As Sales Executive

Michael Sillerman, formerly president of the Keystone Broadcasting System, ET network, has joined the Frederick W. Ziv Company, producers of open-end transcribed radio programs, as special sales representative as of today. Sillerman will headquarter in the New York offices of the Ziv Company.

Increase Of TV Audience Revealed By Agency Survey

One out of every nine families in an average community near New York owns a television set today, as against one out of 50 families a year ago, according to a study made public today by Newell-Emmett Co., a New York advertising agency. These figures are drawn from a television set census made by the agency's research department in "Videotown," an unidentified but

Heavy Increase Is Noted In Programs On Major Networks Featuring Cash And Merchandise

Food Products Lead Radio Sponsorships

Makers of nationally advertised food products were radio's biggest customers in 1948, according to figures released yesterday by the National Assn. of Radio Station Representatives. The food industry's radio tab of \$209,487,119 was almost twice that of the second-rank radio client, the toiletry business, which spent (Continued on Page 6)

McConnell Promoted By RCA Organization

Election of Joseph H. McConnell as executive vice-president of the Radio Corporation of America was announced Friday by Frank M. Folsom, president, following a meeting of the board of directors. Mr. McConnell, vice-president in charge of finance of RCA since (Continued on Page 2)

J. D. Russell, Kentuckian, Buys KVOR, Colo. Springs

Washington Bureau of RADIO DAILY Washington—Sale of KVOR, Colorado Springs, Colo., for \$101,000 to James D. Russell, Danville, Ky., was announced Friday by Hugh Terry, vice-president and general (Continued on Page 3)

A total of 33 "give-away" programs over the four major networks are awarding prizes to listeners and studio audiences during the current week, July 4 through July 10, in excess of \$205,000, not including paid vacations and trips, a RADIO DAILY survey has revealed. In terms of val- (Continued on Page 3)

FCC Asks Pic Firms To Outline TV Plans

Washington Bureau of RADIO DAILY Washington—The FCC on Friday called upon Paramount, 20th Century-Fox and the Society of Motion Picture Engineers to inform the Commission within two months exactly what they have in mind with regard to theater television. In some quarters the move was hailed as the first concrete indica- (Continued on Page 7)

MCA Aiding MGM In Transcription Sales

The projected transcribed package of eight series of programs announced last Wednesday by the newly formed Metro-Goldwyn-Mayer Radio Attractions already has drawn nibbles from 150 to 200 stations, according to Bertram Lebar, Jr., sales director of WMGM, New (Continued on Page 8)

Heap Big Injuns

A salute to the Inter-American Pow Wow of Indians gathered at Flagstaff, Arizona, was featured on the "Straight Arrow" program over Mutual last night from 8 to 8:30 p.m. The Indians were furnished portable radios and tribal representatives from North and Central America heard the tribute. Transcriptions will be sent to reservations.

Editorial Attitude

Acting on the Mayflower decision of the FCC, Frank Stanton, president of CBS, announced Friday that the network would sell time for opinions on public issues. It was also announced that the wob would continue allocating free time at its discretion for the answering of statements on controversial issues.



Vol. 48, No. 2 Tuesday, July 5, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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

WEST COAST OFFICES

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6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlfonega Rd.

Phone: Wisconsin 3271

CHICAGO BUREAU

Haf Tate

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.

More Shifts Announced In CBS Web News Dept.

(Continued from Page 1)
sion. Robert Hudson is designated assistant director in this division.

Werner Michel, chief of the documentary unit, assumes responsibility for both video and audio documentaries.

Red Barber, director of sports, will extend his supervisory activities to both fields.

Edmund Chester, who has been named director of CBS news, will have as his director of special events for both AM and TV, Robert Bendick. Lee Bland becoming assistant director of special events.

Theodore F. Koop retains his present position as director of news and public affairs. Washington, with responsibility for AM and TV broadcasts for the network originating in the nation's capital.

3 New Ziv Sales

Frederick W. Ziv Co. has announced three new sales of open-ended transcribed shows: "Guy Lombardo" to the Queen City Brewing Co. of Cumberland, Md.; and "Wayne King" and "Barry Wood" on a long term basis to station WIP, Philadelphia.

The brewing company will sponsor its show in Cumberland, Md.; Culpepper, Va.; Fredericksburg, Va.; Winchester, Va.; Fairmont, W. Va.

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

★ COMING AND GOING ★

J. B. CONLEY, manager of Westinghouse Radio Stations, Inc., is en route to the West Coast, where he'll visit KEX, Portland, and agencies in San Francisco and Los Angeles. He's due back in Philadelphia late in July.

AL BECKMAN, of the station relations department at ABC, is visiting network affiliates in Atlanta and Charlotte, N. C.

EDWARD R. HITZ, assistant director of network sales at NBC, shoved off Friday on a three-week automobile tour that will take him through Wisconsin.

ROBERT HELLER, executive producer for CBS, is back at his desk following a short trip to Detroit.

JACK SMITH, singing star on CBS, and FRANK de VOL, leader of the orchestra, are here from the West Coast.

DEAN FITZER, general manager of WDAF, Kansas City, Mo., is in town for conferences at headquarters of NBC, with which the station is affiliated.

LOUIS BREGGIO, assistant broadcast editor at the New York Daily News, left Saturday for Binghamton, N. Y., where he'll spend this week.

DAVID SUTTON, sales manager in the television department of CBS, is in Boston on business.

McConnell Promoted By RCA Organization

(Continued from Page 1)

January 7, 1949, has been associated with the corporation since 1941. In that year, he joined the legal department of the RCA Manufacturing Company, now the RCA Victor Division. He became general counsel of that organization in 1942, and three years later he was elected vice-president and general attorney of the RCA Victor Division. From April, 1947, to January, 1949, he served the same division as vice-president in charge of law and finance.

Marriage Guidance Series

A marriage guidance series by Esther B. and Samuel G. Kling, who also write a syndicated newspaper column, will debut over WOR, New York on July 4, 1:45-2 p.m., Monday through Friday. Titled "Your Marriage," the series will present case histories of marital discord, followed by suggested remedies and adjustments.

JOSEPH H. REAM, executive vice-president of the Columbia network, left last Friday for a one-month vacation in the West.

CAMILLE and PHYLLIS ANDREA, daughters of Frank Andrea, president of Andrea Radio Corp., have returned from Europe aboard the Queen Elizabeth. While in Rome, they had an audience with Pope Pius XII.

WALTER E. MYERS, of the NBC sales department, left Friday on a three-week tour of New England.

HEIDY MAYER, of WOR's "Here's Heidy," will embark today for a 10-week tour of Israel, where she will look for children's stories and study Israeli folklore.

LYNEE SCHORR, of the KCBS, San Francisco publicity staff, is honeymooning in New York.

DOUGLAS MANSHIP, manager of WJBO, Baton Rouge, La., a visitor last week at the Radio City offices of NBC.

JODY MILLER, disk jockey on WWDC, Washington, is back on the job following a trip to New York.

WALTER KANER, publicist, off for South Fallsburg, N. Y., where he'll handle press coverage for "Queen of the Resorts," beauty contest at the Pines Hotel.

MIMI CHANDLER, daughter of "Happy" Chandler of Kentucky and a disk jockey on WYLK, Versailles, Ky., is leaving New York on a European trip.

JOHN LAUX, president of WFPG, Atlantic City, N. J., a caller last week at the headquarters of CBS, with which the station is affiliated.

AGNES ECKHARDT, script writer at NBC, sails July 7 aboard the "De Grasse" for eleven weeks in France, Italy and England.

PROMOTION

Beauty Contest

Leonara S. Slaughter, executive director of the "Miss America Pageant" and Dr. Clinton H. Churchill, president and general manager of WKBW, Buffalo, signed the franchise for WKBW to pick a 'Miss New York State.'

Plans for the selection of Miss New York State are incomplete. However, WKBW is asking the other radio stations in the metropolitan area of the state to sub-franchise for the picking of a contestant from their area. These girls picked in the metropolitan areas of New York State will then enter a contest to be held in Buffalo to pick Miss New York State. Winner will then journey to Atlantic City for the Miss America pageant September 5th-11th.

Ware Sees Progress Ahead For FM Radio

(Continued from Page 1)

apathy by the FCC, failure of manufacturers to provide until recently low-cost high-quality FM receivers, misinformation coming to advertisers regarding comparative coverage of AM and FM.

The battle's on!



This picture was snapped just before these two tough polar bears tangled in what was the battle of the century in the Seattle Zoo.

There's another battle going on these days in the tough, competitive markets of America — like Baltimore. It's a battle for profitable, low-cost sales.

And that's where W-I-T-H comes in for smart advertisers. For this BIG independent delivers its BIG audience at the lowest cost-per-listener of any station in town. That's why you can get BIG results for a LITTLE money on W-I-T-H.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. For more facts about this big bargain buy, call in your Headley-Reed man and get the W-I-T-H story.



Tom Tinsley, President • Represented by Headley-Reed

EXPERIENCED TRANSCRIPTION SALESMEN

Wanted immediately
to sell top new shows!

This is a real opportunity!
Reply without delay to
Box 254, RADIO DAILY,
1501 Broadway, N. Y. C.

CHICAGO

By HAL TATE

MMUTUAL midwest staff members on vacation include Bob Wilson, salesman, and Mary Martha Toedt of sales service. Bob is at Sea Island, Ga., and Mary Martha will see most of the state of Iowa before her return.

Judith Waller, NBC Chicago public service director, left for New York by air on June 10 for her post as U. S. delegate to the UNESCO radio education conference being held in Paris.

Carroll Marts, MBS-Midwest account executive, suffering from a bad sunburn and an even worse cold, is in a dilemma as to which to nurse first.

J. D. Russell, Kentuckian, Buys KVOR, Colo. Springs

(Continued from Page 1)

manager. KVOR recently was acquired, along with KLZ, Denver, by Aladdin Radio and Television, Inc., which is now the licensee. Russell will assign the station to Voice of the Rockies, Inc., a newly formed Colorado corporation of which he is the controlling stockholder.

The station will continue to operate in very much the same manner it is now being handled, retaining the same staff headed by Everett Shupe, station manager. Russell said that the CBS affiliation would be continued.

Russell is one of the owners of station WHIR at Danville, and was active in the construction and initial operation of that station. If the FCC approves the transaction, Russell will make his home at Colorado Springs and will be active in the day-to-day operation of the station.

KVOR, founded in 1923, operates on 1300 KC with one KW non-directional.

Chic Dodson Joins WQXR

Chic Dodson has joined WQXR, New York, as assistant night manager, replacing Frank Moriarity, who resigned. Dodson, who entered show business at the age of eight in Hal Roach comedies, is also an off-duty instructor in archery and fencing.



For SALES MAGIC in the "MAGIC CIRCLE" Hire **WIBW**

The Voice of Kansas TOPEKA
KEN LUDY, General Manager

Giveaway Shows Increasing; 33 Now On 4 Major Webs

(Continued from Page 1)

ue, CBS leads with \$89,900 in cash and merchandise, followed by ABC with \$58,968, NBC with \$33,550 and MBS with \$29,200. (All these figures are minimum approximations.) In terms of the number of "give-away" shows on each network, ABC leads

"News and Clues"

A new TV quiz show titled "News and Clues" and featuring George F. Putnam, widely known news commentator, had its debut on W'ABD, DuMont's New York station, yesterday and will be heard Monday through Friday, 12:30 to 1 p.m., EDT. Putnam uses INS pictures and news to present clues for stay-at-home viewers. Prizes will be awarded lucky guessers and a jackpot question will highlight each session of the news quiz.

with 15, followed by MBS with 8, CBS with 7 and NBC with 3, substantial increases from a year ago.

Increases Itemized

Of total number of 33 "give-away" shows, six are relatively new, ABC's Monday through Friday "Add A Line" premed yesterday, but the amount offered on that program was not included in the total figure of \$205,000 for the current week. NBC's "Hollywood Calling" will start off on July 10 with a jackpot of \$32,000 and promises to be "the biggest give-away on the air," according to a network spokesman. CBS's "Spin to Win" started off

yesterday with a jackpot of \$15,000. MBS' "Meet Your Match" program, which began May 5, offers an average of \$18,000 in merchandise per week. The other two relatively new "give-aways" are: ABC's "Betty Crocker Magazine of the Air," which started April 4 of this year, offers about \$2,500 during its Monday-through-Friday stint; and ABC's "Johnny Olsen's Get-Together," which started April 30, 1949, offers prizes valued at about \$500 per Saturday program.

The week's scoreboard for the remaining "give-aways" follows:

ABC Network	
"Breakfast in Hollywood"	\$ 50
"Bredk the Bank"	6,500
"Bride and Groom"	1,000
"Go for the House"	30,500
"Joy Stewart's Fun Fair"	40
"Kysar College of Fun and Knowledge"	500
"Ladies Be Seated"	1,000
"Name the Movie"	200
"Shoppers Special"	100
"Stop the Music"	14,878
"What's My Name?"	500
"Welcome, Traveler"	750

CBS Network	
"Winner Take All"	\$ 3,500
"Beat the Clock"	3,000
"Grand Slam"	3,500
"Hit the Jackpot"	12,000
"Give and Take"	2,900
"Sing It Again"	50,000

NBC Network	
"Double Or Nothing"	\$ 1,250
"Dr. I.Q."	300

MBS Network	
"Queen for a Day"	\$12,500
"Tell Your Neighbor"	1,000
"Fishing and Hunting Club of the Air"	1,000
"True or False"	700
"Take a Number"	5,000
"Juvenile Jury"	500
"Life Begins at Eighty"	500

Plan Annual Meeting Of Texas District, AWB

San Antonio—The fourth annual conference of the 13th (Texas) District, Association of Women Broadcasters, National Association of Broadcasters, will be held in Austin, Tex. Nov. 19 and 20, according to Violet Short, Radio Director of Koske's, San Antonio, chairman of the 13th District. This state wide gathering of radio women will be one of the features celebrating the Tenth Anniversary of Radio House, the radio training school of the University of Texas. All meetings will be held at Radio House.

Thomas D. Rishworth, Director of Radio House, has designated Miss Jo Ann Whitmire, instructor of radio and associated member of the AWB, as chairman of the University's participation in this meeting. Miss Whitmire will work with Miss Virginia Graham of KRIS, Corpus Christi, South Texas Chairman AWB; Miss Florence Helm, WBAP-TV, Fort Worth, North Texas Chairman, and Miss Short on the Conference program to be announced later. Mrs. W. J. Murray, Radio Director of the Capitol National Bank, Austin, will be the chairman of the social activities.

Wood Named Chairman Of Better Business Board

John C. Wood, president of Brooks Brothers, has been appointed chairman of the board of the Better Business Bureau of New York City.

Wood's former post as president of the bureau was filled by Hugh R. Jackson who has been serving as executive v-p since October. Newly-elected chairmen are: Louis Broido, executive v-p, Gimbel's, Inc.; Mead A. Lewis, Dick & Merle-Smith; William E. Robinson, executive v-p, New York Herald Tribune. Edmund P. Livingston, v-p and secretary, Union Dime Savings Bank, was re-elected treasurer of the Bureau.

Stork News

Johnny Clarke, WNJR, Newark, N. J. radio artist, is the father of a second child, first boy, Christopher MacFarland, born Thursday to Rainie Clarke at the Lying-In Hospital, N. Y. Clarke will have Mrs. Collenberg, nurse who took care of the baby at the Lying-In nursery, as guest on the Nursery Notebook section of his 3-hour morning program, 9:30-9:45 a.m. today.

SOUTHWEST

NEW spot announcement accounts for WFAA, Dallas, include: Nu-Maid Margarine; Kerr Glass Co.; Drive-In Theaters; Reddi-Whip Cream; Rayve Creme Shampoo; "Shinola"; Best Foods, Inc.; Bendix Home Appliances; International Harvester Company; McCormick Bee Brand Insecticides, and Tenderleaf Tea.



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.

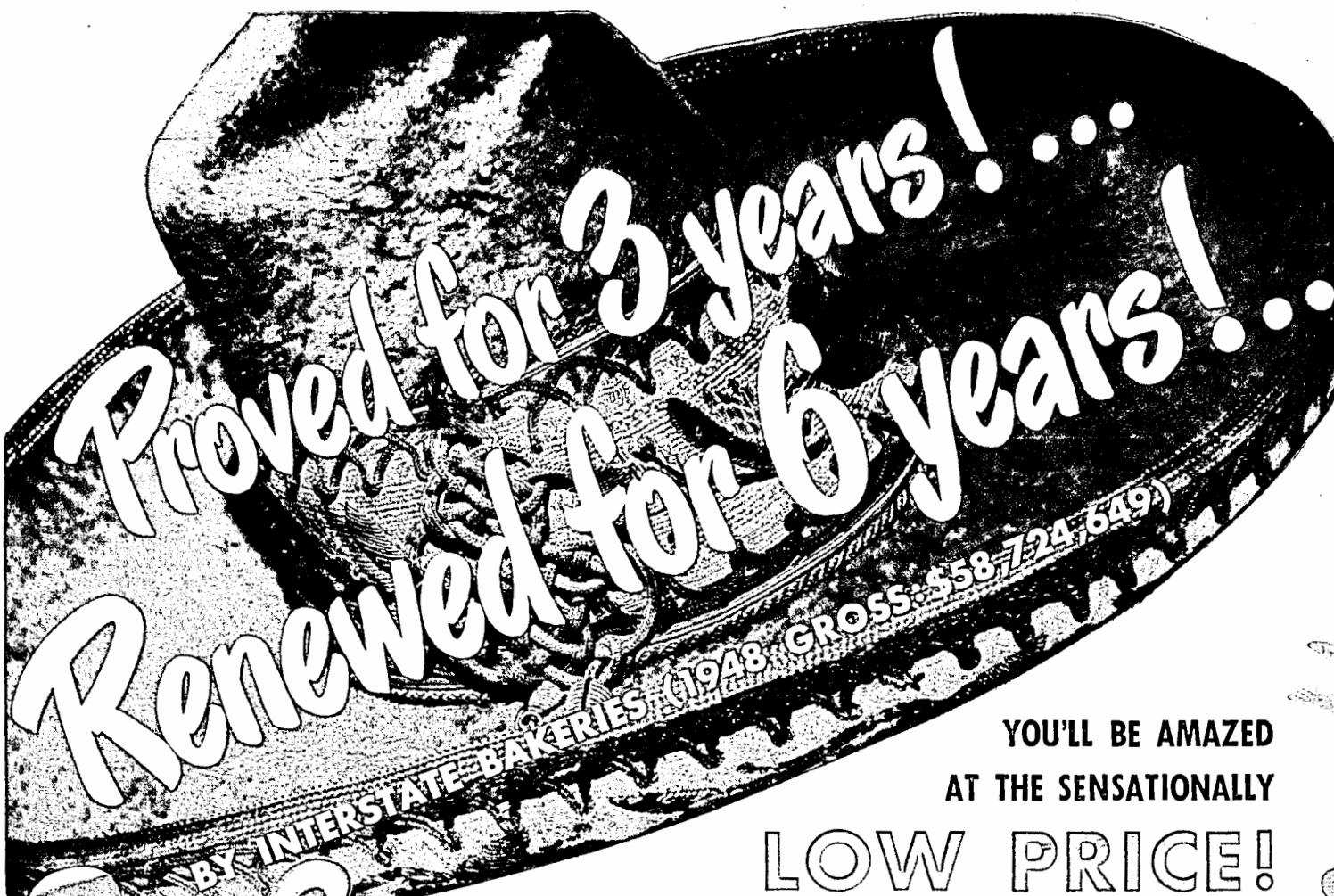
Try United's famous "Service in the Mainliner Manner" (including delicious full-course meals aloft) . . . quiet, air conditioned luxury of the DC-6 Mainliner 300. You'll never be satisfied with anything less!

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-1122 or an authorized travel agent.

545890



YOU'LL BE AMAZED
AT THE SENSATIONALLY
LOW PRICE!

Never before have you been able to offer your sponsors a selling program whose performance can be proved to them before they sponsor it! The record shows that "Cisco Kid" is America's greatest salesman! —that he is a terrific producer for any mass-sale product or service, in highly competitive markets. Here is a Western that pays off from the very first broadcast! Sponsors say: "This is the show we've been looking for!"

Wins Motion Picture Academy Award
"Cisco Kid" is only Western to ever receive this recognition. Six big-budget pictures are released each year by United Artists. Duncan Renaldo plays the part of "Cisco Kid."

Sensational Hoopers!

January, 1949, Pacific Hooper: 8.6. Consistently averages higher than any show primarily designed for children. Preferred listening by entire family! "Cisco Kid" has everything: Adventure — humor —

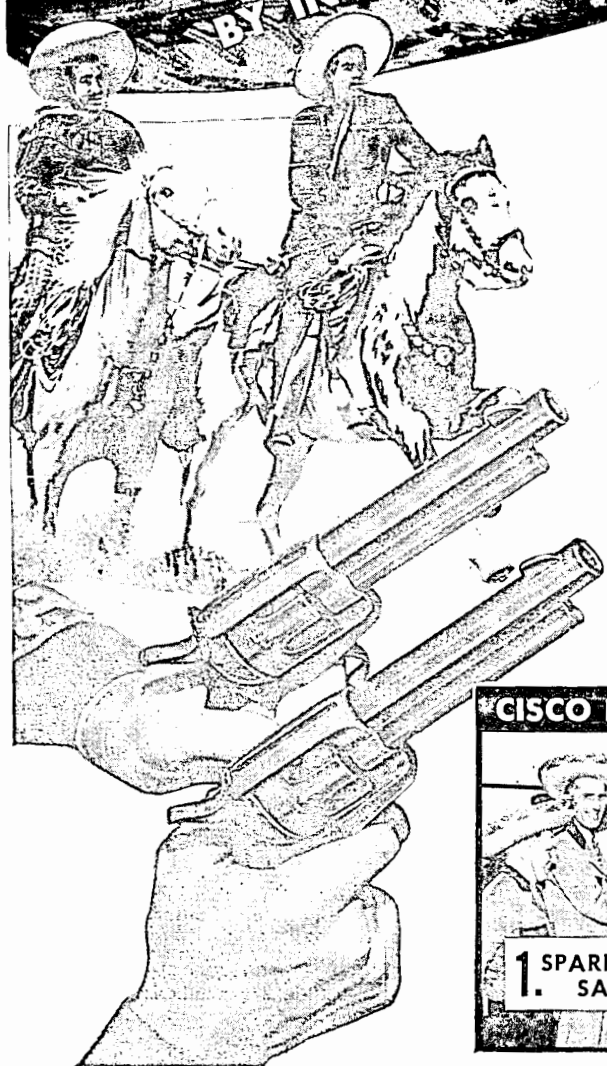
drama—romance—heart appeal. "The Cisco Kid appeals to a tremendous audience" . . . say Interstate Bakeries.

These Promotions Pay Off!

Buttons, masks, truck posters, membership cards, teaser ads, sombreros, neckerchiefs, autographed fan photos, store displays, letters, photo postcards—complete localized campaigns.

"What Is Happening To Kid Shows?"

Write for this sensational analysis. It's an eye-opener!



CISCO KID GIVES THESE 3 GREAT RESULTS TO LOCAL AND REGIONAL SPONSORS!



1. SPARKS SPONSOR'S SALES FORCE!



2. ENTHUSES SPONSOR'S DEALERS!



3. BUILDS A C AND A

... that's the sensational success story of this terrific high-Hooper half-hour Western!

"THE CISCO KID"

O. Henry's Famous
"Robin Hood of the Range"



AL SPONSORS



D, TEEN-AGE
UDIENCE!

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



WLIB Sale Confirmed Subject To Approval

(Continued from Page 1)

block for some time, is reported to be out of the red and showing a profit of from \$800 to \$1,000 in weekly operations. Herman Bess, formerly of WMCA, has been operating the station for Dorothy Schiff.

New owners plan to operate WLIB primarily in the interest of two groups of people in the Greater New York area. Some of the programming will be designed to appeal to the 2,000,000 second generation English speaking Jewish people and other programs will be directed to the 1,000,000 Negroes in the Harlem area. Studios are planned for the Harlem section of Manhattan and the company will retain the present WLIB quarters at 207 East Thirtieth Street.

Morris Novik is president of the new company with Norman Furman executive vice-president.

Bristol-Myers Expands Coverage On CBS-TV

Bristol-Myers Co., for Ipana, has expanded its sponsorship of the WCBS-TV puppet show, "Lucky Pup," to include seven additional CBS affiliates: New Haven, Philadelphia, Baltimore, Washington, Cleveland, Detroit and Chicago. Tuesdays and Thursdays, 6:30-6:45 p.m., EDT.

Sponsorship over the eight-station network began with last night's telecast. The program is sponsored over a 28-station network, Mondays, by Joe Lowe Corp., makers of Popsicles, and over a seven-station network, Wednesdays, by Phillips Soups. The Friday telecasts, currently open, will be sponsored again by Keds, beginning August 12.

The half-hour Saturday versions of the show, now seen at 6:30-7 p.m., will be televised at 6:45-7:15 p.m., EDT, beginning July 2 when "Red Barber's Club House" makes its debut at 6:30-6:45 p.m., EDT.

WKRT Going Full-time

President Gerald Meyer has announced that WKRT in Cortland, New York, went on the air full time June 26th. WKRT, with WKRT-FM, has been in operation since November 15, 1947. To increase its programming facilities the station has added Ed Glacken as news chief, formerly ace sportscaster from the Syracuse University station, and chief announcer Bob Michel, from WVAM.

PRODUCER—DIRECTOR

Background of Broadway Theatre, Motion Pictures, Sales Training, Network and Agency Radio. Available for Radio-Television. Box 255, RADIO DAILY, 1501 Broadway, New York City.



California Commentary . . .

• • • There has been a steady stream of phone calls to Garry Moore's home since it became official that Eddie Cantor would take over "Take It Or Leave It" next Fall. Garry's getting scores of propositions but he's decided on nothing yet. . . . Don Hine, head of KTSL film department, has booked

Hollywood

16 John Wayne westerns from Toby Anguish's Television Pictures Distributing Corp. . . . Hollywood's ABC-TV engineering department last week ran first closed circuit tests on the new RCA super-sensitive image orthicon camera tubes, believed to be the first in operation on the coast. New tubes cut lighting requirements 80 per cent and color response is said to be almost identical to the human eye. . . . Commodore Productions, which waxes the "Hopalong Cassidy" transcriptions, reports that the series has hit the Number One spot in Canada, chalking up a 33 rating and capturing 70.7 per cent of the listeners. . . . KTTV launched its new "Tele-Word" show Friday, sponsored by the five Howard Buick dealers. . . . Following Newsweek's big splash on the "three Johns," Masterson, Nelson and Reddy, Look Magazine last week was shooting a spread on the same trio of radio producers. . . .

★ ★ ★ ★

• • • Jack Tierney, former ABC photo editor and publicist, has opened his own public relations office in Van Nuys. . . . Making holiday guest stints at KOSA, Odessa, Tex., yesterday were Rita Johnson, Estelle Taylor, Marie Windsor, Venise Groves and Rod Cameron at the big festival sponsored by the Junior Chamber of Commerce. . . . Getting back to the "three Johns," the boys kicked off their "Jack McElroy Show" over KNBH Thursday night. . . . Jack Benny motored back to town Thursday from New York where he discussed his planned video program with CBS and American Tobacco officials. Accompanying him were Hilliard Marks and Sam Perrin. . . . Connie Haines has been signed by the U.S. Marine Corps to wax 13 more quarter-hour air shows with the Page Cavanaugh Trio. . . . Now that Tom Breneman's Restaurant has been leased to ABC for studio space, the only remaining night club eating spot between Hollywood Blvd. and Sunset is Ken Niles Gag Club. And it used to be Night Club Row. And the El Capitan Theater, which has housed Ken Murray's "Blackouts" all these years, may be turned into a tele showcase when the show moves to New York. . . .

★ ★ ★ ★

• • • Hal Hudson has been named manager of CBS' network television department here. . . . For the second year, Jean Hersholt will give a scholarship for post-graduate work in social science and history at the University of Copenhagen. . . . Square dancing continues to sweep the country. Now the Red Barn Roundup, featured on KXLA, will conduct square dancing at Tommy Dorsey's Casino Gardens every Sunday evening. . . . Ed "Archie" Gardner has notified friends here that he has arrived in San Juan, P. R., to start his first independent film, "Pigsfeet in Paris." . . . Jack Burnett, general manager of KULA, ABC's Honolulu outlet, is here on network business. . . . Last week's honeymooners: The former Kay Girard, secretary to Ernest Felix, ABC controller, and Don La Duke, television technician for Baird Radio. . . . Jimmie Fidler returned yesterday after two weeks in New York on sponsor business. . . . The axe seems to be hovering over the CBS offices here, following orders from New York for retrenchments. . . . And there are rumors around that NBC personnel is due for a slicing. . . . Al Jolson reported last week that he has no radio plans, nor will he discuss any until after his picture, "Jolson Sings Again" is released in the late summer. . . . Jimmy Durante is now acting in his first independently-made picture, "Rupert," for George Pal.

Food Products Lead Radio Sponsorships

(Continued from Page 1)

more than \$105,000,000 on air time. Other big radio spenders last year, in order, were the automotive industry, with \$104,965,285; household equipment, \$82,505,397; drugs and remedies, \$69,450,792, and soaps and cleansers, \$68,984,238.

3 German Churchmen Guests Of Newark Station

WNJR, Newark, N. J. was host June 27 to three German churchmen visiting this country to study American techniques in religious journalism and radio. The visitors were interviewed over WNJR at 2:05 p.m. Monday by Margaret A. Vance, religious news editor of the Newark News.

Asgood Gets New Post With CBS Television

Stanton M. Osgood, director of film procurement and syndication for CBS-TV, has been advanced to the new post of director of production for CBS-TV.

H. Grant Theis, formerly in charge of film syndication for CBS video, has moved into Osgood's old position.



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, July 5, 1949 — TELEVISION DAILY is fully protected by register and copyright

REVEAL EXPANDING TV AUDIENCE

TELE TOPICS

WATCH FOR the FCC to open up new TV channels in the ultra high frequencies when the Commission makes their recommendations for reallocation of TV channels about July 15 . . . the move will be the first step toward lifting the freeze on TV construction but it may be many months before the whole issue is clarified and goes into effect . . . hearings will follow with those for and against UHF having their say . . . the industry, generally appears not to be opposed to UHF planning if the present 13 VHF channels are retained and transmission can continue until the transition is completed. . . TBA, industry organization, is leading the way in the move to get the Commission to lift the freeze . . . the Commission, on the other hand, takes the stand the construction freeze cannot be lifted until they have cleared up the frequency allocations issue . . . both, the commissioners contend, go hand in hand.

A CAREER GUIDANCE PROGRAM, "The Job for You," has been launched by WTMJ-TV, Milwaukee, as a public service. . . In co-operation with the State Employment Service, actual case histories of young career seekers are dramatized. . . Members of an "Opportunity Board" appearing as employment experts offer suggestions on job-hunting tactics. . . WTMJ-TV is also featuring a weekly "Progress Report" by Milwaukee's mayor and other city officials.

GAMBLE-SKOGMO, INC., Minneapolis, has bought television spots on KSTP-TV, Minneapolis, for its Coronado Washing Machines. . . Kitty Carlisle has signed with Muriel Campbell's package agency for a live video show, "Tea With Kitty." . . Shamus Culhane, a Walt Disney alumnus, made 1100 still drawings for the one-minute cartoon commercial used on Monday night during the Colgate Video Theater presentation of "Mr. and Mrs. North" over NBC-TV.

APPOINTMENTS: Fred Herbert has been named manager of Cinemart Sound Recording and Television Film Studios, New York. He was formerly recording director for the Carl Fischer Recording Studio. . . WFMY-TV, Greensboro, North Carolina, has named Harrington, Righter & Parsons, Inc., as its national television representative.

WABD, DuMont's New York flagship, has a novel giveaway series, "They're Off," slated to debut Thursday, 8:30-9 p.m. . . Studio audience is quizzed on details of three horse race films projected with live commentary. . . There's a "jackpot mystery horse" question for home viewers.

TV "Most Dynamic Element" In U. S. Economy, Says Mag

Television is "the most dynamic single element in the entire American economy," says "Fortune" magazine in a full-length study of the medium featured in its July issue under the title "TV: The Money Rolls Out."

"Within a few years—perhaps five—," the article declares, "it will be one of the first ten industries in the U.S.; already it is the Great American Adventure of the mid-twentieth century. Every projection made in the past two years of TV's growth, no matter how optimistic, has been exceeded; the cold statistics have gone far beyond the hot dreams."

But, "Fortune" adds, "never before in history have so many men lost so much money so fast—and so willingly. . . Yet no one is downhearted; the happy grand-scale losers are all adventurers, pioneers, and they know it." The article is aimed at the businessman or industrialist who is thinking of entering TV station operation, and attempts to give such readers a picture of what to expect financially and technically.

Figures quoted include an FCC rundown for 1948 showing that the four video networks (NBC, ABC, CBS, and DuMont) had combined revenues of \$4,800,000 last year, and expenditures of \$11,200,000, for a combined loss of \$6,400,000. Forty other TV stations took in \$3,900,000 and spent \$12,400,000, for losses of \$8,500,000.

Thus, "Fortune" says, ". . . To many a coolheaded American businessman, now poised on the brink of television, the first big question is, why not wait? The pioneers never make the money, say the wiseacres (ignoring a lot of history, including the history of David Sarnoff). . . The men who are doing the pioneering know all this, too. Why, then, are they plunging ahead? The biggest reason is that they dare not get left."

Proceeding to the firmer ground of construction aspects of TV, the article observes that "television is a horizontal thing," as contrasted with radio which has grown upward physically, and hence the space problem in video broadcasting is becoming more acute daily.

FCC Asks Pic Firms To Outline TV Plans

(Continued from Page 1)
tion of FCC interest, while other observers felt that it presaged a forcing of the industry hand at a time when theater TV is in too early a stage of development.

Statements were asked by Sept. 2, with reference to these six specific subjects:

1. Minimum frequency needs for nationwide competitive service;
2. Best frequencies for such service;
3. Exact functions to be performed by such service;
4. To what extent such functions could be performed by using coaxial cable, wire or some other non-radio facilities;
5. Availability of such non-radio equipment, and
6. Overall plans for establishment of theater TV service.

In addition, information was asked concerning research and experimentation by Paramount and Fox, both of which seek renewal of their experimental TV licenses. It seemed

Hallicrafters Showing New TV-Receiver Line

Chicago—Hallicrafters will present a new line of six television sets this week at the silver anniversary show of the American Furniture Mart.

The new models will include a 10-inch wood model; a 12½ inch table model; a 16-inch wood table model; a 12½-inch console; a 16-inch console and a deluxe 16-inch model. Prices will be announced later.

The Hallicrafters organization will be one of several TV receiver manufacturers who will exhibit new lines at the Furniture Mart show.

obvious that these companies will be required to offer concrete evidence that valuable experimental work has been going on under their licenses. The Commission extended the licenses of three Paramount experimental TV relay stations in the New York area to Oct. 3, but denied Paramount's request for special temporary authorizations of two more such stations because they "do not appear to have been used in the period of over a year that they have been outstanding."

2nd Agency Survey Shows Increase In Set Owners

(Continued from Page 1)
Newell-Emmett researchers find, adding that this is a "conservative" estimate.

The agency had this to say on set distribution by income brackets: "Even in April, 1948, TV was a mass market medium in Videotown with 74 per cent of the sets in middle and lower income homes. Today, the middle and lower income groups, which make up 83 per cent of Videotown's population, own 82 per cent of television sets. By the end of this year there will be more sets per hundred families in middle class houses than in upper class houses, and lower class houses will about equal the upper class."

More than 40 per cent of the sets in "Videotown" were bought on time, the researchers found. The middle and lower income groups not only own a majority of the TV receivers but spend more time watching. Sets with screens of 12 inches or more were the most popular models, accounting for almost half of all set sales there in the first quarter of 1949.

It was found also that prospective set buyers were doing more and more shopping among various brands, checking ads, reading dealer literature and discussing sets with dealers and friends before buying.

The commercial market in "Videotown" was found to be diminishing in importance. Only 8 per cent of the TV sets there are in bars, clubs, and other public places, a sizable decrease over the figure of a year ago.

Renews News Show

The Fort Pitt Brewing Co., Pittsburgh, has renewed its five-minute daily video news show on WICU, Erie, Pa., through BBD&O, Inc. The program is seen Monday through Saturday at 7:30 p.m. Present contract runs to Oct. 1.

Baseball Exclusive

The television coverage of the 16th Annual All-Star Game from Ebbets Field, Brooklyn, Tuesday, July 12, will be broadcast over the CBS TV Network, it was announced by Lawrence Lowman, CBS vice-president and general executive. Broadcast will be sponsored by the Gillette Safety Razor Company and will get under way at 1:15 p.m., EDT.

COAST-TO-COAST

WWDC Press Relations Dir.

Washington, D. C.—The appointment of Irving M. Lichtenstein as press relations director of WWDC was announced over the week-end by Ben Strouse, general manager. Lichtenstein, who was a member of the station's news staff, will replace Wadsworth Likely in the press relations post. Likely has been assigned to the station's news staff.

Marines "Land" At KYW Workshop

Philadelphia, Pa.—For the first time in the history of KYW Summer Workshops for Teachers, five Marine Corps personnel will attend the courses. Three enlisted men and two officers have been assigned the course in addition to more than forty school teachers from the greater Philadelphia area who will attend. A host of notables in the field of education, radio and TV are scheduled as guest lecturers when the courses get under way on July 6-25.

Bakery Sponsor On WKNA

Charleston, W. Va.—The "Cisco Kid," sponsored in Charleston by the Holsum Bakery Co., is getting the full support of WKNA promotion. Holsum recently bought the half-hour program produced by the Frederic W. Ziv Co. and presents it three times weekly over the station. Drivers of the Holsum Bakery have been wearing sombreros and bandanas during the day and posters on the trucks advertise the program over WKNA.

WDAF-TV Hosts Dealers

Kansas City, Mo.—Over 100 set distributors and dealers were hosted at a luncheon meeting in the Trianon Room of the Hotel Muehlebach yesterday on the invitation of Dean Fitzer, general manager of WDAF-TV. The station outlined its projected plans for close distributor cooperation and for going on the air—with test pattern Sept. 11 and programming not later than Nov. 1. The distributors were welcomed at the luncheon by Roy A. Roberts, president of the Kansas City Star. WDAF-TV's parent company.

Orchestra Cites WFIL

Philadelphia—The board of directors of The Philadelphia Orchestra adopted a resolution at their June meeting thanking WFIL for the publicity and promotion the Orchestra received in the weekly radio program, "Your Symphony." The program heard Thursdays from 9 to 9:30 p.m. featured music recorded by The Philadelphia Orchestra.

Stork News

Oyster Bay, N. Y.—Dave Rosehill, WKBS disc jockey, on June 11 became a father for the third time. A boy, David William, was born to Mrs. Rosehill at the Kew Gardens General Hospital. Dave has two girls, Lynne, age four, and Dale, age two.

★ THE WEEK IN RADIO ★

Mayflower Policy Still Under Fire

By AL JAEGIN

THE right of stations to "editorialize" and bans on news broadcasts again reached into the chambers of Congress, became the subject of attack by a civic organization and was the subject of debate by NAB program directors' clinic held in Chicago.

Don Petty, the NAB general counsel, told the second day's session at the Chicago clinic that many broadcasters are confusing Paragraph 315 of the Communications Act of 1934 with the recent FCC reversal of the Mayflower decision, thus permitting stations to editorialize. He emphasized that a station can refuse time to any politician because if time is granted to one legally qualified candidate, similar time must be given to the opposing candidate. The 300 directors and executives were also reminded that the sponsor of a controversial-issue program must be identified on the air.

The FCC's reversal of the Mayflower policy came under attack by the American Civil Liberties Union in a memorandum to members of Congress and to the Commission. In a statement prepared by James Lawrence Fly, vice-chairman of the ACLU Committee on radio, the organization's board of directors called for the reinstatement of the editorializing ban and charged the commissioner with having "substituted a policy of operation in the private interest in place of a simple and sound policy requiring licensees to operate in the public interest."

The ban against radio was lifted by the House Un-American Activities Committee just as an investigation into communism in the District or Columbia was opened. Rep. Francis D. Walter of Pennsylvania, ranking Democrat, called for the vote which led to the lifting of the ban.

Radio news problems, which were discussed at the Chicago program clinic, came under the scrutiny of radio news editors at the first annual conference at Kent State University in Ohio. NAB's Arthur Stringer congratulated radio management for the progress made in station-originated news shows.

A revised nation-wide table of TV frequency allocations will be issued by the FCC early this month. The TBA was notified that action will be deferred on its proposal to lift the freeze on TV in eleven cities of California, Colorado, Texas, Washington and Utah. The FCC disclosed its intention to issue the notice of rule-making indicated last month when it issued its statement on color TV and use of the UHF bands. This notice will be included with the new table.

Within the TBA, dispatches from Paris indicated that FCC chairman Wayne C. Coy was seriously considering the organization's offer to become its president. Coy is expected to resign from his FCC post upon his return from the international

communications conference in the French capital.

The NAB, the FCC Bar Association, and attorneys Vernon Wilkinson and George S. Smith registered strong opposition to the FCC's proposal for public advertising of applications for new permits, modifications, renewals and transfers. Guilford Jameson, Bar Association president, also objected to the 90-day "cut-off" proposal of the Commission, limiting to 90 days from an original filing of mutually exclusive applications.

The radio industry has to put up with more measuring devices and tests than any other medium, Pat Weaver, v-p of Young & Rubicam, Inc., told the Chicago Clinic early in the week. He lashed out at BMB which, he claimed, is not going into the figures of how many people are being reached per dollar spent in radio. He warned that the "number-one" status of radio will not prevail indefinitely and that he personally feels that television will eventually take over radio's position.

But in contrast to Weaver's personal opinions, Duane Jones, president of the New York advertising agency of the same name, told the Newspaper Advertising Executives Assn. that TV advertising is less a competitor of the media than an added service tending to improve the prospects and general efficiency of all advertising.

In a similar vein, Walter L. Dennis, radio and television director of Allied Stores Corp. of New York, declared at the joint sales promotion and visual merchandising group convention of the National Retail Dry Goods Assn. at Chicago that there is a world of opportunity today as never before for retailers to use both radio and TV at low cost.

MCA Aiding MGM In Transcription Sales

(Continued from Page 1)

York, and head of Radio Attractions. Lebhah disclosed Friday that Music Corp. of America will cooperate with MGM in setting up a "field force" for national distribution of the ET series, "with the aim of getting an MGM affiliate in every important market."

MGM feels its latest venture was "accidentally very well-timed," Lebhah said, in view of television's upsurge and the accompanying need in radio of fresh program material. On the basis of initial response to the offer, MGM will be "over the hump" at the outset on its outlay to date of about \$100,000 in production and programming costs on the series, Lebhah said. He estimated production and talent costs at from \$1,000,000 to \$1,500,000 on a yearly basis. It is hoped too, that the first "portfolio" of eight series will be on the air by October, Lebhah said.

AGENCIES

THE 1949 "ROSTER AND ORGANIZATION" of the American Association of Advertising Agencies has been issued. Published as of May 30, the new Roster lists 239 member agencies operating 391 offices in 62 U. S. cities, and 51 offices in 24 foreign cities. Offices of member agencies are most numerous in New York, with 89, and next numerous in Chicago, 37, Los Angeles, 31 and San Francisco, 25.

SIDNEY B. WOLFE, associated with the I. T. Cohen Advertising Agency for two years, has been appointed television director for the agency. Wolfe produced Washington's first video variety show, "Stars of Tomorrow" and was television editor of "Ike & Mike," the first radio and television publication of its kind in the world. He will be in charge of all television activities, programming and sales.

LEVER BROTHERS, LTD., Toronto, Canada, have announced the appointment of Young & Rubicam, Inc., to handle Canadian advertising for Lipton Tea and Lipton Noodle Soup. Activity on the Lipton Tea account will begin at once, while the Noodle Soup radio and publication schedules will start this fall and the first of the year, respectively.

Young and Rubicam already handles the American advertising for the Lipton Tea and Noodle Soup accounts.

SEBEL PRODUCTS INC., manufacturers of Mobo Action Toys, announces the appointment of Marcia Norcross as assistant to publicity director Robert Gould. Miss Norcross was previously assistant promotion director for National Mallinson Fabrics Corp.

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 3

NEW YORK, WEDNESDAY, JULY 6, 1949

TEN CENTS

MANUFACTURERS EXHIBIT IN CHICAGO

Chicago Tops N. Y. In Total FCC Grants

Washington Bureau of RADIO DAILY
Washington — With Texas and California leading the field in total number of grants, the FCC yesterday revealed that nine states have more than 100 grants for commercial AM, FM or TV stations. In all, there are more than 3,000 grants outstanding.

Chicago's 34 grants put it at the top of the list of cities, with 16 AM, 14 FM and four TV outlets okayed. New York is next with 14 AM, 12 FM and six TV grants, with Los Angeles third. Los Angeles has
(Continued on Page 6)

WNYC To Celebrate 25th Anniversary

WNYC, New York City's municipal station, on Friday completes its first quarter-century of broadcasting.

The station, which began studio operations on July 8, 1924, remains the nation's only city-owned-and-operated outlet. WNYC-FM was inaugurated in 1943; WNYC-TV is envisioned for some time in the future, when the FCC opens up its Ultra High Frequency channels.

Zenith Annual Report Released By MacDonald

Chicago—A total volume of business amounting to \$77,146,861 for the fiscal year ended April 30, 1949, "slightly under that of the previous year," was reported by Zenith Radio Corp.

The company's net income for the year totalled \$2,706,889, the annual
(Continued on Page 6)

Visitor
William J. Haley, director general of the British Broadcasting Corporation, will arrive in New York this week-end for a week's inspection of American radio and television. It will be Haley's first visit to America since 1943.

Crothers Will Direct Religious Broadcasts

Dr. George D. Crothers, formerly assistant director of CBS Education and Opinion Broadcasts, has been appointed director of the network's Religious Broadcasts for both radio and TV.

He succeeds Elinor Inman. Crothers is the son of a preacher and was graduated from Worcester College, Ohio. Later, he obtained his Ph.D. at Columbia University.

Before joining CBS in 1941, he
(Continued on Page 2)

Pearson's New Chapeau Will Have Adam Label

Sponsorship of Drew Pearson's show over ABC, Sundays, 6 p.m., EDT, will switch from Lee Hats to Adam Hats, beginning in September.

William H. Weintraub & Co., which has been handling the Pearson show for the Frank H. Lee Co., will represent all advertising, including radio, for Adam Hat Stores, Inc., effective August 28.

In announcing the coming spon-
(Continued on Page 2)

New Lines Of Radio And TV Receivers Getting An Advance Showing At American Furniture Mart

Boost To 120,000 W. OK'd For World Wide

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday granted the World Wide Broadcasting Corp. permission to increase the power of one of its five shortwave broadcasting transmitters at Boston to 120,000 watts.

In commenting upon the FCC action, Walter S. Lemmon, president of the World Wide Broadcasting Corp., said: "This huge new
(Continued on Page 2)

New Detective Series To Preem Over MBS

A new adventure series, featuring William Gargan as a private investigator, will preem over MBS, August 7, 4:30-5 p.m., EDT.

The Sunday afternoon series, as yet untitled, will be sponsored by
(Continued on Page 6)

Pulse Survey Reveals Summer Listening Decline

A decline in radio listening in Cincinnati and Chicago, attributed to "the influence of summer," and a slight unexplained increase in Boston listening are shown in the
(Continued on Page 2)

Chicago—Lower priced radio and television sets, numerous improvements, lower costs and the entry into the TV field of old established radio set manufacturers featured the opening of the 25th anniversary of the American Furniture Mart show here yesterday with 20,000 buyers
(Continued on Page 7)

Rebukes Radio Critics In Speech Before AFA

Poland Spring, Maine — Radio's self-appointed censors were rebuffed last week by A. O. Buckingham, vice-president of Cluett Peabody & Co., (Arrow Shirts) in a speech here before the First District Advertising Conference, Advertising Federation of America.

"I happen to be a radio listener," Buckingham said. "My wife is a ra-
(Continued on Page 6)

Magnavox Net Sales Show Increase 1st 3 Mo.

Fort Wayne, Ind.—Net sales of the Magnavox Co. for the three month period ending May 31, 1949, totaled \$4,600,000, or \$600,000 above the similar period last year, according to the president's report to stock-
(Continued on Page 5)

Pat Weaver To Join NBC As V-P In Charge Of Tele

Election of Sylvester L. (Pat) Weaver, Jr., as NBC vice-president in charge of television was announced yesterday by web prexy Niles Trammell. Weaver has resigned as vice-president and radio-tele director of Young & Rubicam and will take up his new post about Aug. 1. His appointment was voted at a meeting of the NBC board of directors last Friday.

Sigurd S. Larmon, president of Young & Rubicam, announced the promotion of Everard W. Meade, vice-president and manager of its radio department, to director of the department. Meade also will fill Weaver's post on the agency's executive committee and plans board. He has been with the firm since April, 1948, and formerly was assist-
(Continued on Page 7)

Airminded
Sidney Frenkel, sales representative for WCAO, Baltimore uses his own plane to pursue station time sales. Last week with WCAO's chief announcer Charles Purcell, as pilot, Frenkel flew to Cambridge, Md., made a sales pitch to officials of a packing plant, and flew back to Baltimore with a full afternoon free for calls on other prospects.

\$15,000 Pushover?
The \$15,000 jackpot on CBS' "Spin to Win" was won jointly by a woman studio contestant and an Air Force sergeant on the premiere broadcast, July 4, 7 p.m., EDT. This marks the first time that a large jackpot has been won on a network giveaway show on its initial airing. Identified record was "When I Grow Too Old To Dream."

RADIO DAILY



Vol. 48, No. 3 Wed., July 6, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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

WEST COAST OFFICES

Al Stein, Manager

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlgren Rd.

Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate

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

(July 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	53 3/4	55 1/2	55 1/2	+ 1/8
Admiral Corp.	165 3/8	161 1/8	163 1/8	+ 3/8
Am. Tel. & Tel.	1405 3/4	1401 1/4	1401 1/4	+ 3/8
CBS A	177 1/2	171 1/2	177 1/2	+ 1/4
CBS B	171 1/2	171 1/2	171 1/2	+ 1/4
Philco	253 1/2	247 1/2	253 1/2	+ 3/4
RCA Common	10 1/4	10	10	+ 1/8
RCA 1st pfd.	70	69 3/4	70	+ 1/8
Stewart-Warner	10 1/4	10 1/4	10 1/4
Westinghouse	23 1/4	22 1/2	23 1/4
Westinghouse pfd.	99 1/2	99 1/2	99 1/2
Zenith Radio	23	23	23	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13	12 1/4	13	+ 1
Nat. Union Radio	2 3/8	2 1/4	2 3/8

OVER THE COUNTER

DuMont Labs.	Bid	Asked
	11 3/4	12 1/4
Stromberg-Carlson	9 1/4	10 1/2

Sen. Connally Interviewed

Washington—ABC correspondent Jack Beall interviewed Sen. Tom Connally, chairman of the Senate Foreign Relations Committee, on "Headline Edition" last night. Topic of discussion was the Atlantic pact

Takes APRA Post

Joan Wilson, formerly assistant program director of WQAM, Miami has been appointed executive director of American Public Relations Associates, Inc., New York.

★ COMING AND GOING ★

GEORGE B. STORER, president of Fort Industry Company, and LEE WAILES, vice-president in charge of operations, together with ED FLANIGAN, managing director of WSPD, Toledo, are back at their respective bases following meetings in New York with Tom Harker, national sales manager of the Fort organization.

MARGARET ARLEN, commentator on WCBS, will sail today aboard the "Queen Mary" for a month in Europe. She will be accompanied by her parents, Rev. and Mrs. H. B. Hines.

C. J. WITTING, director of administration for the DuMont Television Network, has left on a business trip that will take him to several of the web's affiliates in the middle West.

PAT B. WITHROW, JR., national director Veterans Hospital Programs, will arrive in New York Thursday from Denver via Charleston, W. Va., for conferences and interviewing talent for Fall hospital shows. He will stop at the Roosevelt Hotel.

JANETTE DAVIS, vocalist on the Arthur Godfrey program, is vacationing at Pine Bluff, Ark.

FRED BARR, program director at WWRL, returned from a one-week vacation at Atlantic City, N. J., just as JOHN LOTAS, announcer on the station, left for a one-week holiday in New Hampshire.

PETER DONALD, comedian, and MRS. DONALD, are aboard the "Queen of Bermuda" bound for a vacation in the islands.

KEN DYKE, accompanied by MRS. DYKE, sailed Saturday aboard the "Queen of Bermuda" for a vacation in the islands. On his return he will take up his duties as vice-president of Young & Rubicam in charge of public relations.

MORRIS NOVIK, radio consultant, is spending this week in Urbana, Ill., attending the meeting of the Institute of Communications Research.

RAY CHARTER sales representative for George B. Hollingbery Co., has returned from a vacation on the Jersey shore.

MRS. PEARL BAUM, promotion manager for WCSC, Charleston, S. C., to New York for conferences with CBS executives and station representatives.

ROBERT SAUDEK, ABC's v-p in charge of public affairs, is vacationing in Maine.

FLETCHER MARKLE, director of the Ford Theater, and VINCENT MCCONNOR, script editor on the program, have left for two months in Europe.

BILL ROGERS, announcer, narrator and emcee, is back from Michigan, where, with his wife and young son, he spent a short vacation at his parents' summer home in Frankfurt.

DONALD A. STEWART, general manager of WDTV, Pittsburgh outlet of the DuMont television network, is in New York this week on business.

Pearson's New Chapeau Will Have Adam Label

(Continued from Page 1)

sorship of the Pearson show. Elias Lustig, president of Adam Hat Stores, said: "We are delighted that Adam Hats has successfully completed negotiations for the purchase of the Drew Pearson radio program. We feel that Mr. Pearson, in addition to being one of radio's most popular attractions, provides the finest medium for selling hats the industry has known for the past 25 years."

Crothers Will Direct Religious Broadcasts

(Continued from Page 1)

was a reporter for the Knoxville Tenn. News Sentinel and taught history at Maysville, Tenn. College Western College at Oxford, O., and at Columbia University.

Pulse Survey Reveals Summer Listening Decline

(Continued from Page 1)

Pulse surveys of those cities for the May-June period, just released.

Lux Radio Theater was the top evening program in Chicago and Boston. Walter Winchell led the ratings in Cincinnati.

Named RCA V.P.

Charles M. Odorizzi has been named vice-president in charge of service of the RCA Victor Division, Radio Corp. of America.

Odorizzi resigned recently as vice-president and general manager of Montgomery Ward's mail order division.

Boost To 120,000 Watts OK'd For World Wide

(Continued from Page 1)

power amplifier will be used to boost the service of the United States State Department programs to listeners in all of the countries behind the Iron Curtain and to further assist the efforts of the State Department to overcome the Russian jamming of its transmissions from the United States."

Expect Operation This Summer

Lemmon also stated "the final electrical installation and testing of the new equipment is now being rushed to completion so that operation at the full 120,000-watt higher power can be started before the end of the current Summer."

Gets Czech Turndown

ABC commentator Henry J. Taylor, currently making a world tour for first-hand news background, has been refused permission to visit Czechoslovakia, his New York office was notified yesterday. A spokesman for Taylor, who is in Cairo, said the State Dept. will be asked to investigate the barring of American newsmen from the Iron Curtain country.

CBS Package Sold

"Leave it to Joan," new CBS comedy package starring Joan Davis, which premiered July 4, was bought by the American Tobacco Co. for Roi-Tan Cigars, after the first broadcast.

The American Tobacco sponsorship is effective Sept. 9 when the show, currently heard Monday, moves to Friday, 9-9:30. Contract is for one year, with usual 13-week options. Lawrence Gumbinner, New York, is the agency.



Fisherman's Luck

These twin beauties have just been hauled onto the dock after a big day of tuna fishing. Sometimes, when luck is running good, as many as fifty of these giant fish are captured in one day.

But time buyers don't have to depend on luck in picking radio stations—not in Baltimore, anyway. Here there is one big bargain buy. It's W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H delivers more listeners-per-dollar than any other station in this rich city, the nation's sixth largest market. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

So if you're looking for a station that produces low-cost sales in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today!

WREN

Topeka, Kansas

ABC affiliate

covering half a million radio
families in a 2 billion dollar
retail market

announces the appointment effective
July 1, 1949 of...

Weed

and company
*radio and television
station representatives*

new york

boston

chicago

detroit

san francisco

atlanta

hollywood

SOUTHWEST

DALLAS P. WYANT, WOAI, San Antonio, promotion manager, addressed a meeting of the San Antonio Advertising Club last week on the subject "Television Is Coming To Town." Formerly promotion manager of WBZ, Boston, Wyant came to his post here, where he will also be promotion director for WOAI-TV.

Kenny Baker was heard in a series of two special broadcasts recently heard over WFAA and WFAA-FM, Dallas.

A special program in which high ranking Mexican generals were interviewed was presented over KCOR, San Antonio. The army officials were visitors at the Fourth Army Headquarters here and also visited local Air Force Bases. Broadcast was arranged through the Fourth Army.

Amon G. Carter, president of the Carter Publications, Inc., licensee of WBAP, AM, FM and TV, Fort Worth, has been elected president of the Fort Worth Club for the 30th consecutive term.

Rex Preis, commercial manager of KTSA, San Antonio, and Governor of the 10th District, Advertising Federation of America, officiated at installation ceremonies of new officers of the Amarillo Advertising Club being inducted into office.

The marriage of Florence Helm, producer of WBAP, Fort Worth, and Bill McAndrews, a member of the WBAP announcing staff, has been announced in Fort Worth.

John Andrews, Dallas song writer and brother of Dana Andrews, Hollywood movie star, is to be interviewed on WFAA and WFAA-FM, Dallas, by Julie Benell on her women's program.

Thaine Engle has been named commercial film director and Lewis Cearley has been named film laboratory supervisor for WBAP-TV, Fort Worth.

Howard Duff, radio's "Sam Spade" now turned film actor is currently making a series of personal appearances throughout the state in conjunction with the showing of his latest film "Calamity Jane and Sam Bass." While Duff is on tour he is to be heard on his show by transcription.

Hitting the vacation trail is Jack Keasler and Bill McReynolds of WOAI, San Antonio. Keasler is commercial manager and plans a two-week vacation in California. McReynolds is a member of the announcing staff and plans to visit his parents at Seymour, Tex.

WELL KNOWN
PUBLICITY FIRM

Est. 10 yrs. Will publicize and manage personalities, producers, writers, radio or TV shows on percentage agreement. Also seek new talent, ideas. Write Box 256, RADIO DAILY, 1501 Broadway, New York City.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Fred Allen's two-listed sounding off on television in Life causing plenty of rhubarbs along Radio Row, both pro and con. One thing you gotta admit about Mr. Allen—whether he's right or wrong, the boy pulls no punches. . . . James Mason and his Missus summer-subbing for the Sealtest Dorothy Lamour stanza starting on the 14th. . . . Jack Hurdle slated to direct the Wm. Gargan whodunit for U.S. Tobacco, which bows in on Mutual Aug. 7th. (He'll also do the TV version on NBC). . . . One of the nation's newest singing idols owes most of his '49 salary to his bookmaker and is going deeper in hock every day. . . . Bill Rogers copped the announcers' audition for "Brighter Day," which switches over to CBS next Monday for Ivory Flakes. . . . Recommended: Geo. F. Putnam's lively "News and Clues" stanza on DuMont. . . . Robert Merrill will prob'ly be seen in a feature film this fall. . . . Milton Berle gifted with a lifetime pass and box to the Roosevelt Raceway because of his efforts to boost the trotting sport. . . . Overheard at WWRL: Marriage has to be a compromise—otherwise it ends up in a settlement. . . . At Trader Tom's Steak House, a radio press agent who had just lost his last client, moans: "Now I'm really a no-account press agent."

☆ ☆ ☆ ☆

● ● ● Maxine Keith, the radio publicist for "Lend An Ear," is walking around these days with a patch over her left eye, the result of a cold, so she sez. At any rate, running into Gary Stevens the other p.m., the producer cracked: "What are you publicizing now, Maxine—Lend An Eye!"

☆ ☆ ☆ ☆

● ● ● THE MORNING MAIL: "I think you'd like to know that my little 'problem' as to the handling of the 'Reminisce' With Singin' Sam' program on WNJR has been solved," writes Jim Ryall. "I've received a number of letters from many of Harry Frankel's old friends in radio and the consensus of opinion is overwhelmingly in favor of my telling listeners quite frankly that the program is transcribed and that 'Sam' has passed on. Mrs. Frankel sent me a personal note which I am including in my replies to listeners with her permission. I find it difficult to describe the thrill I got in receiving mail from radio men across the country who knew 'Sam' and loved him. There's a lot of heart in radio when the memory of a wonderful guy like Sam can live so beautifully and fresh in the minds of all who knew him. My 'problem' wasn't an important one, but I'm glad I told you about it. Because out of it has come a look deep into the very heart of radio. And I am very, very proud to be associated with the sort of men who took time out of their busy workday to stop and write that 'I, too, was his friend!'"

☆ ☆ ☆ ☆

● ● ● The stage has its First Lady in the person of Helen Hayes, the screen boasts its Bette Davis and radio can offer any number of candidates for regal acting honors. With the emergence of TV, it looks from here like the honors may go to Nancy Sheridan, the lovely blonde, who is now discovering that her years on B'way and in summer stock are paying off in the new medium. Wyllis Cooper, whose "Volume One" series featured Nancy in its preem, will bring her back for a repeat this week—first performer to be brought back for a second appearance on this stanza.

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Ted Granik's "American Television Forum" has an auto mfr. interested. . . . Fortune Pope's WHOM will shortly unveil a special service to national sponsors interested in getting into the foreign language market. . . . Sandy Bickart signed for the lead in Mutual's new "Mystery Hall."

NEW BUSINESS

WMCA, New York: Arnold Bakkers, Inc., has signed a campaign of spot announcements, beginning June 13th. Benton & Bowles and Mort Fleischl, WMCA account executive, handled details of the new contract.

On the same date, the Embassy Company, rhinestone setters, began cross-the-board participations in Ted and Doris Steele's "Mr and Mrs. Music" program. Tom Delaney, WMCA account man, negotiated the contract, in addition to inking a group of 20 local merchants and boats from Seaford Harbor to a segment of "Fisherman's Guide," broadcast between 6:00 and 7:00 a.m. daily.

Consolidated Edison Company, through BBD&O, will launch a special campaign of daily spot announcements, beginning June 23rd. Tom Lynch is the WMCA account executive.

WJZ, New York: Eleven participations have been signed so far for the new all-night, six times per week, "Symphony Sid" program which started on June 20.

Six of the sponsors were signed through the William Warren Agency of New York. They are the Strauss Stores, auto accessories and radios; Regent Outfitters, Metropolitan Training Center, jewelry and watch repairing; National Beauty Products, cosmetics; Flagg Pet Food Corporation and Urneat Products, cosmetics.

Other advertisers who will sponsor the program are the Radio Shop of Newark through Ad Mann agency; Bop City, night club through the Aetna Advertising Agency; Meat Cutters School of Manhattan through the Greshoff Agency; Crown Credit Corporation, electrical appliances and jewelry through the H. W. Hauptman Agency, and Hollywood Al, men's clothing, through the William Vomack Agency.

Wedding Bells

Frances Buss, director-producer of CBS-TV's "Dione Lucas' Cooking Program" and "Vanity Fair," was married to William H. Buch, eastern representative of the Apex Film Corp., on June 25.

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

SAN FRANCISCO

By NOEL CORBETT

KIERAN'S KALEIDOSCOPE is now sponsored by the Bank of America Thursdays 7:15 to 7:30 p.m., on KGO-TV. Henry L. Buccello is the account exec. for Charles R. Stuart Agency, and Gil Freeman closed the deal for the station. Maury Baker, sales promotion head for ABC in Frisco held a preview for the press in the Palace Hotel at which the June 30 and July 7 episodes were shown.

Acceptance of wine accounts on NBC brought the following statement from John W. Elwood, general mgr. of KNBC: "... It's only natural that KNBC should air wine advertisements, because the wine industry contributes much to California's economy. The state produces about ninety per cent of the nation's annual purchase of half a billion dollars worth of wine. . ."

Here 'N' There . . . David Lasley, NBC sales promotion head in Chicago, in town for a few days. . . Eileen Christoferson, singer on "Boysen Open House" was picked from amongst several dozen local singers to compete on Horace Heidt's program.

Ham Radio Activities On Voice Of America

The Voice of America, in cooperation with the American Radio Relay League, has launched a weekly series of 15-minute broadcasts, featuring news of "ham" activities throughout the world, interviews and special events, to Europe on Saturdays, 4:45 p.m., EDT, and to the Far East and Latin America on Sundays, 9 a.m., EDT.

Bill Leonard, himself a "ham," of the WCBS' "This is New York," will act as emcee on the shortwaved show. All participants on the program are active licensed radio amateurs.

Corliss Archer Returns For 10-Week Stint

"Meet Corliss Archer" will return to the CBS network as a 10-week summer replacement for Helen Hayes' "Electric Theater," July 31, 9-9:30 p.m., EDT.

The teen-age comedy show will be sponsored by America's Business-managed Electric Light and Power Companies.

The "Electric Theater" will return to the air on October 9. It went off the air on May 27. The first eight weeks of the time was filled by "Earn Your Vacation."

Stork News

Harold Parkyn, assistant to ABC's music rights supervisor, is the father of a baby girl, his third daughter.

★ **AGENCY NEWSCAST** ★

TWO NEW CHAPTERS have been organized by the American Association of Advertising Agencies, bringing to thirteen the number of A.A.A.A. local units. A Rocky Mountain Chapter has been established in Denver, reactivating a Chapter inactive since 1942. The following Denver agency people have been elected officers and governors: Chairman, Cecil R. Conner of Conner Advertising Agency, Inc.; vice-chairman, Harold Walter Clark of Harold Walter Clark, Inc.; secretary-treasurer, Carl A. Salstrand of Ball & Davidson, Inc.

A Spokane (Wash.) Chapter has been organized by member agencies in that city, with the following as officers and governors: chairman, Charles R. Devine of Syverson-Kelley, Inc.; vice-chairman, J. Walter McLean of Tomowske Advertising Agency, Inc.; secretary - treasurer, Vernon L. Carey of Pacific National Advertising Agency. The Spokane group is an outgrowth of the A.A.A.A. Washington Chapter, which has now changed its name to the Puget Sound Chapter.

MITCHELL T. LYNCH has been re-appointed national sales manager of the toilet goods and household division of Park & Tilford, according to an announcement here by Henry C. Bernard, president of the division, which manufactures and distributes All-fabric Tintex tints and dyes, Park & Tilford perfumes and cosmetics, and Winx eye preparations. Bernard said that E. J. Fielding, who was appointed national sales manager during a leave of absence granted Lynch for war service, had expressed a desire to resume residence in Cleveland, where he lived for many years, and has returned to his former position as central district manager of the division, with headquarters in Cleveland.

WORTHINGTON PRODUCTS, INC., New York drug firm, has appointed William von Zehle & Co., Inc., to handle the merchandising and advertising for Sleep-Eeze, a non-habit forming, safe sleeping pill. Radio and newspapers will be used, with 18 test markets starting July 11th—with sign-offs and all night programs. More markets are contemplated. William Lister is the account executive.

Magnavox Net Sales Show Increase 1st 3 Mo.

(Continued from Page 1)
holders at their annual meeting here last week.

R. A. O'Connor, the firm's president, said he expects business to be as good for the rest of the year, particularly in sales of radio-phonographs and television sets. All Magnavox officers and directors were elected at the meeting.

THE RAY-HIRCH CO., INC., has been named to handle advertising of the Starrett Television Corp.

DUANE JONES CO., New York, has been named to handle advertising for the razor blade division, Marlin Firearms Co., New Haven, Conn.

NBC's graphic division has been transferred from the research department to the advertising and promotion department. This division turns out client service maps, charts, diagrams, and easel presentations in black and white and color.

DAVID BAYLOR, general manager of Cleveland's WJMO, was elected to the board of trustees of the Advertising Club of Cleveland, in its recent balloting in which ten candidates competed. He is the only radio representative in the panel of five new members on the board.

BLOCK DRUG COMPANY, Jersey City, N. J., appoints Redfield-Johnstone, Inc. to direct the advertising of Stera-Kleen Denture Cleanser. This appointment brings to a total of eight Block Drug products now administered by this agency.

MEXICO

COLGATE PALMOLIVE, Mexico City, recording new spot announcement series at Radio Programs De Mexico laboratories.

XBLW, Guadalajara City, replacing XEHL as RPM network affiliate.

First issue (PV advertising and sales magazine appeared last week edited by Jose Maria Benitez and Helia Dacosta.

The Mexican Syndicate of Musicians, Authors, and Composers is under reorganization. Better relations expected between USA music publishers and Mexican composers.

Clemente Serna Martinez, head of RPM begins 1949-1950 period as President Mexico City Rotary Club.

Enrique Contel, XEQ manager recovering from heart attack.

Agustin Lara, Mexico's number one song writer contracted by Rio De Janeiro night club.

VOA Plans Oboler Series

The State Department's Voice of America is planning a series of dramatic programs based on Arch Oboler's plays for shortwave broadcast in French, German, Russian, Italian, Spanish and Portuguese. Oboler has given VOA permission to use all the plays published in his four books and some from his latest, "Oboler Omnibus."

Clean Sweep!

Latest Hooper ratings give WOWO undisputed first place in Fort Wayne. First in all four rated categories.. weekday mornings.. weekday afternoons.. Sunday afternoons.. and weekday evenings. WOWO is the preferred station with its sets-in-use percentage ranging up to 44.2—never dropping below 32.2. You can sell your product to this choice listening audience any time of the day. For availabilities, check Paul Mills at WOWO, or Free & Peters.

FORT WAYNE
ABC NETWORK
AFFILIATE

WOWO



WESTINGHOUSE RADIO STATIONS INC

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

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

Rebukes Radio Critics In Speech Before AFA

(Continued from Page 1)

dio listener, my children are radio listeners, my grandchildren are radio listeners, my grandchildren, of which I have six, are radio listeners. We like the "Who Dun It?" stories, a great many of the musical series, and are amused by the comedians. . . . Occasionally there is a commercial that irritates—not very often—but by a peculiar coincidence there is a button on your radio that turns off the program instantly. I've never known it to fail, and the intruder in the house only stays there on my sufferance. The easiest way to clean up radio advertising is to use that button, because if the rating drops off the show goes off the air. Evidently there are a great many consumers who like a great many programs or their listening audiences would not be so large. Further, there are a great many consumers who like programs that you do not like, and are they to be censured and deprived of their pleasure because some one else does not think it good for them?"

Zenith Annual Report Released By MacDonald

(Continued from Page 1)

report to shareholders disclosed. A dividend of \$1.50 per share was paid on April 30, the same amount as that paid in 1948, which was an increase of \$.50 per share over the annual dividend paid in the eleven previous years.

E. F. McDonald, Jr., president, said in the report that the year just ended was one of "substantial progress" for the company and its subsidiaries. He pointed to what he called "the satisfactory operating profits earned and the strong financial position of the company."

He expressed the belief that the company's decrease in radio receiver volume was less than the average and that future TV set sales would offset the past year's dip in overall sales.

New Detective Series To Preem Over MBS

(Continued from Page 1)

the U. S. Tobacco Co. for its pipe tobaccos: Model, Dill's Best, Old Briar and Tweed. Kudner Agency handles the account.

The U. S. Tobacco Co. will drop its MBS giveaway show, "Take A Number," the same weekend, thus causing no break in its advertising over the network.

Starts 15th Year

"The Ave Maria Hour," oldest dramatic series in metropolitan New York radio, started its 15th consecutive year on WMCA, New York on Sunday, June 26, 8:30-9 p.m. The program is presented by the Graymoor Friars.

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 June 24-30, 1949

TITLE	PUBLISHER
A Wonderful Guy	Chappell
"A"—You're Adorable	Laurel
Again	Robbins
Baby It's Cold Outside	E. H. Morris
Bali Ha'i	Chappell
Ballin' The Jack	E. B. Marks
Candy Kisses	Hill & Range
Comme Ci Comme Ca	Leeds
Cruising Down The River	Henry Spitzer
Dreamy Old New England Moon	Leeds
Everytime I Meet You	Feist
Everywhere You Go	Lombardo
Five Foot Two, Eyes Of Blue	Feist
Forever And Ever	Robbins
Hand Holdin' Music	Kenmor
How It Lies, How It Lies, How It Lies	E. H. Morris
Huckle Buck	Unltd
I Don't See Me In Your Eyes Anymore	Laurel
Just For Me	Melody Lane
Kiss Me Sweet	Advanced
Love Is A Beautiful Thing	Porgie
Lover's Gold	Oxford
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
Someday You'll Want Me to Want You	Duchess
Swiss Lullaby	Southern
Weddin' Day	Famous
Who Do You Know In Heaven	Robbins
You're So Understanding	Barron-Pemora

Second Group

Always True To You In My Fashion	T. B. Harms
Beautiful Blonde From Bashful Bend	Miller
Careless Hands	Melrose
Coca Roca	United
Don't Call Me Sweetheart Anymore	A-B-C
Ev'ry Night Is Saturday Night	Broadcast Music
Girl From Jones Beach	Harms
Havin' A Wonderful Wish	Paramount
Hollywood Square Dance	Santly-Joy
I Didn't Know The Gun Was Loaded	Lewis
I'll String Along With You	Witmark
In The Good Old Summertime	E. B. Marks
It's Summertime Again	Republic
Look For The Silver Lining	T. B. Harms
Lora Belle Lee	Santly-Joy
Put Your Shoes On Lucy	Bourne
Scalawag	Triangle
Similcu	Campbell
So In Love	T. B. Harms
Someone To Love	Warren Publications
Sunflower	Famous
There's Yes Yes In Your Eyes	Witmark
Ting A Ling	Mills
Three Wishes	Herbert Music
While We're Young	Regent
Younger Than Springtime	Chappell

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

Chicago Tops N. Y. In Total FCC Grants

(Continued from Page 1)

seven TV grants—more than any other city, 12 AM and 10 FM. Next in order come Philadelphia, Washington and San Francisco.

Texas lists 223 grants of all types, including 178 AM, in 112 cities and towns. California's 220 grants (174 AM, 62 FM and 11 TV) are in 76 towns, with Pennsylvania's 186 grants (108 AM, 71 FM and seven TV) in 62 towns.

Pennsylvania has the most FM okays (71), with New York's 64 next and 62 reported for California.

On TV okays New York is at the top of the list with 14, followed by Ohio with 12 and California with 11.

Golden Resigns Post As WPAT Publicist

David T. Golden, for the last six years publicity, promotion and special events director of WPAT, Paterson, N. J., last week announced his resignation from that station.

Golden was a newspaperman for 16 years before entering radio as a script-writer for network shows. He is also a contributing author in an anthology of radio plays published by Greenberg.

Shortly after coming to WPAT, he conceived "The Princeton University Preceptorial of the Air." Among his other shows that have won the station wide recognition are "Welcome Home, Soldier," "The High School Reporter," which won second prize in the national Junior Achievement contest; "Columns Write," the oldest continuous newspapermen's forum on the air, and "Youth Takes The Stand," recently voted the best program on youth problems in the state.

Winchell Heads List In "1st 15" Ratings

Walter Winchell, Radio Theater, and Arthur Godfrey's Talent Scouts ranked one-two-three in the latest Hooperatings First Fifteen Evening Report. Their ratings were 15.5, 13.1, and 12.2.

Following in order are "Suspense," "My Friend Irma," Crime Photographer, "Mr. District Attorney," Louella Parsons, "Curtain Time," "Big Story," "Mr. Keen," Judy Canova, "Stop the Music," Dennis Day, and "Our Miss Brooks."

St. Louis Musical Series

A new one-hour musical series, "Summer in St. Louis," featuring stars of the St. Louis Municipal Opera, will preem over CBS, July 8, 8 p.m., EDT.

To Air Berkshire Concerts

Lenox, Mass.—NBC will broadcast five programs from the Berkshire Festival Sunday afternoons, 4:35-5:30 p.m., beginning July 17.

TELEVISION DAILY

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

TV IN SPOTLIGHT AT CHICAGO SHOW

TELE TOPICS

SOME IDLE THOUGHTS on returning from an idle vacation: Despite all the happy talk about the magnitude of television—termed by Fortune “the most dynamic single element in the entire American economy”—the most important feature of the entire industry, programming, has been sadly neglected. As Summer rolled around, hiatuses and cancellations presented the networks with a wonderful opportunity for creative showmanship. But, with a few notable exceptions, instead of using the open time to develop new ideas, they chose to follow in the well-worn ruts of radio. Giveaways and straight musical shows are growing in number and old feature films once again occupy large blocks of time. . . . Of course the heavy flow of red ink and uncertainty about hot-weather viewing habits have a lot to do with this, but even so, the web’s attitude seems regrettably shortsighted. They are willing to spend huge sums of money on TV knowing that in the end the medium will pay off. What apparently has been overlooked is that the real enduring pay-off is in programs.

THIS DEPARTMENT’S QUEST for a universally acceptable substitute for the term “kinescope recording” is continued by John G. Maupin, tele director of Strauchen & McKim agency, Cincinnati, who offers the initials “VT.” He writes: “ET (electrically transcribed) has been long familiar in the trade for AM. And VT (video transcription), it seems to me, would bear out best the relationship of similarity and difference between ET and VT. Besides, ‘video’ and not ‘tele’ is the chief element in television, and etymologically speaking the root word (tele-vision: seeing from afar). ‘Tele’ could just as well refer to telephone, telegraph, tele-meter, telescope, teletype, telephoto—as to television. Also—only a confirmed copy writer would drag this in by the tail—VT spelled backwards is TV.” . . . “V-T” was suggested also by John Scieliano, of KDKA, Pittsburgh, with “TV-T” as an alternate. If you have any ideas on the subject, send them along.

CBS HAS SET July 15 as tentative starting date for the “This Is Broadway” simulcast series. Closed circuit version will be run off on the 8th. . . . “Meet The Press” moves from Wednesdays to Mondays, over NBC, beginning July 11. . . . Jack Sterling has checked out of the permanent cast of “54th Street Revue.” . . . Allen Martin, WPXI news director, has just returned from Hollywood where his 12-year-old son signed a long-term contract with Alcorn Productions. Young Allen is being filmed in the title role of “Johnny Holiday,” now on location at a boys’ school in Indianapolis.

American Furniture Mart Opens With New Lines Unveiled By Manufacturers; Lower Prices Prevail; New Upsurge In Receiver Sales Predicted For Fall

(Continued from Page 1)

present from all parts of the country to look over the models which will go on sale to the public in early fall.

Television sets to retail for less than \$200 were the predominant feature of this Silver Anniversary Furniture Mart. Bendix, Sparton and Arvin were three manufacturers offering such table-model sets with the latter firm invading the tele field for the first time. Heretofore strictly in radio, the Noblitt-Sparks Industries, Inc. of Columbus, Indiana, manufacturers of the Arvin line, threw their hat into the video field with the introduction of four models—two table console sets and two table sets.

Lowering of prices was predominant with all manufacturers. Many declined to give actual prices but were waiting to see what competitors were offering their wares for before actually announcing any prices.

While television is on the upsurge at the market here, radio is far from being counted out. Manufacturers point out there will always be a market for their sets—that automobile drivers will always have radio sets, that the housewife cannot stay “glued” to a television set while doing household chores and must depend on radio for her entertainment during the day, and that

the blind and ailing will always be a permanent market for radio set manufacturers.

Both radio and tele set manufacturers interviewed by RADIO DAILY prior to the official opening, expressed optimism for a strong fall and winter selling season. Regarding their optimistic television outlook, manufacturers backed up their beliefs by pointing out that tele is already acquiring a seasonal character saleswise and that a certain reduction in volume can be expected in the summer months when the public is occupied with outdoor activities but that the buying spree will start in earnest in early September. They also pointed out that “distress” merchandise will have been almost completely liquidated by early fall, bringing to an end the costly, unpleasant and unsettling price-cutting spree which has prevailed in many cities in the last few months.

Among the other manufacturers represented at the show are Hallcrafters, Westinghouse, RCA-Victor, Admiral, Zenith, Motorola, Philco and Garod.

Wadsworth To WLW-D

Dayton—Guy Wadsworth, formerly with the sales staff of WONE, has been appointed sales representative of television station WLW-D.

Pat Weaver To Join NBC As V-P In Charge Of Tele

(Continued from Page 1)

ant to the president of American Tobacco Co.

Weaver has had a long career in the entertainment and advertising fields. He joined the Don Lee web as writer-producer in 1932 and later became program manager. In 1933, he joined Y&R to produce the Fred Allen show, later becoming manager of the agency’s radio department. He joined American Tobacco in 1938 in charge of Lucky Strike advertising, and later was appointed

director of advertising for the firm. He returned to Y&R in 1947.

From 1941 to 1945 Weaver was on war service leave from American Tobacco, first as radio director of the Coordinator of Inter-American Affairs, and from 1942 on active duty with the Navy, as commanding officer of an escort vessel with the Fourth Fleet. In 1945, he was transferred to Hollywood as program manager of AFRS and producer of “Command Performance.”

Frederic W. Wile, Jr., operations supervisor of the Y&R radio-tele department, will join NBC as assistant to Weaver. Wile joined CBS in 1930 and four years later went to Y&R. During the war he served as associate information director of the War Manpower Commission and on active duty with the Navy.



WEAVER

Big 'Coming Out' Fete For New WGN Tower

Chicago—Television station WGN-TV here last night dedicated its new 610-foot RCA super turnstile antenna located on top of the Tribune Tower and also dedicated its new General Electric transmitter with a gala hour-and-a-half program, featuring a keynote address by Col. Robert R. McCormick, publisher of the Chicago Tribune, owners of the station, together with an all-star show headed by the television comic, Sid Caesar, the Three Lind Brothers, Comic Willie Shore, Dorothy Dornben dancers and other all-star talent.

Transmitter's First Use

Last night’s dedicatory program marked the first time WGN-TV’s new television transmitter was put into operation, the station previously using an antenna atop the Daily News Building. A combination FM-TV antenna, it serves both the Tribune’s television station and FM station. WGN’s new antenna is now nearly 200 feet higher than before. The antenna, itself, is one hundred feet high, but attains its 610 feet because of the extraordinary height of the Tribune Tower Building.

In conjunction with the dedicatory program, WGN-TV held a press party at the Tavern Club with daily and trade paper representatives as guests. WGN officials present included Frank Schreiber, manager; William A. McGuineas, commercial manager; Walter Preston, WGN program director; Bruce Dennis, assistant to Schreiber; George Harvey, sales manager of WGN-TV; Irene Dahm, auditor for WGN, Inc.; Carl J. Meyers, director of engineering for the Tribune’s radio and television properties.

A unique feature of WGN’s dedicatory program last night was a film titled “Picture of Progress,” which showed the inner workings of a television station. The films were prepared under the direction of Spencer Allen.

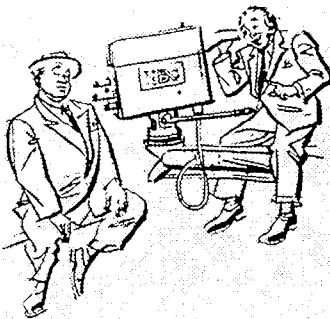
Because of previous engagements, Colonel McCormick was unable to personally deliver his speech but had it photographed on film and the film was run off as part of the dedicatory program.

Klavan Joins WAAM

Baltimore—Gene Klavan, WITH (AM) disc jockey, has joined the staff of WAAM-TV. A program built around him is being prepared by the WAAM production staff for debut in two weeks.

TELEVISION GOES BERSERK! ON THE

★
FIREBALL FUN FOR ALL
starring
OLSEN & JOHNSON
★



★
Directed and Supervised by
Ezra Stone

A Kudner Agency, Inc. TV Production

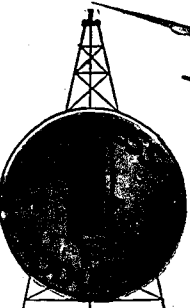
★
EVERY TUESDAY NIGHT 8 P.M. E.D.S.T.

Coast to Coast

Beginning June 28th over NBC-TV Network

and July 12th on non-network stations

presented by your BUICK dealer



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 4

NEW YORK, THURSDAY, JULY 7, 1949

TEN CENTS

FUTURE OF NAB BECOMES MAJOR ISSUE

What Is 'White Area,' Johnson Asks The FCC

Washington Bureau of RADIO DAILY
Washington—Chairman Edwin W. Johnson of the Senate Interstate Commerce Committee wrote yesterday that testimony given last month on coverage in the Northern Michigan Area by Ward Quaal of the Clear Channel Broadcast Service was misleading and "highly colored." In a letter addressed to FCC Chairman Rosel Hyde, released yesterday although dated last Friday, Johnson said he did not want the Commission to be "bamboozled" by CBS statements which "in my opinion,

(Continued on Page 3)

Oklahoma Broadcaster Heads AFA Committee

Webster L. Benham, Jr., commercial manager of KOMA, Oklahoma City, has been named general chairman for the autumn meetings of the southwest district, Advertising Federation of America, to be held at the Biltmore Hotel, Oklahoma City, Sept. 18, 19, and 20. Benham has just concluded a term as president of the Oklahoma City Advertising Club.

Tube Sales Decrease, According To RMA Report

Washington Bureau of RADIO DAILY
Washington—RMA reported Friday that May tube sales were down slightly from the April total—13,488,121, compared with 13,593,164. Of the tubes sold in May, 9,284,019 were for new sets and 3,465,017 for replacement.
A total of 67,739,328 tubes have been sold in the first five months of 1949, said RMA.

Fireworks

Trenton, N. J.—WTTM, Trenton, had its own brand of excitement on the 4th of July. At 5:43 in the afternoon, during a severe electrical storm, lightning struck a telephone pole near the WTTM transmitter, causing a complete power failure. The "Queen Mary," WTTM's 10,000 watt emergency generator, powered by gasoline engine, saved the day.

Pigeon KO's Radio

A lone pigeon knocked out seven stations on ABC's Texas State network during the opening five minutes of the "Breakfast Club" last week when it made a "low dive" between two 12,000-volt wires at the control point feeding KPLT, Paris; KFRO, Longview; KNOW, Austin; KABC, San Antonio; KRBC, Abilene; KBST, Big Springs, and KCRS, Midland.

Carmine Elected Exec. V.-P., Of Philco

Philadelphia—James H. Carmine, vice-president of distribution for the past two years, has been elected executive vice-president of Philco Corporation, it was announced yesterday by William Balderston, president.

Mr. Carmine, who is 47, and a nationally known figure in the appliance industry, has played a leading part in the growth and expansion of Philco Corporation. He joined Philco in 1923 as district sales representative.

(Continued on Page 5)

Quaker Oats Signs Acree; Now Has 2 MBS Shows

The "Man on the Farm," an audience participation program with Chuck Acree as emcee will go network for the first time over more than 400 stations of the MBS web on July 30 and will be sponsored by the Quaker Oats Co., effective Aug. 27.

The Midwest fun quiz show will

(Continued on Page 5)

Board Meets This Weekend To Discuss Structural Reorganization And Other Pressing Problems

Union FM Network To Cover Convention

The first wide radio coverage of a major labor convention will be marked July 10-16 during the national convale of the United Auto Workers (CIO) in Milwaukee. Proceedings will be aired by a trio of union-owned FM stations, and independent FM outlets in Washington, D. C., and Milwaukee.

The Milwaukee originations will

(Continued on Page 5)

Shanghai Broadcasts End "Temporarily"

San Francisco—The Chinese Government Radio Administration notified RCA Communications yesterday that the broadcasting program service and the radio photo service from Shanghai will be "temporarily" discontinued, effective immediately.

Facilities have been available for

(Continued on Page 4)

CBS To Trail Autry On Northwest Tour

CBS cowboy-singer Gene Autry and his rodeo have started another personal tour of the Northwest, opening tomorrow in Spokane, Wash.

His Saturday broadcasts will con-

(Continued on Page 3)

With the future of NAB as an industry organization at stake the board will meet at Wentworth-by-the-Sea, Portsmouth, N. H., this weekend to weigh criticism and to formulate plans for new operations for presentation to the forthcoming district meetings. The most important committee re-

(Continued on Page 3)

'Ford Theater' Set For Canadian Web

Toronto—"The Ford Theater," popular one-hour dramatic program, has been renewed for the 1949-50 season by Ford of Canada, according to an announcement by Cockfield, Brown & Company, Ltd., their advertising agency.

The third series of "The Ford Theater" will be produced in Toronto, and thereby becomes the

(Continued on Page 3)

Over 136,000 Ex-GIs Take Radio-TV Courses

More than 136,000 ex-GIs are taking radio and television courses under the aegis of the Veterans Administration, according to a VA report just released.

A majority of the veterans, 76,920, are pursuing studies in radio and

(Continued on Page 4)

Tobey Questions Webster On Attitude Regarding TV

Washington Bureau of RADIO DAILY
Washington — Sen. Charles W. Tobey yesterday started firing more than 200 questions at Commissioner Edward M. Webster as the Senate Interstate Commerce Committee met to vote on confirmation of Webster for a new seven-year term. Technically, Webster ceased being a commissioner last Thursday midnight, but if he is confirmed by the Senate for re-appointment, as is ex-

pected, he will be paid as if his service were continuous.

Tobey's questioning was extremely sharp as he probed deeply into Webster's ideas on TV particularly, as well as into his opinions of Congress and of various factors in the broadcasting industry. In response to pointed interrogations Webster made the following points:

(1) It is in the public interest for

(Continued on Page 2)

One-Man Drama

A dramatic portrait of a radio actor who became neurotic as a result of overwork, titled "Disintegration," was written and will be interpreted in all 12 roles by Luis Van Rooten on NBC's "Radio City Playhouse," July 11, 10:30 p.m., EDT. The one-man show will reach a climax when he is confronted by all the characters played.



Vol. 48, No. 4 Thur., July 7, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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

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6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate
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

(July 6)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists DuMont Lab, Stromberg-Carlson, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists DuMont Lab, Stromberg-Carlson, etc.

Poppele Will Address College Editors Assn.

Ithaca, N. Y.—Jack R. Poppele, WOR v-p in charge of engineering and president of the Television Broadcasters Assn., tomorrow will be speaker on the subject, "Television Takes Over" at the annual convention of the American Assn. of Agricultural College Editors at Cornell University.

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.

Tobey Questions Webster On Attitude Regarding TV

(Continued from Page 1)

the FCC to consider carefully the effect of its decisions upon the radio industry and various factors within the industry. This was especially the case, he said, in deciding what future course shall be taken with regard to TV channel allocations, and standards for color service.

(2) The expansion of TV caught the FCC by surprise, but the post-war decision to allocate VHF channels for commercial exploitation still seems to have been a sound one.

(3) Government must always take into account the technical recommendations of industry. In the case of FCC matter, industry engineers must be heard with respect, even though the Commission must also weigh their business connections in evaluating their advice and findings.

Wants TV Buying Aided

(4) The FCC should be careful not to discourage purchase of television sets today, even though today's sets will not bring in all channels eventually to be allocated. Anything which would stop sales now, he said, would have "tragic" results for the manufacturing industry.

(5) If radio manufacturers do not co-operate in bringing information on color TV to the hearings on color and UHF to be held later this summer, Webster would support a Commission move to subpoena all data withheld.

(6) The question of superpower is one for the Commission to take up with Congress, in preference to acting on its own.

(7) FCC chief engineer, John A. Willoughby, lacks the executive ability to make a satisfactory chief

engineer and Webster is for replacing him. Webster said, however, that the pay is too low to attract a good man for the job, and that he certainly would oppose appointment of anyone from the broadcasting industry.

Webster was embarrassed as Tobey accused him of having remarked, "the more I see of Congress, the more I think of the executive agencies." Actually, Webster said he would prefer that individual Commissioners have more contact with members of Congress, and that he regrets that most Congressional contact channels through the Commission chairman.

Says He Was Misquoted

Webster thought he had been misquoted, although he was not definite about it. He said he had been misquoted or misinterpreted, also, when Tobey accused him of having said that the interest of radio manufacturers should be accorded as much or more consideration as the public interest. He explained that he was concerned about "economic repercussions" which could result from Commission decisions, and that the public could suffer from these if manufacturers suffered.

Three Sales Shifts Announced By CBS

Three shifts in the CBS radio sales division were announced over the weekend.

Henry J. Flynn, formerly of the CBS Los Angeles office of radio sales comes to New York as a radio sales account executive.

Edwin Buckalew, formerly manager of western division station relations, goes to San Francisco as manager of the radio sales office in that city.

Richard Elpers, formerly with CBS in Detroit and Chicago, becomes Los Angeles manager of CBS radio sales.

Stork News

Boston—Harold E. Fellows, general manager of WEEL and director of CBS operations in New England has another grandchild. A seven-pound boy was born to his daughter Barbara, who is the wife of Dr. Arthur S. Spangler of Boston. The baby, born at Richardson House, Monday, June 27, will be named Arthur Stephenson Spangler, Jr.

COMING and GOING

FRANK FOLSOM, president of RCA, is en route to Europe aboard the Queen Mary.

EUGENE S. THOMAS, general manager of WOIC, video station in Washington, D. C., today is in New York for conferences with officials of CBS and WOR. Tomorrow he'll be in Wentworth-by-the-Sea, N. H., for the meeting of the NAB Standards of Practice Committee.

ART FORD on Saturday will return by plane from Paris and will resume his television show over WPIX, also his Tuesday disk jockey show on WNEW.

TOM HARKER, national sales manager of the Fort Industry Company, is back at his office after a quick trip to Detroit, where he conferred with Dick Jones, managing director of WJBK.

ROGER W. CLIPP, general manager of WFIL, American network affiliate in Philadelphia, conferred yesterday at the Radio City offices of the web.

DEAN MARTIN and JERRY LEWIS, of the Martin and Lewis show on NBC, accompanied by FLO McDANIEL and DICK STABLE and his orchestra, off to Hollywood, from which point they will broadcast their program starting July 12. They also have an engagement at the Beverly Country Club.

WILLIAM M. DAWSON, commercial manager of WARM, Scranton, Pa., was welcomed yesterday at the New York offices of his national representatives.

DR. B. B. BOWDEN, partner in the London firm of Watson & Watt, consultants, is in New York for talks with O. B. Hanson, vice-president and chief engineer of NBC on the subject of theater video.

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.

W.I.T.H AM Baltimore, Md. FM Tom Tinsley, President • Represented by Headley-Reed

NAB Board To Study BMB's Future Status

(Continued from Page 1)

Report coming up for consideration will be that of the Structure Committee which is headed by Clair McCollough, president of WGAL, Lancaster, Penna. This committee for some weeks has been making a survey to ascertain the thinking of NAB members and will embody this information in the report which will be presented to the board.

It is expected that this report will suggest administrative changes, rearranging of finances, and will define what they think to be a constructive public relations policy as it relates to both radio and television.

Research Report Expected

Another committee, headed by John Elmer of Baltimore, is expected to offer a report on the future operations of an audience measurement survey. Their report, predicated on plans to disband the present Broadcast Measurement Bureau organization upon completion of the Second Study, will recommend that a new organization patterned after BMI be set up to make further surveys.

Prospects of effecting a merger of the Television Broadcasters Association with NAB have been canvassed by the board and indications are that the TBA membership prefer to remain independent. However, prospects are reported good for bringing in the FM Broadcasters Association membership as a part of NAB.

Miller To Be Heard

The full board will receive the committee reports and will conduct their discussions July 11 to 13th. Justin Miller, president of NAB, and other departmental executives, will be present to answer criticism regarding operations and will be invited to make proposals for improved administration.

Charges that certain broadcasters within the membership of NAB sought to scuttle the administration of President Miller were not taken seriously at NAB headquarters in Washington this week. NAB officials were busily engaged in preparation of reports and recommendations for presentation to the board meeting.

BAB Up For Discussion

The future and financing of the Broadcast Advertising Bureau under Maurice Miller which was authorized at the NAB convention in Chicago still remains to be solved. While it was announced that the bureau would be in full operation in June the BAB is still in the organizational stage with headquarters being established at BMB offices in New York. Plans to establish branches in Chicago and Los Angeles have been abandoned for at least the time being.

Joins WPAT Staff

Alan Carter, formerly of WPTZ, Albany, has joined the announcing staff of WPAT, Paterson, N. J.

Where Are "White Areas," Johnson Asks Commission

(Continued from Page 1)

have never been subjected to a cold, critical objective scrutiny."

Johnson wrote that the witness had said "the only possibility for good radio service in the Ishpeming area would come from clear channel, superpower stations." He described Ishpeming as a "white area."

The Coloradoan, a bitter foe of the clear channel group, wrote that he has never "been able to learn the exact geographical location of such 'white areas' and his statements aroused my curiosity, particularly when he asserted that daytime service in that area was such that he could not pick up the broadcasts of the Chicago Cubs baseball games.

Says Service Is Good

"I immediately made inquiry and I find that Ishpeming receives excellent primary service over a 40-mile area, daytime, and a good service over a 30-mile area, nighttime, as well as a secondary service over a 90-mile area, daytime, and a 50-mile area, nighttime, from its own local station, WJPD. But,—and this is important—the area also receives service from 14 other stations, including network affiliates of the four principal networks. Significantly, of these 14 stations, one, WDNJ, furnishes excellent primary service both day and night; four stations, WJMS, WGN, WMAQ, WBBM, furnish good secondary service both day and night; six stations, WJR, WCCO, KDKA, WLW, WBZ, WTAQ, furnish good secondary service nighttime, and three stations, WMIQ, WIKB, WHDF, furnish fair secondary service daytime.

"I still do not know just what the Commission or the super power lobby considers a white area to be, but it seems obvious that in view of the grade and variety of radio service which the Ishpeming area receives that it is hardly likely to be considered as a white area. It would appear to me that Mr. Quaal, in his capacity as a lobbyist for the Clear Channel Broadcasting Service,

CBS To Trail Autry On Northwest Tour

(Continued from Page 1)

time uninterrupted and will originate from the cities where he will be playing.

His itinerary includes: Yakima, July 9; Victoria, B. C., July 11; Nanaimo, B. C., July 12; Vancouver, B. C., July 13; Seattle, July 14; Tacoma, July 15, and Portland, July 16.

He will swing south to Salt Lake City for an engagement of his Gene Autry Flying-A Ranch World Championship Rodeo, from July 19 to July 23. From there, the rodeo moves to the Cow Palace in San Francisco, July 29 to July 31, for the benefit of the Optimists Club boys' town near Redwood City, Calif.

sought to create the impression that because he could not hear certain baseball broadcasts, which happen to be the exclusive broadcast of one non-network Chicago station, that the Ishpeming area was being denied adequate radio coverage and that it could only secure such coverage from a clear channel station operating with super power.

"The facts indicate that this is a gross distortion and a bald misstatement. Also, the facts indicate that the Ishpeming area receives a fine variety of coverage not only from two existing clear channel stations operating with 50 KW., but also from a substantial number of additional stations operating with power considerably less than 50 KW.

"Service to 'white areas' is the only argument which has been presented to Congress to justify super power. I have been unable to locate any 'white areas' anywhere and that is why I followed Quaal's testimony on this point. Furthermore, if 'white areas' do exist the way to cure them is through the operation of additional regional stations and not by a system of radio broadcasting which does violence and harm to the welfare of the country by implementing a monopoly."

'Ford Theater' Set For Canadian Web

(Continued on Page 3)

first commercial one-hour English dramatic show to originate in Canada. The program will be heard over 42 stations of the Dominion Network, 9 to 10 p.m., Eastern Time, commencing Friday, October 7th.

"La Theatre Ford," Ford of Canada's one-hour French drama, will also return to the air next fall, broadcast over 11 stations of the French Network, Thursdays from 9 to 10 p.m. Initial broadcast is scheduled for October 6th. "La Theatre Ford" was awarded the La Fleche Trophy for 1948-49 in the "best commercial" category.

Piper In Motorola Post

Appointment of Kenneth M. Piper as director of human relations for Motorola, Incorporated, has been announced by Paul V. Galvin, president of the Chicago radio and television manufacturing firm. Piper succeeds P. W. Eckholm, who has resigned.

The new Motorola executive formerly was director of industrial relations for Bausch & Lomb, Rochester, New York. In addition, he was director of personnel for the Federal Bureau of Investigation in 1942 and 1943, after joining FBI in 1936 to direct field operations.

For Profitable Selling—Investigate

WDEL

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PENNA.

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YORK
PENNA.

WEST

EASTON
PENNA.



STEINMAN STATIONS

Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

SOUTHWEST

The fourth annual conference of the 13th (Texas) District, Association of Women Broadcasters, NAB, will be held in Austin, Texas, Nov. 19 and 20, according to Violet Short, radio director of Joske's, San Antonio, chairman of the 13th District. The state wide meeting will be one of the features celebrating the 10th anniversary of Radio House, the radio training school of the University of Texas.

Mac Weldon Jeffus is one of the few members of the Acoustical Society of America engaged solely in recording work. He is in charge of the WFAA, Dallas, recording division which was installed under his direction and which has more than \$40,000 in equipment. Four recording machines operate at the same time enabling to make four recordings at one time turning out some 600 transcriptions a month.

Currently enjoying their vacations away from their duties at KTSA, San Antonio, are Lucille Peters, secretary to the manager, Mary Jane Spears of the accounting department and Dude Skiles, account executive. Skiles plans to go to Port Aransas for some deep sea fishing. Bill Kelley is back from his vacation trip which he made by ear to New York.

John Harper, newscaster and disc jockey for KABC, San Antonio, has returned to his duties with the outlet following an illness of several weeks.

The activities of the Dallas Junior League will be discussed by Carol Weaver of WRR, Dallas, with Mrs. Betsy Shapard, president of the Dallas Junior League.

A panel discussion on the subject "What Can Business and Professional Men Expect From This Congress" was heard over WFAA and WFAA-FM, Dallas, with Mrs. F. R. Carleton, past president of the Dallas' Public Affairs Club as moderator. Edward Wimmer, vice-president of the National Federation of Small Business; J. Hart Willis, Dallas attorney; Frank Heller, Dallas District Manager of Remington Rand; Dr. George A. Schenewerk, president of the Dallas County Medical Society, all participated in the broadcast.

Over 136,000 Ex-GIs Take Radio-TV Courses

(Continued from Page 1)

television in trade and vocational schools under provision of the G. I. Bill. More than 50,000 of this number are training as radio and television mechanics. Of the overall total of 136,000, more than 55,000 are studying electrical engineering in various colleges and universities of the nation.

Several thousand students are taking radio and video courses under Public Law 16, which provides for special training to compensate for service-connected disabilities.



Windy City Wordage. . . !

● ● ● It'll be a triple celebration for Tommy Bartlett next Monday. In addition to being Tommy's birthday (he won't say which one it is) July 11th also marks the beginning of the 3rd year of his "Welcome Travelers" show and it's also the day the program switches from ABC to NBC. . . Tommy's phenomenal rise as a national radio personality is due in large measure to his personal manager, dynamic Les Lear. . . Les, incidentally, comes by his "show business" training, naturally, as he's a nephew of Ole Olsen of Olsen and Johnson fame.

Chicago

☆ ☆ ☆ ☆

● ● ● The inside story why "Larry on Location," (WBKB's entry to plug the hole left by the departure of "Kukla, Fran and Ollie,") left the station after only being on two weeks, was due to contractual troubles between producer Les Weinrott and WBKB general manager, John Mitchell. . . There's a standing gag around town that WBKB lost "Kukla, Fran and Ollie," because of the negligence of a previous station executive. . . Making great strides here on TV is the "Judy Splinters Show." . . AFRA's Ray Jones and WJJD's Art Harre huddled at the latter's offices Tuesday (July 5) in an effort to come to an agreement over announcers' salaries. WCFL and AFRA came to terms last January and now Jones wants the same salary set-up with WJJD, Chicago's only 50,000 watt "indie." . .

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● ● ● Jane McKendry, time buyer for Needham, Louis and Brorby, agency handling the advertising for Pepsodent's Ammoniated Tooth Powder, says only black-and-white advertising is planned for the Lever Bros. product at the present time. No radio or TV plans have been formulated, as yet. . . Charles Luckman, Lever Bros. head, gave the Pepsodent tooth paste business to Foote, Cone & Belding but gave the Pepsodent tooth powder account to another Chicago agency, the aforementioned Needham, Louis & Brorby. . . Seymour Mintz, advertising manager for Admiral Radio & Television, gave this columnist an exclusive interview at Admiral's headquarters in the Furniture Mart during the present Mart showing. Said Mintz: "Admiral is now running neck and neck with RCA-Victor in television set sales. Admiral's total sales to dealers this year will total 100 million dollars with 80 million dollars of this amount chalked up to television receiver sales." Continued Mintz: "The Admiral Broadway Revue will resume over some 30-odd stations affiliated with NBC the last week in September. It will not be on the DuMont network." Mintz pointed out that Admiral had never bought the DuMont network but that NBC had bought the DuMont network themselves in order to give Admiral the desired coverage.

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● ● ● Mintz also gave us a 4th of July bomb-shell when he said Sid Caesar might not be on the "Admiral Broadway Revue" next fall. Not that Admiral doesn't want Caesar. The comic has a clause in his contract which permits him to go to Hollywood if and when Hollywood beckons. All comics of the Berle and Caesar school can make their "pitch" to the Kudner agency in New York. Caesar, incidentally, is knocking 'em dead here at the Palmer House's Empire Room, and did a top-notch job on WGN's Tuesday night dedicatory program in which the station celebrated its new 610-foot-high RCA antenna and GE transmitter. Mintz gave us one final "Scoop" about Admiral: they're spending one million dollars in advertising in 1949! The answer is they're giving RCA-Victor a run for their money and have beat the pants off Philco this year as far as the sale of TV sets are concerned.

PROMOTION

TV Conference

As the first step in a carefully planned educational program preparatory to bringing television to San Antonio, officials of WOAI and WOAI-TV met with 500 distributors of set receivers and their dealers from a radius of 75 miles of San Antonio in the Ballroom of the Gunter Hotel. There were a total of 136 firms dealing in radio and television sets represented. Of the group, 76 were local and 60 were out of town concerns. The latter group marked representatives from 37 cities and towns.

The meeting was opened by Hugh A. L. Half, president and general manager of WOAI and WOAI-TV, who introduced each of the speakers in turn. Principal speaker was J. R. Duncan, program director for WOAI-TV, which expects to be on the air late this fall. Duncan has been engaged in various phases of TV development since 1931 and, before coming here, was director of engineering operations for WLWT, Cincinnati, Ohio.

Jewelry Tieup

A "half-million dollar commercial" was aired last week on WLWT, Cincinnati, by Jack M. Werst, Dayton jeweler, who is one of the nation's foremost diamond merchants. Viewers were treated to close-ups of a collection of rare gems valued at about \$500,000, including the Vanderbilt diamond, a stickpin once owned by Diamond Jim Brady, and \$50,000 worth of diamond-studded watches. The special 15-minute program was sponsored by Werst. A pair of deputy sheriffs stood by in the studio to keep an eye on the "commercial."

Shanghai Broadcasts End "Temporarily"

(Continued from Page 1)

broadcasts from Shanghai via Manila since the main transmitter in the Chinese city had been damaged during the recent fighting there. Network news directors, however, commented that the broadcasts from the auxiliary transmitter in Shanghai via Manila have been of such poor quality during the past two weeks that they could not be used.

A spokesman for RCA expressed the belief that the "temporary" suspension of service would last only for a short period while the main transmitter at Shanghai was being reconstructed.

BARGAIN

Near Pawling, N. Y. Writers' colony. 6 room, 1 1/2 bath. Modern Cape Cod style home near lake. 4 1/2 acres. 2-car garage on State road. \$13,500.

Box No. 257, RADIO DAILY
1501 Broadway, New York City

Carmine Elected Exec. V.-P., Of Philco

(Continued from Page 1)

live in Pittsburgh and last year completed 25 years of service with the company. In 1932, he was named sales manager of the middle west for Philco with headquarters in Chicago and made such an outstanding record in that capacity that he was transferred to the home office of Philco in Philadelphia to become assistant sales manager in 1939. Two years later he was appointed general sales manager and in March, 1942, he was named vice-president in charge of merchandising and elected to the board of directors. Since January, 1948, he has been vice-president of distribution, and in this capacity has been responsible for the development of all products lines, as well as the sales, merchandising and advertising activities of the corporation. Over the years Carmine has played a leading part in the development of the strong nationwide Philco distribution organization of 130 wholesale distributors and over 25,000 retail dealers.

Carmine is also a member of the executive management and finance committee of Philco Corp.



CARMINE

New NBC Series

"A Tree Grows in Brooklyn," a new half-hour weekly NBC series, debuts tonight at 8:30. Betty Smith, author of the best-selling novel of life in the fabled borough on which the series is based, will collaborate with James Hart in the radio adaptations.

Lew Williams

Toledo, Ohio—Lew Williams, 72, former Toledo newspaperman, poet and author of several books on juvenile work, died June 11. He spent a number of years in radio work, and for 10 years was a radio Santa Claus.

LIBEL and SLANDER

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OUR UNIQUE EXCESS POLICY

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Surprisingly inexpensive.
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FCC Tabulation of Stations

A tabulation of more than 3,000 AM, FM and TV broadcast authorizations as of July 1, 1949, was released this week by the FCC. Breakdown follows:

	AUTHORIZATIONS BY STATES			Total
	AM	*FM	TV	
Alabama	62	18	2	82
Arizona	24	0	2	26
Arkansas	32	8	0	40
California	147	62	11	220
Colorado	34	3	0	37
Connecticut	26	13	1	40
Delaware	6	5	1	12
Dist. of Columbia	7	9	4	20
Florida	72	24	5	101
Georgia	71	27	3	101
Idaho	21	5	0	26
Illinois	71	50	6	127
Indiana	44	29	3	76
Iowa	47	22	2	71
Kansas	38	8	0	46
Kentucky	43	13	2	58
Louisiana	39	18	3	60
Maine	16	3	0	19
Maryland	24	17	3	44
Massachusetts	46	30	3	79
Michigan	61	28	6	95
Minnesota	44	11	3	58
Mississippi	40	6	0	46
Missouri	45	21	2	68
Montana	26	0	0	26
Nebraska	21	4	2	27
Nevada	9	2	0	11
New Hampshire	11	6	0	17
New Jersey	19	17	1	37
New Mexico	23	0	1	24
New York	93	64	14	171
North Carolina	90	10	2	132
North Dakota	14	1	0	15
Ohio	63	53	12	128
Oklahoma	43	14	2	59
Oregon	39	10	1	50
Pennsylvania	108	71	7	186
Rhode Island	11	7	1	19
South Carolina	43	14	0	57
South Dakota	14	1	0	15
Tennessee	56	18	2	76
Texas	178	39	6	223
Utah	19	3	2	24
Vermont	8	0	0	8
Virginia	53	24	2	79
Washington	46	7	1	54
West Virginia	34	20	1	55
Wisconsin	51	22	1	74
Wyoming	12	0	0	12
Alaska	8	0	0	8
Hawaii	9	0	0	9
Puerto Rico	26	1	0	27
Virgin Islands	0	0	0	0
Totals	2,187	868	120	3,175

	AUTHORIZATIONS BY CITIES			Total
	AM	*FM	TV	
Chicago	16	14	4	34
New York	14	12	6	32
Los Angeles	12	10	7	29
Philadelphia	10	10	3	23
New Orleans	11	7	3	21
Washington	7	9	4	20
San Francisco	8	8	3	19
Minneapolis	11	3	3	17
St. Paul	7	9	1	17
Pittsburgh	10	6	1	17
Portland (Ore.)	9	6	2	17
San Antonio	7	6	3	16
Baltimore	7	6	3	16
Boston	6	6	3	15
Cleveland	9	5	1	15
Seattle	5	5	3	14
Detroit	6	7	1	14
Miami	8	4	1	13
Houston	7	5	1	13
St. Louis	6	5	1	12
Buffalo	5	4	3	12
Cincinnati	4	5	3	12
Columbus (Ohio)	5	5	2	12
Dallas	5	5	2	12
Jacksonville	6	3	3	12
Louisville	7	3	2	12
Oklahoma City	7	4	1	12
Providence	6	5	1	12
Richmond	6	5	1	12
Denver	8	3	0	11
Milwaukee	7	3	1	11
San Diego	7	3	1	11
Syracuse	5	4	2	11
Rochester	6	3	1	10
Kansas City (Mo.)	4	4	1	9
Salt Lake City	5	2	2	9
Charleston (S. C.)	5	3	0	8
Fort Worth	6	1	1	8
Tulsa	5	2	0	7
Albany	5	2	0	7
Toledo	3	3	1	7
Spokane	6	0	0	6

* Does not include 58 authorized noncommercial educational broadcast stations.

Union FM Network To Cover Convention

(Continued from Page 1)

be handled by Ben Hoberman, manager of the UAW's WDET, Detroit, and Guy Nunn, UAW news commentator. Starting on Sunday, WDET will feed descriptions of the UAW sessions to WCUO, Cleveland, another FM station; WFDR, New York, the new ILGWU outlet, and the cooperatively-owned Washington FM-er, WCFM. WEXT, Milwaukee, will cover the convention locally.

F. D. R. Jr. To Speak

UAW President Walter Reuther, CIO President Philip Murray, and Rep. Franklin D. Roosevelt Jr. are among the convention speakers whose remarks will be carried on the special FM loop.

The convention pickups will be broadcast live whenever possible, and tape-recorded for later broadcast in case of programming difficulties.

Quaker Oats Signs Acree; Now Has 2 MBS Shows

(Continued from Page 1)

originate from a special studio in one of the hatchery buildings at a farm outside Libertyville, Ill., and will be aired from noon to 12:30 p.m., local time, in each of the country's time zones, Saturdays.

The deal was handled through Sherman & Marquette Agency. Quaker Oats also sponsors the MBS feature, "The Roy Rogers Show," Sundays.

To WFDR-FM Sales Post

Hartley L. Samuels, formerly with NBC and LaRoche & Ellis, has been appointed director of sales for WFDR, (FM) New York, the ILGWU station.

WEVD
5000 WATTS - 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES IN
• ENGLISH
• JEWISH
• ITALIAN
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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 HOOK"
(By A Babbling Brook)

STASNY MUSIC CO.

1619 BROADWAY NEW YORK CITY

The Novelty of the Year!

Come Wet Your Mustachewith Me

on Records

Capt. Stubby's Buccaneers (Decca)

Bottoms Up Quartet (20th Century)

Evan Georgeoff Music Pub. Co.

1650 BROADWAY NEW YORK CITY

MY ONE AND ONLY
HIGHLAND FLINGFrom 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:—Some few years ago. A Warner Bros. picture, "Casablanca," starring Humphrey Bogart and Ingrid Bergman, featured a one-time hit, namely "As Time Goes By" . . . the song's repeat tremendous click prompted other music publishers to dust off old hits and the revival trend was born . . . a new generation accepted and aided the attainment of hitdom for the second time of songs like "Peg O' My Heart," "Heartaches," "Sonny Boy," "April Showers," "Confessin'," "Paper Doll," "All Of Me," "You Turned The Tables On Me," "I'll Get By," "If We Can't Be The Same Old Sweethearts," "When You Were Sweet Sixteen," "That's My Desire" and others . . . in yesterday's RADIO DAILY, the Peatman listing of the fifty most-played tunes of the week included the following oldies: "Five Foot Two, Eyes of Blue," (Feist) "Ballin' The Jack," (E. B. Marks) "Some-day" (You'll Want Me To Want You) (Duchess) "I'll String Along With You," (Witmark) "In The Good Old Summer Time" (E. B. Marks) "Look For The Silver Lining" (T. B. Harms) "There's Yes Yes In Your Eyes" (Witmark) and "Ting A Ling" (Waltz of the Bells) (Mills) . . . and while on the subject of revivals, Sam Fox Music is working on "Lady Of Spain," Miller Music going all out on the Mack Gordon-Vincent Youmans hit "Time On My Hands," which Gordon McRae sings in the current Warner musical "Look For The Silver Lining." . . . ● If Eddie Dunn and Kathi Norris continue to deliver as they did last Saturday nite on the WABDuMont program "Stop The Picture," this viewer-participation hour-long series is a cinch.

★ ★ ★ ★

● ● ● Frank Loesser's Susan Publications is publishing "Roseanna," penned by Loesser for the Samuel Goldwyn Production, "Roseanna McCoy." . . . ● Regent Music has just printed a clever novelty "A Wedding In The Park," written by Bob Wald, Foster Greenwood and George Le Vier. . . . ● Tex Beneke and Johnny Long praise agent Buddy Basch has signed to write monthly pillars for Popular Publications. . . . ● Drama-sonic, the new technique in television production, developed by Jock MacGregor and Phil Clarke, should prove a boon to radio actors for it eliminates the necessity of learning lines. . . . ● Leeds Music has just issued the second of a series of Dizzy Gillespie "Be-Bop Trumpet Solos" with special piano accompaniment arranged by Frank Paparelli . . . at the Lou Levy Music firms, not only is "Be-Bop Spoken Here," but it is likewise practiced, exploited and taught. . . . ● Southern Music getting sharp reaction on its new novelty, "I-Itty Love-Itty You-Itty," via Al Trace's Columbia disk . . . number was written by Al Hoffman, Aaron Schroeder and Trace. . . . ● George Hale and Al Grossman have acquired exclusive tele rights to Fortune Gallo's San Carlo Opera Co. . . . ● The Korn Kobblers will open a four-week stint at the Lookout House in Cincinnati, starting August 15. . . . ● Robbins Music will publish Eddy Duchin's piano method "Audiscope." . . .

★ ★ ★ ★

● ● ● ON AND OFF THE RECORD:—Jack Hallstrom's fine job as A&R head at Victor made him the logical choice as ass't. to Paul Barkmaier . . . now his merchandising experience and ideas should prove valuable. . . . ● Paul Weston orchestra offers an instrumental honey in the Capitol disk featuring "Some Enchanted Evening" paired with "Bali Ha'i" from "South Pacific" . . . a MUST for libraries. . . . ● Perry Como's latest Victor is a coupling of two ballads from Irving Berlin's new hit "Miss Liberty." . . . Deejays and jukes will latch onto Perry's warbling of (Just One Way To Say) "I Love You" and "Let's Take An Old-Fashioned Walk." . . . Mitch Ayres' Band supports. . . .

★ ★ ★ ★

● ● ● AND SHARPS AND FLATS:—Box & Cox, the English firm that gave Leeds "Galway Bay," has just sold same outfit, "The Wedding Of Lilli Marlene" . . . song will be big. . . . ● Pathe Newsreel sent a camera crew up to Shelton, Conn. to shoot "The Cave," home of Radiolite Rosa Rio, which was hewn from rock.

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 AWAYADAMS, 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.

On Records and Transcriptions

The Lively and Sparkling

"MADEMOISELLE
HORTENSIA"

RYTVOC, Inc., 1585 Broadway, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, July 7, 1949 — TELEVISION DAILY is fully protected by register and copyright

SET SALES TOP 2,000,000 MARK

TELE TOPICS

CBS REALLY SCRAPED THE BOTTOM of the barrel in choosing "It Pays To Be Ignorant" as Summer replacement for Arthur Godfrey's Talent Scouts. The program has all the faults of panel quiz shows and none of the virtues of the more successful airers of this type. "Ignorant" is a script show, however, and herein lies its main fault. Its attempted comedy is woefully unfunny, being based largely on outrageous puns, and is not at all enhanced by the presence of the cameras. . . . Regulars on the show are emcee Tom Howard, attired in academic gown and mortar board, and panel members Lulu McConnell, Harry McNaughton and George Shelton, all of whom wear outlandish hats. All four are seated behind an oversize desk with a raised front piece behind which they attempt to conceal their scripts. Also present are the Four Clefs, a fine instrumental group led by Tom Howard, Jr., at the piano; the Townsmen, a vocal quartet, and one or two guests.

"SINCE 'Television Transcriptions' is apparently destined to play as important a part in television as transcriptions in sound radio, you are to be commended for your search for a convenient word to identify the process and the product," writes Walter Lawrence, of RCA Victor. He continues: "May I offer the word 'Kinefoto' as an entrant in your sweepstakes? The following advantages of this word appear worthy of note. It is euphonious, not overly-long, and lends itself easily to grammatical variations as 'kinefotoed.' It is truly descriptive since the product is precisely a series of photographs from a kinescope. The descriptive argument is re-emphasized by the meaning of the two syllables, namely, motion and light. It is fairly fundamental that the image on the face of a television tube is painted by a moving spot of light." . . . Watcha say, readers? Any other suggestions?

PROSPECTUS FOR "TV," national picture mag due to hit the streets in September, looks as though it might well be the first video fan book of its type to succeed. There have been several attempts in the past, but all have failed. . . . Jay Williams has checked out as TV director for Film Equities, with Constance Lazar taking over the post. Jack Tyl Denney, former screen writer, will take over the firm's agency promotion plans on the 15th. . . . Recommended reading: The promotion piece on program ratings prepared by the ABC research department. . . . Bob Bendick, CBS special events director, and his wife, Jeanne, have completed a tome titled "Television Works Like This," a non-technical, illustrated manual to be published in August by Whittlesay House.

Texas Group Plans Three New Stations

Dallas, Tex.—Plans for the construction of stations in three west Texas markets—San Angelo, Abilene and Midland—were announced yesterday by William B. Miller, consultant and spokesman for a group of five local businessmen.

Stations will be built "as soon as we get our FCC permit," Miller said.

Backers of the project are James Cheek and M. F. Fooshee, architects; Ward Downs, partner in the Dallas Plumbing Co.; Dave Edwards, manager of Hillcrest Mausoleums; Virgil Hargeett, electrical supplier, and Miss Winnie Shelton.

TV Film Techniques Featured By School

New Canaan, Conn.—A school which teaches the technique of making films for television, The School of Creative Arts, opened here June 23 under the direction of well known radio and television men.

Hubert Chain, writer and producer, and William Haussler, camera man, both ex-heads of departments at NBC, and Bob Dixon, currently on several TV shows will do the instructing.

Seven Day Schedule

Washington—WOIC, Washington, begins seven-day-a-week telecasting tomorrow with a regular Saturday schedule running from 6:30 p.m. to 8 p.m. Saturday shows will include both local and CBS-TV network offerings.

FCC Tomorrow Will Release Tentative Allocations For TV

Washington Bureau of RADIO DAILY

Washington—The FCC tomorrow will release its tentative allocation of TV channels for the nation, Commissioner Edward M. Webster said yesterday. He told the Senate Interstate Commerce Committee that a table will be released including channel assignments for the 12 present frequencies as well as for 32 more in the UHF region.

Hearings on this allocation table will be set for a month later, it was said, as well as on tentative standards which will be released. Webster

TV Box Score	
On the Air	72
CP's	45
Applications	338

Sponsor On KECA-TV For USC, UCLA Grid

West Coast Bureau, RADIO DAILY

Los Angeles — Signing of exclusive TV rights to eleven home football games of the University of Southern California and University of California at Los Angeles, was announced yesterday by Frank Samuels, ABC western division v-p.

Games will be aired over KECA-TV, web's fifth owned and operated station, which will go on the air Sept. 16, coincident with the first grid contest. All eleven games will be sponsored by Hoffman Radio Corp. and the Hoffman TV dealers of Southern California.

Contract was placed direct. Commercials for the games will originate from KECA-TV studios and from the Los Angeles Coliseum.

TV Film Distrib. Firm Starts With 13 Outlets

Signing of 13 stations as subscribers to Cinetel Corp., newly formed film purchasing agency, was announced yesterday by Edwin Woodruff, operating head of the firm. The organization offers films on an optional acceptance basis, with fees based on station's rate card: 40 per cent of the hourly rate for features; 20 per cent for two-reel shorts and 10 per cent for one-reelers.

said the Commission plan has been to leave presently authorized stations on the channels presently assigned to them. In some cities, he said, VHF and UHF channels will both be assigned, even though where possible channels in one area or another will be assigned exclusively.

He said coverage by stations in the VHF band will probably be more extensive than coverage by UHF stations, and that the Commission will thus have an important question of competitive equality.

RCA Victor Veepee Sees 2,300,000 Made In '49

Chicago—Receiver sales throughout the country to date have passed the 2,000,000 mark and represent approximately \$730,000,000 at retail, it was disclosed here last night by Joseph B. Elliott, vice president in charge of RCA Victor consumer products.

Speaking before a meeting of the National Wholesale Furniture Salesmen's Association, Elliott said the industry expects to produce around 2,300,000 during 1949, an increase of about 300,000 over previous estimates. This year's output represents a boost of nearly 1,300 per cent over 1947 when only 178,000 units were produced.

Sees Aid To Furniture Biz

Elliott said also that by focusing attention on the living room as the center of family life and hospitality, tele affords the furniture industry an opportunity to stimulate markets which can be made to yield millions of additional dollars worth of new and replacement furniture sales.

The RCA exec. outlined five ways in which TV is stimulating the sale of home furnishings. These are:

- (1) It makes the home owner more aware of furniture in need of replacement;
- (2) Creates a need for additional seating and serving facilities;
- (3) Inspires a demand for new characteristics in furnishings;
- (4) Provides the dealer additional merchandise (receivers) that is in strong demand and has unusual drawing power;
- (5) Furnishes an advertising medium of unprecedented force and creates greater brand awareness in furniture and allied fields.

KRLD-TV To Bow Oct. 1

Dallas—Announcement has been made here by Clyde Rembert, managing director of KRLD that KRLD-TV will commence operations about Oct. 1. A new building which will house the offices and studios in nearing completion. The building is located across the street of the Dallas Times-Herald Bldg., owners and operators of the outlet and is four blocks from the Adolphus Hotel which houses the AM and FM studios.



ELLIOTT

Greetings from
Spike Jones
AND HIS CITY SLICKERS

**"READY TO
EXPLODE
FOR
TV"**



Agency:
MUSIC CORPORATION OF AMERICA

Custodian of the Match
**RALPH WONDERS
ARENA STARS, INC.**

364 N. Camden Drive
Beverly Hills, Calif.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 5

NEW YORK, FRIDAY, JULY 8, 1949

TEN CENTS

RADIO MERCHANDISING PLAN OPPOSED

Station Buys Okayed; Other FCC Activities

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday okayed the purchase of 49 per cent of the stock of WAVU and WAVU-FM, Albertville, Ala., by Mrs. Iva H. Sparkman, wife of Sen. John Sparkman of Alabama. Mrs. Sparkman paid \$15,752 for her share of the station, with the licensee, Pat Murphy Courington, retaining control.

Among a number of other transfers okayed was the sale of WLPO,
(Continued on Page 3)

Music Trades Show To Be Held In New York

Attendance of 7,000 to 8,000 is expected at the Music Industry Trade Show and Convention to be held July 25-28 at the Hotel New Yorker and Manhattan Center in New York City. This will be the first "normal" music industry conclave since 1940, according to William R. Gard, executive secretary of the National Assn. of Music Merchants, which is sponsoring the show.

A total of 241 firms will exhibit radios, television sets, phonographs and records, and musical instruments.

Weekly Farm Show Planned By Columbia

A new weekly show for rural listeners, "CBS Farm News," is slated to start on Saturday, 2:30-2:45 p.m., EST.

Gunner Back, CBS Washington newsman, will report on farm legislation and introduce pickups from key agricultural centers across the country.

Agricultural

The U. S. Dept. of Agriculture has reported an all-time peak in the number of radio stations in the Northeastern states carrying farm market news, with 203 outlets airing such reports regularly.

A department survey showed that stations are broadcasting farm market reports at all hours of the day, but particularly in the early morning and noon hours.

Dealers Unite To End Radio-TV Price Wars

More than 2,000 radio and TV set dealers in Metropolitan New York have been invited to attend a meeting at Manhattan Center, 311 W. 34th street, July 14, 8 p.m., for the purpose of organizing a radio-TV dealers association designed to "stabilize TV and radio sales" and to "put an end to price wars" within the industry.

Murray Winters of Winters Radio
(Continued on Page 2)

Committees Named By Karol For REC

Advisory Council and Committee Chairmen of the Radio Executives Club of New York for the 1949-50 season were named yesterday by John J. Karol, CBS sales manager and REC President.

Continuing as REC Advisory Council members are: Frank Stanton, CBS president; Niles Trammell, NBC president; Mark Woods, ABC
(Continued on Page 3)

NAB And NARSR Warn Broadcasters P. S. Sales Plan Will Affect Commercial Time Sales

AM-TV News Awards Planned By NARND

Awards for the best news program presentations both in radio and TV will be made by the National Association of Radio News Directors at their national convention which will be held in New York, November 11 to 13, Sig Mickelson of WCCO, Minneapolis, president of the association, has announced.

The NARND awards will be made in three categories: (1) to an individual for performing distinguished
(Continued on Page 3)

Three Publishers Named To Ascap's Directorate

Results of the annual elections to the Ascaph board of appeals were announced yesterday by Adolph Vogel, chairman of the Society's election committee.

Publishers elected to the board
(Continued on Page 2)

Tobey-Webster Exchange Stirs Trade TV Comment

Washington Bureau of RADIO DAILY
Washington — Sen. Charles W. Tobey said yesterday he has a stiff list of questions yet to be directed at Edward M. Webster when the
(Continued on Page 6)

The NARSR and NAB have come out in strong opposition to the direct radio station merchandising on a per-sale basis, currently being promoted by Direct Radio Sales, Inc., of New York. Donald Withycomb, president of Direct Radio Sales, told RADIO DAILY yesterday that 65 sta-
(Continued on Page 6)

Baker Urges Action On BMB's Successor

Conceding that the Broadcast Measurement Bureau in its present form probably will be dissolved after release of Study No. 2 in the fall, its acting president, Dr. Kenneth Baker, said yesterday that any appreciable delay in setting up machinery to take over some of BMB's functions might have disastrous results for the radio industry. Such a time lag, during which
(Continued on Page 3)

NAB's Indies Committee Meets In Capital July 25

The NAB's unaffiliated stations executive committee will meet in Washington July 25 and 26. The committee, recently appointed for the year 1949-1950, is headed by Ted Cott, of WNEW, New York, serving as chairman for the second year. The group was originally formed
(Continued on Page 2)

WTNB Suspends Operations In Row With Engineers

Birmingham, Ala. — WTNB, 250 watt MBS affiliate has suspended operations for an indefinite period pending settlement of a walkout of engineers affiliated with Local No. 253 of IBEW, Roy Hofheinz and Thomas N. Beach, president and board chairman respectively of the Pilot Broadcasting Corporation, owners of WTNB, announced yesterday.

Hofheinz, who stated that WTNB

had ceased operations in deference to employees who might be exposed to violence if they crossed the picket lines, yesterday issued the following statement:

"We will not subject our loyal employees, both men and women, every single one of whom has indicated willingness to cross the picket line, to bodily injury. That danger is not imaginary—it is a real
(Continued on Page 6)

Anniversary

The Salt Lake City Tabernacle and Choir will complete 20 years of CBS broadcasts with the program of Sunday, July 17. The series, heard each Sunday from 11:30 a.m. to 12 noon, has been on CBS without interruption since July, 1929. Featured speaker on the program is Richard Evans. The choir long has been considered one of the most talented.

Going To Dogs

Figuratively "going to the dogs," the MBS show, "Take a Number," July 16, has scheduled as contestants an owner of a casino beauty shoppe, an animal shipper, a dog show judge, a consultant at the Bronx Zoo and the owner of a "pot hotel." The "experts" will join in the discussion of hair bobs and housing—for dogs.



Vol. 48, No. 5 Friday, July 8, 1949 10 Cts.

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

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

WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate
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

(July 7)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Hazelton Corp., Nat. Union Radio. Includes Bid, Asked values.

OVER THE COUNTER

Table with columns: U. S. Television, WCAO (Baltimore), WJR (Detroit). Includes Bid, Asked values.

NAB's Indies Committee Meets In Capital July 25

(Continued from Page 1)

following the 25th annual NAB convention at Atlantic City, in September, 1947.

Members include Cott, Melvin Drake, W.D.G.Y. Minneapolis, Minn.; Lee W. Jacobs, KBKR, Baker, Ore.; Bob Maynard, WSVS, Crewe, Va.; Lawrence W. McDowell, KFOX, Long Beach, Calif.; Patt McDonald, WHHM, Memphis, Tenn., and Ben Strouse, WWDC, Washington, D. C.

Board liaison consists of Frank U. Fletcher, WARL-FM, Arlington, Va., and Glenn Shaw, KLX, Oakland, Calif.

Fitzgeralds Sign Another

Strauss Stores, Inc. (automobile accessory chain) have just signed a 13-week contract for sponsorship of "The Fitzgeralds" program, WJZ-TV. William Warren Agency handles the account.

★ COMING AND GOING ★

G. RICHARD SWIFT, general manager of WCBS, and JACK STERLING, the station's early-morning luminary, will leave today for a week-end of fishing in Mooshead Lake, Me. Sterling's Monday program will come from WGAN, Portland.

ELDON PARK, vice-president of Crosley Broadcasting Corp. and general manager of WINS, tomorrow will board the "Queen of Bermuda" bound for a two-week vacation in the islands.

TEX BENEKE and the members of his band will leave shortly for Providence, where they open Wednesday at Rocky Point Park. BUDDY BASCH, their publicist, left yesterday to set the stage.

JOHN RIDER, recent acquisition of the transcription division at SESAC, will leave today to contact stations throughout the Middle West.

EVELYN BIGSBY, editor of Radio Life, Hollywood publication, conferred for a while yesterday at NBC headquarters here in New York.

RALPH LEVY, Columbia network television director who formerly handled "54th Street Revue" and other New York-originated shows, will leave Sunday for Hollywood, where he will work under Harry S. Ackerman, CBS vice-president and director of network programs in the film capital.

MIKE JABLONS, of Gainsborough Associates, off to Lake Placid, N. Y., to set up a publicity campaign for the Lake Placid Drama Festival which opens in the Adirondack resort July 21.

VICTOR H. LINDLAHR, Mutual network commentator who switches to ABC come Labor Day, is vacationing at the Beverly Hills Hotel in Hollywood.

DON BISHOP, assistant magazine editor at NBC, and HELEN SHUCK, of the press department, are departing for cooler climates, the former to Atlantic City, the latter to a dude ranch in the Catskills.

LEON LEVINE, director of discussion programs for the Columbia network, is back in New York following a week in Hollywood.

JAMES MANILLA of the television department at Newell-Emmett Co., is touring the video centers of the Middle West.

CHARLES POINDEXTER, sportscaster heard on KSOD, Topeka, Kans., a visitor yesterday at the offices of NBC, with which the station is affiliated.

TOM WILLIAMS, the Old Dirt Dobber heard on the "Garden Gate" program over CBS, arrived in town yesterday from Tennessee.

MIKE DANN, trade press editor for NBC, is on a two-week business trip through the Middle West.

GEORGE B. BURBACH, general manager of KSD, St. Louis, is here for conferences with Sheldon B. Hickox, manager of the station relations department at NBC, and with Easton C. Woolley, director of the station department.

NEAL HATHAWAY, manager of program promotion for CBS, is back from his vacation, which he spent at Stone Harbor, N. J.

PAULINE WARTSKY, secretarial aide to Davidson Taylor, CBS vice-president and director of public affairs, has returned from a six-week vacation in England, France and Italy.

GEORGE HAYES, ABC announcer, leaves Saturday for two weeks at Honey Harbor, Ontario.

Dealers Unite To End Radio-TV Price Wars

(Continued from Page 1)

and Television Co., the Bronx, told RADIO DAILY yesterday that invitations are being mailed out to large and small dealers, including department stores, throughout this area and that the response thus far has been "most gratifying."

Invitations Going Out

Charles Rozelle, the former executive director of the Retail Record Dealers Assn., is currently calling upon representatives of stores to extend a personal invitation to the organization meeting.

Three Publishers Named To Ascap's Directorate

(Continued from Page 1)

are Charles Foley, Max Mayer and Thomas Valando.

Writers named to the directorate are Abel Baer, Peter DeRose and Douglas Moore.

Discusses Radio And TV

Eugene Wyatt, ABC-TV account executive, was the principal speaker last night at a Columbia University Business School forum on "Economic Aspects of Radio and Television."



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

50,000 watts at 800kc.

Very Soon!

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

5,000 WATTS at 800 Kc. MUTUAL CKLW in the Detroit Area

J. E. Campeau, President

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

Baker Urges Action On BMB's Successor

(Continued from Page 1)

no continuing, industry-wide survey group was functioning, could create a severe handicap at the outset for subsequent audience studies, Baker warned. He pointed out that while the industry is generally agreed on the need for some such function as BMB performs, there is wide disagreement on the setup of such a bureau, and on the type and extent of its studies.

Baker, who is also the NAB's research director, added that he has been so busy with details of Study No. 2 he has had no time to devote to the "big view" of industry-wide audience measurement, "although someone certainly should be thinking about this."

Production Costs Up

He expressed satisfaction with the progress of Study No. 2, and disclosed that about 340,000 ballots have already been returned, with others coming in at an average rate of 600 a day. The current study will cost "a little more" than Study No. 1, released in 1946, which cost about \$750,000, Baker said. Most of the additional expense is attributed to higher production costs and increased salary budgets for BMB's enlarged statistical staff. To date there are 620 AM subscribers, two TV, and two independent FM stations.

Baker said the upcoming study probably will contain some interesting market figures bearing on the vast increase in stations since the first study. And he predicted "some howls" from station operators in addition to satisfied purrs from others. He indicated that Study No. 2 might show that while hours of listening have not increased much with the multiplicity of stations, listeners are dialing a lot more and hence the broadcast picture is becoming more competitive.

Committees Named By Karol For REC

(Continued from Page 1)

president; Frederick R. Gamble, president, American Assn. of Advertising Agencies; Andrew Halre, president, Advertising Club of New York; Grace Johnsen, president, Advertising Women of New York; Dorothy Lewis, coordinator Women's Broadcasts, U. N.; Justin Miller, NAB president; Charles G. Mortimer, chairman of the Advertising Council and vice-president of General Foods Corp.; Elliott M. Sanger, executive vice-president, WQXR, New York.

New names on the REC Advisory Council are: Theodore Streibert, president, W O R; Frank White, president, MBS; Ralph Weil, general manager, WOV, New York; Mortimer Loewi, director, DuMont Television Network; Fen Doscher, president, Sales Executives Club; Paul West, president, Association of Na-

Station-Stock Sales OK'd In Busy Day At Commission

(Continued from Page 1)

LaSalle, Ill., to a company of which Ruth Elizabeth Miller, niece of the Chicago Tribune publisher and WGN owner, Col. Robert R. McCormick, is president, for \$100,700 and adjustments not to exceed \$2,000. Sellers are F. F. McNaughton and Louis F. Leurig. Peter Miller is secretary-treasurer of the purchasing corporation and Harold Bivins, vice-president.

Another approval was for the sale of WAVZ, New Haven, Conn., and a construction permit for WAVZ-FM by the New Haven Broadcasting Company to new stockholders. President of the new group is Victor W. Knauth, publisher of Omnibook, and Daniel and Nancy Kops, also officers. Price is \$67,500 plus accounts receivable not to exceed \$12,500.

Sale of KGIL, San Fernando, Calif., to Fayette J. Smalley, Jr., by the estate of C. P. M. Allen for \$19,250 was okayed, as was the assignment of WKUL, Cullman, Ala., by H. H. and D. T. Kinney to Alexander B. and Hudson C. Millar, Jr., for \$65,000.

The Commission approved the sale for \$55,000 of KXGL, Madison, Iowa, by Willis Ashby, Billy Barran and John F. Courier to A. Orrie Carson. Another approval was of the assignment of the license of KOWH and the construction permit for KOAD-FM, both in Omaha, by the World Publishing Company to Mr. and Mrs. Robert H. Storz and their son, Todd, for \$75,000.

Largest amount involved in the transfers okayed yesterday was the \$170,000 which changed hands for control of WRDE, Augusta, Ga. Control passed from William K. Jenkins and executors of the estates of Arthur Lucas and Frank Miller to a new corporation including Ernest D. Black, Emmet G. Mc-

Gary Enters Hospital

Arthur Gary, NBC staff narrator, is scheduled to enter Lenox Hill Hospital this morning for a tonsilectomy. He will rest up at the seashore next week.

tional Advertisers; Raymond C. Cosgrove, president Radio Manufacturers Association.

REC Committee Chairmen are: William S. Hedges, NBC vice-president (continuing) and Carl Haverlin, BMI president, serving as consultation chairmen; Marvin Kirsch, vice-president, RADIO DAILY, membership; Davidson Taylor, CBS vice-president, as head of the program committee; Archibald Braunfeld, of Braunfeld & Simons, finance committee of REC; Joseph McDonald, ABC vice-president, laws and by-laws; Michael Foster, CBS, house committee chairman; Harry Feeney, CBS trade news editor, publicity committee, and M. H. Shapiro, BMI, publications.

Kenzie, Allen M. Woodall, Charles W. Pittman and W. R. Ringson.

Price tag for 85 shares of stock in KWYO, Sheridan, Wyo., was \$55,000, with control passing from R. E. and Jim Carroll to Donald E. Tannehill. Sixty per cent of the stock of WHTB, Talladega, Ala., was transferred for \$16,500 from Melvin Hutson to R. A. Davidson, while the Commission okayed the purchase from six stockholders by James E. Murray for \$21,000 of KWKH, Hutchinson, Kansas.

Consent was granted to the purchase of control of KWCO, Chickasha, Okla., by Mr. and Mrs. C. E. Wilson and Mr. and Mrs. P. D. Jackson for \$30,000. Also okayed was the purchase of 50.4 per cent of the stock of WMRA, Myrtle Beach, S. C., by L. B. Hyman from Joe C. Ivey and P. T. Watson for \$11,319.

Eighty shares of stock in WEKR, Elk River, Tenn., went from R. A. Lergen to Arthur D. Smith, Jr., for \$12,667. Fifty per cent of stock of WGRV, Greenville, Tenn., went from Robert W. Rounsaville to Paul O. Metcalf for \$25,000. With the 50 per cent of the stock went control of the station.

AM-TV News Awards Planned By NARND

(Continued from Page 1)

service in radio news, (2) to a radio news department for performing distinguished service to its community, (3) to a TV news department for performing distinguished service to its community.

Erle Smith, chairman of the NARND awards committee, KMBC, Kansas City, announced that all entries must be in his hands by September 1.

"Entries for the award to an individual in radio news," Smith said, "should set forth briefly his claim to consideration. In this category, service to the community will outweigh stunts, but special emergency service will be considered."

"While perfection of news broadcasting and high listener acceptance will be considered in making a 1949 award to a radio station news department," Smith added, "the aim of NARND more especially is to predicate this award on a public service campaign."

Entries in this category should outline in detail such programs and program series. Sample programs and electrical transcriptions may be included in entries.

The same applies to TV news departments.

• faces • facts • figures • wins •

faces • facts • figures • wins •



JOIN JACK COIN JACK

Jack Eigen is in his third successful year at the Copa. He entertains thousands upon thousands of listeners nightly on air channel 1010. What Eigen sells . . . They buy!

Here is your chance to coin "Jack" with Jack.

WINS has limited sponsorship availabilities on the Eigen show . . . midnite to 4:00 A. M.

Contact your nearest WINS-Crosley Sales Office.

faces • facts • figures • wins •



CROSLEY BROADCASTING CORPORATION

SOUTHWEST

KEN McCLURE, newscaster for KABC, San Antonio, and Raoul Cortez, head of KCOR, Inc., San Antonio, have been appointed to the new municipal advertising committee in San Antonio, by the Mayor.

Joe Melody has joined the announcing staff of KONO, San Antonio, coming here from KIWW. He is to be heard also as a disc jockey and featured as a vocalist on popular and western songs in several studio presentations.

Layne Beaty, Farm Editor of WBAP, Fort Worth, has announced the arrival at his home of a baby son, William Barton.

The regular broadcast of the CBS "Church of the Air" Sunday, July 3 originated in station studios of KTSA, San Antonio. The broadcast featured an address by Rev. Dr. Floyd Allen Bash of the Central Christian Church of San Antonio. Music was furnished by the church choir.

Claire Stewart has been named new vocalist for the "Early Birds" of WFAA, Dallas, which is heard six mornings a week. She replaces Leah Ray. Miss Stewart is also being featured in a 15-minute program each Monday, Wednesday and Friday morning titled "Songs by Claire" with Hugh Waddill at the organ.

Send Birthday Greetings To—

July 8

John Brewster	Sydel Forbes
Gertrude Niesen	
Bill Thompson	Lou Fulton
Ann Thomas	Steve White

July 9

Martha Boswell	Bryon Field
H. V. Kaltenborn	
Ted Steele	Ted Lloyd

July 10

Arthur M. Holland	Joan Marsh
Lee Wood	Randall Jessie
Helen Pickens	Don Herbert

July 11

T. H. Anderson, Jr.	Merle Jones
Jack O'Brien	David Montgomery
Harry Von Zell	

July 12

Gracie Barrie	Milton Berle
Oscar Hammerstein, II	
Thomas F. Harrington	
Jimmy McClain	Roy Winters
William Meeder	

July 13

Frank Dame	Phillips H. Lord
Carolyn Gilbert	Harry Sosnik
Carolyn Montgomery	

July 14

Frank Chizzini	Harry Hoff
Carmen Lombardo	Ken Murray
Sam Elber	Gene Rouse
George C. Putnam	



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** March of Time preparing a television film documentary on the war in the Pacific as a follow-up to "Crusade in Europe." . . . Jerry Devine, producer-director of "This Is Your FBI," in town for a month. . . . Benny Rubin's bankroller on his NBC-TV'er has bowed out. . . . Jan Peerce's son, Larry, hired by Ma Holder's Youngs Gap Hotel as a classical disc jock. . . . Warwick & Legler came up with one of the summer season's plums in "Screen Director's Playhouse" for Pabst Blue Ribbon, both in entertainment and dollar value. . . . Rob't Merrill cut his European trip short to return here for his Dad's funeral. . . . Claudia Franck, noted H'wood dramatic coach who has trained such stars as Joan Caulfield, Dinah Shore and Joan Roberts, has opened TV studios here. . . . Herb Sheldon's phone hasn't stopped ringing since he did his first dramatic role in seven years last week on Wyllis Cooper's Vol. 1 series. Been offered plenty more of the same. . . . David Goldstein, a Bronx cabbie, dropped in at this desk the other afternoon with an idea for an air show centering around cab drivers called "Whacky Hackies," and wants to contact a writer to work it out with him. He can be reached at Jerome 6-8381. . . . In a move apparently designed to build up a large TV library, CBS is in the process of buying out Official Films, which in turn is in the process of taking over Castle Films.

★ ★ ★ ★

● ● ● That big breeze in town isn't due strictly to the near-tornado we had the other day. It could also be Eddie Davis, the mad gagman, who's in town peddling his new revue, "So This Is Brooklyn." Eddie, who penned such things as "Hold On To Your Hats" and "Follow the Girls," claims this will be his stand-out effort and sez wait'll you see his sketch of "Easter Parade in Brownsville" or hear the tune "Everything Is Not Kosher Since Brooklyn Lost Durocher."

★ ★ ★ ★

● ● ● Lanny Ross' war record is hardly a secret along Radio Row, but few know to what lengths he went to bolster the morale of the G.I.'s along the fighting fronts. As a matter of fact, we didn't either until Ethel Kirschner showed us a letter he had just received the other day from T. Hall Collinson, who owns KTOP. Collinson writes as follows: "Do you remember a little Sub Chaser, US SC 629, on which you came aboard in '43 down in the So. Pacific? You and your pianist entertained those lonely G.I.'s down there one night. Well, I was the Executive Officer of that little 110 ft. craft. I now have my own Mutual Station (KTOP) and listen to you every morning at 11:30, our time. You bring back so many memories of those days. You did a lot for our men when you were on Canton, but what you prob'ly don't know is that the Japs came over the night after you left. You were right in the battle zone, but you didn't mind. The men could sense that. Thanks for all you did for us in the So. Pacific and for being Lanny Ross, a grand, great fellow."

★ ★ ★ ★

● ● ● **SMALL TALK:** Maxine Keith building a TV show around the cast of "Lend an Ear." . . . Allen Funt's "Candid Camera" has switched to Thurs. nights. . . . Someone asked Marge & Gower Champion whether they liked the comedy dancing of the Hartmans. "Very much," replied Marge, "they're always good for ballet-laughs."

★ ★ ★ ★

● ● ● **MAIN STREET TREATS:** Morey Amsterdam's high-powered comedy on his DuMont series. . . . Harvey Stone's disc, "G.I. Lament." . . . Al Grant's click on the Hit Parade. . . . Vic Damone's "Again" platter. . . . Hugh James' splicing on "Call the Police." . . . Kay Starr's thrashing on the Capitol disc, "So Tired."

AGENCIES

WILLIAM H. HOWARD, who for the past 11 years has been vice-president and publicity director of Macy's, New York, will become a vice-president of Young & Rubicam, Inc., Sigurd S. Larmon, president of that advertising agency announced yesterday. Howard, who will join Y&R September 1, 1949, is well known in retail circles here. In addition to his duties at Macy's he conducted courses at the School of Retailing, New York University, where he is a member of the advisory committee. He is co-author, with Charles M. Edwards, Dean of N. Y. University School of Retailing, of "Retail Advertising and Sales Promotion."

MARLIN FIREARMS CO. has announced that the advertising for its razor blade division has been assigned to Duane Jones Company, Inc. Craven & Hedrick will continue to direct the advertising of the firearms division of The Marlin Firearms Co., which it has served continuously since 1937, and also the L. C. Smith Gun Company.

SANFORD S. CLARK, formerly international merchandising director for Grant Advertising, has been named vice-president and account group chief of the agency's international division.

BASCH RADIO AND TELEVISION PRODUCTIONS have just finished a singing jingle for "Sweetheart Wine," a product of Schenley Distillers Corporation. Spots will be used in southern markets to start. Cast included Frances Scott, Dick Shepard, Len Stokes, and Audrey Marsh.

THE MARLIN FIREARMS CO. announces the appointment of Duane Jones Company, Inc. to handle the advertising of the Marlin Razor Blade division, effective immediately.

World Signs Fotine

Larry Fotine and his orchestra have been signed to record for the World Library Service, beginning this week in Chicago, it was announced by the World Broadcasting Co.

ARE YOU SEEKING

the **IDEAL PROVEN** Radio and Television Location in the Heart of Broadway—Inquire **Abe Goldstein**, Iceland Theatre Restaurant, Circle 6-9210.

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, July 8, 1949

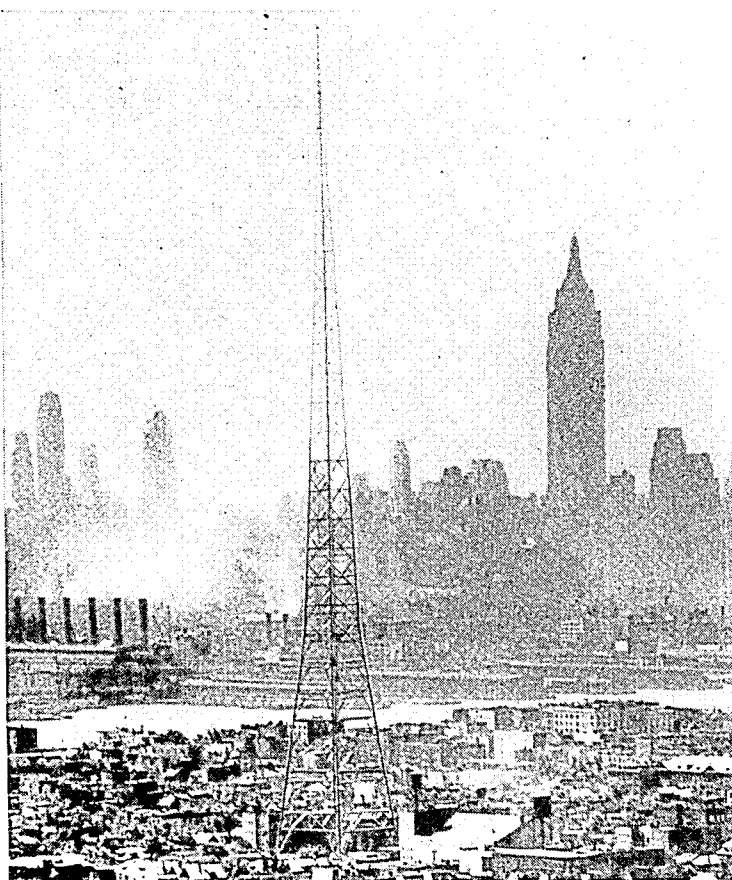
RCA Inst. Installs TV Training Panel

A complete operating television receiver with all of its circuits, tubes, and other components laid out flat on a vertical panel, has been installed in the RCA Institute, Inc., New York, it was announced by the RCA Service Co., Inc., in whose shops this new teaching tool for the training of TV servicemen and technicians was built.

Known as the television dynamic demonstrator, the instrument is the latest and most efficient aid in training in this field. Functioning as a "working blueprint," exposing for convenient observation and study the innermost mysteries of a video receiver, the unit is one of three built by the RCA Service Co. Another is now in use in the training center of the company's headquarters at Camden, N. J., while the third will be used in the company's West Coast training center in Hollywood.

Patterned after an original model designed by John Meagher, RCA tube dept. TV specialist, the units are being used in a series of training clinics sponsored by the tube department for independent servicemen throughout the country. The purpose of the dynamic demonstrator is to show the exact paths taken by sound, synchronizing, and picture signals through the TV receiver, and to clearly demonstrate to radio technicians the effects of operating difficulties.

PICTURE OF THE WEEK



Silhouetted against New York City skyline, the new WOR-TV transmitter tower rises off the Palisades at North Bergen, N. J. Built on a site 240 feet above the Hudson River, the 760-foot tower rises to an elevation within 200 feet of the Empire State Bldg., shown in right background. Programs from the recently completed tower will beam out on Channel 9 when WOR-TV goes on the air in late Summer.

New Record Changer Boosts Disc Sales

A new record player, the Carbonneau Playsall, which instantly converts any phonograph into a 3-speed instrument capable of handling 45, 33-1/3 and 78 rpm discs, is being manufactured by Carbonneau Industries, Inc., Grand Rapids, Mich., makers of Jetline radio speakers.

According to Gordon S. Carbonneau, president of the firm, the Playsall has greatly stimulated the sale of 33-1/3 and 45 rpm records wherever it has been demonstrated and has also been decidedly helpful in moving radio-phonograph combinations equipped with single-speed record players. Retailing at \$14.95, the unit is said to be so simply designed that even a child can connect it in a few seconds. Device is constructed of lightweight aluminum, complete with feather-weight tone arm and new permanent type needle. Carbonneau stated that the unit has stood up under rigid tests conducted in the laboratories of Sparks-Withington Co. and that it has been thoroughly tried in actual home use.

New Portable TV Set Announced By Tele-tone

Tele-Tone Radio Corp. this week announced plans for immediate delivery of its new portable television set, which weighs less than 26 pounds and retails for \$169.50.

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PRODUCTION PARADE

New Voltmeter

An inexpensive, practical high-voltage voltmeter checking voltages up to 30,000 volts is now being manufactured by Industrial Devices, Inc., Edgewater, N. J. The Hi-Volt is available in two models, one for checking the output of transformers and the other for electronic high-voltage uses such as TV, oscillographs, etc.

Meek Names Chief Engineer

William R. Kennaugh, who has been associated with the radio and TV production field for more than nineteen years, has been appointed chief process engineer at John Meek Industries, Inc., Plymouth, Ind., manufacturers of TV and radio receivers. Kennaugh assumes his new post at once.

Antenna Mast Clamp

In keeping pace with the speeding up of TV antenna installations, a new mast clamp that requires a fraction of the installation time of present designs has been announced by Technical Appliance Corp., Sherburne, N. Y. The new Taco Jiffy-Clamp eliminates the bothersome small nuts that cost time and patience. A special thread on the standoff has been utilized that requires no nut, and no aligning time to start it.

Pittsburgh Philco Distributor

The appointment of the James E. Miller Co., Inc., Pittsburgh, Pa., as distributors of all Philco products, including TV and radio receivers, etc., was announced this week by John M. Otter, Philco v.p.

NAB, NARSR Hit "Per" Contracts As New Method Gains Momentum

(Continued from Page 1)
tions have indicated that they would join his organization in P. S. merchandising and that 25 manufacturers have been lined up to-date. Seventy-five firms were expected to sign contracts within the next few weeks.

T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, told RADIO DAILY that his organization's objections to P. S. deals are identical with its opposition to P. I. (per-inquiry) merchandising.

The NARSR's objections to P. I. and P. S. deals follow:

"1. Stations which participate in P.I. deals are gambling with time, which is their only saleable product, and in which they have invested their capital, and are maintaining payrolls.

"2. Prices at which you can sell products and service always tend toward the maximum discount which you allow, and the cheapest form in which you sell. Hence, you are pointing your rate structure toward lower income.

"3. Legally and morally a station cannot have two prices for the same service, one rate card price to some sponsors, and a per-inquiry price to others.

"4. Stations have no way of knowing the marketability of a product. The marketability is the producer's responsibility. Stations may fritter away a large amount of valuable time before discovering that there is little or no sale for the P.I. product.

"5. On P.I. deals the station is associating itself, in the main, with the smallest, lowest rated manufacturers and speculators, with fly-by-nights, newly organized speculative businesses, concerns lacking capital to buy time on proper basis, with concerns and products having an almost 100 per cent death rate, with schemers and cut-throats. Instead, stations should be associating themselves with the most reputable, high type retail and national advertisers, from the standpoint of station prestige, audience building and net profit.

"6. The station that lines up with any wholesaling P.I. service is taking the first step in a process that is bound to kill it as an advertising medium.

"7. The price of P.I. products is usually too high for the quantity and quality offered, and the advertising expense far beyond anything that legitimate advertisers spend, and that the cost of distribution should stand.

"8. The quality of the product is unknown.

"9. The manufacturer who uses P.I. inquiries has no control over his volume of sales, and is, therefore, not likely to be successful.

"10. Stations which accept P.I. deals are liable to their national Spot Representatives for commissions on the time so used at card rates.

"11. Finally, no broadcast station, in view of its responsibility to FCC, should accept the risk of promoting on its own time the sale of a product coming from speculative sources, instead of through legitimate channels of manufacturer, advertising agency or representative.

Statement By Mitchell

Maurice B. Mitchell, director of NAB's broadcast advertising bureau, said:

"The NAB's sales managers executive committee suggested several months ago that broadcasters who sell time on a P.I. basis may be violating Clause 5 of the NAB-AAAA standard contract, and thus exposing themselves to the possibility of real trouble with legitimate advertisers. Add to this the incalculable damage to the principle of sound advertising, and to the cheapening of the worth of all good advertising

and you can't build much of an excuse for the P.I. operator. We have already seen the evidence to indicate that some advertisers who have been buying radio at card rates have switched to P.I. merely because competitors have used this technique.

"There is also evidence to indicate that some important national spot accounts are now carefully scanning the lists of P.I. stations, with an eye toward keeping their products away from exposure to the kind of harsh, over-emphasized selling and inferior products that characterize most P.I. advertising."

Withycomb Defends Clients

In complete contrast to the foregoing objections, Withycomb said that none of his manufacturing clients are in a financial position at present to advertise nationally although "all are sound and legitimate companies. Some people think we are trying to ruin the radio business, but that is ridiculous," he declared. "When we have completed our survey, we feel that many firms which have never used radio will become national spot or network advertisers because we have proved to them the effectiveness of the medium."

"We can assure you," Withycomb continued, "there are no phony tie-ups here. We are careful to investigate every product to be sold on a radio station. The stations will not be involved in any complaints. We are only dealing with legitimate manufacturers and do not deal with firms who would embarrass the stations. We don't touch patent medicines. We don't know whether or not we will go into perfumes or lotions."

Cites Specific Product

He cited a certain product which was relatively unknown as an example of the care his firm exercises. In such cases, he told RADIO DAILY, "we insist on a United States Testing Company certificate." He indicated that many of the products handled by his firm bear the Good Housekeeping Seal of Approval.

Of the 25 manufacturers who have already signed contracts with Direct Radio Sales, Inc., four typical ones are: House Beautiful Curtains, Inc., N. Y. C.; E. Mishan & Sons, N. Y. C., makers of plastic table covers; Tedlee Products Co., Port Chester, N. Y., makers of mattress and pillow covers; and Nosco of Erie, Pa., makers of novelties and plastics.

Sales Letters Mailed

Withycomb sent out letters to station managers throughout the country explaining the purposes and function of his company. The letter, dated June 23, said:

"The Company was formed for the express purpose of obtaining qualified merchandise for radio stations who desire to convert non-productive periods in their program schedules into revenue producing periods.

"The members of our firm consist of individuals who have had many years of

combined radio and merchandising experience. We believe that because of our knowledge and experience we are in a position to place direct radio sales on a higher plane of endeavor, and put it on such a level that it will enjoy the faith and good will of the buying public. It is generally believed that with the advent of FM radio and the extraordinary potential of television the AM radio stations may shortly be pressed to obtain their normal share of the advertising dollar formerly allocated exclusively to AM stations. Since the war hundreds of new AM stations have been licensed to operate in areas where program service was formerly supplied by a limited number of AM stations. If all of the AM stations are to realize a net operating profit, some new revenue producing sales activity must be developed to meet the ever increasing competition.

"There have been many new businesses established in the last few years. These, plus the long established concerns, make it possible for us to offer quality merchandise to the radio stations for sale to the public. In most instances these firms are not now advertising on the radio, or, if so, only to a very limited extent due to the lack of sufficient advertising appropriations. However, we have ascertained after contacting many of these manufacturers in the past months that they are perfectly willing to enter into a share-the-profit plan with the radio stations for the use of their facilities. In sharing in this plan the stations will build up considerable new revenue, and will also develop new business for the future. Direct Radio Sales, Inc. will canvass manufacturers all over the country so that we will at all times have a wide variety of merchandise to offer including items which will have year round appeal to the buying public.

"Direct Radio Sales, Inc. will submit to the radio stations samples of all merchandise together with proposed commercial continuity. If the stations accept the samples which are offered, the announcements should be inserted in the most desirable program periods available in the schedule. All samples submitted will be identical with the merchandise which is offered for sale. The post-card or letter orders received by the stations will be sent each day to Direct Radio Sales, Inc. in New York. After tabulation here these orders will be sent to the manufacturer who will package and ship each order direct to the buyer via C.O.D. mail. The manufacturer will reimburse Direct Radio Sales, Inc. and in turn we will pay the stations their share of the retail price. The profit to the radio stations is 30 per cent of the advertised retail price of each article. No frequency discounts, agency or representative commissions are involved. The 30 per cent of the retail price is net to the stations. The stations are completely protected by the fact that all merchandise will be identical to the samples presented with regard to quality and price because of agreements entered into between Direct Radio Sales, Inc. and each manufacturer before submitting samples to the stations.

"We believe the plan we have to offer will build substantial revenue for the stations, and the buying public will look forward to the genuine values offered to them by the stations. In many instances radio stations participating with us will have the opportunity of offering new merchandise first to their listeners within their service areas.

"So that the manufacturers of saleable articles of good quality and value can be offered potential national sales coverage, we are now completing agreements with radio stations in one hundred retail market areas throughout the country on the basis outlined in this letter."

TBS Adds Stations

Transcription Broadcasting System, New York, has announced the signing of four more station clients, bringing its total membership to 159. They are WCSS, Amsterdam, N. Y.; WKBR-WTSV, Manchester, N. H.; WPOR, Portland, Me., and WLAM, Lewiston, Me.

Suspend Operations As Strike Hits WTNE

(Continued from Page 1)

one. We have decided, in interest of preventing blood-shed or injury to employees or their families, not to risk operation at this time. WTNE is not going out of business. It is not leaving Birmingham. We will come back bigger and better than ever with new studios, new equipment, and new engineers. We believe in Birmingham and the future of radio despite this experience with a handful of obstructionists."

Agreed To Wage Hikes

The station, according to Hofheinz, agreed to wage increases among the IBEW engineers and were in general agreement on contract terms except for one provision which would prohibit the company's chief engineer from working at either transmitter or studio controls and second which would limit the company to the hiring of only one part time technician for a minimum of 20 hours a week. The company contended that the first provision was "featherbedding" and wanted the right to hire three part time workers for a minimum of 10 hours a week. Later the station, according to Hofheinz, offered to consent to the hiring of only one part time technician, if the union would waive its demand as to the chief engineer. The union, according to reports, declined to waive the issue regarding the chief engineer.

Talk With International Head

Rio to suspension of station operations, Lawson Wimberly, Washington, assistant International President of IBEW, and W. B. Dick, Atlanta, assistant regional vice-president of IBEW, had visited Birmingham to negotiate with WTNE executives. The WTNE, owners, Hofheinz said, were willing to be bound by the decision of the international officers but the local union still refused.

Tobey-Webster Exchange Stirs Trade TV Comment

(Continued from Page 1)

Senate Interstate Commerce Committee's hearing on Webster's nomination for a new seven-year term on the FCC resumes next Wednesday. There was no hearing yesterday, as the committee was tied up with other business.

Johnson Statement Discussed

In the meantime, there was considerable discussion in industry circles of Committee Chairman Edwin C. Johnson's statement Wednesday that the recent FCC announcement concerning UHF and color TV had been misinterpreted by various interested parties. As Webster stressed his intention of holding out on the question of color to see to it that no polychrome TV system is approved until its signal is receivable on today's TV sets, Johnson said he is very much disturbed if that is the Commission decision.

TELEVISION DAILY

Continuation of RADIO DAILY, Friday, July 8, 1949 — TELEVISION DAILY is fully protected by register and copyright

CBC GOING AHEAD WITH TV PLANS

TELE TOPICS

WANT THIS DEPARTMENT'S SEARCH for a new name for kinescope records, Ernest Marx, of DuMont, goes a step further and suggests that the word "television" be dropped altogether in favor of "video." He writes: "Isn't it time to simplify this new art by giving it a companion name to its mother art, radio, and calling it simply 'video'? If we start on this premise, we then can make up the words for the various other mechanical apparatus at various phases of the new art. Possibly we could call a transcription on film a videograph. As a matter of fact, this may have already been recommended to you. In essence it means a recording of something that has been seen. Here again, however, we are mixing Latin and Greek. On the other hand, it may be a solution to the immediate problem. To use both Greek and Latin would be somewhat awkward and possibly the mixture is the answer to the question." . . . Support for another entry in the sweepstakes, "VT," comes from George Shupert, of Paramount. He points out that Para.'s recording service is called video transcription, and says that the initials VT "are a natural."

BEGINNING JULY 11, the BMI TV service department, headed by Henry H. Zeman, will resume normal operations, airing each day at 6 p.m. Department of it on an emergency schedule when negotiations between Ascap and the industry broke off. . . . Mail still coming in our quest for a new word for kinescope recording. Vince Callanan, of WNHC-TV, in Haven, writes: "Let's go after a word which implies what must be emphasized—the film is made simultaneously. How about 'simul-take'?" . . . Search for un-discovered talent behind retail counters will be inaugurated by "Hollywood Screen" over ABC. First aspirant will be Betty Murtha, cosmetic salesgirl in the City drug store.

S ANGELES PROGRAM REVIEW: "What's The Word," KNBH, Thursday, 8:20 p.m. This Masterson, Reddy & Son package made its debut on the TV outlet here last week, with Evans & Co. paying the tariff. The lead-off program rang the bell. Show offers opportunity for local viewers to win prizes of calibre offered in top radio audience participation programs, the prizes include refrigerators, stoves, traveling bags, coats, blankets and cigarette lighters. Jack McElroy as emcee, the program operated on a cross-word puzzle format, with clues offered by entertainers. When the studio audience fails to identify a word, the home viewers can phone in. The offering was fast and entertaining. The show should be around for a long time. Bud Cole handled the direction skill-

Wade To Join WPIX As Program Manager

Warren Wade, executive producer for NBC-TV, has been appointed program manager of the New York News outlet, WPIX, effective August 1, it was announced yesterday by Robert L. Coe, station manager. Wade has been with NBC since 1930, and started the web's video programming in 1937. He has been executive producer since 1939.

Long In Entertainment

An actor in legit and vaudeville at the age of ten, Wade has had a long career in show business. He was also a well-known theatrical director. He entered radio in 1928 when a play in which he was starred was aired by WTAM, Cleveland, on its opening night. He remained with the station, which later was sold to NBC.

A veteran of World War I, Wade served also in the last war, as a lieutenant-colonel in the signal corps. He was recently appointed commanding officer of the first TV reserve group formed by the Army.

Bell Gets WBTB Post

Charlotte, N. C.—Charles Edward Bell, former manager of WGCD (AM), Chester, S. C., has been named production manager of WBTB, slated to go on the air here next week, according to Charles Crutchfield, general manager of WBT and WBTB. Bell has been with WBT since June 1, as assistant to Larry Walker, WBTB program director.

College Courses Via Radio Planned By CBS And N. Y. C.

CBS is studying a plan drafted by New York City's Board of Higher Education for home instruction on a college level by television. A course in U. S. foreign policy is already in preparation, with actual telecasting set tentatively for next January or February over WCBS-TV.

The project is intended primarily for students, with the secondary aim of helping the average citizen to understand "the meaning behind the headlines." It was initiated some months ago when the Board of Education asked Ira A. Hirschmann, president of WABF (FM) and W2XMT, experimental TV station, who was then a member of the Board, to study the educational

Awards

Dr. Allon B. DuMont, president of DuMont Labs; Earl W. Muntz, president of Muntz TV, Inc., and Vincent Riggio, president of American Tobacco Co., were among recipients of Horatio Alger awards from the American Schools and Colleges Association yesterday. Others honored were Mrs. Anna M. Rosenberg, labor consultant, and Lee E. Nadeau, president of Nestle-Lomur Co.

Gillette, NBC Sign For Garden Fights

Signing of a new contract between Gillette Safety Razor Co. and NBC for coverage of boxing bouts promoted by Madison Square Garden Corp. and the International Boxing Club was announced yesterday by J. P. Spang, Jr., Gillette president, and NBC prexy Niles Trammell.

Begins In September

Gillette will sponsor all Friday night bouts originating in the Garden beginning in September. When there is no boxing in the Garden, pickups will be made from Chicago, Detroit or St. Louis. In addition, Gillette will bankroll certain outdoor championship bouts promoted by the Garden and IBC during the summer.

Gillette has sponsored boxing over NBC since 1944.

Maxon, Inc., is the agency for Gillette.

Approval Of Govt. Loan Predicted For Autumn

Montreal—Despite the lack of money, Canadian Broadcasting Corp. is proceeding with its television plans which call for stations in Montreal and Toronto, according to A. Davidson Dunton, CBC chairman.

Until Parliament meets in the fall and approves the \$4,000,000 loan to the CBC required to set up the Montreal and Toronto stations, however, no firm commitments for equipment are being made.

Dunton said that he did not think the dissolution of Parliament in April before the proposed \$4,000,000 loan had been approved would mean any serious delay in the inauguration of television in Canada.

CBC, he said, was going right ahead with the engineering part of the project.

"There is a bit of a hold-up, of course," he said, "but we're not entirely losing the time. There is a lot of engineering and planning we are able to work on."

Dunton pointed out that some "tricky" engineering was required to select sites for the Montreal and Toronto stations.

Both Government and CBC, it was indicated, are proceeding on the assumption that the recent election endorsed the policy of proceeding with television in Canada along the lines proposed.

The Government's interim plan provides for the allocation of one channel to any city, including Montreal and Toronto, and it was suggested that private groups wishing to enter TV pool their resources for the establishment of a station.

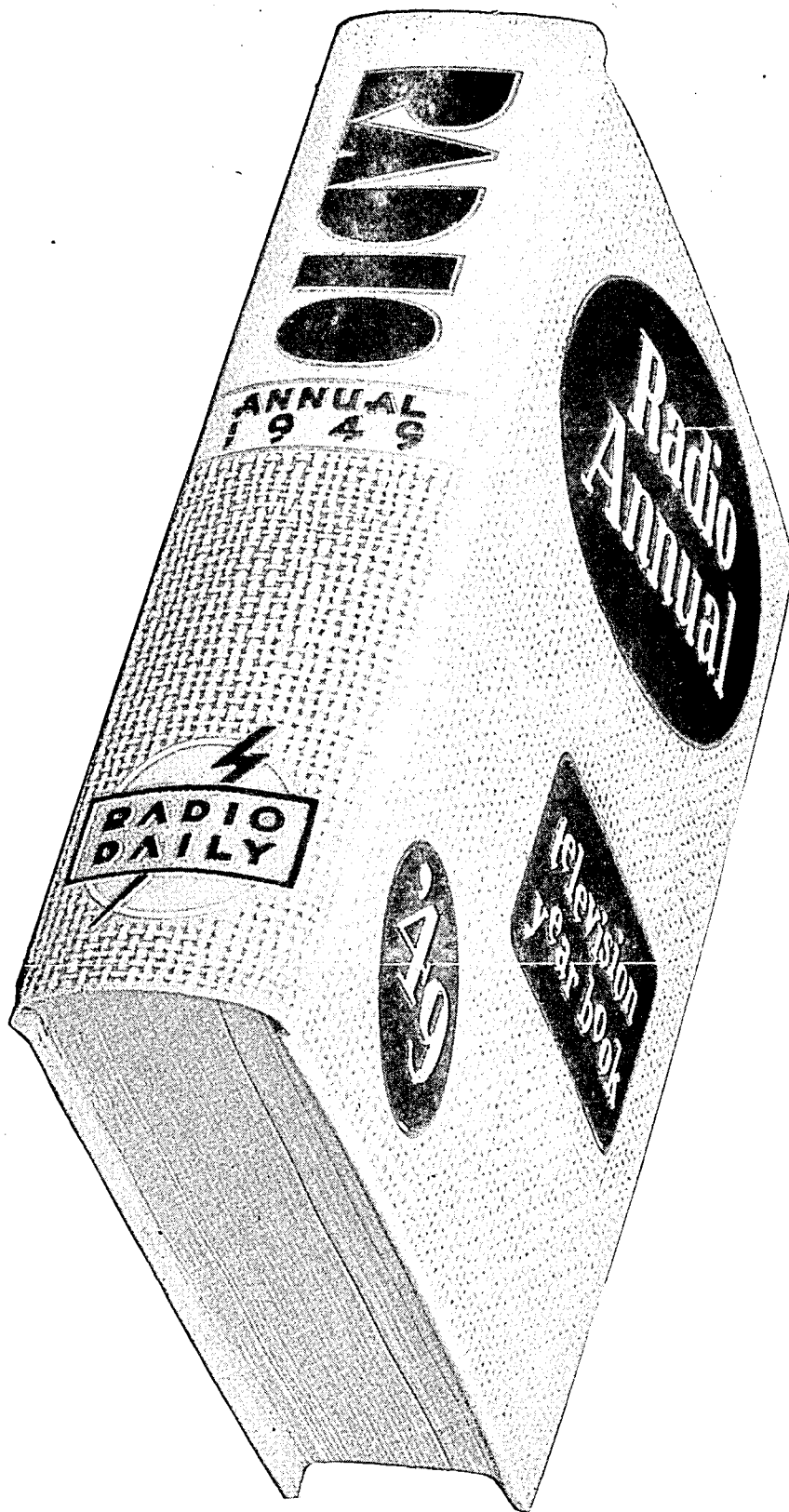
Proposal, however, has drawn heavy fire from private broadcasters and from the CAB. It is their contention that the Government's policy is deliberately holding up the development of video in the Dominion.

Represents Industrial TV

James C. Frye, II, has been named factory representative for Industrial Television, Inc., in the Detroit, Chicago, and Toledo areas. He will franchise dealers for the Century line of home Teleceivers and the Industrial line of commercial television sets.

D. C. Passes 50,000

Washington—Number of receivers in the Washington area totalled 51,000 as of July 1, according to the Washington Television Circulation Committee.



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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 6

NEW YORK, MONDAY, JULY 11, 1949

TEN CENTS

NAB BOARD SESSION GETS UNDER WAY

Sales To Government Reported Increasing

Washington Bureau of RADIO DAILY
 Washington—Sales of transmitting and communications equipment by RMA member-companies to the U. S. government in the first quarter of 1949 totalled \$32,353,433, compared with \$18,053,969 in the first quarter of 1948 and \$37,018,903 in the last quarter of 1948, RMA said Friday.

RMA transmitter manufacturers also received government orders totalling \$37,342,885 during the first quarter of this year as against orders of \$11,448,007 in the correspond-

(Continued on Page 2)

Transcribed Co-Op Show Now Returning To Air

"Blackstone—Magic Detective," a Charles Michelson quarter-hour transcribed package program which went off the air last February due to labor difficulties, will return shortly over a greatly expanded station loop.

The show, sponsored cooperatively by the makers of Blackstone Washing Machines and Blackstone dealers, was carried by 93 stations from November, 1948, through February. On its return the program

(Continued on Page 2)

State Dept. Requested To Protest Czech Action

Washington Bureau of RADIO DAILY
 Washington—Rep. Joseph Martin, GOP leader in the House, yesterday asked Secretary of State Dean Acheson to make "strong representations" to the Czech government for refusing an admission permit to

(Continued on Page 2)

New Comedy Series

"America's Funnybone" will be dissected in a weekly program series of that name over WNEW, New York, starting Thursday, July 14, at 10 p.m. Gilbert Seldes will emcee the program, with such well-known experts as Bennett Cerf, Louis Untermeyer, and Harry Hershfield among those slated to appear on the opening show.

Tennessee D-J.

Memphis — George W. Lee, Negro author, today begins a series of daily broadcasts on southern folklore over WHBQ, Memphis. Lee's broadcasts, from his office on legendary Beale Street, will be integrated with blues records played in the WHBQ studios. W. C. Handy, "father of the blues," lived in the same Beale Street building when he wrote his first hit, "The Memphis Blues."

New High Reached In BMI Licensees

An all-time high of 2,618 station and network licensees was revealed over the weekend by Carl Haverlin, president of BMI. The figure includes 150 Canadian stations and networks, shortwave and non-commercial outlets.

Of the 1,965 AM stations in the U. S., all but a small handful have anticipated their renewal date in 1950 and have renewed for a nine-year period from 1950 to 1959. This indicates about 100 per cent support

(Continued on Page 4)

FCC Rejects WQXR Plea, Also OK's 3 New Stations

Washington Bureau of RADIO DAILY
 Washington—The FCC on Friday turned down WQXR's petition to keep WPTR, Albany, from going to 50 kilowatts in the 1540 band until the Court of Appeals has ruled on WQXR's challenge to the Commission

(Continued on Page 3)

"Buttons And Bows" Tops 1948-49 Radio Song Hits

"Buttons and Bows," first introduced in Bob Hope's Paramount picture, "The Paleface," and popularized by recordings made by Dinah Shore and other artists, received the largest radio audience of all popular songs during the year ending July 1, according to the Annual Peatman Survey of Song Hits released by the ACI Survey the past weekend.

Cole Porter's "So In Love," from

Broadcasters Gather At Portsmouth For Important Session Affecting Future Of The Industry

'House Party' Sponsor Announced By Web

Pillsbury Mills, Inc. will sponsor "House Party" over 216 ABC stations, Monday-Friday, 12-12:30 p.m. starting Sept. 19. The Pillsbury show will originate in Hollywood, with Art Linkletter as emcee. The firm also sponsors Galen Drake on ABC 11:45-12 noon; Monday-Friday. Leo Burnett Co. handles the Pillsbury account.

The Southern Baptist Convention of Atlanta, in its first use of net-

(Continued on Page 2)

Ware Draws Comparison Between AM-FM Totals

Washington Bureau of RADIO DAILY
 Washington — Last week's FCC report showing 868 FM authorizations for commercial operation was hailed at the weekend by the FMA president; William Ware, as "further evidence that FM broadcasters are

(Continued on Page 6)

Bars Radio Recordings From Hiss Trial Floor

All radio recording equipment was ordered removed from the entire court-room floor of the Alger Hiss trial by the administrative as-

(Continued on Page 4)

Portsmouth, N. H. — Members of the NAB board of directors, executives of the association, and regional broadcasters gathered at Wentworth-by-the-Sea here the past week end for a critical appraisal of the industry organization's operations and to formulate plans for more

(Continued on Page 6)

New FCC Form Issued For Certain Requests

Washington Bureau of RADIO DAILY
 Washington—The FCC has announced a new, shorter form for filing certain types of transfer and assignment applications. The new two-page form is tailored to fit simple cases where:

(1) There is an assignment from an individual or individuals (including partnerships) to a corporation

(Continued on Page 4)

Organization Formed By Language Group

Formation of the Foreign Language Quality Group as an outgrowth of the Foreign Language Broadcast Clinic held in New York on June 15 has been announced by Ralph Weil, general manager of WOV, New York.

Weil is temporary chairman of the

(Continued on Page 2)

Sounds By Santa

It will be the night before next Christmas when all through the house, the creaking door, the screaming siren, the automobile collision, gunshots, roaring planes and galloping horses will resound. It was revealed at the annual toy preview of the Toy Guidance Council, Inc., New York. A complete sound effects kit for kiddies will be offered.



Vol. 48, No. 6 Monday, July 11, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

WEST COAST OFFICES

Al Steen, Manager

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlgren Rd.

Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate

360 No. Michigan Ave.

Phone: Randolph 6-6550

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

FINANCIAL

(July 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

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

Transcribed Co-Op Show Now Returning To Air

(Continued from Page 1)

will be aired by 148 stations, according to Michelson, with the expectation that more will be added. In its present format the show will be heard weekly, but production may be increased to three or five sequences each week.

Blackstone Washing Machines will continue as sponsor of the series, together with local dealers.

New ABC Musical Series

A new three-times-weekly, 15-minute program, "Rosa Rio's Rhythms," featuring the musician playing an organ and a piano simultaneously, was given its premiere over ABC, July 4, 10:45 a.m., EDT.

The program will be aired Mondays, Wednesdays and Fridays.

★ COMING AND GOING ★

GAINES KELLY, general manager of WFMY-TV, Greensboro, N. C., a visitor last week at NBC headquarters.

EDITH DICK, station manager of WWRL, is leaving for a week of leisure in Big Indian Valley, N. Y.

CURLY BRADLEY, whose show is heard on the Mutual network, is spending this week in Pittsburgh, during which time he'll broadcast from KQV.

HARRY MARBLE, announcer on "Hits and Misses" over WCBS, departs today for his summer home in Maine. Lee Vines will substitute for him.

GEORGE M. BURBACH, general manager of the St. Louis Post-Dispatch radio and video properties, has left for Europe. Accompanied by MRS. BURBACH, he'll be away for six weeks.

RAY TROTTER, of the sales staff at George P. Hollingbery Co., back from the Jersey shore. FRANK FITZPATRICK leaves today on a selling trip.

JO RANSON, publicity director at WMGM, and ARTHUR TOLCHIN, assistant director of sales, left Friday for Maine.

HUBBELL ROBINSON, JR., vice-president and director of programs at the Columbia network, today will leave by plane for three weeks in Bermuda.

BOB DAVIS, director of radio and television for Carl & Associates, today will return from a two-week vacation in Denver and Duluth.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, is attending a meeting in the Penn-Harris Hotel, Harrisburg, Pa., to select the recipient for the Pennsylvania Ambassador Award, sponsored by the Pennsylvania State Chamber of Commerce.

MURRY HARRIS, advertising and promotion manager of WNBC-WNBT, has left for Europe to visit Sweden, Denmark and Norway. He'll be away three weeks.

J. L. VAN VOLKENBURG, vice-president and director of television operations at CBS, is back at his desk following two weeks in Ishpeming, Mich.

BILL WILLIAMS, disk jockey on WOV, today will leave for two weeks in Hollywood. At the same time, ROSALIE ALLEN, emcee of the station's "Prairie Stars," will return from Bermuda.

Organization Formed By Language Group

(Continued from Page 1)

group's working committee, which includes the following broadcasters: Frank Blair, Jr., WSCR, Scranton; George Lasker, WBMS, Boston; Samuel Sague, WSRS, Cleveland Heights, O.; William Jory, WJLB, Detroit.

Announced objectives of the FLQG are: proper organization of all major foreign language markets and outlets; mutually patterned sales promotion among the U. S. foreign language population; dissemination of statistical and analytical material on these audiences; increased availability and sharing of data for advertisers and agencies in the foreign language field.

State Dept. Requested To Protest Czech Action

(Continued from Page 1)

ABC commentator Henry J. Taylor. The latter is in the Middle East on a world tour.

In a letter to Acheson, Martin declared that "... such action toward a member of our free press is to be deplored."

Methodists Incorporate For Radio-TV Activities

Albany—Audio-visual, radio and television activities of all agencies of the Methodist Church will be coordinated into the Radio and Film Commission of the Methodist Church, Inc., chartered as a membership corporation, without capital stock.

Charter permits the Commission to produce and distribute audio-visual material, to make studies necessary in the development of a unified program, and to represent the Church in inter-denominational audio-visual activities.

Sales To Government Reported Increasing

(Continued from Page 1)

ing 1948 quarter. Orders in the fourth quarter of last year amounted to \$32,628,310.

Chairman Robert C. Sprague of the RMA "Town Meetings" committee appointed a sub-committee to direct the preparation of educational films on the care and maintenance of television receivers.

A. T. Alexander, service manager of Motorola Inc., who is also chairman of the RMA service committee, was appointed chairman. Other members are Leroy A. Goodwin, Jr., of RCA Victor and Harry A. Ehle, of International Resistance Co. The sub-committee will work with Howard Browning, public relations consultant, of Philadelphia.

The films, which will be released to TV broadcasters early in the fall, will be designed to help TV set owners get the maximum service out of their receivers and at the same time eliminate many "nuisance calls" on servicemen.

'House Party' Sponsor Announced By Web

(Continued from Page 1)

work radio, will sponsor "The Baptist Hour" over 130 southern ABC stations, starting Oct. 2, 3:30-4 p.m. Sundays. The agency is Liller, Neal & Battle, Atlanta.

WDHN In Recording Biz

New Brunswick, N. J.—WDHN (FM) has started to seek business from independent recording companies, in competition with New York City studios which are located only 35 minutes away from this city, in an attempt to make the station's \$35,000 investment in recording apparatus pay off.

WMCA and WMGM are among the New York indies seeking additional revenue in the recording field.



Goodbye, Mr. Chip

Chipmunks are not usually trained animals. But this one's owner built him a little house. When Mr. Chip gets through his day's foraging, he says goodbye and goes "home." Pretty unusual, eh?

There's something unusual, too, in the Baltimore radio market—a BIG independent station that delivers a BIG audience at amazingly low cost.

The station is W-I-T-H, and it regularly delivers more listeners-per-dollar than any other station in town. That means you can accomplish BIG results from very SMALL appropriations.

So if you're looking for low-cost sales in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

AGENCIES

HERBERT A. MORSE, has been elected a vice-president of Federal Advertising Agency, Inc., it has been announced by Gordon E. Hyde, president. Morse has been manager of the agency's sales promotion department since 1944. A graduate of Massachusetts Institute of Technology, he has been a field analyst with Schenley Distillers Corp., and for a number of years served as an independent advertising and merchandising consultant in the food field. At one time he was an officer of Sheldon, Morse, Hutchins & Eastern, Inc.

ROBERT P. ANDERSON, president of the Worcester, Mass., Advertising Club and advertising manager of Norton Co., has been elected governor of the first district of the Advertising Federation of America. The district covers the New England territory. Other officers named were Miss Ann McKnight, of Providence, R. I., first lieutenant governor; Leonard H. Marcus, of Springfield, Mass., second lieutenant governor, and William H. Tuthill, of New Haven, Conn., secretary-treasurer.

WILLIAM H. WEINTRAUB & CO. INC., has engaged as head of its Willow Run, Mich., office William E. Brownell, formerly with Griswold Eshleman.

E. BENNETT KOLB has been named copy supervisor of Robert W. Orr & Associates, Inc. He was formerly with Young & Rubicam.

FCC Rejects WQXR Plea, Also OK's 3 New Stations

(Continued from Page 1)

sion grant of the added power to the Albany station. WQXR, in New York City on the 1560 band, claims that its signal is lost to many listeners as a result of the WPTR operation. The Commission ruled, however, that program testing should be held up for 14 days to give WQXR a chance to ask the appeals court for a judicial stay order against WPTR.

The Commission also granted three new stations, including one to L. W. Andrew, Inc., Davenport, Iowa, for daytime operation with 250 watts on the 1580 band. Another is for 500 watt daytime operation on the 1390 band to Camellia Broadcasting Company, Lafayette, Ark., and the third is for unlimited time on the 1230 band with 250 watts for the Alaska Broadcasting Company, Sitka, Alaska.

Sale of KCSB, San Bernardino, Calif., for \$32,000 to Essie Binkley West was okayed, and the Commission also approved a boost in power from 250 watts to one kilowatt, with hours lengthened from daytime to unlimited, for KTRM, Beaumont, Texas.

WJZ Honors Immortals Of Baseball In Broadcast

WJZ, New York, aired a special salute to three late baseball immortals, Babe Ruth, Lou Gehrig, and Herb Pennock, on Saturday night, 6:15-6:30 p.m. Special broadcast featured Paul Lavalle and "Band of America," with Ford Bond as narrator. The program was prelude to the "Night of Champions" memorial events to be held at Yankee Stadium Monday night.

Stork News

Columbia, S. C.—Mr. and Mrs. Alan Newcomb—he's on the announcing staff at WIS, Columbia—announce the birth of a son, Robert Thomas, at Providence Hospital, Columbia, on June 23. It's their first child.

Coast Drug Company Buys "Easy Aces" Series

"Easy Aces," syndicated program produced by the Frederick W. Ziv Company, has been bought for sponsorship for the next year by Thrifty Drugs of Los Angeles. The show will be heard over KECA, Los Angeles. The Thrifty Drugs account is handled by Milton Weinberg Advertising Agency, L. A.

Named Director Of NARND

Sheldon Peterson, KLZ, Denver, news director, has been elected to the board of directors of the National Assn. of Radio News Directors.

Peterson will fill the unexpired term of John Hogan, who resigned as news director of WCSH, Portland, Me., to establish a news bureau in Washington.

PROMOTION

Recording Tieup

Martin Block, WNDW, New York, disc jockey, will lead a guided tour of the RCA Victor recording studios for 25 winners in his current "Make Believe Ballroom" contest. Writers of the best letters on "Why I Like Phonograph Records" will attend recording sessions by top RCA Victor artists, and get autographed copies of first pressings.

Making Palace Appearance

Patsy Garrett, singer at WINS, New York, last week began a stage engagement at the Palace Theater. She'll continue her chores on two WINS musical shows.

IMPORTANT ANNOUNCEMENT TO ALL STATIONS

SUBJECT:

BLACKSTONE WASHING MACHINE CO-OPERATIVE CAMPAIGN

- "BLACKSTONE, MAGIC DETECTIVE," quarter-hour transcribed program, is again available on a co-operative 50-50 basis for Blackstone Washing Machine radio advertising.
- The strike, which has been in progress these past few months, has been settled, and the factory is authorizing all distributors and dealers to reinstate the broadcast of Blackstone, Magic Detective on the 50-50 basis as originally established. Contact your Blackstone dealer and distributor for your authorization to resume on the same basis as previously.
- If your market is one which hasn't contracted for the Blackstone, Magic Detective program for Blackstone Washers, then write us immediately for complete details as to how your station can sell this excellent Blackstone series on a co-operative basis. Or, refer to our letter of October 22nd, 1948, which gave the information for your market.
- Give this your immediate attention, so that you may resume the Blackstone campaign, or, if you're a new market, get the campaign started. We will be glad to answer any questions you may have concerning the campaign. Your immediate attention is suggested.

CHARLES MICHELSON, INC.

Radio Transcriptions

23 West 47th St., New York 19, N. Y.

PLaza 7-0695

New FCC Form Issued For Certain Requests

(Continued from Page 1)
tion owned and controlled by such individuals or partnerships without any substantial change in their relative interests.

(2) There is an assignment from a corporation to its individual stockholders without effecting any substantial change in the disposition of their interests.

(3) There is an assignment or transfer by which certain partners or stockholders retire but no new ones are brought in, provided that the interest transferred is not a controlling one.

(4) There is a corporate reorganization which involves no substantial change in the basic ownership of the corporation.

(5) There is an involuntary transfer to an executor, administrator or other court-appointed officer caused by death or legal disability. (Note: This form does not cover assignments (or transfers) from the executor, administrator or other court-appointed officers of the ultimate beneficiary.)

(6) Where there is an assignment or transfer from a corporation to a wholly owned subsidiary thereof or vice versa, or where there is an assignment from a corporation to a corporation owned or controlled by the assignor stockholders without substantial change in their interests.

New High Reached In BMI Licensees

(Continued from Page 1)
of BMI by station management as well as 100 per cent of the dollar volume in broadcasting as represented by the AM licensees alone.

Of the 1,965 AM outlets, approximately 70 stations are still in process of carrying out renewal contracts from 1950 to 1959, and among the FM and TV stations, approximately 50, mostly the former are also in process of signing renewal contracts for the extended period.

Wedding Bells

Baltimore, Md.—Marilee Carlson, program director of WITH, Baltimore, was married Saturday, July 2nd, to Tom Considine of the Lord Baltimore Press here in Baltimore.

Named Music Editor

Washington—"Pathfinder," national news magazine, announces the appointment of WOL record expert John Ball to the post of music editor, effective immediately.

FOR SALE

Webster wire recorder, Model 80, excellent condition. Call after 6, Astoria 4-1152.



California Commentary. . . !

● ● ● Bob Burns is getting set to return to radio. He auditioned last week at NBC. And Jane Darwell, noted film character actress, auditioned her "Hanna's Hollywood Haven," which has a theatrical boarding house setting. . . . Ford Dealers of

Hollywood

Southern California launched their Ford Radio News last week over KHJ. The news spot formerly was the Broadway News, sponsored by the Broadway Department Store for the last 13 years. . . . Ruth Fairchild of Kenyon & Eckhardt's New York publicity department, is in town. . . . Twenty-eight former CBS guides and ushers, who worked for the network while attending college, tossed a luncheon for Vice-Presy Don Thornburgh, who leaves this month to become president of WCAU in Philadelphia. . . . The "Beulah Show" returns to CBS for Procter & Gamble on Aug. 22 after a seven-week layoff. Tom Knight will continue to produce. And the new Tums show, "Me and Janie," starring George O'Hanlon, kicks off on the Alan Young spot over NBC July 12. . . . Andy and Della Russell have finished their stint at Cal-Neva Lodge, Lake Tahoe, and are back in town to confer with Larry Berns, CBS producer, regarding a five-day-a-week radio show. . . . Frank DeVol will conduct the orchestra as well as enact his regular comedy role with Jack Carson on the latter's video show when it bows over NBC in the Fall. . . . Blayne Butcher of the Newell-Emmett agency is in Toledo conferring with Auto-Lite execs on next season's "Suspense" air show. He will spend the summer in New York. . . .

★ ★ ★ ★

● ● ● KXOC, Chico, Cal., has appointed the John Pearson Co. as its Eastern representative. The station is under construction and goes on the air Aug. 1. It is represented on the Coast by Western Radio Advertising. . . . George Allen, CBS Western program director, last week began his 25th year in radio. . . . Burton Granicher, of McCann-Erickson, is here for parleys on California Packing Corp.'s sponsorship of the "Rocky Jordan" series, which starts over CBS on Aug. 7. . . . Radio Actor Jack Lloyd, currently "vacationing" in Hollywood, is keeping busy with appearances on Junior Miss, Cisco Kid and NBC University Theater. . . .

★ ★ ★ ★

● ● ● Bob Purcell, local radio and television personality, yesterday was given a citation for his coverage of the Kathy Fiscus tragedy on KTTV. . . . Dudley Pictures Corp. is starting a series of 26 15-minute television dog shorts, featuring Bob Becker, Chicago Tribune authority on dogs. First 13 subjects will be completed by October. . . . Garry Moore has taped his final show for "Take It or Leave It." Show will be heard July 24. Moore now is on tour with the "Movie Star World Series," winding up in Pittsburgh on July 24, and then will head for New York where he will discuss radio activities for the Fall. . . . Eddie Howard's Lake Shore Television Co. has offered Margaret Truman a contract to star in a series of 20-minute video presentations. . . . Bob Koenig, Denver advertising executive, has taken over the commercial department of NBS Enterprises, TV production agency. Koenig formerly was associated with W. W. MacGruder agency in Denver. . . . KFWE's Bill Leyden has started a new program, "Musical Dollars," emanating from the store window of the sponsor, Atlas Furniture Co. . . . Jimmy Wakely set to star in Monogram's "Melody Roundup" when he returns from current radio personal appearance tour. . . . Al Warner, until recently chief announcer for KLAC and KLAC-TV, died last week. He had worked in most of the local stations. . . .

★ ★ ★ ★

"Monopolies" Probe Opens This Morning

Washington Bureau of RADIO DAILY

Washington—What was to be primarily a study of the FCC's observance of the Administrative Procedures Act will probably be a study of FCC actions and the extent to which they tend to "continue, foster or promote monopoly" in broadcasting, Rep. Francis E. Walter, Pennsylvania Democrat, has declared. Walter said Commission witnesses will be called during the board anti-monopoly investigation to be launched this morning by the House judiciary committee, of which he is ranking majority member.

Walter has sounded off several times this year on the alleged "throttling" by the FCC and powerful broadcast interests of FM radio. It is believed he will develop the FM story in detail during the coming hearings. He is not sure when the hearings will get around to the FCC, and it is recalled that Rep. Celler of New York, rather than Walter, is chairman of the committee.

Rumors last week that Walter had dropped his plan to probe the FCC were branded as "absolutely untrue." He said, however, that he would be able to get to it much sooner "if every day had 50 hours." Walter is a member of the House Un-American Activities Committee and chairman of the Democratic patronage committee in addition to his post on the judiciary body.

Bars Radio Recordings From Hiss Trial Floor

(Continued from Page 1)

assistant to the United States Attorney after WOR engineer Ronald Harper was inadvertently locked in the court room by a slamming door.

WOR reporter John Wingate and Harper went through the court room to the defense chambers for a scheduled interview during the Friday afternoon break in the jury's deliberation.

Dave Driscoll, WOR director of news and special events, said there were no recordings ever made in the court room nor was there at any time any intention to use such equipment in the court room. The recording of an interview with Hiss in the event of acquittal had been approved earlier in the day.

Convalescing

Toni Bliss, assistant to Maggy Fisher, producer-packager of ABC's Piano Playhouse, Sundays, 12:30 p.m., EDT, is in Stamford (Conn.) Hospital recovering from an intestinal operation.

Will Vacation

Patsy Lee, singer on ABC's "Breakfast Club," vacations for three weeks starting today. Nancy Donovan will pinch hit for her.

IT CAN BE DONE ...but don't try it!

Sometimes it's possible to break all the rules—and get away with it.

The famous Tower of Pisa, for instance, has successfully defied both sound engineering practice and the law of gravity for over 800 years.

But for most of us, most of the time, the rules hold.

That is particularly true when it comes to saving money.

The first rule of successful saving is *regularity* . . . salting away part of every pay check, month after month.

Once in a blue moon, of course, you'll come across someone who can break that rule and get away with it. But the fact is that most of us *cannot*.

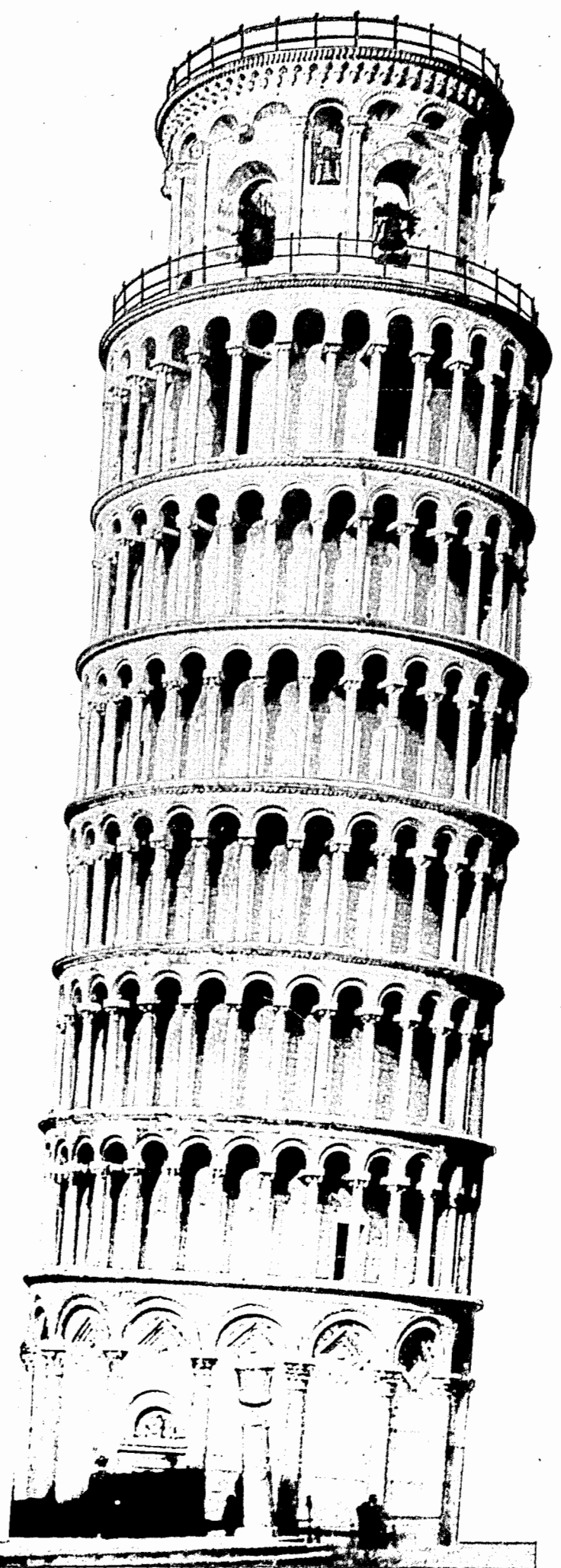
For most of us, the one and only way to accumulate a decent-size nest egg for the future and for emergencies is through regular, automatic saving.

In all history there's never been an easier, surer, more profitable way to save regularly than the U. S. Savings Bond way.

Those of us on a payroll are eligible to use the wonderful Payroll Savings Plan. The rest of us can use the equally wonderful Bond-A-Month Plan through our local bank.

Use whichever is best for you. But—*use one of them!*

**AUTOMATIC SAVING
IS SURE SAVING—
U. S. SAVINGS BONDS**



This space contributed by RADIO DAILY

NAB Board Meeting Starts Today In N. H.

(Continued from Page 1)

forceful NAB administration. Reports of two committees will be considered at today's opening session. One will be the report of the Structure committee chaired by Clair McCullough, president of WGAL, Lancaster, Pa. This report promises to produce some fireworks as some of the reorganizational recommendations are said to be critical of present administrative departments.

The other report deals with the administration of the industry's Code of Standards of Practice. It is believed that this report will indicate that the NAB membership has been passive in adhering to the Code and particular emphasis will be placed on the wide expansion of giveaway programs both on the networks and with local stations.

NAB Executives on Hand

Justin Miller, president of NAB who was given a five-year contract at the last NAB convention, is on hand to answer his critics and to announce some reorganizational plans of his own. With him are A. D. Willard, Jr., executive vice-president, C. E. Arney, secretary-treasurer and Robert Richards, director of public relations. Maurice Mitchell, director of the Broadcast Advertising Bureau, and Kenneth Baker, acting president of Broadcast Measurement Bureau, may join them today or tomorrow.

Two factors in NAB affairs have caused great concern to the board. One is the resignation of many NAB members, particularly among the independents, since the Chicago NAB convention, and the other is failure of many BMB subscribers to meet their assessments for the completion of the Second Study.

It is the opinion of several of the board members that NAB must have a strong crusading business theme ready when the annual tour of district meeting gets under way.

Among the board members attending the meeting are: Harold E. Fellows, WEEI, Boston; Michael R. Hanna, WHCU, Ithaca; Campbell Arnoux, WTAR, Norfolk; H. W. Slavick, WMC, Memphis; Allen M. Woodell, WDAK, Columbus, Ga.; Gilmore N. Nunn, WLAP, Lexington, Ky.; Charles C. Caley, WMBD, Peoria; John F. Meagher, KYSM, Mankato, Minn.; William B. Quarton, WMT, Cedar Rapids, Iowa; Robert Enoch, KTOK, Oklahoma City; Hugh B. Terry, Denver; Glenn Shaw, KLX, Oakland; Clyde W. Rembert, KRLD, Dallas; Calvin J. Smith, KFAC, Los Angeles; Harry R. Spence, KXRO, Aberdeen, Washington; Howard Lane, WJJD, Chicago; James D. Shouse, WLW, Cincinnati; G. Richard Shafto, WIS, Columbia, S. C.; Kenyon Brown, KWFT, Wichita Falls, Texas; Merrill Lindsay, WSOY, Decatur, Ill.; Clair R. McCullough, WGAL, Lancaster; Everett L. Dillard, KOZY, Kansas City, and Frank W. Fletcher, WARD-FM, Arlington, Va.

SONG HITS OF 1948-49

(July 1, 1948 to July 1, 1949)

The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year. (Songs in stage and film productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began prior to July 1, 1948 are noted by the date—1948):

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	WEEKS IN ACI SURVEY
Buttons and Bows (Famous).....	29716	28
*So in Love (T. B. Harms).....	25009	30
On A Slow Boat to China (Melrose).....	23648	25
A Little Bird Told Me (Bourne).....	23564	19
My Darling, My Darling (E. H. Morris).....	23099	24
Far Away Places (Laurel).....	21990	27
Powder Your Face With Sunshine (Lombardo).....	21807	25
A Tree in the Meadow—1948 (Shapiro-Bernstein).....	19789	26
You Were Only Fooling (Shapiro-Bernstein).....	19045	26
*Cruising Down the River (Henry Spitzer).....	18201	21
Lavender Blue (Santly-Joy).....	17831	25
It's Magic—1948 (Witmark).....	17677	27
*Sunflower (Famous).....	17487	22
*I've Got My Love To Keep Me Warm (Berlin).....	17370	20
Here I'll Stay (Chappell).....	16957	26
Cuanto Le Gusta (Southern).....	16011	27
You Call Everybody Darling (Mayfair).....	15884	24
Maybe You'll Be There (Triangle).....	15686	28
Galway Bay (Leeds).....	15515	27
*Someone Like You (Harms).....	14276	19
*Again (Robbins).....	14144	21
Hair of Gold, Eyes of Blue (Robert).....	13740	22
Love Somebody—1948 (Kramer-Whitney).....	13330	21
Ev'ry Day I Love You (Harms).....	12712	23
*Red Roses for A Blue Lady (Mills).....	12672	18
*Some Enchanted Evening (Chappell).....	12609	13
*Careless Hands (Melrose).....	11283	17
*It's a Big Wide Wonderful World (Broadcast Music).....	11181	25
Until (Dorsey Bros.).....	11016	18
*A—You're Adorable (Laurel).....	10698	18
For You (Witmark).....	10110	23
Brush Those Tears from Your Eyes (Leeds).....	10016	20
My Happiness—1948 (Blasco).....	9928	21
*Forever and Ever (Robbins).....	9835	15
*Riders in the Sky (E. H. Morris).....	9648	9

FAVORITE STANDARDS 1948-49

White Christmas (Berlin).....	6243	6
Tea for Two (Harms).....	5533	25
Blue Skies (Berlin).....	5420	21
Begin The Beguine (Harms).....	5165	23
Just One of Those Things (Harms).....	4790	22
Lover (Famous).....	4719	20
All the Things You Are (Chappell).....	3619	17
Somebody Loves Me (Harms).....	3508	18
I May Be Wrong (Advanced).....	3391	16
Winter Wonderland (Bregman-Vocco-Conn).....	3296	6
Santa Claus Is Comin' to Town (Feist).....	3214	4
Easter Parade (Berlin).....	2969	4
Embraceable You (Harms).....	2760	13
What Is This Thing Called Love (Harms).....	2574	15
Where Or When (T. B. Harms).....	2527	11
'S Wonderful (Harms).....	2474	8
Great Day (Miller).....	2347	4
Christmas Song (Burke & Van Heusen).....	2339	3
Star Dust (Mills).....	2222	9
Night and Day (Harms).....	2182	10
I Get A Kick Out of You (Harms).....	2033	11
Falling in Love With Love (Chappell).....	2011	9
Always (Berlin).....	1857	10
This Can't Be Love (Chappell).....	1835	8
St. Louis Blues (Handy).....	1783	6
Linger Awhile (Feist).....	1749	6
Who (T. B. Harms).....	1687	6
My Blue Heaven (Feist).....	1659	7
How High The Moon (Chappell).....	1657	8
On the Sunny Side of the Street (Shapiro-Bernstein).....	1600	6
Take Me Out To The Ball Game (Broadway).....	1582	5
Ol' Man River (T. B. Harms).....	1581	5
Malaguena (E. B. Marks).....	1513	7
It Had To Be You (Remick).....	1464	6
Alexander's Ragtime Band (Berlin).....	1460	5

1948-49 Song Hits Named In Survey

(Continued from Page 1)

35 in the standard tune classification. "Tea For Two" rated second and third honors went to "Blue Skies."

"The most striking difference from the this year's results compared with our Annual Survey issued during the past decade is that less than one-third are show tunes," Dr. John C. Peatman said. "The proportion usually runs about half production numbers and half 'Pop' songs."

Ware Draws Comparison Between AM-FM Totals

(Continued from Page 1)

meeting their obligation to provide the public with the finest in sound broadcasting." He said there are already 740 stations on the air. In practically all the top markets, he added, the number of FM-AM facilities are practically equal, and in some cases there are more FM outlets than there are AM. He listed the following cities as examples where FM outnumbered AM stations:

City-by-City

Washington nine FM, seven AM; Pittsburgh nine FM, seven AM; Detroit six FM, five AM; Columbus, Ohio five FM, four AM, and Miami seven FM, six AM.

Cities having as many FM outlets as AM included: Philadelphia, 10; San Francisco, Eight; Cleveland, six; Dallas, five; Kansas City, Mo., four, and Toledo, three.

Where FM-AM facilities were nearly equal in number, Ware gave the following major cities: Chicago 16 AM, 14 FM; New York 14 AM, 12 FM; Los Angeles 12 AM, 10 FM; New Orleans 11 AM, seven FM; Portland, Ore. 10 AM, six FM; San Antonio nine AM, six FM; Baltimore seven AM, six FM; Boston seven AM, six FM; Buffalo six AM, five FM; Cincinnati five AM, four FM; Richmond six AM, five FM, and Syracuse five AM, four FM.

Major Oldfield Graduates From Gen. Staff College

Fort Leavenworth, Kan.—Major Barney Oldfield, onetime radio and movie publicist, was graduated from the Command and General Staff College last week.

As one of the Army's public relations men, his next assignment will be with the Headquarters U. S. Army-Pacific in Hawaii, and he is scheduled to sail from San Francisco on August 17th.

Heads Columbus C. of C.

Columbus, O.—Carl M. Everson, vice-president and general manager of WHKC, has been re-elected president of the Columbus Chamber of Commerce for the coming year.

TELEVISION DAILY

Section of RADIO DAILY, Monday, July 11, 1949 — TELEVISION DAILY is fully protected by register and copyright

RURAL VIDEO FIVE YEARS AWAY

TELE TOPICS

ARMCHAIR DETECTIVE, the KTLA origination that made its network bow on Whitehall Pharrmacol on CBS Wednesday night was, on some counts, a great disappointment. Major offender was the picture provided by the transcription film—flat, hazy and in some spots so dark that features were all but invisible. Two crime cases were dramatized, with the viewer given a chance to sift the evidence and decide on a solution. Scripts for both were contrived, very obvious and dull. Production and sets were fine, but acting was weak. Before-and-after discussion of each case was offered by John Milton Kennedy, his armchair interrogator, and Evette J. Younger, Pasadena prosecutor. . . . Program is packaged by Stokey & Ebert. Benyon & Bowles is the agency for Whitehall. There was an overdose of plugs, with three film commercials for Anacin, Kolydos and Bisodol, all of the hard-hitting variety. Video transcription was made by Paramount.

CLAYTON MOORE has been signed by Jack Chertok, of Apex Films, to play the lead in "The Lone Ranger" series which bows over ABC in the Fall with General Mills picking up the tab. Jay Silverheels will play Tonto. . . . Bob Brenner has joined the A. W. Lewin agency as radio-telev director. . . . "Giant In A Hurry," special program marking the 18th anniversary of CBS-TV, will be aired by the web July 21, 9-9:30 p.m. Abe Burrows will emcee and Paul Nickell will produce and direct. Script is by Stanley Silverman with music by Milton DeLugg. . . . Melvyn Douglas will star in the first show in the new Philco series over NBC, "The Five Lives Of Mr. Gordon," by Nelson Bond. Fred Coe produces and Garry Simpson will direct. . . . Eastern Airlines has picked up the tab for the daily Telenewsreel over WSB-TV, Atlanta. . . . Kick-off for KRON-TV, San Francisco Chronicle outlet, has been pushed back to Oct. 1.

The Old Gold Amateur Hour will switch from DuMont to CBS in the Fall, probably taking over the Monday, 10-11 p.m. slot. When "Studio One" returns in the Fall it will be in a new time spot, most likely on Sunday night. . . . Dr. Roy K. Marshall's "The Nature Of Things," the best show of its type seen yet, returns to NBC tonite, 9:30-9:45 p.m. Program was last seen June 21. It originates at WPTZ, Philadelphia. . . . Newsreel film of a fire in Silver Spring, Md., made by WOIC cameraman Bertram Schatz will be loaned to the fire chief of the town for use in briefing his crews. . . . Motorola has completed a plant expansion permitting a 40 per cent boost in set production. New assembly line can handle over 500 receivers a day. In all, firm expects to produce over 250,000 units this year.

NBC Publishes First Network Rate Card

George H. Frey, NBC director of network sales, yesterday announced publication of the web's first TV rate card covering 19 interconnected stations available only as a group at \$7,000 per hour for class A time. Thirteen other stations are available individually by film or recording at a total of \$3,300 per hour. Two other interconnected stations also are listed, with the total for the 34 outlets \$10,900 per hour. Other information in the 15-page booklet includes rate classifications, production services, equipment and personnel, stations by cities and call letters and a network map.

Making TV Study For 1st Air Force

David A. Kyle, a captain in the Air Reserve, president of the Sullivan County Broadcasting Corporation which operates WVOB in Liberty, N. Y., is on a temporary tour of active duty with the public information office of the First Air Force at Slocum Air Force Base, New Rochelle, N. Y. He is assisting in preparing a study dealing with application of TV to Air Force operations.

The study on which Captain Kyle has been working as his Reserve assignment deals with three broad phases—the history, growth and progress of video; its future; and its application to the United States military establishment.

Ouch!

Cleveland—Sometimes the policy of "the viewer is always right" can be stretched to the breaking point, in the opinion of Joseph Jenkins, manager of WNBK. An irate viewer called him last week to complain about her receiver and said, "There must be something wrong with my set. It has thirteen channels plainly marked on it and only two of them are working."

Ballantine, CBS Sign For St. Nick's Fights

P. Ballantine & Sons, Newark brewery, has signed with CBS for sponsorship of a weekly series of boxing from St. Nicholas Arena, New York, beginning Wednesday, Oct. 5, it was announced Friday by David Sutton, network sales manager.

CBS acquired exclusive AM-TV rights to the St. Nick's bouts under terms of an agreement with Madison Square Garden Corp. Tournament of Champions, in which CBS was a partner, recently sold out to the Garden, but the T of C name will continue to be used for the St. Nick's promotions.

CBS-TV will carry also certain outdoor championship promotions of the Garden and International Boxing Club, with Ballantine holding first refusal rights.

J. Walter Thompson is the agency for Ballantine.

Satellite Stations To Aid Farmers, Poppele Says

Ithaca, N. Y.—"Most rural sections in the country will get television service within the next five to seven years and perhaps sooner through satellite television stations," J. R. Poppele, president of TBA, predicted here Friday night in a speech before 200 college agricultural editors at their annual meeting at Cornell University.



TV's "irresistible influence is beginning to manifest itself in the remotest sections of the country," he said, adding that rural programming will become of "inestimable value to farmers."

Poppele, who is vice-president and chief engineer of WOR-TV, continued: "Whether television will dominate the broadcasting field in the future will be determined largely by the ability to bring television service to better than 90 per cent of the nation's population. . . . Television is a tool for immense good if its advantages are recognized and utilized. The challenge remains with those who desire to harness the medium. And that includes the American farmer."

Rural set owners, he said, might some day expect weather charts indicating conditions throughout the country; programs planned with the help of the extension service on problems confronting the farmer and his family; motion pictures on combatting plant disease; pest control and crop treatment; packaging methods; cooking, and demonstrations of commercial products.

WNBT Sells Weather Seg

Forstner Chain Corp. will sponsor the "WNBT Weatherman" seg on Thursday and Friday nights for 26 weeks beginning July 21. Contract was placed through A. W. Lewin agency.

New WGN Daytimer Set

Chicago—"Glamour Bazaar," new weekly women's series, bows in over WGN-TV today with Uhlemann Optical Co. picking up the tab. Program features beauty authority Estelle Compton, with Bruno Vesota directing.

The Week In Television

"Videotown" Study Shows Expanding Audience

Second "Videotown" study released by Newell-Emmett revealed that one out of nine families in this town of 40,000 in the New York area owns a receiver as compared with one out of 50 a year ago. . . . Lower prices and operating improvements were the main features of the new fall receiver lines introduced by many top manufacturers at the American Furniture Mart in Chicago. All predicted a sharp increase in sales after the summer. . . . CBC Chairman A. Davidson Duntun revealed that Canada is going ahead with TV plans for stations in Montreal and Toronto, despite lack of funds. Parliament is expected to approve a \$4,000,000 loan to CBC when it reconvenes in the fall. . . . Receiver sales passed the 2,000,000 mark and represent about \$730,000,000 at retail, Joseph B. Elliott, RCA Victor vicepres, disclosed. . . . Pat Weaver resigned as radiotele chief at Young & Rubicam to join NBC as vicepres in charge of video. . . . Warren Wade, NBC exec producer, was named program manager of WPIX. . . . College courses via tele were planned by the N. Y. Board of Higher Education in co-operation with CBS. . . . FCC asked Paramount, Fox and the SMPTE to submit detailed outlines of their TV plans. Hoffman Radio signed to sponsor eleven USC and UCLA home games over KECA-TV, which will debut Sept. 16.

COAST-TO-COAST

Vacationing At WEEI

Boston—Vacationing now from the WEEI staff are: H. Roy Marks, sales representative; Betty Dunham, secretary to Wilbur S. Edwards, assistant general manager; Frances McLaughlin, head of WEEI's general service department; Guy Cunningham, in charge of national sales; Heloise Parker Broeg (Mother Parker) of WEEI's "Food Fair" broadcast; Elinor Lee, secretary to Mr. Charles B. H. Vaill, director of sales promotion.

Haase with WDRG 25 Years

Hartford, Conn.—Walter Haase, WDRG station manager, observes his 25th anniversary with that station during the month of July. He became associated with WDRG in 1924 and has held every job in station's operation ranging from announcer, control operator, disc jockey up to chief announcer and station manager.

Phillips Resigns from WROV

Roanoke, Va.—According to recent announcement, Gordon R. Phillips has resigned his position as program director of Radio Roanoke, Inc., operators of WROV and FM to return to his home in California where he plans to enter the television field. Prior to joining the WROV staff, Phillips was engaged in production work with the Don Lee Broadcasting System in Hollywood.

WTRF Open House

Bellaire, Ohio—WTRF's eye opening program "Top O' the Morning," celebrated its 500th consecutive broadcast on July 6th by holding open house at the studios from 6 to 9 a.m. The program is emceed by Paul Howard who interviewed his guests on the air in addition to serving them ham sandwiches, cake, coffee and milk through the courtesy of several of the stations advertisers.

WAPO Now A 24 Hour Operation

Chattanooga, Tenn.—In an endeavor to better serve the people who work at night and also part of the station's audience in the Eastern time zone, WAPO, NBC outlet, is now operating 24 hours a day. In addition to its other services, the station broadcasts late weather forecasts and predictions on the hour for the benefit of farm people.

WFMA New FM Station

Rocky Mount, N. C.—Eastern Carolina's newest FM station, WFMA, formerly WCEC-FM will begin separate and independent operation with unlimited hours of operation today, beginning at 5 a.m. and continuing until 11 p.m. WFMA and its sister AM station WCEC are affiliated with The Evening Telegram, Carolina's largest daily newspaper.

★ THE WEEK IN RADIO ★

NAB And NARSR Attack P.I., P.S. Deals

By AL JAECCIN

THE current promotion of per-sale deals between radio stations and Direct Sales, Inc., of New York, was attacked by both the National Association of Broadcasters and the National Association of Radio Station Representatives on the grounds that direct merchandising by stations "cheapens the worth of all good advertising."

Zenith Radio Corp.'s president, E. F. McDonald, Jr., prefaced his annual report to shareholders with the declaration that his firm has "made substantial progress," with "satisfactory operating profits earned," during the fiscal year ended April 30, despite the fact the total volume of business was "slightly under that of the previous year."

In another financial report for the 1948-49 fiscal year, WCOP, Boston, reported an increase of more than 25 per cent in local time sales. . . . One national advertiser, Quaker Oats, increased its sponsorship on MBS to two shows with the purchase of "The Man on the Farm" show over more than 400 Mutual stations, effective Aug. 27. . . . According to figures released by the NARSR, makers of nationally-advertised food products were radio's biggest customers in 1948 to the tune of \$209,487,119, almost twice that of the toiletry business which ranked second. . . . Still another optimistic business story was contained in a report from the Magnavox Co. The net sales of the firm for the three-month period ending May 31, 1949, amounted to \$4,600,000, or \$600,000 above the similar period of last year. . . . The one-hour dramatic program, "Ford Theater," was renewed for the 1949-50 season by Ford of Canada.

A RADIO DAILY survey revealed a total of 33 "give-away" programs on the four major networks with prizes in cash and merchandise, during the week, totalling more than \$205,000. The poll showed that the "give-away" cycle is continuing to grow. . . . The U. S. Tobacco Co., however, will drop its "give-away" program, "Take a Number," in favor of a new MBS adventure series, featuring William Gargan as a private investigator, beginning Aug. 7. . . . Sponsorship of Drew Pearson's show, Sundays, over ABC will switch from Lee Hats to Adam Hats. Ditto for the agency, William H. Weintraub & Co.

Committees of the NAB board held sessions over the week-end at Wentworth-by-the-Sea, Portsmouth, N. H., in preparation for the board meetings. The future of the NAB as an industry organization, its structural re-organization and the consideration of criticism are the major issues.

The Advertising Federation of America will hold its annual southwest district meetings at the Biltmore Hotel, Oklahoma City, Sept. 18, 19 and 20, with Webster L. Benham, Jr., as general chairman. . . .

The National Association of Radio News Directors will present AM-TV news awards at its convention in New York on November 11-13. . . . Between 7,000 and 8,000 are expected to attend the Music Industry Trade Show and Convention at the Hotel New Yorker and Manhattan Center in New York City, July 25-28. . . . Manhattan Center will be the scene also of a meeting on July 14, 8 p.m., of more than 2,000 large and small radio-TV dealers of Metropolitan New York. They plan to organize a radio-TV dealers association designed to "stabilize TV and radio sales" and to "put an end to price wars" within the industry.

The FCC, which reported that it still has more than 300 grants outstanding, announced construction permits for three new educational FM stations: Albuquerque, N. M.; Miami University at Oxford, O.; and Emerson College, Boston. . . . A new commercial station was announced for the Tennessee Valley Broadcasting Co., Decatur, Ala. . . . The Commission okayed the purchase of 49 per cent of the stock of WAVU and WAVU-FM, Albertville, Ala., by Mrs. Iva H. Sparkman, wife of the Alabama senator. . . . The sale of WLIB, owned by the New York Post Home News, to the New Broadcasting Co., Inc., for \$150,000 cash, subject to FCC approval, was confirmed. . . . KVOR, Colorado Springs, Colo., was sold for \$101,000 to James D. Russell, Danville, Ky. . . . Chairman Edwin W. Johnson of the Senate Interstate Commerce Committee told the FCC in a letter that the testimony given by Ward Quaal of the Clear Channel Broadcast Service on coverage in northern Michigan was "misleading" and "highly colored." Johnson demanded to know what was meant by a "white area."

Ascap added three publishers to its directorate: Charles Foley, Max Mayer and Thomas Valando; and three writers: Abel Baer, Peter DeRose and Douglas Moore. . . . Joseph H. McConnell was elected executive v-p of RCA. . . . Michael Sillerman joined the Frederick W. Ziv Co. as a special representative. . . . Dr. George D. Crothers was appointed director of CBS religious broadcasts. . . . James H. Carmine was elected executive v-p of Philco Corp.

Kaltenborn To Tour Africa

H. V. Kaltenborn, accompanied by his wife, left July 9 on a summer-long tour of Africa and Europe, returning to New York on Sept. 1.

The NBC commentator's last regular broadcast of the season was on July 8. He will return to the air on Sept. 12.

During his absence, Richard Harkness, NBC Washington news analyst, will substitute, Mondays, Wednesdays and Fridays, 7:45 p.m., EDT.

MEXICO

PEPSI COLA De Mexico Co. appointed Publicidad General Mexican Advertising agency associated with Foote, Cone and Belding to handle all its campaigns.

XEBP, Radio Programas De Mexico affiliate in Torreon, announced installation of a new RCA recording unit.

Dr. I. Q. sponsored by Mars performing at Puebla, returning to Mexico City next week to Alameda Theater. Tours through leading Mexican cities temporarily suspended. This program is broadcast by XEW and account handled by Grand Agency.

Maria Grever, famous Mexican composer now a resident of New York expected in Mexico City.

Giveaway With Civic Pitch Launched In Cleveland

Cleveland—WGAR will inaugurate new weekly listener contest today, under the title of "The Key To The City."

Contestants will be required to identify from clues given on WGAR a mystery landmark or city in Northeastern Ohio and write a letter of a hundred words or less why they would like a week's free vacation. Complete information on contest and prizes will be broadcast Monday through Friday on WGAR Open House program 9:15 a.m.

Winner will receive key to the city from Mayor Thomas Burke seven days paid vacation for two at Hotel Statler including suite, all meals, beverage, plus evenings entertainment in Statler Terrace Room. Winner will also receive a pair of seats in mayor's box at ball game if Indians' in town; free taxi service; table at summer pop concert tickets to Cain Park open air theater and movies among others. There will be a winner each week during duration of contest.

Lee Hat Account Moves; May Feature Montgomery

Film star Robert Montgomery is under consideration by the Lee Hat Co. to fill the gap created when Drew Pearson leaves their sponsorship in the fall to broadcast for Adam Hats on ABC.

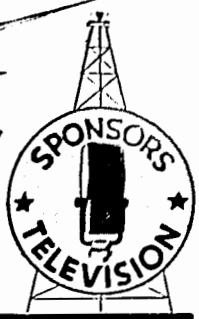
Jack Wyatt of Grey Advertising which handles the Lee account, was slated to fly to London Friday night for talks with Montgomery, who is producing a picture in the British capital. An agency spokesman emphasized that the matter remains in the talking stage, and that nothing is on paper thus far.

The Montgomery show, if it materializes, would be a once-a-week news commentary. Jack Beltaire, Lee vice-president who announced Pearson's impending departure last week, said the firm's future radio programming would be "non-controversial" in nature.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 7

NEW YORK, TUESDAY, JULY 12, 1949

TEN CENTS

FCC LISTS TENTATIVE TV ALLOCATIONS

Code 'Education' Plan Given To NAB Board

Portsmouth, N. H.—A plan of education for encouraging observance of the broadcasting standards adopted by the NAB in 1948 has been developed by the association's Standards of Practice Committee and was submitted to the board of directors yesterday by Eugene Carr, chairman of the committee and director of radio for WHBC, Canton, Ohio, and the Brush Moore radio interests.

All but two members of the 25
(Continued on Page 2)

Kenny Sponsored For New Video Series

Nick Kenny, radio-TV editor of the New York Mirror, will be sponsored on WJZ-TV by the Monarch-Saphin Stores in a 15-minute program on Wednesdays at 7:30 p.m., beginning July 20th. Yolen, Ross and Salzman, public relations firm, who handled the deal, announced yesterday.

Kenny, a song writer with an Ascap rating, will present composers featuring their best songs from week to week. In addition he
(Continued on Page 2)

Frigidaire Sponsoring Cugat In Puerto Rico

San Juan, P. R. — Xavier Cugat and his orchestra returning from a six months tour in Latin American capitals, is playing a two weeks engagement on radio station WAPA, San Juan, under the sponsorship of James F. Todd, local distributor for Frigidaire.

The programs, originating from
(Continued on Page 2)

Memo To The Editor On Today's Business

Bill Clark, commercial manager of WJEF, Grand Rapids, Mich., thinks that a "silver lining department" might be an interesting editorial feature in "those difficult and interesting times." And just to give good news a good start, Clark reports:

"Local business on WJEF in May, 1949, showed an increase of 72.5 per cent over May in 1948. Local business for the first five months of 1949 is 19 per cent ahead of last year.

"I think the same thing is true in radio as is true in a good many other lines of business,—the business is there but you've got to offer good value and fight like the dickens in order to get it."

Editor's Note: Bill Clark's idea isn't bad and his first news item was even better.

Provides For Total Of 2,245 Stations In 1,400 Communities; None Added To Major Cities; Hearing Aug. 29

Washington Bureau of RADIO DAILY

Washington—Providing for a total of 2245 possible stations in 1400 towns and cities, the FCC yesterday proposed an allocation table for TV stations on 54 channels, including the present 12 and 42 in the UHF bands. No provision is included for rural stations. The UHF channels will start either at 470 or 500 MC, dependent upon whether the Commission grants the request of Bell Telephone for assignment of the 470-500 MC band for common carrier and relay operation.

No additional channels are provided for the nation's major cities, such as New York and Los Angeles. They will continue to be served by the channels presently assigned them in the VHF, without UHF assignments in the present table.

Hearings on the proposed new allocation table, new separation standards—with information on color, stratovision and non-commercial educational TV operation invited—are slated for August 29. Opposition to the new proposals is to be filed by August 8,
(Continued on Page 7)

Buckley Is Chairman Of Philco Directorate

James T. Buckley, chairman of the Philco Corporation's executive committee, has been elected chairman of the board of directors succeeding John Ballantyne, who died June 10.

Buckley was president of Philco from 1939 to 1943, when he became head of the executive committee. He joined the firm in 1912, and has devoted his entire business career to Philco. He was named purchasing agent in 1919, and treasurer in 1933. During his term as president he di-

(Continued on Page 2)

Coast Appointments Announced By CBS

Kenneth L. Yourd has been appointed director of CBS program operations, Hollywood, and Martin Leeds, associate director, effective August 1, James Seward, CBS vice-president in charge of operations announced yesterday. Seward explained that the newly-created positions were in line with the rapidly expanding CBS West Coast activities in both AM and TV broadcasting.

Yourd, an attorney in the CBS legal department since April, 1941,
(Continued on Page 6)

Say Disc Companies Seek Trade Pact

The reported meeting between big-whigs of RCA Victor, Columbia Records and Decca, for the purpose of ending the "battle of the discs" with its resultant confusion in the mind of the public, was brushed off with statements of "no comment" by both Columbia and RCA and denied outright by Decca.

According to the Wall Street Journal, officials of the "big three"
(Continued on Page 2)

Plea For More Hours-On-Air Included In FMA Resolutions

Washington Bureau of RADIO DAILY
Washington — The FMA board voted Sunday to propose increased hours of operation for FM stations in a petition to be filed with the FCC.

At the same time FMA opposed recent statements made by FCC Chairman Wayne Coy recommending that the Commission require jointly owned FM-AM stations to duplicate all programs broadcast by

the AM affiliate. Other board actions included:

- (1) Election of Josh L. Horne, Jr., of Rocky Mount, N. C., to the board of directors of the FMA and to serve as treasurer until the association's annual membership meeting in the fall;
- (2) Withdrawal of a petition filed by the FMA with the FCC in October, 1947, regarding duplication of

(Continued on Page 6)

Unprogrammed

Birmingham, Ala. — WBRC-FM was off the air two hours when lightning struck the tower and transformer atop Red Mountain. The lightning bolt also burned out the WBRC-TV antenna and transformer, but repairs were made in time for the station to go on the air that night as usual. M. D. Smith, program director, called the damage "extensive."

Civic Citation

In a resolution passed by City Council of Canton, Ohio, last week, tribute was paid to Jim Muzzy, sportscaster at WHBC in that city. Muzzy was responsible for raising \$10,600 in a radio drive to cover expenses for new bleachers and lights at three softball diamonds in the city's park system. The game is extremely popular in this area.



Vol. 46, No. 7 Tuesday, July 12, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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

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

FINANCIAL

(July 11)

NEW YORK STOCK EXCHANGE

Table with columns: ABC, High, Low, Close, Chg. Includes entries for Admiral Corp, Am. Tel. & Tel., Philco, RCA Common, Westinghouse, Westinghouse Pfd, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Includes entries for Du Mont Lab, Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Frigidaire Sponsoring Cugat In Puerto Rico

(Continued from Page 1) Bird's Airport Restaurant and the Escambron Beach Club, at San Juan, are being aired over WAPA, from 7:30-8:00 p.m., nightly. The contract, placed by Publicidad Badillo, of San Juan, also includes broadcasts of all Cugat appearances in Puerto Rico.

Stork News

Mr. and Mrs. Edwin Jameson are the parents of their second child, a girl, Meredith Virginia, born July 9 at North Country Hospital, Glen Cove, L. I. Father is account exec at the New York sales office of WLW.

Takes WFIL Post

George A. Koehler has been named director of advertising and promotion for the Philadelphia Inquirer stations, WFIL, WFIL-FM, and WFIL-TV.

Code 'Education' Plan Given To NAB Board

(Continued from Page 1)

member board are on hand for the second quarterly meeting of 1949. Absentees: Frank Fletcher of WARL, Arlington, Va., and Harry Spence of KXRO, Aberdeen, Washington.

It was announced yesterday that Harry M. Bitner, Jr., president of WFBI, Indianapolis, Ind., has been elected to the directorate. He succeeds Harry Bannister, resigned.

Present for the standards session Friday were: Mr. Carr; G. E. Markham of WGY, Schenectady; Eugene Thomas, WOIC (TV), Washington; L. W. McDowell, KFOX, Long Beach, Calif.; William B. Quanton of WMT, Cedar Rapids, representing the board of directors; George Ogle, staff executive of the American Association of Advertising Agencies. Representing the NAB staff were Justin Miller, president; Harold Fair, program director; Robert K. Richards, public relations director.

Those excused from the meeting were Robert Mason of WMRN, Marion, Ohio; William E. Ware of KSWI, Council Bluffs, Ia.; George Brett of the Matz Agency, N. Y.

Robert T. Myers, NBC, New York, chairman of the NAB television music advisory committee will report to the board today on activities of his committee.

Don Petty, general counsel of the association was present for sessions which are being arranged by C. E. Arney, Jr., secretary-treasurer. Host director is Harold Fellows of WEEL, Boston.

WW, Spade, Radio Thea. Top Coast Hooperatings

Walter Winchell, "Adventures of Sam Spade," and "Radio Theater" head the "first fifteen" in the June Pacific Program Hooperatings with 23.2, 18.4 and 14.9, respectively.

The average evening sets-in-use was 32.0, down 3.0 from the last Pacific Hooper report. But this figure was 2.0 above a year ago. The average evening rating was 7.0, down 1.4 from the last report and 0.3 below a year ago.

Available homes were 74.6, down 1.8 from the last report and 0.8 below a year ago. The current total evening sponsored hour index was 70, the same as a year ago, compared with 73% of the last report.

The follow-up in the June Pacific Program Hooperatings were:

- 4. The Whistler..... 14.6
5. Louella Parsons (2 mos.)... 13.8
6. Blondie..... 13.6
7. Aldrich Family..... 13.3
8. Horace Heidt..... 13.0
9. Inner Sanctum..... 12.7
10. Bob Hawk..... 12.5
11. Let George Do It..... 11.8
12. Duffy's Tavern..... 11.7
13. Your Hit Parade On Parade..... 11.5
14. My Friend Irma..... 11.5
15. Arthur Godfrey's Talent Scouts..... 11.5

Kenny Sponsored For New Video Series

(Continued from Page 1)

will make a weekly award to the orchestra leader who has done the best job in arranging and popularizing a hit tune. Guest personalities will also be featured on the program.

Albert V. Saphin, president of the Monarch-Saphin stores, will be TV's first sponsor-announcer. Saphin will do his own commercials.

Buckley Is Chairman Of Philco Directorate

(Continued from Page 1)

rected Philco's conversion to war work.

Buckley is also president of Goodwill Industries of America, president of the board of trustees of Falls Methodist Church, and a trustee of Dickinson College, Drexel Institute, and Drew University. Drexel awarded him the honorary degree of Doctor of Engineering in 1948.

Grandmother Dies

Lake Placid, N. Y.—Kate Smith, for the fourth time in 5,120 broadcasts in 19 years is going to miss her broadcast tomorrow because of the death of her grandmother, at Lake Placid. Kate is going to accompany the body to Ft. Lincoln, Md., for burial.

Say Disc Companies Seek Trade Pact

(Continued from Page 1)

disc makers were huddling in a New York hotel on plans to have each of the major companies make all three types of records: the 78, 45 and 33 1/3 r.p.m.'s. At the present time, RCA is pushing its 45 r.p.m. records while Columbia is going all out with its L.P.'s.

An RCA official, however, told RADIO DAILY yesterday that "absolutely no agreement has been reached" between his firm and Columbia. He refused, at the same time, to either confirm or deny that negotiations have begun between the two firms. Officials at Columbia Records took the same stand on the reported meeting. The office of Milton Rackmil, Decca proxy, denied that any representative of Decca was taking part in meetings with RCA and Columbia.

WGBR Joins ABC

Goldsboro, N. C.—WGBR will affiliate with ABC to bring the total number on the network to 278, effective July 17.

WGBR, owned by the Eastern Carolina Broadcasting Co., operates full time at 250 watts. Coleman Scott is manager.



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 WI-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.



Tom Tinsley, President • Represented by Headley-Reed

WJAR-TV

Providence

is on the air...

the only television
station in southern
New England's
greatest market

WJAR-TV
Providence

is represented
nationally

by ... **Weed** *radio and television
station representatives*

a n d c o m p a n y

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

CHICAGO

By HAL TATE

GEORGE HICKS, commentator of the Summer Concert series of the NBC Symphony, aired his regular commentary and commercial recently from the scene of the Chicago Railroad Fair. While in Chicago, Hicks was guest of honor at a press luncheon, by the United States Steel Corp., sponsor of the Summer Concerts. Batten, Barton, Durstine and Osborne, Inc., is the agency for U. S. Steel.

Tommy Bartlett, star of the Procter and Gamble Company's Welcome Travelers show which switched to NBC Monday, July 11 is spending his weekends flying to affiliated stations using the show, recording a series of promotions to be used locally.

George Petty, famous artist, Carl Ed, and Sam Lesner, Chicago columnist, were judges in suburban Evanston's "Miss Evanston" contest, choosing the Evanston girl who will represent the town in the "Miss Illinois" contest. Interviewed by E. J. Pheil over WNMP, 1,000 watt Evanston independent, the three gave their reasons for their individual choices, June 26th, in a special program broadcast from 2:30-3:00 p.m.

ABC's Super Circus talent, including Cliff Soubier, Mary Hartline and Claude Kirchner, headlined the North Evanston 4th of July celebration in Northwestern University's Dyche Stadium. The annual celebration attracts some 25,000 spectators.

Olive McHugh, formerly with the Toledo, O., public school system and more recently on the staff of the United Nations radio commission, joined NBC Chicago recently as registrar for the NBC-Northwestern University Summer Radio Institute.

The SIPOFFTGPTCWB (otherwise known as The Society to Prevent One From Forgetting to Give Presents to Christmas Week Babies) on the Breakfast Club the morning of June 23 was a great success. Listeners provided Don McNeill with gifts valued at more than \$10,000, which he turned over to the Salvation Army. June 23 also marked 16 consecutive years of airing the Breakfast Club over ABC.

Dave Lasley, NBC Chicago promotion and advertising boss, vacationed in San Francisco with his family.

While Patsy Lee vacations in California during the weeks of July 11, 18 and 25, Nancy Donovan, who recently appeared at the Versailles in New York, will substitute for her on the Breakfast Club.

New Radio Officer

The British Information Services announces the appointment of Jack Aistrop to the post of Radio Officer in the Press and Radio Division, New York. He succeeds Willa Gray Martin, who recently resigned.



Mainly About Manhattan. . . !

● ● ● Arch Oboler telling pals that the only reason he's returning to the air via NBC with the James Mason-Pamela Kellino series, "Run, Man, Run" (it debuts July 14th) is the fact that he can tape-record the show and get several weeks ahead of himself. Arch's original gripe was that you can't write, create, produce and direct and still meet weekly deadlines without getting ulcers. . . . "Duffy's Tavern" has landed a new bankroller for next season—a distillery. . . . The only complaints about ratings, sez Patricia Wheel, seem to come from people whose Hoopers are on their Huppers. . . . Winston Churchill nixed an offer for a series of 15-minute airings for Schenley's at the highest fee yet offered a radio talker. . . . Doug Storer readying "Swop Night" as a TV feature. It starred H. Allen Smith as emcee as an AM attraction several years ago. . . . When Jack Benny's video stint gets rolling, it'll be minus plenty of his 'regulars'. . . . It'll be either Dick Haymes or Buddy Clark for that Club 15 spot Bob Crosby is vacating. . . . Mutual and Dan Golenpaul have amicably settled that "Info, Please" hassle. . . . Now that the fight for the consumer's buck is becoming more and more intense, look for less institutional commercials in radio and more of the bread and butter type.

● ● ● WELL, FOR TYPING OUT LOUD: We know what Jacques Fray is doing but how about his former keyboard partner, Mario Bragiotti? . . . Give me a ballad with a soulful vibrato in the lyric and don't forget to get Judy Garland to sing it. . . . If any guy's name fits his voice perfectly, it's Norman Brokenshire. . . . A natural for television: Hazel Scott, whose eyes make as much music as her hands. . . . Even though she's the possessor of a highly commercial legit voice, Rise Stevens' suppressed desire is to femmcee a show or become a commentator.

★ ★ ★ ★

● ● ● AROUND TOWN: Lisa Kirk, show stopper of "Kiss Me Kate," is in the enviable position of having two nets bidding for her services. . . . Jeff Clark bailed out of his plane the other day when he ran out of gas in the mountains, but said nothing of the mishap as he didn't want the papers to think it was a bid for publicity. . . . Alan Sands and Jess Kaplan, who have scripted for M. Berle and the Hank Ladd show, writing sketches for CBS' "54th St. Revue." . . . Cy Pitts, former supervisor of radio and TV at Y & R, joins the Ted Ashley office next week. . . . Good notices coming in on 18-year-old Helen Ramsay, who was picked by Lawrence Welk to tour the country as his vocalovely on his ABC weekly, "High Life Review." . . . Walt Frammer readying a new giveaway, "Chance of a Lifetime," which he contends will offer radio's biggest jackpot. (Meanwhile, "Strike it Rich" returns to the air in the fall with fabulous prizes added on to the dash awards). . . . "Just caught some of the new Pepsi-Cola jingles that the Landt Trio turned out," writes C. R. Tanton, veepee of French & Preston, "and if you thought their G.E. and Camel spots were good, wait'll you hear the job they do on these." . . . Ted Granik cooking up a big AM-TV deal. . . . Alexander Anagnos, a young grocery clerk songwriter, has formed his own publishing company, plus his own record firm. Major opus he's working on now is a little thing tagged "An Onion And You."

★ ★ ★ ★

● ● ● MAIN STREET SEEN-ery: Playback Howard Cullman ordering angel cake at the Fireside Inn. . . . At Zimmerman's, Pat Rooney doing one of his nostalgig routines for visiting J. Edgar Hoover. . . . I. Berlin, R. Sherwood and M. Hart, the "Miss Liberteam," in a huddle at Sardi's. . . . Dr. Kinsey, the expert, thumbling through some best sellers in a Vth ave. bootery.

LOS ANGELES

By AL STEEN

TAPE recording facilities for the CBS network will be installed here next Friday. And on the same day, preliminary tests for the CBS video recording will get under way.

Sara Berner, radio clown best known as the telephone operator on the Jack Benny show, gets a comedy supporting role in Universal-International's "The Story of Molly X." Del Sharbutt and John Claar of the Century Theater Group have waxed a 15-minute "Hollywood, U.S.A." program with Paula Stone to exploit the new Century Theater project on La Cienega Blvd. Open-end disc will be aired in September.

Comics Dick and Gene Wesson are set for their own half-hour comedy programs, written and directed by Joe Bigelow and packaged by George Durgom. Plans call for a Fall entry to a network, possibly with Jane Russell, the music of the Ernie Felice Quartet and a policy of top Hollywood guest stars.

Honorary press memberships have been issued by Television Producers Association.

General Foods has asked Meredith Willson to prepare a music-variety show for television. If Jello approves, it will replace "Author Meets Critic" on NBC network.

Rumors are bouncing around to the effect that a Hollywood agency is planning a million-dollar giveaway radio show.

Years ago Gloria Swanson made a picture titled "Queen Kelly," which never was released. Now it is reported that somebody has acquired the film for television showing.

Two new musical shows started Monday on KECA. Ira Cook launched his "Dollars or Doughnuts" and Delix de Cola bowed in with "Lend Me Your Name." Both have contest gimmicks.

With Glenn Langan as star, "Mystery Is My Hobby" debuts on KTTV, today, July 12.

Shirley Dinsdale and Judy Splinters, local TV favorites, who moved to Chicago will be seen here via kinescope recordings starting next Sunday.

Television Producers Association will meet Friday to approve or reject a code of ethics mapped out by the organization's board of directors.

Renew Godfrey Segment For Gold Seal Product

Gold Seal Co., Bismarck, N. D., has renewed its quarter-hour segment of the Arthur Godfrey show, heard daily on CBS 10:15-10:30 a.m. Campbell-Mithun, Inc., Minneapolis, handles the Gold Seal account.

Other segments of Godfrey's morning program are sponsored by Lee Pharmacal Co., National Biscuit Co., and Liggett & Myers Tobacco Co.

RADIO AND TELEVISION'S ACCEPTED PROGRAM BUYING GUIDE

The 10th Annual SHOWS OF TOMORROW

WILL LIST
1000 PROGRAM IDEAS FOR 1949-1950

SOME OF THE CLASSIFICATIONS ARE AS FOLLOWS:

Adult dramatic	Film (feature)	Miscellaneous
Adult dramatic (serial)	Film (short)	Musical
Agricultural	Foreign Language	News (not bulletins)
Audience participation	Forums, Discussions	Quiz
Children's (strip or dramatic series)	Hill Billy	Sports
Comedy	Hollywood Atmosphere	Variety
Disc Jockey	Interview	Women's Programs (Beauty, Fashion, Cooking, etc.)

Published August 15th

ADVERTISING FORMS WILL CLOSE AUGUST 1st

WIRE OR WRITE IN YOUR RESERVATION ***NOW***

SOUTHWEST

ACCORDING to a mid-year tabulation of licensed broadcasting outlets issued by the FCC, the state of Texas leads with 223 AM, FM and Television grants.

Barbara Brown, receptionist for KMAC, San Antonio, has been selected as "Miss San Antonio" to represent this city for the title of "Miss Texas" in the beauty contest to select "Miss America."

"Headliner Time" sponsored by the Grand Prize Beer and heard for a quarter-hour each Monday, Wednesday and Friday originating in the studios of KPRC, Houston and fed to member stations of the Texas Quality Network is now in the ninth year on the air.

Independence Day was also the birthday for Mary Tucker of the WFAA, Dallas, "Mrs. Tucker's Smiles Program." The entire program was in her honor with all the musical selections played concerning "Mary" in the title.

Application has been made to the FCC by the Texarkana Broadcasting Co., owners and operators of KTFS, Texarkana for change of frequency and increase in daytime operating power. Station operates now on 1400 kilocycles with 250 watts. It would operate on 1410 kilocycles with 1000 watts day and 250 watts night.

Ramsey Yelvington, formerly with KTSA, San Antonio as announcer has turned playwright and his play "Home to Galveston" is to be presented by the Southwest Summer Theater at the Baylor University Theater at Waco, Tex. on July 14-16 and 21-23.

Newcomer George Scharmen to the staff of KONO, San Antonio is to be heard in a 15-minute newscast each Sunday evening under sponsorship of the Alamo Bedding Co. of San Antonio.

TV star Imogene Coca who has appeared on the Admiral Television Revue each Friday is being seen and heard in the role of Lady Jane in "Rose Marie" staged at the State Fair Park in Dallas in the Summer Operetta series.

Plea For More Hours-On-Air Included In FMA Resolutions

(Continued from Page 1)

network programs on AM and FM facilities;

(3) "Enthusiastic" endorsement of FCC action prohibiting TV from engaging in sound broadcast only, labeled by the FMA as "one-legged" television.

On the question of complete duplication of AM programs on FM affiliates, the board felt that Coy's recommendation was an "unwarranted and illegal intrusion by the Commission into the field of programming which under the communications act is left to the sole discretion of the licensee," said Sellers. The board said the operator of an FM station should decide for himself which programs would be in the public interest, and best serve the station's audience. It was felt that FM stations could best serve public interest by increasing their hours of daily operation.

Marks To File Petition

Leonard H. Marks, general counsel, was instructed to file a petition with the FCC requesting that the present minimum hours of operation of six hours a day (rule 3.261) be amended. The amendments would:

(1) Require FM hours of operation to coincide, as a minimum, the same number of hours as the AM station where there is an FM-AM affiliation in the same city or metropolitan area;

(2) Permit the FM station affiliate to program according to the choice of the licensee as authorized by the Communications Act;

(3) In cases where AM is a daytime station, require FM affiliate to operate a minimum of three hours after six p.m., in addition to the

same number of hours of AM operation which signs off at local sunset time;

(4) Recognize hardship cases and permit relaxed hours of operation of individually proved hardship cases;

(5) Require independent FM stations not associated with any 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 full time.

Marks was also instructed to withdraw the FMA petition pending before the Commission. Reason given by the board was that in view of the lapse of time and change of conditions since the filing of the petition, the subject matter was now moot.

The board "enthusiastically" endorsed recent FCC action which would prohibit TV from engaging in sound broadcasting only. Where TV broadcasting is conducted in such a way that the sound portion and the picture portion are not related, it is an encroachment into the field of sound broadcasting and does not offer the full benefit of television to TV listeners, FMA felt. TV broadcasters who augment their income by engaging in sound broadcasting as well through the use of their TV facilities were upbraided by the board as being in unfair competition to both FM and AM stations.

The board further stated that the Commission has properly recognized the difference between sound and visual programs and heartily approved keeping the two mediums separate and apart.

Sterling Drug Renews 2 CBS Mystery Series

Sterling Drug, Inc., of New York, has renewed its sponsorship of two CBS mystery series, "Mr. Chameleon" and "Mystery Theater," for 52-week periods, beginning August 3 and August 2 respectively.

Dancer-Fitzgerald-Sample, Inc., handled the deals. "Mystery Theater" is broadcast Tuesdays, 8-8:30 p.m., EDT. "Mr. Chameleon" is aired Wednesdays, 8-8:30 p.m., EDT.

Will Sub For Lewis

Washington, D. C.—Phelps H. Adams, chief of the New York Sun bureau, and Walter Trohan, chief of the Chicago Tribune bureau, both in this city, will substitute for MBS news analyst Fulton J. Lewis, Jr., while the latter vacations for four weeks.

Adams will take over the chore, Mondays through Fridays, 7-7:15 p.m., EDT, from July 25 to August 5. Trohan will pitch-hit for the two weeks, starting August 8 and ending Aug. 22 when Lewis returns.

Coast Appointments Announced By CBS

(Continued from Page 1)

will assume general responsibility for the business and operating phases of CBS network program activities in Hollywood.

Leeds, currently business manager of the network program department of CBS, Hollywood, will be responsible for negotiating talent and package program contracts for television as well as network radio.

Masons To Co-Star In New NBC Series

James Mason and his actress-novelist wife, Pamela Kellino, will star in a new NBC series of half-hour thrillers to be launched July 14, Thursdays at 9:30 p.m. The programs will be adapted, produced, and directed by Arch Oboler, and will mark the Masons' first joint radio venture.

Oboler's scripts for the series, titled "Illusion," will be adaptations of famous novels and plays.

NEW BUSINESS

WHLI, Hempstead, L. I.: Two 52-week renewals signed, each for two program series. James & Hawkins sponsor quarter-hours of "Commuters' Time" Monday-Friday, and "Rendezvous with Romance" Sundays. First Federal Savings & Loan Assn. of Hempstead sponsors 15 minutes of "Long Island Music Hall" Monday-Saturday, and "Musical Playhouse" 3:45-4 p.m. Sundays. Zorn's Poultry Farms bought three ten-minute record shows weekly, on a one-year contract.

WFAA, Dallas: New accounts added to the schedule of WFAA include the Boyer International Laboratories, ice cream novelties; Lifebuoy Soap; Ladies Home Journal; Lipton's Tea; Plough Mexana; Pan American Coffee Bureau; Red Arrow Laboratories; State Fair of Texas; Stanback Headache Powders; Chevrolet Motors-Truck Division; Watson Brake Service and Washington State Fruit Commission. Accounts renewed on the outlet include those for Airmaid Hosiery; Burselon's Honey; William Cameron and Co.; Everts Jewelers; General Mills-Wheaties; Morrison Milling Co.; Manhattan Soap Co. and Metropolitan Building and Loan Association.

WENR, Chicago: Three station breaks weekly for Lifesavers from Young and Rubicam for a six months period. The Procter and Gamble Co., for Family Flakes through H. W. Kastor and Sons, also purchased five station breaks weekly for 52 weeks.

ONCE IN A LIFETIME

—opportunity to buy for \$35,000 home competent realtors estimate would cost \$75,000 to build today. Built 1927—this comfortable Georgian colonial of brick with heavy slate roof, oak flooring, brass plumbing, etc. requires minimum maintenance. Lavishly shrubbed acre perfectly framed in towering old trees in Westchester's beautiful Sleepy Hollow country, combines privacy of small estate with easy upkeep. Center Hall, 20x30 living room fire place, 20x20 dining room fire place, pantry, modern kitchen, powder room; 4 master bedrooms, one with fireplace; full attic; 2 car attached garage with 3 rooms and bath above. All facilities. Under 5 minute drive or 15 minute walk to frequent trains Grand Central Terminal. Monday through Friday daytime call MURRAY Hill 8-3780; evenings and week-ends Tarrytown 4-2483.

**YOUR Biggest
TV FILM BUY!**

**1 MINUTE TELEVISION
Animated Title
COMMERCIALS**

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TELEVISION DAILY

Section of RADIO DAILY, Tuesday, July 12, 1949 — TELEVISION DAILY is fully protected by register and copyright

TENTATIVE ALLOCATIONS LISTED

TELE TOPICS

WILLIS COOPER'S "Volume One" series over ABC is one of the finest examples of experimental drama to be found in any medium. This reviewer has seen three of the first four in the series and found them to be truly adult, challenging plays, bordering at times on the esoteric, but always enthralling. As writer and director, Cooper has brought to TV a fertile, creative mind, which at times has actually pressed the capacities of the medium. . . . As in Cooper's "Quiet Please" radio series, the imagination of the audience gets a thorough workout. Three speaking roles were the most seen in any one installment, sets are simplicity itself and props are kept to a minimum. Skillful scripting and direction are combined with bold use of lighting, sound effects and music to establish a mood and sustain it successfully for 30 minutes. The entire production team deserves a bow for this one: Alex Segal, TV director; George Weber, technical director; James McNaughton and Robert Bright, sets and lighting; Charles Holden, production chief; William McClintock, sound, and Albert Buhman, music. ●

FRANK PARIS, proprietor of the WPIX "Pixie, Playtime" show, has filed suit for \$200,000 against NBC and Bob Smith in U. S. District Court. Paris built the first Howdy Doody marionette, which Smith stopped using about a year ago, and claims title to the doll and the H.D. name. . . . "Regarding your quest for a more mouthable term for film transcriptions, I think you are getting warmer with VT," writes Roy Pitkin, while Ralph Austrian favors "transcription." He writes: "When people in the trade talk about a television program and some one says 'Let's see a transcription,' what could they possibly mean except a copy? And it must be on film, so what's all the shootin' for? . . . Leo Seltzer, who won the 1943 Academy Award for his documentary "First Steps," as joined the TV unit of WNYC as production supervisor. ●

PRESIDENT TRUMAN'S fireside chat will be carried by the four webs tomorrow nite, 10:30. Pickup is believed to be the second ever made from the inside of the White House. . . . Olsen & Johnson are prepping a reverse giveaway with a charity tie-in for use on their NBC show soon. . . . Procter & Gamble will make seven or eight films of Jack Smith's CBS AM series when he returns from vacation Aug. 22. If they turn out as expected, he will start a TV series for Oxydol around the first of the year. . . . WTMJ-TV, Milwaukee, has inaugurated a Saturday nite series offering rhumba lessons. Charts outlining steps in the hip-breaker are sent free to those requesting them. Program is sold on participating basis, with one-minute commercials giving home students a breather, it says here. ●

Provides 54 Wavelengths For Towns And Cities; Miss Hennock Decries Failure To Make Provision For Non-Commercial Educational Video In UHF

(Continued from Page 1)

with comments upon the opposition August 19.

Co-channel separation in the VHF bands would be increased from 150 miles to 220 for metropolitan stations, with adjacent channel separation stretched from 75 to 110 miles. Co-channel separation in the UHF region would be 200 miles for metropolitan stations and 140 for community, and adjacent channel separation 100 and 60 miles.

No proposal is included for rural stations, which would be nearly limitless if sought.

The present VHF allocations are left practically unchanged.

Only in Syracuse, Rochester and Cleveland are there changes in outstanding construction permits. Syracuse is presently assigned channels 5, 8 and 10, but would receive instead channels 3, 8 and 10. This would mean amending the construction permit of WSYR-TV to specify channel 3 instead of 5. Rochester is presently assigned channels 2, 6 and 11, with WHAM holding a construction permit for channel 6. The new proposal is to give Rochester channels 5, 22, 32 and 44, with WHAM shifting to 5.

In Cleveland the change would be from channels 2, 4, 5, 7 and 9 to channels 4, 8, 11, 40 and 42. Empire Coil Company, holding a permit for channel 9 for WXEL, will shift to channel 11.

Commissioner Frieda B. Hennock filed a separate statement regretting the failure of the Commission to provide a specified number of fre-

quencies in the UHF for non-commercial educational TV. Inviting suggestions for the establishment of such service is not sufficient, she said, and added:

"For I think that our duty to 'encourage the larger and more effective use of radio in the public interest' requires us to make an affirmative effort to make provision to insure that educators will be able to make full use of television, and to enter into the field before the spectrum becomes too crowded.

"The rich opportunities afforded educators by television, especially with the growth of knowledge about the efficacy of visual education, should be obvious to all, especially in view of the outstanding results achieved by widespread use of visual education in the armed forces during the last war. It would, I think, result in tragic waste from the standpoint of the public interest if, at the outset of development in this field, adequate provision were not made for the realization of the almost limitless possibilities of television as a medium of visual education."

Heavy WRGB Time Sale

Schenectady—Twenty-four Chevrolet dealers in this area have signed with WRGB for sponsorship of a 15-minute news show across-the-board and an hour-long Sunday evening "Hopalong Cassidy" film. Pact, for 52 weeks, was signed by J. A. Haraden on behalf of the dealers.

Sale Of 1,500,000 Receivers In Last Half Of '49 Seen

Chicago—The industry "may well produce and sell one-and-a-half million television receivers during the final six months of 1949, Allan B. Mills, general sales manager of the RCA Victor home instrument department, predicted here yesterday.

Cites Lack Of 'Saturation'

Speaking before a meeting of the National Appliance and Radio Dealers Association, Mills said, "This anticipated vitality of the television market transcends anything we have ever experienced in the past, and at a time when even our best-covered television regions are considerably

less than twenty per cent saturated."

By the early 1950's, Mills estimated, tele will represent greater dollar volume than any major electrical appliance, attributing much of its strength to the fact that it is the greatest entertainment value available. He added that 77 per cent of the sets sold this year went to families earning less than \$5,000 a year.

Decline of interference and increased sensitivity of new receivers have expanded the TV market into many regions that were formerly considered fringe reception areas, he added.

Schiff-Warners Deals Endangered, FCC Told

Washington Bureau of RADIO DAILY

Washington, D. C.—Dorothy Schiff (Thackrey) this week asked the FCC to approve by August 1 the sale of her California TV and radio properties to Warner Bros.

Applications for the sale of KLAC and KLAC-TV, Los Angeles, and KYA, San Francisco, were filed July 21, 1948. The Commission has failed to act on the proposals pending a decision on the qualifications of the Paramount and other anti-trust suit defendants as television and radio station licensees.

Mrs. Thackrey told the Commission that, under her contract with Warners, the sale agreement becomes void on Aug. 1 if the Commission denies or fails to approve the transfer by that date. If this happens, she declared, she will be personally liable for about \$950,000 borrowed from Warners for construction work and to meet operating deficits on the stations. On the other hand, should the sale be approved, the loans would remain as obligations of the stations' corporate licensees.

She pointed out that, prior to the sale agreement, the Commission had not indicated that the Paramount case would be a factor in the consideration of applications involving defendants, and that she believed Warners to be qualified as licensees by all known tests and standards previously used by the Commission. In so doing, she added, she passed up an opportunity to sell the stations on terms substantially similar to those contained in the contract with Warners, which called for a sales price of \$1,045,000.

Karloff Signed By ABC To Year Pact, Exclusive

Stage and screen actor Boris Karloff has signed an exclusive one-year contract with ABC and will devote all his time to appearances on TV during that period, it was announced yesterday by Charles G. Barry, ABC vice-president in charge of tele.

Barry negotiated with Music Corporation of America to obtain the services of Karloff, who is obtaining releases from screen and radio commitments to fulfill the exclusive clause of the pact.

London-born Karloff will play lead roles in a new ABC-TV series titled, "Conflict." Day and time of the show has not been set.

COAST-TO-COAST

VFW Award to WFIL

Philadelphia, Pa.—The Philadelphia Inquirer stations were honored recently by the Dept. of Pennsylvania, Veterans of Foreign Wars for their contributions to vets and their families via radio and TV programs on WFIL and WFIL-TV. A certificate of merit was presented to Roger W. Clipp, general manager of the stations.

Pilla Joins WCOP Sales

Boston, Mass.—Edmund Pilla formerly associated with WEEI, Boston and WORL where he was an announcer from 1944 through 1949, has joined the sales staff of WCOP, Boston's ABC affiliate.

WMAW "Sportingly Yours"

Milwaukee, Wisc.—"Sportingly Yours," a program designed for fishing enthusiasts and featuring vet sportscaster Hal Walker, is currently being broadcast on WMAW Monday thru Saturday evenings from 10 to 10:15 p.m. Program gives complete fishing information, valuable prizes for fishing hints and an all-sports roundup included in the format.

Tompkins Rejoins WKBN

Youngstown, Ohio—Bill Tompkins, veteran of ten years in radio and formerly associated with WKBN as a news editor, has rejoined that station as a member of the production staff. He has been the news director at WROW in Albany for two years and prior to that was affiliated with the N. Y. State Commerce Department as senior publicity agent in the radio bureau.

WMTR Program To Bertrand Isle

Morristown, N. J.—WMTR's afternoon disc program "In The Good Old Summertime" will originate from the ballroom at Bertrand Island beginning today. Ed Condit, staff announcer will handle broadcasting chores. Program will be aired each afternoon Monday through Saturday from 3:30 to 4:30 p.m. with Condit playing popular records of the day and interviewing personalities who appear at the Lake Hopatcong vacation spot.

KLX Covers Exposition

Oakland, Calif.—During the Bay Area Industrial Exposition held in Oakland recently, KLX broadcast two shows from the exposition each day. James Abbe, Alan Ward, Jerry Morton and Mike Dwyer all broadcast from the exposition with special programs combining those features that go to make up an important cooperative area promotion in which Bay Area industries, Chamber of Commerce and KLX share in good-will building.

Wedding Bells

Nancy Cook, staff member of "Winner Take All" on CBS-TV, was married last Saturday to Robert Saxon, free-lance writer and package producer.

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 1-7, 1949

TITLE	PUBLISHER
A Kiss And A Rose.....	Mogul
A Wonderful Guy.....	Chappell
"A"—You're Adorable.....	Laurel
Again.....	Robbins
And It Still Goes.....	Shapiro-Bernstein
Baby It's Cold Outside.....	E. H. Morris
Bali Ha'i.....	Chappell
Beautiful Blonde From Bashful Bend.....	Miller
Candy Kisses.....	Hill And Range
Careless Hands.....	Melrose
Everytime I Meet You.....	Feist
Five Foot Two, Eyes Of Blue.....	Feist
Forever And Ever.....	Robbins
Havin' A Wonderful Wish.....	Paramount
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
In The Good Old Summertime.....	E. B. Marks
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
So In Love.....	T. B. Harms
Some Enchanted Evening.....	Chappell
Someone To Love.....	Warren Publications
Swiss Lullaby.....	Southern
There's Yes Yes In Your Eyes.....	Witmark
Weddin' Day.....	Famous
Who Do You Know In Heaven.....	Robbins
You're So Understanding.....	Barron-Pemora

Second Group

Always True To You In My Fashion.....	T. B. Harms
Comme Ci Comme Ca.....	Leeds
Cruising Down The River.....	Henry Spitzer
Don't Call Me Sweetheart Anymore.....	A-B-C
Dreamy Old New England Moon.....	Leeds
Everywhere You Go.....	Lombardo
Ev'ry Night Is Saturday Night.....	Broadcast Music
Four Winds And The Seven Seas.....	Lombardo
Get Me One Of Those.....	Encore
Girl From Jones Beach.....	Harms
It's A Big Wide Wonderful World.....	Broadcast Music
Just For Me.....	Melody Lane
Little Fish In A Big Pond.....	Berlin
Look At Me.....	Jewel
Lora Belle Lee.....	Santly-Joy
Love Is A Beautiful Thing.....	Porgie
Now Now Now Is The Time.....	Fremart
Out Of Love.....	Henry Spitzer
Similau.....	Campbell
Someday You'll Want Me To Want You.....	Duchess
Song Of Surrender.....	Paramount
Two Little New Little Blue Little Eyes.....	E. H. Morris
Younger Than Springtime.....	Chappell

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

AGENCIES

FRED FREELAND has been appointed television director of Ruthrauff and Ryan, Inc., Chicago. He succeeds Fran Harris, who will be associated with the agency's Hollywood office. Freeland had been program co-ordinator of WBKB, Chicago, since January of 1948. He holds three patent awards for improvements in television broadcasting systems and techniques. He has produced motion pictures for Warner Brothers in Hollywood; was television consultant to the Farnsworth Television Corporation, Ft. Wayne, Ind., and producer of network shows for ABC, NBC, and NBC-TV. He also was director at WBZ-TV, Boston, 1947-48.

HORACIO ALBAN-MESTANZA president of the Foreign Screen Corporation of New York, and well known Latin-American newspaper and advertising man, has been appointed head of the Latin-American creative department, and in charge of Latin-American press relations for Foote, Cone & Belding International.

During the war, Alban-Mestanza was on the advertising copy staff of the Office of the Coordinator of Inter-American Affairs. In addition to his advertising and public relations experience in Latin-America, he also is an authority on motion picture distribution in the Latin-American Republics.

HENRY L. PIERCE, general sales manager of Sparton Radio and Television has announced the appointment of Charles W. Snider as advertising and sales promotion manager at Sparton Radio and Television. Snider has been acting as assistant to Harry G. Sparks, president of the Sparks-Withington Company, parent company of Sparton Radio and Television.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD

WEVD
117-119 W. 46 St. N.Y. 19
HENRY GREENFIELD, Mg. Director



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 8

NEW YORK, WEDNESDAY, JULY 13, 1949

TEN CENTS

UHF OPERATION LIKELY IN 2 OR 3 YEARS

Crosley Asks Hearing On Its Bid For WHAS

Washington Bureau of RADIO DAILY
Washington—Crosley Broadcasting Corp. yesterday challenged the basis of a proposed FCC decision turning down its request for purchase of WHAS, Louisville, Ky. In a request for oral argument, Crosley contended that the Commission's so-called "duopoly" rules were not intended as an absolute bar in every situation where there is some overlap in service areas of two stations under the same ownership, but only as an expression that mul-

(Continued on Page 3)

Pro Basketball Okays Radio And Television

Two professional basketball organizations—the 8-team American Basketball League, and the independent All-American Amazons, champion girls' team—will permit radio and television broadcasting of their 1949-50 games. Announcement of their decisions have been made by Leonard F. Winston, of New York, who represents both groups. Previous inquiries by stations and potential sponsors, it was stated, could be given no definite response

(Continued on Page 2)

9 Hours Of Giveaways Produced By One Firm

When "Winner Take All" now heard 15 minutes Monday through Friday on CBS becomes a daily half-hour show Monday, July 18th the producers, Mark Goodson and Bill Todman will be producing over 9 hours of network radio shows. Their other shows are: Spin To

(Continued on Page 3)

Decision Today

Portsmouth, N. H.—Announcement of some definitive policy action by the NAB in relation to the organization's efforts to serve AM, TV and FM interests is expected tonight from the board of directors, which will conclude its sessions here today.

Exclusive TV Agency Formed In New York

Three partners have announced formation of a new agency said to be the first to handle television advertising exclusively. The firm, with offices in New York, is known as Philbin, Brandon & Sargent. The principals are Ewing Philbin, Jr., formerly a sales and research executive for the New York Life Insurance Co.; Peter J. Brandon, formerly general manager of WFAK, Charleston, S. C., and sales promo-

(Continued on Page 3)

Baltimore TV Approved; Other Activities At FCC

Washington Bureau of RADIO DAILY
Washington—WAAM, Baltimore, became the 14th television station to be granted a license, the FCC announced yesterday. The rest of the 72 commercial TV stations now on the air are operating under temporary licenses. The Commission also announced that it had granted the request of the Narragansett Broadcasting Co., WCFR, Fall River, Mass., for can-

(Continued on Page 3)

Revised Allocations A Step Forward, But Many Problems Still Remain; Some Dissatisfaction Voiced

Toothpaste Sponsor Buys Burns & Allen

George Burns and Gracie Allen, who recently signed a long term radio-TV contract with CBS, will be sponsored by the Block Drug Company, Jersey City, for "Amm-i-dent Toothpaste," on the Columbia network next fall, it was announced yesterday. The Burns and Allen show will be heard Wednesday nights, 10:00-10:30 p.m., EST, beginning September 21st.

The agency for the sponsor is Cecil

(Continued on Page 2)

Broadcasters Approve California Legislature

West Coast Bureau, RADIO DAILY
Hollywood—California's legislature was "eminently fair" to radio and television at the session which ended early this month, President Arthur Westlund of the California Broadcasters' Assn. reported Thurs-

(Continued on Page 6)

Cowles Mags Sponsor WCBS News Program

Cowles Magazines, for Quick and Look, will assume sponsorship of the 11:00-11:10 p.m. news series over station WCBS, New York, on Sun-

(Continued on Page 2)

The FCC's revised channel allocations proposed Monday are generally regarded in the industry as a constructive step toward the establishment of a nationwide, competitive system, a check of leading execs revealed yesterday. Without exception, however, the toppers pointed out that

(Continued on Page 7)

Public Service Series On Shopping Offered

A new series of "strictly non-commercial" public service programs, "Keys to Wise Buying," produced and distributed by the National Consumer-Retailer Council, Inc., New York, will preem over an initial 19 stations this week.

The first series of 13 ten-minute transcribed programs, emceed by Nancy Ray, is "dedicated to the ad-

(Continued on Page 5)

Philip Morris Sales Show Sharp Increase

Philip Morris sales for the quarter ended June 30, 1949, totaled \$63,411,000, an increase of \$12,722,000 or 25 per cent over last year's figures of \$50,689,000 for the same quarter. O. Parker McComas, Philip Morris

(Continued on Page 3)

Radio Correspondents Die In Bombay Airplane Crash

Three radio correspondents and 10 others representing American newspapers and magazines were among the 44 killed when a Royal Dutch Airlines' Constellation crashed into a hillside north of Bombay, India, yesterday. Listed among the dead were H. R. Knickerbocker, WOR, New York, commentator; Elsie Dick, MBS director of women's religious and educational programs; and George

Moorad, commentator for KGW, NBC affiliate in Portland, Ore. All thirteen correspondents were returning from a month's tour of Indonesia as guests of the Dutch government. Two other American correspondents, Mrs. Dorothy Brandon of the New York Herald-Tribune and William R. Matthews of the Arizona Star, members of the original party, remained behind

(Continued on Page 5)

Literal "New High"

Audience response hit a literal "new high" this week after WNEW announcer Ted Brown, substituting for Rayburn and Finch, pondered over the air about an appropriate welcome for the disc jockeys from their vacations. A listener took the cue: flew over New York and up and down the Hudson River with a "welcome back" streamer.

2 Truman Speeches

Radio will give full coverage to two addresses by President Truman. His talk on the economic state of the Union, tonight, 10:30-11 p.m., EDT, from Washington, will be broadcast by the major networks and many indies. His speech at the diamond jubilee convention of the Shriners, Chicago, July 19, 5 p.m., EDT, will be carried by MBS and ABC.



Vol. 48, No. 8 Wed., July 13, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

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

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlfonega 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

(July 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 5/8	6 5/8	6 5/8	
Admiral Corp.	16 1/2	16 3/8	16 1/2	
Am. Tel. & Tel.	141 3/8	141 1/8	141 1/8	
CBS A	17 5/8	17 3/8	17 5/8	+ 7/8
CBS B	17 1/2	17 1/2	17 1/2	
Philco	26	25 3/4	26	+ 3/8
RCA Common	10 3/4	10	10 1/4	+ 1/8
RCA First Pfd.	69	68 1/2	68 1/2	+ 1/2
Stewart-Warner	10 3/8	10 3/8	10 3/8	+ 1/8
Westinghouse	23 3/8	23 1/8	23 1/8	+ 1/2
Zenith Radio	22 3/8	20 3/8	22 3/8	+ 3/8
Nat. Union Radio	2 1/2	2 3/8	2 3/8	- 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
OVER THE COUNTER		
Du Mont Lab.	11	12
Stromberg-Carlson	9 1/2	10 3/4
U. S. Television	3 3/8	5 1/8
WCAO (Baltimore)	15	20
WJR (Detroit)	5 3/4	6 1/2

Will Cover Regatta

Detroit — WXYZ, in cooperation with the Detroit Free Press and the U. S. Navy, will cover the 25th Annual Port Huron to Mackinac Race, with four broadcasts during the three-day event, July 23-25. WXYZ broadcasts will originate from a Navy PBY which will fly the course of the race. Announcer Fred Wolf will bring the colorful picture to the listeners via tape recordings. Two of the broadcasts will originate at Mackinac Island.

★ **COMING AND GOING** ★

SHELDON B. HICKOX, Jr., manager of the station relations department at NBC, and **AL E. WALKER**, executive assistant to Niles Trammell, president of the web, are at the Greenbrier, White Sulphur Springs, West Va., to make arrangements for the convention of NBC affiliates to be held Sept. 7-10.

EUGENE CARR, director of radio for the Brush-Moore Newspapers, Inc., Canton, Ohio, is in New Hampshire for the meeting of the NAB Standards of Practice Committee.

BOB QUARRY, of Lester Lewis Associates, has left for Hollywood, where he plans to spend the next two weeks.

CONRAD THIBAUT, baritone, off for Toronto, where he will appear with the Toronto Symphony Orchestra.

MIDGE EDELMAN, production; **ROSALIE KRAUSE**, continuity, and **PAT POWERS**, library, all of WMGM, are vacationing.

CHARLES BASCH, publicist, left on a business trip to Schenectady just as **BUDDY B.** got back from Providence.

A. N. ARMSTRONG, JR., national commercial manager of WCOP, in New York this week for conferences with his national representatives.

MORRIS NOVIK, radio consultant, left yesterday for Geneva, Wis., where today he will address the convention of the Co-Op League on "The Media Advantages of Radio." Then he'll go to Milwaukee for the convention of the United Automobile Workers.

ROBERT TROUT, commentator on NBC, left yesterday for Chicago, where he'll attend a special showing of the quiz "Who Said That?" He'll return to New York on Friday.

ROLAND LYNN, of the engineering department at NBC, is in Camden, N. J., for the meeting of the RCA-Victor Liaison Committee.

GLACUS G. MERRILL, owner and manager of WHAR, Clarksville, West Va., has returned, with his family, from an 8,560-mile motor trip through the northwestern and Pacific Coast states.

Cowles Mags Sponsor WCBS News Program

(Continued from Page 1)

days, Tuesday and Thursday, effective July 24. The 11:00 p.m. WCBS news is aired nightly with George Bryan as the reporter.

The same sponsor also is sponsoring the 9:00-9:15 a.m. news for a three-week period through July 26. Bob Hite is the reporter on this program.

McCann-Erickson is the agency for the sponsor.

Toothpaste Sponsor Buys Burns & Allen

(Continued from Page 1)

& Presbrey, Inc., of New York. This marks the first time the Block Drug company has sponsored a network radio series.

KNBC And Local Show Win Advtg. Awards

San Francisco—KNBC and one of its local programs, "Light and Mellow," have won first-place annual awards of the Advertising Association of the West, in a contest covering 11 states.

The station was presented with the direct mail plaque of the Direct Mail Advertising Association of New York in the contest sponsored by the AAW. The program was judged the best commercial show on a network in a city of 100,000 or more.

Start KWJB Construction

Radio station KWJB, NBC-affiliate serving Globe & Miami, Arizona, announced this week that construction of their new \$30,000.00 plant is well under way. Of ultra-modern construction, incorporating all the latest and modern conveniences of commercial broadcasting. Willard Shoecraft, manager, said the new plant will be among the finest 250-watt plants in this section.

Pro Basketball Okays Radio And Television

(Continued from Page 1)

until officials of the two aggregations had agreed to consider radio and video proposals. Feeling in some sports quarters that television cuts down game attendance originally caused delay in making the decisions. This barrier to further negotiations has now been entirely removed.

The American Basketball League, 22-year-old pioneer in professional activities on the court, contains teams from leading Eastern cities. Represented are Brooklyn, Hartford, Bridgeport, Paterson, Trenton, Philadelphia, Scranton and Wilkes-Barre. A 21-week schedule for all teams has been planned, in addition to play-offs and exhibition matches.

Transit Radio Reports Increase In Clients

Chicago—A further increase of 101 sponsors using Transit Radio advertising during May as compared with April was announced recently by Frank E. Pellegrin, vice-president in charge of sales for Transit Radio, Inc.

The May sponsor list totalled 456, as against 355 in April. The April list represented a gain of 155 sponsors over February.

Fourteen cities now have Transit Radio in operation, with Kansas City slated to join the group later this fall.

Among the new national advertisers who have signed since April, said Pellegrin, are Bendix, Swift and Co., Miles Laboratories, and Sears Roebuck, with "a large number of national accounts now in the planning stage and set for fall or winter starting dates."

Largest gains were made in the classifications of appliances, furniture and furnishings, beverages florists and nurseries, hardware and building supplies, public utilities, schools and transportation.



On Guard!

This little pussycat, mascot in a New York station house, proudly guards the cop's hat and "persuader." And, come to think of it, those possessions of the policeman are symbols of the force that guards the whole community.

Time buyers are good guards too.—guards of the money their clients spend on radio advertising. They make sure they get full value for every dollar spent.

It's easy to do that in Baltimore, sixth largest market in the U. S. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H delivers more listeners-per-dollar than any other station in town, covers 92.3% of all radio homes in the Baltimore trading area. So if you're looking for low-cost sales, call in your Headley-Reed man today and get the full W-I-T-H story.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PERRY & CO.

Exclusive TV Agency Formed In New York

(Continued from Page 1)
 tion director for WGAC, Augusta, Ga., and C. Denny Sargent, formerly art director for Young & Rubicam.

The agency was formed, Brandon said, because of "the need for a break with the past so far as television advertising is concerned. We feel," he said, "that those who have specialized in other forms of advertising—printed media, radio, outdoor, etc.—are not necessarily readily adaptable to the best TV creative work. The construction of sound television selling calls for a new animal in advertising—the creative man who thinks in terms of picture and dialogue together—not separately. Television ideas must be designed only for television—not radio or Hollywood."

15% Plus Markup
 Brandon said the new agency will perform "all the usual services for clients plus those additional ones made necessary by the new medium." Philbin, Brandon & Sargent will charge television stations or networks 15 per cent commission on time used by its clients, and will add "a nominal mark-up" to costs of productions which it supervises.

Radio Receiver Sales Show Increase In Canada

Montreal—Canadian radio manufacturers' sales during May were 50,987 receiving sets of all descriptions, valued at \$3,399,984. For the first five months of 1949 sales were 237,649 receivers valued at \$17,824,654. A year ago sales totalled 31,583 sets in May, with a cumulative total of 172,299 for the five months.

The recovery from the sales slump of 1948 has been accomplished by radical re-pricing and by switching production lines to lower priced models.

There has been a great reduction in factory inventories of finished units. A year ago makers were carrying 196,107 units awaiting distribution to dealers, equal to 155 days of then current sales volume. At the end of May this year factory stocks totalled 129,052 units, equal to only 63 days of current sales.

Guest Stars Interviewed In WPTR Luncheon Series

Albany — Prominent stage and screen figures are being interviewed this week on "Luncheon at the Empire Room," WPTR, Albany, program which originates at the Hotel Ten Eyck Monday through Friday, 12:45-1 p.m.

The guest stars, some of whom are appearing at summer theaters in the vicinity, include Jeffrey Lynn, Sarah Churchill, Haila Stoddard, Monty Woolley, and Jane Dulo and James Jewell, of "On the Town."

Allergic?

For three years Lou Frankel lived and worked in Ithaca, New York, where radiomen become efficient at mowing lawns, weeding gardens, chopping trees, playing golf, getting tanned and generally developing that rural outlook. Four weeks ago he returned to New York to handle special events and public relations for WFDR, the ILGWU's FM outlet in New York. This weekend Squire Frankel has poison ivy and he hasn't seen a blade of grass since he came to town.

Philip Morris Sales Show Sharp Increase

(Continued from Page 1)
 president, told the stockholders yesterday at the annual meeting of the company in Richmond, Va.

Of the increase \$2,779,000 was due to the price rise in effect this year and \$9,943,000 came from increased volume. The 1949 quarter sales included \$61,714,000 in domestic and \$1,697,000 in export business.

Earnings for the quarter are estimated at \$1.75 per share of common stock. Earnings a year ago, which were not reported at the time, were 75 cents a share. Estimated quarterly income has been reported since the December 1948, quarter.

Motorola Expands Plan For TV Set Production

Chicago—Motorola, Inc., has completed plant expansion permitting a 40 per cent increase in television set output, it was announced recently by Paul V. Galvin, president. The new facilities, which had been in construction since Jan. 2, more than double the floor space of the television plant.

Statement By Galvin
 "Production of a complete new line of television receivers, to be introduced in the fall, has made added facilities necessary," Mr. Galvin stated. He also pointed out that new sales peaks have been reached by Motorola television dealers in 1949, with the sales of television receivers during the first quarter of 1949 three times greater than sales during the corresponding period of 1948.

The new addition has a 600-foot conveyor line scheduled to produce in excess of 500 television receivers per 8-hour day. All told, Motorola expects to produce over 250,000 television sets in 1949.

Equipment for the new facilities is of the latest scientific design, including some 14 sound-proof test booths on a specially constructed ramp.

Margaret Arlen Vacationing
 Margaret Arlen, women's commentator for WCBS, New York, sailed on the Queen Mary Wednesday for a month's vacation in Europe.

Baltimore TV Approved; Other Activities At FCC

(Continued from Page 1)
 cellation of a CP and application for a license for a new FM station.

Also reported was the application of the North Dakota Broadcasting Co., Minot, for a CP for a new AM station on 910 KC, one KW, with unlimited hours of operation.

9 Hours Of Giveaways Produced By One Firm

(Continued from Page 1)
 Win, 3¾ hours a week; Beat the Clock which is on 2½ hours a week and Hit the Jackpot, 30 minutes once a week.

"Winner Take All" is also heard on CBS-TV and Mark Goodson also produces "Stop The Music."

McCann Named Manager Of WNEB, Worcester

Edward T. McCann, Jr., formerly with WCOP, Boston, and WTAG, Worcester, Mass., has been named commercial manager of WNEB, Worcester, replacing Kenneth B. Murray. The latter has sold his stock in WNEB and resigned as vice-president and general manager.

John J. Hurley and Paul C. Lytle remain as principal owners of WNEB, established in December, 1946.

Crosley Asks Hearing On Its Bid For WHAS

(Continued from Page 1)
 tiple ownership is a factor which should be considered in determining applicant's qualifications.

Crosley argued further that the Commission failed to give consideration to the fact that overlap of WHAS and WLW, Cincinnati, would occur only in AM broadcasts. The question would not be applicable to the proposed FM and TV operations of Crosley in Louisville.

"Broadcasting under today's conditions," said Crosley's attorney, Duke Patrick, of the firm of Hogan & Hartson, "cannot be limited to a particular type of broadcast service; . . . a broadcaster must supply the audience of its area with all possible types of service, including AM broadcasting, FM broadcasting and television; . . . it is impossible to predict with accuracy the part that each of these services will play in relation to the others, or which ultimately will become the major service in the business of broadcasting."

Will Broadcast Game

WNYC, New York, will broadcast the annual baseball game between the city's police and sanitation departments, to be played at Yankee Stadium July 19, starting 2 p.m.

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

SOUTHWEST

SEYMOUR ANDREWS, manager of KBTB, Dallas, spoke to Dallas Advertising League on Television in America's No. 1 Market. Andrews covered the growth-national and regional-of television and the importance of television to Dallas. In the TV industry for 12 years Andrews has been named to manage Dallas' first video outlet scheduled to begin operation soon.

Jim Burdette, WFAA, Dallas staff baritone was the first soloist in a series of free concerts staged in Dallas sponsored by Local 147 of the American Federation of Musicians given at Lake Cliff. The concerts are financed by the musician's union with funds derived from recordings and transcriptions.

Iowa News Editors Investigate Incident

Des Moines, Ia.—Three local radio news editors have been delegated to investigate a recent incident in which two KRNT, Des Moines staffers, newsman Dean Naven and engineer Darrell Laird, allegedly were manhandled and had their tape recorder smashed while attempting to cover the Des Moines transit strike.

Bob Burlingame of KIOA, Jack Shelley of WHO, and Fran Bouton of KDDM were appointed by Chuck Hilton, president of the Iowa Radio News Editors Assn., to probe the matter and report back to the association's officers. Burlingame said the report would form a basis for any subsequent action by the association "in behalf of the principle of freedom of information and freedom of reporting in the radio news field."

The incident occurred June 28 after Naven and Laird had recorded a statement by the head of the Des Moines Street Car Men's Union following a meeting at a lodge hall. Neither was injured.

Stork News

Martin Block of WNEV's "Make Believe Ballroom" and his wife became the parents of a 7-lb., 3-ounce boy, Michael, at St. Elizabeth Hospital, New York, July 9.



Windy City Wordage. . . !

● ● ● Chicago radio and television stations are in a dither over the "secret" meetings of local newspaper publishers to "charge" for radio listings starting in the fall. The "gimmick" is that the publishers say they'll print listings but for any programs that

are featured, there'll be an extra charge. . . WCFL scored a scoop by snaring the Atlas Prager Beer account as sponsor for the 2nd consecutive year of all the Chicago Cardinals pro football games. Olian Advertising Co., Chicago, is the advertising agency. All told, there'll be 18 games including four pre-season exhibition games. Joe Boland, ex-Notre Dame grid star, currently at WSBT, South Bend, Indiana, is being drafted for the 2nd straight year to handle the announcing chores.

★ ★ ★ ★

● ● ● Thomas H. Compere, attorney for NBC here in Chicago, has joined forces with Chicago's outstanding radio lawyer, John Moser, to form a legal team. Compere will represent NBC here on a retainer basis. Some of the other accounts handled by the new legal duo, include: the Russel Seeds agency, Schwimmer & Scott, Radio Features, Hal Tate Radio Productions, and many others. The Moser-Compere duo will headquarter in the former's offices at 360 N. Michigan Avenue. . . The Dodge Dealers of Chicago and Keeley Brewing Co. are splitting sponsorship of the feature (6th) race at Arlington and Washington Parks over WNBQ. Called "Turf Sport-lights," the telecast also includes background shots and running of one or two other races. Ruthrauff & Ryan handle the Dodge account. Wha hopen that the races, handled by Jack Drees, switched from WBKB to WNBQ? . . . Mrs. Frann Weigle, wife of the popular WAIT announcer, was rushed to Bethany Hospital Monday night, for an emergency operation.

★ ★ ★ ★

● ● ● Chicago's four leading disc jockeys—Dave Garway, Eddie Hubbard, Ernie Simon and Linn Burton—are pulling in terrific crowds to B&K's Chicago Theater. Also co-starred are Evelyn Knight, Vic Damone and Al Morgan. Latter, a Universal Recording Artist, was booked, as a result of his smash recording, "Jealous Heart." . . . Jacqueline Lehigh, head of publicity and promotion for Coral Records in New York, spent a busman's holiday during her Windy City vacation by visiting leading local disc jockeys and distributors. . . While caught in town during the big heat wave, "Jackie," together with her room-mate, Monica Lewis, managed to snare an air-conditioned room at the Palmer House. . . Monica, incidentally, together with Frankie Laine, are scoring heavily in their current engagement at the Oriental Theater.

★ ★ ★ ★

● ● ● Chicago radio reps all smiles these days after receiving orders from Brooke, Smith, French and Dorrance, Inc. of Detroit, for a heavy two-week schedule on behalf of Hudson autos. 'Tis rumored that approximately a thousand stations are being used in a two-week campaign which started July 10th. . . AFRA's Ray Jones and WGN's Frank Schreiber settled their differences amicably over whether announcers should get paid regular commercial rates for participating programs. AFRA agreed to withdraw retroactive payments and WGN agreed to call the programs commercial.

PROMOTION

Using Web Shows

Current plans for the promotion of Pepsodent's new ammoniated tooth powder include hitchhiker announcements on the Bob Hope Swan Soap show. No spot campaigns are planned for the new product, but Lever Brothers' Saturday morning show, Junior Miss, will feature the tooth powder.



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.

1906 1949

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CONFISEUR

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

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Three Radio Correspondents Killed In Crash Of Airliner Near Bombay

(Continued from Page 1)

in Batavia and thus missed the ill-fated trip.

The others killed were: William Newton, Scripps-Howard newspapers; Nat Barrows, Chicago Daily News; Bertram D. Hulen, New York Times; Charles Gratke, foreign editor, Christian Science Monitor; James Branyan, Houston (Tex.) Post; John Werkley, Time magazine; S. Burton Heath, Newspaper Enterprise Assn.; Thomas Falco, Business Week magazine; Fred Colvig, Denver Post; Vincent Mahoney, San Francisco Chronicle. A 14th American, Lynn C. Mahan, Public Relations Representative for the Dutch government in the United States, also died in the crash.

Knickerbocker Studied Communism
Knickerbocker was covering the development of communism in the South Pacific areas on assignment with WOR, New York. He joined the WOR staff early in 1949 after a news career that stretched back almost thirty years. His full name was Hubert Renfro Knickerbocker. He was born in 1898 in Yoakum, Texas. He started his news profession in 1920 as a reporter for the Newark, N. J., Morning Ledger.

He graduated from Southwestern University in his home state, and then enrolled at Columbia University in New York. When his news assignments carried him abroad he took additional courses at the University of Munich, the University of Vienna and the University of Berlin.

After two years in Newark, Knickerbocker worked for the New York Evening Post, and later, for the New York Sun. He went overseas for the Post and the Philadelphia Public Ledger. For International News Service he covered the major capitals of Europe. He wrote several books: "The Red Menace—Progress of the Russian Five Year Plan" and "Will War Come in Europe?"

Won Pulitzer Prize

He joined the staff of the Chicago Sun in 1941 as chief of foreign service.

In 1933 Knickerbocker won the Pulitzer Prize for his correspondence covering the Moscow purge trials. For the past several months he devoted his radio reporting exclusively to the trial of American communist leaders now going on in Federal Court in New York City.

The veteran newsman is survived by his second wife, a son, and three daughters.

Elsie Dick, a native New Yorker, started on her career as head of the art department of the New Yorker magazine in 1926. She joined the Hearst magazine group shortly thereafter. She first went into radio in 1936. Miss Dick joined WOR in 1941 to establish the "Sunday Radio Chapel" series. Three years later, she joined MBS in the

capacity of director of women's religious and educational programs.

In addition to her weekly religious shows, six of which she produced and six of which she edited, Miss Dick produced many outstanding documentary programs for which the Mutual Network has received awards. A series of three broadcasts on "The Influence of Radio, Movies and Comics on Children" was listed in the bibliography of the New York State Committee on Mental Hygiene, the first radio event ever included in listings by that organization. The Dean Thompson show, "The World Tomorrow And What We Can Do About It," was one of Miss Dick's special projects, along with the recent "I Was A Convict" series, an unusual radio approach in the crusade-against-crime theme.

Two Documentaries Honored

Two of her documentary programs received extra-meritorious awards. They were her four-broadcast series in 1947, titled "To Secure These Rights," which was based on the voluminous report submitted to President Truman by his Committee On Civil Rights, and another four-broadcast series in 1948 called "The Atom And You." In this latter grouping of programs

she used popular program techniques, mystery drama, audience participation and quiz formats, to explain in understandable layman's terms the impact of the atom on man's well being.

In 1947, she presented a documentary series demonstrating the impact of divorce upon children.

She is survived by one sister and two brothers, all of New York.

Moorad Far-East Expert

Moorad's trip to the Far East was a return to the news beats he had been covering off and on since the early 1930's. After his graduation from the University of Oregon and his study at the Northwestern College of Law, he went to China, where he worked for the China Press and the Shanghai Times. He was also full-time correspondent for Time and Life in that area.

Moorad returned to the United States in 1937 to become news editor of the Santa Cruz, Calif., Sentinel. He became Pacific area director of public relations for the American Red Cross in 1941.

After Pearl Harbor, he became foreign correspondent for the Saturday Evening Post. In 1946, Moorad joined the staff of KGW in the city of his birth, Portland,

Public Service Series On Shopping Offered


(Continued from Page 1)

vancement of more intelligent shopping," and provides specific information about construction, style, care and other details of merchandise. A panel of home economists and retailers checks the accuracy of the information before it is transcribed. A list of 26 subjects has been selected by the NCRC for the current and future series.

The stations who have indicated to-date that they will broadcast the series follow:

KWBR, Oakland, Calif.; WKAP, Allentown, Pa.; WSCR, Scranton, Pa.; WLOU, Louisville, Ky.; WTPS, New Orleans, La.; WGBA, Columbus, Ga.; KXLF, Butte, Mont.; KCOM, Sioux City, Ia.; WFGB, Altoona, Pa.; WJOY, Burlington, Vt.; WAER, Syracuse, N. Y.; KUOM, St. Paul, Minn.; WOSU, Columbus, O.; WNAD, Norman, Okla.; KOA-NBC, Denver, Col.; WRGA, Rome, Ga.; KGGM, Albuquerque, N. M.; WKJG, Fort Wayne, Ind.; and WLAN, Lancaster, Pa.

Ore. He was the station's commentator at the time of his death. He is the author of a book on Russia, "Behind the Iron Curtain," and has had another book on China accepted for publication. He is survived by his wife, two sons and his mother, all of Portland.



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

AGENCIES

THE GILLETTE SAFETY RAZOR COMPANY of Boston has appointed Foote, Cone & Belding International Corporation to direct the advertising of Gillette safety razors and blades in Latin America and the Philippine Islands. In addition, the agency now handles the advertising and public relations of the Toni Home Permanent Wave, owned by the Gillette Company, in Latin America and all overseas markets.

The Toni account in the United States is directed by Foote, Cone & Belding.

ADVERTISING FEDERATION OF AMERICA has approved membership charters for the newly organized Advertising Clubs at Evansville, Ind.; Roanoke, Va.; Providence, R. I., and the Association of Advertising Men of New York. These four new members bring the total membership of senior advertising clubs in the Federation to 96.

Officers of the Evansville Advertising Club are: president, Professor Paul R. Busey, Evansville College; secretary, Chickie Frieberg, Finke Furniture Company.

The Roanoke Advertising Club is headed by James H. Moore of WLIS. The secretary is Steve Schlossberg of Kann's.

President and secretary of the Advertising Club of the Providence Chamber of Commerce are: Arnold F. Schoen, Jr., of WPRO and Harry Hinkel of the Providence Chamber of Commerce.

Philip Carling of Sheffield Farms is the president of the Association of Advertising Men of New York. The secretary is Henry Hoke, Jr., of the Reporter of Direct Mail Advertising.

AMUND SJOVIK has joined Robert Hilton Co. as an account executive. Formerly he was New York sales representative for Holland American Coffee Company.

BYRDE, RICHARD & POUND has engaged Irv Feldman, formerly of Furman-Hanser, Inc., as research director of the agency as well as merchandising consultant in the food, drug and chemical fields.

Harvard Prexy Guest On Educational Series

James Bryant Conant, president of Harvard University, will engage in a daily series of informal discussions of America's educational system with Lyman Bryson, CBS public affairs counselor, during the week of July 18, 6:15-8:30 p.m. The broadcasts will originate at WEEI, Boston.

Discussion topics in the CBS series include "Democracy's Culture"; "The Citizen's I. Q."; "Schooling, American Style"; "Science in a Democracy"; and "Challenge of Communism."

Chicago FM Group Adopts Resolutions

Chicago—Four resolutions for the promotion of FM broadcasting were adopted at the first regular meeting of the FM Broadcasters of Chicagoland, Ralph J. Wood, Jr., WMOR, manager and president of the group announced July 5th.

The four resolutions are: Cooperation with all groups interested in FM advancement, including the national Frequency Modulations Association; a request that the FCC require AM-owned FM stations to broadcast at least an equal number of hours daily as their AM affiliates, whether or not programming is duplicated; a request that Standard Rate and Data Service include FM stations within the regular radio section; a request that the Radio Manufacturers Association ask all members to distinguish carefully in their advertising between television sets capable of receiving the FM broadcast band and those which merely carry an audio band on FM.

Ten More Join Assn.

Wood announced that ten Chicagoland stations have joined the new association, and that at least eight others have indicated an intention of affiliating. Charter stations include WEAW, Evanston; WEFM, Zenith; WFJL, of Lewis Institute; WGNB (Chicago Tribune FM outlet); WILA, Woodstock; WJIZ, Hammond; WMOR; WOAK, Oak Park; WRGK, Brookfield, and WXRT, FM affiliate of WSBC.

A not-for-profit charter to operate in Illinois has been granted, Mr. Wood said. By-laws are now being drawn to be submitted at the next regular meeting, July 12.

AFRS To Shortwave 3 MBS Sports Shows

The Armed Forces Radio Services will rebroadcast, via shortwave to military personnel throughout the world, three Mutual week-end sports shows: the "Sports Parade," "Mel Allen's Sportscast," and "Jimmy Powers, Sports."

AFRS will run the week-end rebroadcasts as a regular feature. The one-half-hour "Sports Parade," which consists of interviews and feature-type stories, will be broken up into segments for shortwaving. The spot news on both the Allen and Powers shows will be picked up for immediate shortwaving.

Summer Promotion Plans Announced By KOIL

Omaha — KOIL, Omaha, has launched an intensive promotion campaign spearheaded by the slogan, "Summertime is a good time to use the air," to defeat the belief that a summer hiatus in listening is inevitable. The campaign is backed by broadsides to an advertiser mailing list, car cards, cab signs, window displays, special station breaks, and newspaper advertising.

Broadcasters Approve California Legislature

(Continued from Page 1)

day at a joint meeting here of CBA directors and the Southern California Broadcasters' Assn.

From the broadcaster's angle, the highlight of the session was the passage of Senate Bill 493, which exempts stations from civil libel suits in three particulars: (1) in audience participation and other ad lib shows where the broadcaster can prove the libelous remark was aired despite due precautions by the station; (2) in network shows carried by a station but originating elsewhere; (3) in political broadcasts where the FCC forbids a station the right of censorship.

All reference to radio and television was deleted before passage of Senate Bill 967, which originally called for a 5 per cent tax on boxing and wrestling television rights. Assembly Bill 627, prohibiting a video receiver in a car, was amended to prohibit only sets visible to the driver.

CBA directors introduced at the meeting by William J. Beaton, SCBA president, were Art Westlund, KRE, Berkeley, president; Donn B. Tatum, Don Lee Hollywood, vice-president; David McKay, KGYW, Vallejo, legislative chairman; William Smullin, KIEM, Eureka; Calvin Smith, KFAC, Los Angeles, and Harry Butcher, KIST, Santa Barbara.

SAN FRANCISCO

By NOEL CORBETT

CLINT SHERWOOD's "The Children's Corner" has been renewed by Holsum Bread on KSAN. Program is heard Monday thru Friday, 5 to 5:30. Account is handled by Honig Cooper with Jack Davis as account exec.

KNBC won the Direct Mail Plaque awarded by the Direct Mail Advertising Association of New York in the contest sponsored by the AAW. Campaign was built around the theme, "The Bonanza Station of California." Ad and promotion manager Ethel Gilchrist planned the direct mail pieces for the campaign.

KNBC took another first with its "Light and Mellow" program. Show was judged the best commercial in a city of 100,000 or more by the Advertising Association of the West. Sponsored by the Regal Amber Brewing Company, through the Abbott-Kimball Company, the broadcasts are written by Sam Dickson and star Armand Girard and Lois Hartzell with Tony Freeman's music.

Sherman, Clay and Company (music store) sponsors "Music Album" on KPIX Fridays at 9:30 p.m. Show includes vocalists and Hammond Organ.

Up to 42% Savings on your Recording Costs!

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*Substantially Lower Cost Per Record
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TELEVISION DAILY

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AT LEAST 2-3 YEARS FOR UHF

TELE TOPICS

FRED ALLEN's Life mag blast at TV has drawn some thoughtful comment from Gilbert Seldes, erudite Lively Arts editor of WNEW (AM). "With a lot of (Allen's) snarls at current TV programs, I am pretty much in agreement," Seldes said, "but I think he'd have even more to say, with more effect, after he'd had some television to try. . . . There are a lot of faults to be found with television as it is now produced. But Mr. Allen isn't taking allowances for the fact that, as a long concern, this new entertainment is about two years old. Before that, it was an experiment, it had programs—and some were good—that no one saw. Today it's a mad rush—a boom—and all the camp-followers are crowding in. There's bound to be a lot of foolishness around. It may be true that after the novelty wears off, people like only sports and movies and comedians Allen doesn't admire—although most of the surveys indicate the popularity of plays, too. But two or three years from now, television may enter a great creative—and it will be a pity if Fred Allen hasn't done his part to bring it about."

TWO MORE entries in our prizeless sweepstakes to determine an acceptable substitute for the term kinescope wording: Jeff Sparks, UN radio officer, suggests "telescribe" or "teleprint" as a verb, and "teleprint" or "telescription" as a noun. Bob Holczer, copy chief of WTRY (AM), Waterbury, Conn., suggests "teletions." What do you think? . . . Several agencies are waiting to see if Les Miller & Co. will put the facilities of the Grand Stages behind Tom Terris' projected half-hour film package, "This Is My Venture." Audition film probably will be shot next month with both TV and theatrical markets in view. . . . Attention seekers: If you look like Li'l Abner, Daisy Mae, the Yokums, Marryin' Sam, Hairless Joe, Lonesome Polcat, or any other characters in the Al Capp strip, contact Mort Millman at ABC. He's searching for talent for the web's show based on the comic strip to start in early fall. . . . Fighting expert George Stoetzel out in CBS economy wave.

"EPISODE ONE," an original murder mystery by Wilson Lehr, will be the first stanza in the "Lights Out" series which returns to NBC next Tuesday, 9 p. m. Fred Coe produces, with Kingman Moore directing. Cast for the preem includes Frances Reid, Phil Arthur, Anita Lyon, Gladys Clark, James Van Dyke and Richard Barrows. Music will be conducted by Billy Nalle, with Paul Lipman playing the theramin. . . . First deal set for the newly-organized TV department of Green Gems is for a spot commercial for Berke Brothers, distilleries. Reingold, of Boston, is the agency.

WHEN Asks FCC Okay Despite Tele 'Freeze'

Washington Bureau of RADIO DAILY
Washington—Contending it is an innocent "victim" of the current television freeze and of the FCC's inability to lift the freeze within six months originally indicated, the Meredith Syracuse Television Corporation has asked the Commission to reconsider its recent adverse ruling against the corporation, which operates WHEN, only TV outlet now serving the Syracuse area.

On June 22, the Commission denied the Meredith request to increase power from 15 to 26.7 KW; withheld action for the present on an application for a change of site to downtown Syracuse, and notified Meredith that its application for extension of completion date would be held in abeyance pending word from WHEN as to whether it would proceed immediately with construction at the site authorized in its CP and, if not, whether it would accept the partial grant made in January. This would have permitted the downtown transmitter, but called for retention of the 15 KW power.

At that time the Commission said the whole modification request had not been granted because of the freeze.

In April, Meredith notified the Commission it was rejecting the partial grant. Meredith, in yesterday's petition, pointed out that, since the imposition of the freeze, the Commission has granted modifications of television construction permits to WTTG, Washington, and WFIL-TV, Philadelphia.

Color Study Set

Washington—The Bureau of Standards yesterday confirmed a RADIO DAILY exclusive of several weeks ago when it announced that it would make a study of color television for the Senate Interstate Commerce Committee. Dr. Edward U. Condon, chief of the bureau, said he would name a committee of "national experts" to conduct the survey later this week. He acknowledged that the study is being undertaken in response to a request from Sen. Edwin C. Johnson (D., Colo.), chairman of the Senate committee.

"Li'l Abner" To ABC For Live TV Series

ABC has acquired TV rights to Al Capp's "Li'l Abner" comic strip for presentation in a live program series to begin in September, it was announced yesterday by Charles Barry, web veepee in charge of tele. This is the first comic strip character to be signed for a regular television series.

Distributed by United Features, the strip appears in 800 daily and Sunday papers, with estimated U. S. readership of 40,000,000. Abroad, it is carried by some 20 newspapers and periodicals in Great Britain, Sweden and Spain.

Deal for the TV rights was arranged through Mort Millman, who will produce the program, probably a half-hour show, once a week.

Press-Time Paragraphs

Atomic Energy Series Set By WMAR-TV

Baltimore—"Atomic Report," public service series designed to answer laymen's questions on atomic energy and the bomb debuts over WMAR-TV Sunday, 9-9:30 p. m., with Michael Amrine, public education chief of the Brookhaven laboratory as moderator. Edwin B. Mick will produce the weekly series.

Large Screen Tele At A. C. Fair

Atlantic City—Life-size projection of programs originating in Philadelphia will be a feature of the Atlantic City Boardwalk Fair running at the Ambassador Hotel through Sept. 12. Hotel's Venetian Room has been furnished with RCA equipment and 6 by 8 foot screen and will be open daily to accommodate 200 visitors.

Five Named To Intra-Video Board

Election of five new directors to the board of Intra-Video, Inc., was announced by president S. Sagall. They are Harold J. Mahnken, of Hat Corp. of America; Colin Ives, of Handelman & Ives; Ralph Evans, architect; J. R. Popple, TBA president, and John Orr Young. Firm specializes in master antenna systems.

Obstacles Include Sets, Equipment, Propagation

(Continued from Page 1)

many technical problems must be solved in relation to utilization of channels in the ultra high frequencies and that these, coupled with the Commission's administrative procedure, mean that it may be at least two years and perhaps three before the first UHF outlet goes on the air.

Dissatisfaction with the proposals was voiced in several quarters in New York by those who had hoped for additional channels in the metropolitan area. It was reported that some of the city's indie radio operators would petition the FCC for new stations and that the city government would send a representative to the August 29 hearings to request assignment of band space for a municipally-operated, non-commercial outlet.

Never Well Explored

One of the major obstacles to UHF operation is lack of knowledge about propagation characteristics. It was pointed out that the UHF bands have never been thoroughly explored with regard to high-power operation.

Other stumbling blocks that must be overcome include transmitter design, with special emphasis on the development of a power tube capable of generating sufficient power in the UHF to provide adequate coverage. Receivers and antennas also are problems as is the marketing of adaptors for present VHF sets. While several manufacturers have developed adaptors in the laboratory, they will not be marketed until there is a demand for them. It follows that there will be no demand until UHF stations are on the air and there will be no such outlets in operation until transmitters are ready, etc., etc.

Chicago—Three independents here are standing pat on their applications for television channels in Chicago, despite the FCC's new UHF proposals. The fourth applicant is the CBS network in New York.

Russ Stewart, managing editor of Chicago Sun-Times said his paper will not oppose the proposed UHF even though Chicago has not been allotted any channels in high-frequency spectrum.

Spokesman for Johnson-Kennedy, owners of WIND, and applicant for Channel 2 in Chicago, echoed Stewart's sentiments.

NEW BUSINESS

WNBQ, Chicago: A new order from the American Tobacco Company and the renewal of spot contracts by two clients were included in the new business announced recently for television station WNBQ (Chicago) by Oliver Morton, manager of the NBC Central Division. American Tobacco Company (Lucky Strike), through N. W. Ayer and Son, Inc., contracted for two station break per week for six weeks, and Johnson and Sons, Inc., through Needham, Louis and Brorby, Inc., ordered a renewal of one station break per week for six weeks, and Dean Milk Company, through Morris E. Swaney, Inc., ordered a 13-week renewal of two station breaks per week. Reuben H. Donnelley and Sons (telephone directory) through N. W. Ayer and Son, Inc., contracted for three station breaks weekly for two weeks.

Mars, Inc., Chicago candy manufacturer, has ordered a quarter-hour segment once weekly of the Howdy Doody puppet show on the full NBC interconnected television network. Mars will sponsor the 4:45 to 5:00 p.m., CDT portion of the program on Mondays, starting Sept. 5 on a 13-week contract. The show is telecast Mondays through Fridays from 4:30-5:00 p.m., and originates in New York. Grant Advertising, Inc., is the agency.

WENR-TV, Chicago: WENR-TV has signed, through Guenther Bradford, one spot announcement weekly for three months for Rhunke Industrial Blowers System. P. Lorillard Company, for Old Gold cigarettes, through Lennen and Mitchell, has purchased one spot announcement weekly for 13 weeks, and Admiral Corporation, through Kuder Agency, has purchased one spot announcement weekly for three weeks. Dean Milk Co., Chicago, has contracted for 2 weekly film announcements for 13 weeks, starting July 12.

WGN-TV, Chicago: Jourdan Carpet Co., Chicago, will sponsor a one-minute participating announcement in "Stop, Look and Learn," over WGN-TV, for 13 weeks from July 8. C. Wendell Muench, Chicago, handles the account.

Nancy Craig To Europe; Originate Program There

Nancy Craig, ABC's distaff commentator, will originate her Monday-through-Friday broadcasts from six European capitals during a two-week trip abroad starting July 16. Her broadcasts will be short-waved from Paris, Berlin, Geneva, Rome, Madrid, and Lisbon, recorded in New York and rebroadcast at 1:15 p.m. daily, her regular hour. Miss Craig's assistant, Theresa Mase, is making the tour with her. They are scheduled to return to New York on Aug. 1.

COAST-TO-COAST

WOL DeeJay Named Music Ed.
Washington, D. C.—The appointment of WOL's record expert John Ball to the post of music editor has been announced by "Pathfinder" national news magazine. The magazine published every two weeks will carry a full page by Ball devoted to popular and serious music, records and all other aspects of the musical world. Ball will use his own airplane to travel from Washington to New York and to other cities throughout the nation covering musical events to gather material for the publication.

Dennis WHB Sales Mgr.

Kansas City, Mo.—WHB recently announced the promotion of Ed Dennis to the post of sales manager. Dennis has been a sales representative of that station since 1931. In his new position, he will supervise the activities of all local WHB representatives. As a result of Dennis' boost, WHB has created a new post, that of client service manager for M. E. Creiner, Jr., who has handled promotion, publicity and advertising at the station for the past three years.

KRNT Free Data Booklet

Des Moines, Ia.—A 68-page planographed booklet containing data about the station, market served with various percentage comparisons, facts and figures on food sales and other pertinent information has been prepared for free distribution. The booklet is entitled "Facts About KRNT and the Vital Des Moines Market" and presents a picture of merchandising possibilities following the plan of "radio coverage where coverage counts."

WLOW Airs Four Ball Games

Norfolk, Va.—WLOW local independent had a baseball marathon on July 4th when four baseball games were aired. The station broadcasts the games of the N. Y. Yankees and the local Norfolk Tar games. Double-headers were scheduled by both teams on the fourth and Mark Scott and his assistant Erik Paige aired all four baseball games in that one day with two sportcasts for other sponsors broadcast in between the games by the play-by-play sportscasters.

WTMJ Holiday for "Strings"

Milwaukee, Wisc. — Gordon Thomas and Al Buettner emcees of WTMJ's early morning and late evening record shows have rolled up two balls of string weighing 285½ pounds contributions sent in by Milwaukee radio listeners. Thomas was the winner of the contest weighing in at 166 pounds. All of the string has been donated to the Goodwill Industries in Milwaukee and will be used by the disabled to weave and make rugs and other items.

WHBC Staff News

Canton, Ohio—Janet Lynn Gillespie formerly associated with WHHH has been named women's director at WHBC according to recent announcement. Ted Ewers a recent Ohio State U graduate joined the station's sales staff and June Shupe succeeds Phyllis Peters as commercial secretary.

WHBF Staff News

Rock Island, Ill.—Fred Gordon formerly associated with KROS has joined the announcing staff at WHBF, ABC affiliate along with John Myer who comes to the station from WBYS and is now a member of the engineering department. Dorothy Myer is also a new addition to the station's continuity department coming from WTAD in Quincy, Ill.

KEX Covers Initial Train Run

Portland, Ore.—In a special broadcast aired on July 10th KEX covered the inaugural run of the Southern Pacific "Daylight" train on its debut trip. KEX special events men including Sherman Washburn, Barney Keep and Bob Thomas joined the Portland-San Francisco train and the broadcast was accomplished via tape recording of a description of the new train and interviews with passengers and crew.

BEHIND THE MIKE

ED WOODRUF's Cinetel Corp. the video film distributing outfit getting a healthy press coverage of its activities. (Ed, by the way, helped design and construct the first video studio used by DuMont).

The Paul Barrys have named their new arrival Susan Hope.

Cy Mann now doing public relations for the Reporter magazine.

Show Must Go On Dep't: Patricia Wheel continuing her "Woman to Remember" chores minus a couple of molars just extracted.

Conrad Thibault becoming hotter than a two-dollar pistol. His concert sked for next season is solid—he'll have his own TV show—and he's wanted for a lead in "The Little Foxes."

Pabst Blue Ribbon and Masti Acres have renewed their program on Fortune Pope's WHOM.

Recommended: Page Morton warbling at the King Edward Blue Room.

Janet Johnston has been promoted to executive secretary at WENS New York, replacing Agnes Code. Miss Johnston formerly was WINS sales secretary.

Janet Johnston, formerly sales secretary at WINS, New York, has been promoted to the post of executive secretary to Eldon Park, station manager, and Wilmot Losee, sales manager.

Jump!

Turn that summer slump into a sales jump! Hypo hot-weather sales by telling *your* story on KYW.. the 50,000-watt NBC outlet that covers the nation's third market, *plus the cream of the nation's vacationland*. This year, with new twin towers and a super-efficient antenna system, KYW delivers a *better-than-ever* signal throughout the heavy-spending holiday areas at South Jersey beaches and nearby Pennsylvania mountains.

Jump in! There's business waiting. For availabilities, check Harvey McCall at KYW, or Free & Peters.

PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

KYW

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 9

NEW YORK, THURSDAY, JULY 14, 1949

TEN CENTS

BOARD 'STREAMLINES' NAB OPERATIONS

Webster Talks TV, WNEW With Tobey

Washington Bureau of RADIO DAILY
Washington—It will probably be at least two years after the lifting of the TV freeze and the setting of standards before color television broadcasting gets under way, FCC Commissioner Edward M. Webster told the Senate Interstate Commerce Committee yesterday. He made this estimate in response to questioning by Sen. Charles W. Tobey (R., N. H.) during the hearing on his nomination for a new seven-year term on the Commission.

Webster stated further that he
(Continued on Page 8)

Food Stores To Sponsor Lombardo In New Eng.

The First National Food Store Chain will sponsor "The Guy Lombardo Show," a half-hour Frederick W. Ziv transcribed package, over five stations of the New England Regional Network Thursday nights at 7:30 starting July 28.

Stations which will carry the program are WTIC, Hartford; WJAR, Providence; WCSH, Portland; WLBZ, Bangor, and WRDO, Augusta.

Ernst Calls Networks Industry 'Monopolists'

Washington Bureau of RADIO DAILY
Washington—Morris Ernst, New York attorney, yesterday attacked the concentration of power through bigness in the radio industry in testimony before a House judiciary sub-committee on monopoly power. He told the committee, which is investigating the need for anti-trust law changes, that the four networks
(Continued on Page 5)

Public Service

Hartford, Conn.—In a move to ease the unemployment situation in Greater Hartford, WDRC is using the "This Is Hartford" program as a job exchange. Announcer Russ Naughton lists jobs available daily and also catalogues the names of job applicants. Temporary employment for eight women resulted from one announcement recently.

Optimistic

Outlining positive elements that exist today in American industry and refuting pessimism reflected in some quarters, Charles Luckman, president of Lever Brothers Company, will be heard over the CBS network next Wednesday, 5:15-5:45 p.m., EDT. Luckman will be speaking before a Chamber of Commerce luncheon at the Billmore Hotel in Los Angeles.

Joint Sales Promotion Links Manufacturers

Lever Brothers Co. and Westinghouse Electric Corp. have announced a joint sales promotion plan, whereby the purchase of Lever products will bring a discount on a Westinghouse appliance or radio.

The plan will be supported by announcements on three network radio shows sponsored by Lever Bros. and Westinghouse, and by newspaper, magazine, and point-of-sale advertising. Consumers will get a \$2
(Continued on Page 8)

Sale Of Radio Equipment To Rome Interests Set

Fairchild Recording Equipment Corp. has announced the sale to Radio Italiana, Italy's state broadcasting system, of a \$173,000 order, said to be the biggest postwar purchase of recording equipment by a foreign country.

The contract, sanctioned by the
(Continued on Page 4)

CBS, RCA Not 'Dickering' On Color TV, Says Stanton

Washington Bureau of RADIO DAILY
Washington—CBS president Frank Stanton yesterday denied "categorically" implications that CBS "is attempting to hinder the development of color television" and that the web "is 'dickering' with RCA on the CBS color patents." Stanton's denials are contained in a letter to Sen. Edwin C. Johnson, chairman of the Interstate and Foreign Commerce Committee, refer-

Eliminates Exec. V. P. Post, Program Department, Sets Up AM-FM And Video Divisions

Portsmouth, N. H.—Reducing the operational budget of NAB from \$776,000 to \$701,000 through the elimination of the program department and other personnel reductions, the NAB board concluded their three day session here yesterday after taking decisive steps to streamline the industry organization's operations.

The board eliminated the office of executive vice president now held by A. D. "Jess" Willard, Jr.; dropped Harold Fair's program department and set up two important divisional departments—"Audio-AM-FM" and "Video". These two divisions will be directly responsible to Justin Miller, president, along with the office of secretary-treasurer now held by C. E. Arney, Jr.

In addition to creating the new divisions, the board defined the operations of five other departmental activities now a

Rate Cutting Evil Made Issue With NAB

Asserting that the rate cutting evil is a problem which urgently needs attention, John Deme, president of WICH, Norwich, Conn., yesterday wired Justin Miller, president of NAB, at Portsmouth, N. H., to ask that the organization take steps to rectify the situation.

Deme's views as set forth in the telegram to Miller follow:

"This is an open letter to the NAB strongly advising that along with the fight against PI deals we had better take cognizance of the im-

(Continued on Page 8)

part of the NAB operations. These departments are Legal, Government Relations, Public Relations, Research and Engineering. Don E. Petley as general counsel heads the legal department; Richard P. Doherty, government affairs and employee-employer relations; Robert K. Richards, director of public relations; Kenneth H. Baker, direc-

(Continued on Page 2)

Georgia Station Sold To WGAC Official

Augusta, Ga.—Sale of WTNT, Augusta, to J. B. Fuqua, vice-president and general manager of WGAC, Augusta, for \$75,000 has been announced by Edgar W. Teasley, vice-president and general manager of the Georgia-Carolina Broadcasting
(Continued on Page 5)

Clambake

Harold E. Follows, general manager of WEEL, Boston, and 1st District NAB chairman, turned the NAB board meeting at Portsmouth, N. H., into a clambake Monday night when he entertained the board members at a shore dinner at Wentworth-by-the-Sea. Baked clams and other seafood were featured on the menu.

ring to the July 6 hearing of the Senate group regarding renomination of Edward M. Webster for the FCC.

Stanton's letter, which was read into the Congressional Record yesterday, said that the allegations against CBS were contained "in the questions and statements of members of the Committee and the statements of Mr. Webster." Copies
(Continued on Page 7)



Vol. 48, No. 9 Thur., July 14, 1949 10 Cts.

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FRANK BURKE : : : Editor

MARVIN KIRSCH : Business Manager

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

WEST COAST OFFICES

At 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 N. Michigan Ave.

Phone: Randolph 6-8650

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

FINANCIAL

(July 13)

NEW YORK STOCK EXCHANGE

ABC	63/4	61/4	65/8
Admiral Corp.	175/8	163/4	175/8	+ 1/8
Am. Tel. & Tel.	141 1/4	141	141 1/4	+ 1/8
CBS A	173/4	171/2	173/4	+ 1/8
Philco Pfd.	82	82	82	+ 1
RCA Common	10 1/2	10 1/8	10 1/2	+ 1/4
RCA First Pfd.	67 7/8	67 7/8	67 7/8	- 5/8
Westinghouse	23 3/4	23 1/2	23 1/2	+ 1/2
Westinghouse Pfd.	94	93 3/4	94	+ 1/2
Zenith Radio	22 1/4	22 1/8	22 1/4	- 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 1/2	2 1/4	2 1/2
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OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 1/4	12 1/4
Stromberg-Carlson	9 3/4	10 3/4
U. S. Television	3/8	5/8
WCAO (Baltimore)	15	20
WJR (Detroit)	5 3/4	6 1/2

George A. Tons

Pittsburgh — Funeral services were held this week for George A. Tons, 22, son of George D. Tons, KDKA sales manager, former star football and basketball player at Dormont, Pa., high school. Tons was the first baseman for the Mt. Lebanon, Pa., Pirates and a student at the University of Pittsburgh where he enrolled after being discharged from the army.



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The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry.

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.

NAB Board Trims Budget; Eliminates Program Dept.

(Continued from Page 1)

tor of research and Royal V. Howard, director of engineering. All departments will account to President Miller.

BAB Function Defined

Broadcast Advertising Bureau, newly created radio-TV promotion bureau, under Maurice Mitchell will function as a part of the industry organization until such a time as the board thinks it advisable to operate BAB as an independent corporation. The BAB headquarters will be in New York and in addition to serving a advertising promotion office will function as a general information office for NAB.

Membership in NAB, reported to have dropped from 2,000 to 1,816 since the April convention in Chicago, is expected to be revitalized by a special discount of 12 1/2 per cent on dues which was voted by the board. The discount will be in effect from August 1 to December 31.

The board instructed the finance committee to work out a plan of equitable dues for both AM, FM and TV stations for presentation at the November board meeting.

Membership in the 10 standing committees was reduced from 8 members on each committee to five with one board member serving on each committee.

The committee which brought about the streamlining of the administrative organization was the Structural Committee headed by Clair R. McCullough, general manager of WGAL, Lancaster, Pa. The finance committee which also figured prominently in the deliberations was chaired by John F. Meagher of KYSM, Mankato, Minn.

Other Economies Planned

Further economies have been made possible by reduction of the number and size of the associations executive committees. These committees, representing various phases of broadcast operations, are advisory to the board. In the past they have included seven or more members with two board members acting in liaison capacity to each committee—making a total of nine members or more exclusive of the network liaison members (who do not vote).

Under the new plan of structure each executive committee will include five members of whom one will be a board member—a reduction of three or more members each and a consequent saving to the membership. The maximum number

of executive committees will be ten.

McCullough and Meagher commenting on the plan issued this joint statement:

"The board long has recognized that the structure of the national association, representing as it does an art that is constantly changing, requires periodic review and revision. We believe this streamlining will provide members in all segments of broadcasting—audio (AM and FM) and video (television)—with a finer more helpful service. The plan has been developed at no sacrifice of current services and, indeed, anticipates an expansion of services. At the same time through reassignment of some functions and other economies NAB has been able to accomplish an immediate discount in dues.

"Both the structure and finance committees other members of the board and the headquarters staff have surveyed the opinions of hundreds of broadcasters and consulted scores of experts in the organizational field before developing the plan. The NAB always has been recognized as one of the eminent trade associations. We believe this will make it even better."

COMING and GOING

BEN GRAUER, announcer and commentator on NBC, will leave tomorrow for Tanglewood, where he will officiate at the network's Sunday broadcast of the Boston Symphony under Serge Koussevitsky. The network will broadcast these concerts for the next five weeks.

PAUL ADANTI, general manager of WHEN, television outlet of CBS in Syracuse, N. Y., is in New York for conferences at network headquarters.

HERB LANDON, of Kenyon & Eckhardt publicity, and BARBARA SYMMES, one of the agency's flacks, have returned from their vacations, Herb from the Adirondacks, Barbara from New Hampshire.

EASTON C. WOOLEY, director of the stations department at NBC, has left for a tour through the South, during which he'll attend the NCAB convention at Wrightsville Beach, N. C.

JUDITH WALLER, director of education and public affairs for NBC, arrived yesterday from Europe aboard the Queen Elizabeth. Following a visit at the network, she left for her Chicago headquarters. In Paris Miss Waller was a delegate to the UNESCO Conference on Educational Broadcasts.

JOHN MURPHY, long-time New Yorker who now is manager of WLW-D in Dayton, Ohio, is back in the big town on business for the station.

KATHI NORRIS, femmcee of WABD-Du Mont's Television Shopper, and husband WILBUR STARK, producer, leave Saturday following "Spin the Picture" for a one-week vacation at West Harwich, Mass.

GEORGE BURBACK, manager of KSD, St. Louis outlet of NBC, is in Gotham on station and network business.

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.

Heads WITH Research

WITH, Baltimore, has announced the appointment of Sidney Hollander, Jr., as research director.

Formerly assistant research director for Gimbel Brothers, Philadelphia, Hollander is a member of the American Marketing Assn. and a panel member of the American Arbitration Assn.

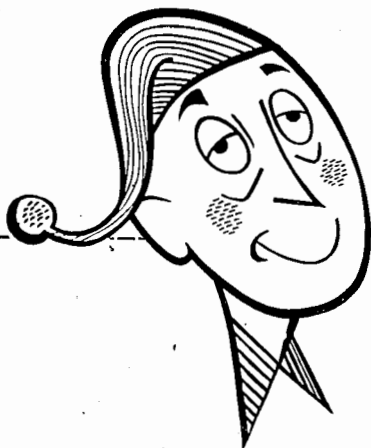
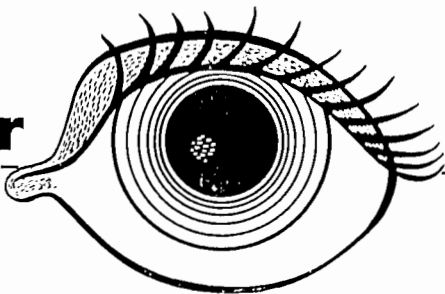


W.I.T.H.

AM Baltimore, Md. FM

Tom Tinsley, President • Represented by Headley-Reed

eye-opener



and **night-cap**

In Detroit, first to be tuned-in and last to be turned-off is WWJ, Detroit's first radio station. So familiar is this 29-year old station to the masses in this wealthy market that this tuning-in, turning-off procedure is a daily habit in thousands of homes that house the families of Detroit's workers.

Results, too, are habit-forming . . . because WWJ advertisers have been getting them habitually. This is one market where "playing the favorite" pays-off every time.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV



Basic NBC Affiliate

Banish TV headaches!

Here's the main line on getting complete TV Programs

National—Local—Full Length—Spots—Special Features on films—plus Live Shows and Kinescope.

As SIMPLE As This...

Producers

AMERICAN PRODUCTS RELEASING CORP.

Sponsors

TV Stations

Adv. Agencies

Get all your T V programs from The One Major releasing organization. Simple, direct, precise data on all types of shows—shows designed to sell—shows made-to-selling-measure.

American APRC PRODUCTS RELEASING CORP. Glenn T. Bevor, Pres., Gen. Mgr. 3757 WILSHIRE BOULEVARD LOS ANGELES 5, CALIFORNIA Sales • Distribution • Liaison • Promotion



Mainly About Manhattan...

Al Jolson may surprise even his intimates by playing the London Palladium in the fall... Samuel Goldwyn is the first of the H'wood moguls to go all out on television trailers... Buddy Rogers will pinch-hit for Ed Sullivan on "Toast of the Town" July 31st... Our own 'private eye' turned in a glowing report on the new Hank Ladd show... Danton Walker, as Roberta Quinlan's guest tonight, is bringing along his own guest—Martha Wright... Ethel Thorsen, the beautiful fashion designer, joins the glamour-packed panel of "Leave It To The Girls" this Sunday...



Ethel Thorsen, the beautiful fashion designer, joins the glamour-packed panel of "Leave It To The Girls" this Sunday, matching her wits against jovial Hank Morgan... Dave Samoff's brother, Lew, elected to the Board of Directors of Television Guide magazine... Mickey Rooney, who's been complaining about the alleged raw deal he got as an indie producer, launching an extensive personal appearance tour...



AROUND TOWN: Dave Samoff's brother, Lew, elected to the Board of Directors of Television Guide magazine... Mickey Rooney, who's been complaining about the alleged raw deal he got as an indie producer... Norma Corwin may do a switcheroo to Mutual... Maggie McNellis will be hostess at the big Variety Club shindig to be held in Sept. at Glenn McArthur's Shamrock Hotel in Texas... Bernice Banton, a real looker who belongs in TV, is creating a video show in her spare time.



MAIN STREET SEEN-ery: Eddie Cantor, the kid from the lower East Side who's rich enough to buy the upper East Side, ordering a second round of borscht at Lindy's... Dance star Marge Champion, who was Disney's "Snow White" model, with her Prince Charming in the Cub Room...



CHICAGO

By HAL TATE

EVERETT HOLLES, former news editor at WBBM, is in New York City preparing for his 6-week European jaunt. His successor at WBBM is Julian Bentley, who was news editor of WLS for 14 years. Bentley's assistant is Frank Barton, writer and supervisor of two news programs at the Windy City station since 1944.

Jack Fulton has returned to WBBM as a staff vocalist. Jack has authored "Be the Good Lord Wol Willing." He does the singing on a new MGM disc with WGN staff announcer Franklyn MacCormack reading the poetry. Wayne King has also recorded the number for RCA-Victor with Billy Leach of WBBM doing the vocalizing.

Sil Aston, WAIT manager, is back from a three week California vacation with a healthy tan and some nice contracts.

Mayor Martin Kennelley's closest relative is time-buyer for the local Olian Advertising Agency. She is the lovely and talented Kay Kennelley.

Frank McGiveran, publicity and promotion manager for WCFL, is vacationing in Indiana.

Toffenetti Time, popular WMOR light classical show, has switched its time to two ten-minute evening segments directly preceding and following the Grant Park Concerts. The program is now aired from 7:45 to 7:55 p.m. seven days a week and from 10:15 to 10:25 p.m., Wednesday, Friday, Saturday and Sunday. Sponsored by the seven Toffenetti Triangle restaurants, the show is produced by the C. Wendell Muench Advertising Agency.

Radio and television are principally responsible for the tremendous growth of the home furnishings field over the last quarter century, General Lawrence Whiting, President of the American Furniture Mart, told the Mart's Press Club luncheon guests July 5th. "These things keep people at home, and anything that keeps people there is wholesome and also helps the business. At the same time, the volume contributed by these fields equals and at times exceeds furniture, bedding, etc."

Sale Of Radio Equipment To Rome Interests Set

(Continued from Page 1)

Economic Cooperation Administration, covers disc and magnetic tape recorders, transcription playback turntables and accessories.

Simultaneously, the firm announced the appointment of Fred R. Driessen as president of the corporation. Driessen has been a management consultant to the Fairchild Camera & Instrument Corp. Sherman M. Fairchild becomes board chairman of Fairchild Recording Equipment Corp.

WIP Asks For, Gets, Political Free-For-All

Philadelphia — Benedict Gimbel, r., president and general manager of WIP, Philadelphia, has offered the station's facilities to political opponents to continue and finish a rough, no-holds-barred word battle which yesterday split Philadelphians into two hissing, jeering and at-calling camps.

The unrefereed, vitriolic debate between Sheriff Austin Meehan and the unsuccessful Democratic majority candidate, Richardson Dilworth, was carried in full by WIP, with on-the-spot street interviews of opinion of the over-flow crowd that crowded about the speakers of the stations mobile unit.

Called "Rowdy Exhibition" The long-heralded encounter, which many have termed "one of the rowdiest exhibitions in the city's political history" was introduced to the packed Academy of Music's 3,000 seat-holders by WIP's ace newscaster, John Facenda, who also kept time with stopwatch and a loud fight-gong. The two competitors alternately implored and demanded that the audience restrain its noisy partisanship, but both were unsuccessful.

Meehan said that he would be glad to debate again with Dilworth before a "special group." This was assumed to mean a group which would refrain from interrupting.

New Sponsors Added To "Cisco Kid" Clients

"The Cisco Kid," transcribed open-end Frederick W. Ziv Co. package which built its early success on baking company sponsorships, is adding other types of sponsors, including bottling firms, dairies, and a furniture dealer.

The Miller-Backer Bottling Co. has bought "The Cisco Kid" for three years over WSR, Cleveland. Dairy sponsors include Meadow Gold, on WHOS, Decatur and WHBS, Huntsville, Ala.; Klein's Dairy Products Co., WKUL, Cullman, Ala.; Banner Creamery, KTXL, San Angelo, Tex. The Modern Furniture Co. airs the program over KRNR, Roseburg, Ore.

Frank Luther Show Renewed By Maltex

The Maltex Co. has renewed its sponsorship of the Frank Luther show, Saturdays, 8:30-9 a.m.

The 39-week contract for the program of songs and stories was handled through the Samuel Croot agency, with William Buschgen representing NBC spot sales.

Gimbel offered the facilities of WIP to both opponents if they would agree on the Sheriff's offer.

The event was carried by two television stations, WCAU-TV and WFIL-TV, the latter originating for the CBS channel, and brought attention from national news services and coverage by Life magazine.

Ernst Calls Networks Industry 'Monopolists'

(Continued from Page 1) "dominate the air" and are stifling the small stations.

In what amounted to a virtual repetition of his statement to the House Small Business Committee last year, Ernst denounced the growing control of all branches of the communications field by fewer and fewer persons and companies. He singled out the inability of small stations to develop regional networks or otherwise compete with the four major networks because they cannot rent "hook-in" wires from the telephone company for less than an hour.

He also pointed out that in many towns the only newspaper owns the only radio station. This is a dangerous trend, he said, because "Democracy requires a conflict of thought and diversity of opinion."

ABC To Air 6 Concerts Of Chatauqua Symphony

Chatauqua, N. Y.—Six Sunday concerts of the annual Chatauqua Symphony series, under the direction of Franco Autori, will be broadcast by ABC, July 17 through August 21, 3:15-4:30 p.m., EDT.

The series will originate from the Chatauqua Amphitheatre through ABC affiliate WJTN, Jamestown, N. Y. The 54-piece orchestra is made up of artists from large symphony orchestras throughout the country.

Georgia Station Sold To WGAC Official

(Continued from Page 1) Co., WTNT licensee. WTNT is an NBC affiliate, WGAC an ABC outlet.

The deal covered 900 shares of WTNT issued stock. Under a stock repurchase agreement Teasley and Walter J. Brown, president of WTNT and also of WORD, Spartanburg, S. C., and WTWA, Thomson, Ga., will retain a joint 6.6 per cent interest in WTNT. Application has been made to the FCC for approval of the stock transfer. When the transaction is approved Fuqua will resign from WGAC and dispose of his 10 per cent stock interest in that station.

Other Stockholders Listed
Brown and Teasley own 51 per cent of the WTNT stock, other stockholders being P. S. Knox Jr. and John Cash of Thomson, and Dr. William Thurmond, of Augusta. In connection with the WTNT, Brown commented:

"The coaxial television line is already through Augusta. . . . Apparently with television in mind, Mr. Fuqua made us an offer to purchase WTNT. Because of his resources and experience in Augusta radio, which is a highly competitive market, we decided the continued development of WTNT and the radio listening and seeing public would best be served by selling WTNT to Mr. Fuqua."

the soap that slept for 9 years



IF YOU HAVE a new product—or a product that's been forced to slumber—use radio, use WOR. Radio and WOR are the fastest, most economical methods around the place.

Look at Pears—Pears Soap, we mean. It's a sensational story . . . Forced out of the American market in 1940—due to England's war restrictions—(when Pears was selling for 15¢ per cake), Unilever, which makes Pears Soap, picked WOR—and WOR *only!*—to reintroduce it to the American public in 1949 for 50¢ per cake. Imagine, a product 9 years asleep and returning at 50¢ per cake! Such gall!

What happened? Gentlemen, it's breathtaking: In 3 months—*three* months, mind you—WOR's adroit "Barbara Welles" placed Pears—at 50¢ per cake—in 3,100 drug stores; 48 department stores and 14 drug chains—from Hanover, New Hampshire to Raleigh, N. C. All but four major New York department stores now carry Pears!

How much did this distribution cost? A pittance, men, a pittance—about \$1.00 per store.

That, we think, is *selling*. That is what WOR can do for you, too.

WOR

mutual

—heard by the most people where the most people are

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

EVERY TIME I MEET YOU

from 20th Century-Fox's
**"THE BEAUTIFUL BLONDE
 FROM BASHFUL BEND"**
 Starring BETTY GRABLE
 Written, Produced and Directed by
 PRESTON STURGES
 recorded by
 MARGARET WHITINGCapitol
 PERRY COMORCA Victor
 BUDDY CLARKColumbia
 DICK HAYMESDecca
 ART LUNDM-G-M
 GLORIA CARROLL ..Dance-Tone
 LEO FEIST, INC.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Miller Music will get behind "Time On My Hands," for the second time . . . the song, which catapulted Lyrist Mack Gordon into the big time, (Harold Adamson and Vincent Youmans were the other two writers) is featured in the Warner Bros. musical, "Look For The Silver Lining." . . . ● The way the Mariners deliver the droll lyrics to "Sing Until The Cows Come Home," on Arthur Godfrey's morning CBSeries, plays havoc with your funny bone . . . same pubbery, Ryvov Music, has another great piece of material for these lads in "If I Had A Million Dollars." . . . ● Baritone Eddie Miller, who sang with Al Jolson in Lew Dockstader's Minstrels, like Jolie, can still warble with the best . . . he'll play the Palace last week of July. . . ● Patt Barnes doing a swell pinch-hit job on Walter Kiernan's 6:30-8 a.m. WJZ series while W.K. catches up on his fishin'. . . ● Al Gallico, who started with Leeds Music ten years ago (last four years the firm's prof. mgr.) resigns next month to open his own publishing firm. . . ● Maxwell-Wirges have just published a hymn, "With The Help of The Lord," written by Art Berman and Lee Pearl. . . ● Ace Announcer Joe Given of WOV will add to his chores when he takes over Bill Williams' "Band Parade" series for the next four weeks. . . Joe possesses one of the finest speaking voices in radio. . . ● Jess Carlin in town from Hollywood for a few days swapping gossip with the lads in front of the Brill Building. . . ● Lee Donahue, former Miami Beach DeeJay, now in Birmingham, Alabama, doing a daily series of platter WBRChatter. . . ● 20th Century-Fox will screen-test Freddie Robbins.

★ ★ ★ ★

● ● ● J. J. Robbins is the sole selling agent in America for the English Waltz hit, "If You Ever Fall In Love Again," written by Dick Farrelly and published by Noel Gay. . . ● Another big hit in England, the oldie "In A Shady Nook" (By A Babbling Brook) is getting a revival by Stasny Music Co. . . ● Jimmy Dickens' Columbia platter of the hillbilly "Take A Cold Tater and Wait," is responsible for the ditty's spurt in sheet music sales . . . published by Alfred E. Brumley Publishing Co. . . ● BMI is starting to click with the ballad, "Every Night Is Saturday Night," clefted by Harry Shane and Harold Josephs. . . ● Did you know that the current hit, "Ballin' The Jack" was penned almost forty years ago by Chris Smith? . . . it was originally published by Jos. W. Stern & Co. and assigned in 1920 to E. B. Marks Music. . . ● Don Bestor has organized a new band and opens next Monday at the Cascades on the Roof of the Hotel Biltmore in Gotham. . . ● In this pillar dated September 26, 1946 we wrote, quote, Handsome Bill Harrington, whose morning songfests on Mutual is a treat, rates a screen test . . . unquote: last week a major film company gave Bill, who now is the new vocalist on "The Hit Parade," a screen test. . . ● Bigelow Carpets has renewed "The Dunninger Show" for its fourth 13-week stanza . . . program, starting Wednesday, Oct. 7, will be aired on CBS-TV. . . ● The Ripley "Believe It Or Not" NBT series, starting July 18, will be viewed on Wednesdays at 10-10:30 instead of Tuesdays at 9:30-10. . . ● Johnny Andrews, featured on "Easy Does It," will pinch-hit for Bob Smith's early morning NBChatter and platter series while 'Howdy Doody's Pop' vacations. . .

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Dick Jurgens Crew turn in a fine effort in their Columbia platter coupling "Who Do You Know In Heaven" flipped with "Twenty-Four Hours Of Sunshine." Jimmy Castle, with smooth support by a vocal group, 'sells' the words of the A side while the 'Sunshine' side features the vocal chords of the entire band . . . deejays will latch onto this one. . . ● Maestro Johnny Long, just inked to a one-year pact by King Records, currently has four labels peddling his musical wares . . . besides King, Decca has reissued some of his old waxings via its Coral label Hi-Tone and Signature have just released tunes he made two years ago. . . ● Hot Lips Page's new Columbia disk of "Don't Tell A Man About His Woman" is his 750th.

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

Action of RADIO DAILY, Thursday, July 14, 1949 — TELEVISION DAILY is fully protected by register and copyright

NAB TO SEPARATE RADIO, VIDEO

TELE TOPICS

ADJA notice how gleefully yesterday's papers played up the fact that the Robinson-Gavilan go was not aired in re-ting the bout's healthy \$177,128 gross? News story by Gene Ward was head-ided "Ray Picks Up Video-less 51's G's," stated that Robinson "can thank tele-ision or, rather, the lack of it" for the e of his purse. The Mirror's Jim Jen-ings, in a piece headed "Robby Go May Video Fans," really came up with a i. "Owners of television sets," he wrote, o now number millions, and receive it of their pleasure by that source n telecasts of sports events, received at may be a figurative knockout when e promoters of the . . . fight banned h video and radiocasts of the match, i, in so doing, staged the most profitabl- ing show of the year. Their decision t in motion a movement to compel ecessors of television machines to pay ee for the reception of every future ecast of professional sports competition. s taken in this city, (Philadelphia) re- tly and today, revealed that a majority TV fans, especially those deprived of night's bout, not only are willing, ctually 90 per cent of those polled, untarily suggested such a system. . . .

WHY IS IT that sportswriters, or scribes, as they prefer to be known, always eager to throw a few darts at eo? Isn't it at all possible that the Binson-Gavilan fight drew a crowd of 305 primarily because it was a good tch, a championship bout between two e, colorful and exceptionally popular ers? What basis is there for Brother rd's statement that Sugar Ray received largest purse of his career only be- e the TV cameras were not present? Is possible, y'know that if the fight e been scanned the crowd would have n as large and the champ's end of the e might have been further enriched. . . . for Brother Jennings, has he never rd of Berle or Godfrey, and the fact t week in and week out Milton pulls a her rating than any fight ever aired? o, who's behind this "movement to apel" set-owners to pay for each sports nt received? How would reception be nged? Who would be paid? And about se polls—who made them, when and e? Any answers, fellas?

RELIMINARY testing for the CBS-TV ranscription installation in Hollywood s under way tomorrow under super- on of Les Bowman and Herbert Pang- n. . . Eddie Starr, TV flack nonpareil, ecks out of the NBC press dept. next ck to become assistant to Don Bogert, b's manager of employe services. . . . cial screening of the second half of russia In Europe" will be staged by e mag next Tuesday in the Johnny r theater.

Video Aids In Study Of Ram Jet Engines

Camden, N. J.—Industrial use of tele to obtain remote, rapid, qualitative evaluation of combustion efficiency was proved practicable during recent tests conducted by RCA engineers on ram jet aircraft engines in association with Wright Aeronautical Corp., it was disclosed here yesterday by Hugh H. Spencer, of the RCA research projects section.

Other experiments made with an infra-red-sensitive image orthicon tube showed that TV can detect "hot spots" in metals before they become visible to the human eye. Monitor used in the tests began to show distinctive light grey spots on a locally heated plate of steel well before the eye could detect any red coloring on the plate itself, Spencer said.

The series of experiments was undertaken to assess the applicability of monochromatic video for continuous gross evaluation of the performance of ram jet engines by remote observation of their exhaust flame.

Largest RCA Antenna

Los Angeles—The largest super-turbine batwing antenna ever built by RCA is now under construction at the firm's Camden, N. J., plant for early shipment to KTSL. To be installed on Mount Wilson, antenna is 103 feet high, has a maximum pole diameter of 18 inches and will weigh more than 12,000 pounds. Turnstile bays are each 127 inches long.

CBS, RCA Not 'Dickering' On Color TV, Says Stanton

(Continued from Page 1)

of the letter were sent to Sen. Charles W. Tobey, Webster and David Sarnoff, board chairman of RCA.

"Not only is CBS doing nothing to hinder the development of color television," Stanton said, "but CBS has done more than any other factor in the industry to foster its development. As to 'dickering' with RCA to deprive the public of color television or anything else, anyone familiar with the industry need only review in his mind the vigorously competitive situations between CBS and RCA in the broadcasting and recording fields over the last few

Tonsorial TV

An enterprising barber on New York's Sixth Avenue, near Radio City, has posted a window streamer reading, "Television Actors' Haircuts a Specialty." The firm's vice-president in charge of television presides over the video chair. Another specialty of the house is "The Haircut That Doesn't Look Like a Haircut."

Sylvania Names 3 To Head TV Set Sales

Sylvania Electric Products, Inc., has completed its executive sales staff for its new receiver line due in the fall with the appointment of John K. McDonough, as director of sales; C. K. Bagg, sales manager, and Bernard O. Holsinger, advertising and sales promotion manager.

McDonough has been with the company since 1943, and previously was associated with Ford Motor Co. and Commercial Investment Trust. Bagg comes to Sylvania from the Newell-Emmett agency, where he was account executive. Holsinger was previously advertising director of Rudolf Wurlitzer Co. and sales promotion manager of American Book Sales Co.

Bank Buys Time On WPTZ

Philadelphia—Camden Trust Co. has signed a 52-week contract with WPTZ for airing of "Kieran's Kaleidoscope" Sunday evenings beginning July 21.

Plans TV Division, Willard May Get Top Tele Post

Portsmouth, N. H. — The NAB board of directors at its closing session here yesterday took decisive action to divorce the organization's

radio and TV operations by voting to establish a "Video Division," for the purpose of giving service to TV broadcasters within the membership.



WILLARD

In setting up the new department the board empowered Justin Miller, president of NAB, to name a TV division head and it is expected that A. D. "Jess" Willard will again be offered the post. Willard's position as executive vice-president of NAB was abolished at the board meeting yesterday and inasmuch as he has been nominal head of TV operations since the April convention, it is believed he will be given first opportunity to accept the post.

Discussions during the three-day session of the board centered almost entirely on how the organization could best function both in the interests of AM-FM radio and TV. It was concluded that both departments were vital to the membership and that the best way to solve their problem was to establish two divisions: AM-FM Radio and Video.

If Willard elects to turn down the post as head of the Video Division, Miller is expected to offer the \$25,000 a year position to one of several applicants who have been under consideration since the April convention.

Latham Appointment Set As WKRC-TV Sales Mgr.

Cincinnati—U. A. Latham has been appointed general sales manager of WKRC-TV, it was announced yesterday by Hulbert Taft, Jr., exec. veepee. Latham has held a similar position with WKRC (AM) since 1944. He has been with the licensee, Radio Cincinnati, Inc., since 1935, and previously had sales experience with General Motors.

Roger Read, who was acting sales manager of WKRC-TV until the outlet began commercial operation, and Frank McNeely will remain with the station as sales executives.

Rate Cutting Evil Made Issue With NAB

(Continued from Page 1)

pending detrimental effects of rate cutting.

"Why stations take the trouble to publish a rate card and never bother to uphold those rates is a problem confronting the operators of stations who are trying to maintain the standards of good advertising principles. The writer has had the painful experience of being asked by managers of various chain stores that use radio: Why . . . in Springfield, Mass. our store had a deal of 35 spots for \$35.00 per week . . . our store in Hartford, Conn., has a package deal way below your local rate card? In New Haven, Conn., our store bought 30 spots for \$25.00 per week. In Providence, R. I., we have a package deal of 50 spots for \$40.00 per week. . . and it goes on and on. Yes . . . right here in Norwich the former management operating WNOG had a package deal of 55 spots for \$35.00 per week. You can not operate a radio station with operating expenses running between \$50,000 to \$60,000 a year or more and stay in the black with rate cutting. Then there are the honor stations who *Never-Never* cut rates, but will give 15-20 promotional announcements to advertisers buying a strip of 3-5 15-minute programs. These promotional announcements are in reality 50-75 word commercials for which the station actually logs the time and submits them to the advertisers. It is almost impossible to do business these days without some of these advertisers demanding promotional announcements because everybody seems to follow suit.

Brings "Cut-Rate Programs"

"Rate cutting results in cut rate programs—cut rate announcers (and on some stations they sound it)—and in the end an overall, cut rate radio station."



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

Webster Talks TV To Tobey; Defends Renewal To WNEW

(Continued from Page 1)

does not believe the Commission will lift the freeze much before Jan. 1, 1950, and certainly not prior to Dec. 1 at the outside.

After two and one-half hours of rapid-fire, almost uninterrupted examination, confined to Webster's views on color TV and on his reasons for voting to renew Arde Bulova's license as operator of WNEW, New York, Tobey announced that he still had more than an hour to consume in his questioning. The hearings are expected to be concluded at the end of today's session.

As expected, Tobey concentrated his attack on the interpretation of the recent Commission announcement which indicated that color would not be given the green light until it can be received on present sets. Webster said he believes that it probably would be wise to withhold approval of color broadcasting until it is receivable on today's sets, but steadfastly maintained that his final decision on the matter would be determined by the hearings.

Only if the hearings develop that delay until the monochrome sets can be adapted to receive color is the most practical solution to the problem, would he agree to the limitation, Webster said. He refused to concede, however, that the black-and-white broadcasters would fight to block the introduction of color as long as possible, or at least until there are sufficient color sets on the market to make such broadcasts commercially profitable.

He did admit, however, that concentrated opposition, based on the economic factor of the costs of changeover, might be forthcoming from the broadcasters.

Tobey countered by saying it was up to the Commission to publicly advise the station operators that the switch could be made reasonably and without an overburdening expense. They should be informed before the August hearings, he said, that their interests would not be jeopardized by the transfer.

The possibility of further committee hearings on the color question was raised by Senator Tobey's remark that he might want to call C. B. Jolliffe, RCA vice-president in charge of the laboratories; Peter

Medical Series On WNBC

A new program series, dramatizing interesting medical case histories, made its debut last week, over WNBC, from 9:45 to 10 a.m. The new program features Dr. Frederic Damrau and Adeline Maneery. Dr. Damrau, nationally famous authority on many phases of clinical research, is a New York physician. He has chosen some of the most interesting of his widely varied medical cases for this series. "Inside the Doctor's Office" is scheduled to be heard Mondays through Fridays.

Goldmark, of CBS, and Dr. Edwin Armstrong, to discuss their views on color TV, and possible objections they might have to its early activation.

Tobey's concluding remarks that he wanted to complete the Webster hearing today led observers to believe he might have future color investigations in mind.

Tobey bombarded the Commission nominee with queries on the reasoning behind his vote to favor Bulova by granting a renewal of the WNEW licensee providing he sold his interest in WOV, without holding public hearings. He read extensively from the minority report signed by Chairman Wayne Coy and Commissioner Jones and from the report of Commission Counsel Benedict Cotton.

Webster stuck to his guns, however, demanded and received permission to insert the majority report in the record, and said he felt that, since Bulova had been cleared by a previous Commission, there would be no sense in dragging the case on any further. It is in the public interest to keep the stations on the air, he went on, and the earlier Commission had heard the same evidence and approved the licenses.

(Continued from Page 1)

credit certificate toward the purchase of a specified Westinghouse product, in exchange for two wrappers or box tops from Lever products. Tied in with the promotion are 300,000 grocery stores and 60,000 radio and appliance retail outlets.

Educational Broadcasts Total 785 Hours In Chicago

Chicago — Local radio stations broadcast a total of 785 hours of educational program fare during the period of October-June, 1948-49, according to figures released yesterday by George Jennings, director of the Chicago Radio Council.

The bulk of this time—688 hours—was carried by FM stations. AM stations programmed a total of 97 hours of Radio Council program while television stations aired five hours. During the same period, local studios and offices were visited by 3,070 educations and students.

Alexander Joins WHLI

Hempstead, N. Y.—Clarke Alexander, formerly with WWL and WNOE, New Orleans, and the Armed Forces Radio Services, has joined the announcing staff of WHLI.



MAKE YOUR LIFE A Smooth Proposition

One of the loveliest houses in Fairfield County. So carefully designed for easy, economical operation that two help, one inside, one outside can take care of all the work. Designed to whisk away the wearisome details of living. Let's take a look at the vital statistics:

LOCATION: New Canaan, Connecticut. Exclusive residential community. 2 miles from station, schools, clubs and shopping facilities. 45 miles from N. Y. C.

GROUNDS: 9 acres with 315 ft. frontage on macadam road. Divided into woodland and carefully landscaped lawns and gardens. Dogwood trees border driveway. Elm, oak, magnolia and tulip trees. Lilac bushes and box hedges. Formal

garden with fountain, Japanese cherry trees and flowering almond. **RESIDENCE:** 14 rooms and 4 baths (5 MBR, 4b; 2 sbr, b). Built in 1931. Remodeled, re-decorated and exterior repainted in 1946. Stone and stucco construction with bleached oak trim. Heavy slate roof. Metal casement windows; leaded glass. Copper leaders, gutters and screens. Brass plumbing. 2-car garage attached.

See the broker you love best, or call or write John Meinke at

PREVIEWS Inc.

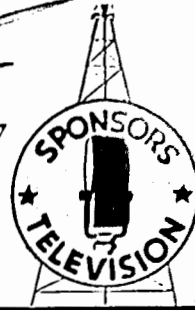
The National Real Estate Clearing House

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 10

NEW YORK, FRIDAY, JULY 15, 1949

TEN CENTS

RADIO'S VALUE AS MEDIUM STRESSED

Webster Approved; ICC Vote Unanimous

Washington Bureau of RADIO DAILY
Washington—The Senate Interstate Commerce Committee yesterday unanimously approved the nomination of Edward M. Webster for a new seven-year term as FCC member. By an 11-0 vote the committee sent the nomination to the Senate for confirmation.

The unanimous approval does not necessarily mean, however, that Sen. Charles W. Tobey (R., N. H.), who severely criticized Webster and

(Continued on Page 2)

Robt. Montgomery Set For Adam Hats On ABC

Lee Hats has reached an agreement with Robert Montgomery for a 15-minute weekly news commentary starting in September, after the firm's contract with Drew Pearson has expired. The Lee show is expected to remain on ABC.

Montgomery will begin his radio series from London, where he is currently engaged in film activity. He is slated to return to New York early in October. While the film

(Continued on Page 2)

Overcharges for Political Air Time Barred In Bill

Washington Bureau of RADIO DAILY
Washington—Senator J. Howard McGrath (D., R. I.) yesterday introduced an amendment to the Communications Act which would prohibit radio stations from charging in excess of regular rates for political broadcasts.

Senator McGrath said he introduced the bill to prevent stations from charging excessive rates for political broadcasts.

(Continued on Page 2)

Labor Network

Milwaukee—A network of labor-sponsored radio stations has been joined together for the first time to carry the proceedings of a major labor convention, the Twelfth UAW Constitutional Convention in Milwaukee, Wisconsin. Programs are carried by the UAW-sponsored stations WDET, Detroit and WCUO, Cleveland; and the ILGW stations.

Anniversary

Chicago—WGN will celebrate its 25th anniversary today and will be saluted on Mutual's "Enchanted Hour," tonight, 8-8:30 p.m., CDT. The Chicago Tribune purchased WDAP on June 1, 1924 and changed the call letters to WGN on July 15 of the same year. WTAS and WCEE, two other stations out of which WGN grew, were purchased a year later.

New 53-Station Web In 5 Southern States

A new permanent year-round network of 53 stations, covering five states and Memphis, Tenn., in competition with other networks, has been formed by the Liberty Broadcasting System, it was announced yesterday by Gordon McLendon, president, and James Foster, general manager.

McLendon, who owns the new web's key station, KLIF, Dallas, Tex., told RADIO DAILY during an interview.

(Continued on Page 8)

American Advertisers Expand In African Market

Seven new bookings and six renewals have been placed by American advertisers with Lourenco Marques Radio, Portuguese East Africa, the only commercial station presently serving neighboring Union of South Africa.

Sterling Products, in behalf of Bayer Aspirin, has started a new advertising campaign.

(Continued on Page 6)

NAB Board To Meet Thrice Yearly; Tele-Dues Plan Set

Portsmouth, N. H. — The NAB board voted to meet three times a year henceforth instead of four, eliminating the NAB convention board meeting, at its final session here yesterday. The action followed recommendations of the Association's structure committee.

Among other business transacted during the final convocation, the board adopted an interim dues schedule for television stations under which

ABC Web Survey Points Up Benefits Of Using Radio Advertising This Year And In 1950

James Resigns Post As Mutual Vice-Pres.

E. P. H. James, for the past two years vice-president of Mutual Broadcasting System in charge of television development, resigned yesterday. The resignation becomes effective on August 1.

James—known as "Jimmy" to friends in the radio and TV circles had served Mutual as manager of sales operations under the administration of

(Continued on Page 6)

New Sales Divisions Set Up By Ziv Company

The Frederick W. Ziv Co. has announced the establishment of three territorial sales divisions, each under a district sales supervisor. Eastern, Midwestern, Central, and Far West districts already have been set up by the package firm, with a

(Continued on Page 6)

Film Sales Presentation Viewed By Trade Press

"How to Make Customers Out of People," new slide film sales presentation of the Broadcast Advertising Bureau, was previewed in New York by the trade press yesterday.

(Continued on Page 2)

"The astute advertiser will capitalize on the opportunities of radio in 1949-50, for they are the most favorable in the history of advertising," Fred Thrower, ABC v-p in charge of sales, said in a letter accompanying an ABC research brochure which described TV as a supplementary medium;

(Continued on Page 3)

WEOL Gets Ct. Order To Examine Records

Elyria, O.—The Court of Common Pleas of Lorain County has granted WEOL its requested temporary mandatory injunction against the City of Lorain, O., its mayor, its director of public safety and its chief of police requiring the defendants to allow the station's representatives to examine its records.

(Continued on Page 8)

Nine Stations Signed For Blackstone Series

Nine stations have already obtained resumption schedules for "Blackstone, Magic Detective," transcribed co-op show of Charles Michelson, Inc., which is due to return to the air shortly after a hiatus of several months because of labor difficulties.

The stations, according to the Michelson announcement, are:

(Continued on Page 2)

Farm Gadget Show

Prizes totaling \$360 will go to inventive minded farm men and women who enter their homemade, labor-saving devices in the Farm Gadget Show sponsored by WMT, Cedar Rapids. The Gadget Show is one of the many attractions scheduled for WMT's Fourth Annual National Farm Field Day which is scheduled for July 29th.



Vol. 48, No. 10 Friday, July 15, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

WEST COAST OFFICES
Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgonega 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 (July 14)

Table with stock exchange data including ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, Stewart-Warner, Westinghouse, Westinghouse Pfd., Zenith Radio, NEW YORK CURB EXCHANGE, and OVER THE COUNTER.

Webster Approved; ICC Vote Unanimous

(Continued from Page 1) the Commission during the committee hearings, voted to confirm Webster. Although present at the meeting, he may have declined to vote.

Senator Tobey was not available for comment, and the committee would not disclose how he voted.

Robt. Montgomery Set For Adam Hats On ABC

(Continued from Page 1) star's broadcasts are expected to be less "controversial" in tone than Pearson's, a company spokesman said Montgomery would be given a free hand in choosing subjects for commentary. Grey Advertising will handle the account.

COMING AND GOING

FRANK STANTON, president of the Columbia network, will leave today for Salt Lake City to take part in the 20th annual broadcast of the Salt Lake City Tabernacle Choir this coming Sunday.

CAROLINE BURKE, television production supervisor in the public affairs and education department of NBC, off by plane for a month in Paris, London and Germany. While in Germany she will produce some films for NBC.

ROBERT H. REID, television manager of INS, will leave today by plane for the West Coast, where he'll visit video stations and vacation at Coronado.

G. RICHARD SMITH, general manager of WCBS, will leave today for two weeks at Montauk Point, L. I.

CECIL MASTIN, general manager of WNEF, Binghamton, N. Y., is back at the station following New York confabs at the offices of CBS, with which the station is affiliated.

PAUL McCLUER, manager of NBC's central division, is here from Chicago for conferences at the headquarters of the network.

DR. HARRY C. SCHNUR, Zionist author and lecturer, has left on a tour of eastern cities during which he will make guest appearances on several radio stations.

HUGH TERRY, general manager of KLZ, Denver, Colo., is in Gotham for conferences at CBS, with which the station is affiliated.

BEN B. BAYLOR, JR., sales director and assistant general manager of WMAL, Washington, D. C., is vacationing with his family on the coast of Florida.

SAM KAUFMAN, syndicated picture editor in the press department of NBC, left yesterday with his family for two weeks in the Catskills.

CATHY REYNER, staff director at WCBS, will leave today for a holiday in Maine.

Film Sales Presentation Viewed By Trade Press

(Continued from Page 1) a day after it was shown to the NAB board at Portsmouth, N. H.

With a running commentary by Maurice B. Mitchell, BAB director, the presentation utilized simplified color cartoons and statistical comparisons for hammering home radio's preeminence over newspapers as an advertising medium.

The running presentation, running about 25 minutes, will be offered to NAB members for \$15, for use in local demonstrations for potential radio customers among retailers.

Overcharges for Political Air Time Barred In Bill

(Continued from Page 1) duced the measure because it had come to his attention that Pennsylvania stations were doubling their time rates for political speeches in several campaigns now under way at that state.

The bill would suspend the license of any violator for up to 30 days for the first offense, up to six months for the second, and for an indefinite period or revoke it on the third occasion.

G. W. Covington, Jr.

G. W. Covington, Jr., affectionately known as "Bill" died suddenly on Tuesday, July 12 from a heart attack, while in Chicago with friends attending the Chicago Furniture Mart. He was 56 years old.

Mr. Covington was owner and operator of the Covington Stations with WCOV, AM and FM in Montgomery; WGWC in Selma, both of which are CBS affiliates, and WGWD, 1000 watts daytime independent station in Gadsden, Ala.

TV Singer Subs On AM

WNEB's singer Johnny Andrews and stage comedian Hank Ladd will substitute for vacationing Bob Smith on the latter's early morning disc jockey program on WNBC for a three-week period, beginning July 18.

Nine Stations Signed For Blackstone Series

(Continued from Page 1) WJTN, Jamestown, N. Y.; WHBS, Huntsville, Ala.; KORE, Eugene, Ore.; WKLF, Clanton, Ala.; WRFS, Alexander City, Ala.; WLEA, Hornell, N. Y.; WMAJ, State College, Pa.; KLMR, Lamar, Col.; WIDE, Biddeford, Me.

The show will be sponsored as in the past by the makers of Blackstone Washing Machines and Blackstone dealers.

KNBC Receives Awards In Adv. Competition

San Francisco — Two first-place awards were won by KNBC, San Francisco, in the annual advertising competition sponsored by the Advertising Assn. of the West.

At a meeting of the San Francisco Advertising Club on Wednesday KNBC was awarded the Direct Mail Plaque of the Direct Mail Advertising Assn. of New York City, and its weekly program, "Light and Melow," was judged the best commercial show in a city of more than 100,000 or on a network station. John W. Elwood, KNBC general manager, credited Ethel Gilchrist, the station's advertising and promotion manager, with building the prize winning direct mail campaign around the theme, "The Bonanza Station of California," tied in with the centennial of the 1849 Gold Rush.

Closing Down Earlier

WMGM, New York, will sign off at 1:30 a.m. Sundays, one hour earlier than usual, starting July 17. Bea Kalmus will drop her Sunday disc jockey remote from Hutton's Restaurant, but will continue to be heard from there Monday through Saturday, 1:30-2:30 a.m.

Joins WHLI Staff

Clarke Alexander has joined the announcing staff of WHLI, Hempstead, L. I. Alexander formerly was with WWL and WNOE, New Orleans, and did free lance radio work in Chicago and New York.



They work for peanuts

Always a big attraction at the circus are the performing elephants. But they do a lot of hard work for their owners, too. And they do it all for peanuts.

Sounds like a story about W-I-T-H. It's a big attraction for listeners and advertisers in the rich Baltimore market. And W-I-T-H works for you like a Trojan—for peanuts!

Yes, for very little money you can do real big things on W-I-T-H. For W-I-T-H delivers more listeners-per-dollar than any other station in town.

So, if you want to make your advertising dollar go far in Baltimore, buy W-I-T-H. Your Headley-Reed man will gladly give you the whole story.



WITH

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

Network Survey Emphasizes Value Of Radio As Medium

(Continued from Page 1)

ABC, the report declared, looks to future of both radio and television, based upon a prediction that "in 1951, there will be more exclusive radio homes, without television, than there were total radio homes in 1946." According to a break-down of these ABC expectations, 1950 will see 40,250,000 radio homes, 2,750,000 radio and television homes, and 37,500,000 exclusive radio homes. In 1951, the brochure adds, there will be 40,960,000 radio homes, 6,000,000 radio-television homes and 34,960,000 exclusive radio homes.

Despite the fact that ABC has launched into TV operations throughout the country to its present status of 30 affiliates and five network-owned TV stations, the Web further emphasized its point for radio by declaring "with 6,000,000 television homes in 1951, radio circulation in hours listened per day will exceed that of 1946 by 23 per cent."

ABC boiled down its views on radio versus television to one terse paragraph, as follows:

"Network radio is the most efficient medium to serve as the basis or backbone of a national campaign. Television is the best supplementary medium to increase spending in major markets so that advertising expenditures can be aligned with market values to realize maximum sales per advertising dollar."

The report, which is filled with

statistics to back claims and comparisons," points out that "radio today reaches more people more often than ever before" and that "in relation to its yield, radio advertising is more economical than any other form of advertising."

Radio Set Sales Lead TV

In analyzing the present radio-TV status, ABC declared that radio-set sales are running ahead of television-set sales by four to one. The number of radio homes in the United States has increased by 5,277,000 in the past three years (during the very periods in which TV has made its greatest progress). The present figure stands at 39,275,000 radio homes compared to 33,998,000 in 1946. In 1948, radio homes increased by more than 1,600,000 compared to an increase of television-homes of 975,000 during the same 12 months.

78,829,400 Radios in Use

A break-down of the ABC statistics showed that in the 39,275,000 United States radio homes, there are 62,000,000 home radios and 10,037,900 car radios. There are an estimated 5,000,000 additional sets in public places, which when added to 1,791,500 portable-set families, makes a grand total of 78,829,400 radios.

It was pointed out also that 90 per cent of all radio homes listen each day on the average of five hours and two minutes," a new all-time high and a 21 per cent increase over six years ago."

Offer Football Package For Fall Sponsorship

Chicago—WJJD, Chicago, has announced the availability for sponsorship of ten major college football games, on successive Saturday afternoons starting Sept. 24.

Red Grange Signed

The games, to be covered by Bob Elson and Red Grange, include the following: Purdue-Northwestern; Wisconsin-Illinois; Notre Dame-Purdue; Tulane-Notre Dame; Illinois-Purdue; Michigan-Illinois; Notre Dame-Michigan State; Notre Dame-N. Carolina; Northwestern-Illinois; Southern California-Notre Dame.

Stork News

Robert Schreiner, WHLI, Hempstead, L. I., engineer, is the father of a boy, Michael Robert, born at Mary Immaculate Hospital, Jamaica. The Schreiners also have a 15-month-old daughter.

Mr and Mrs. E. W. Sweatman, Jr., are the parents of a son, Eli Washington, born June 29th in Atlanta, Ga. Mr. Sweatman is Atlanta representative of the Headley-Reed Company.

Storecast Using FM Radio In New England Area

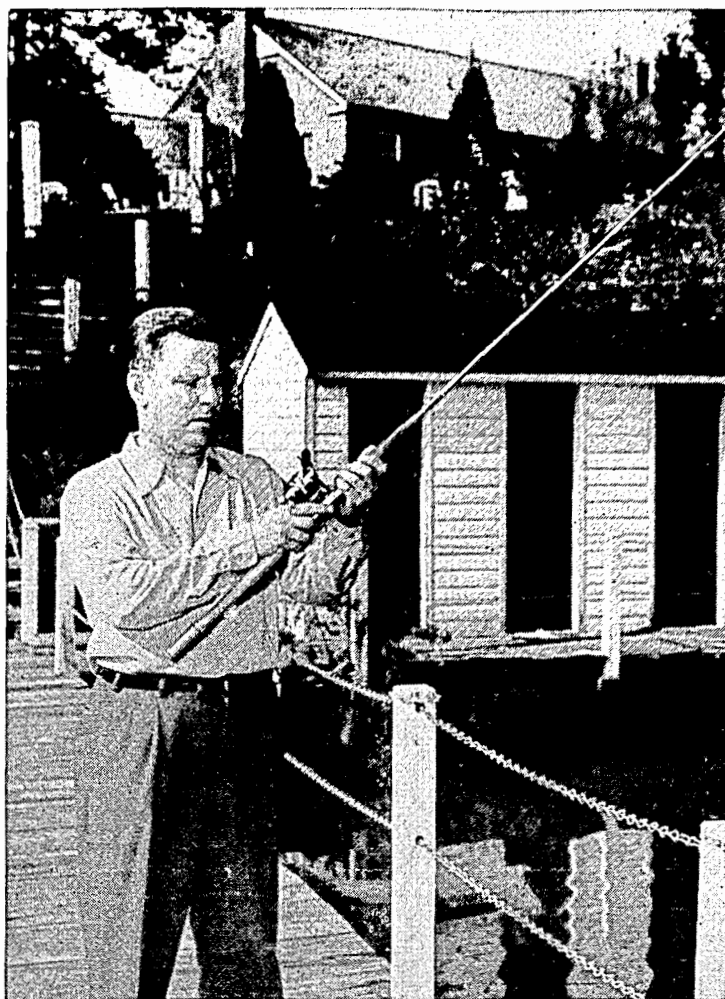
Storecast Corp. of America has announced the start of a switchover from telephone line to FM radio transmitter of its music and service announcement programs in southern New England.

When the conversion is complete, 120 First National Stores will carry the Storecast service via FM. WMMW-FM, Meriden, Conn., is already sending Storecast programs to all FM homes in its signal area, and also to supermarkets equipped with FM receivers. Kenyon & Eckhardt, Inc. has been named to handle Storecast publicity for WMMW-FM, and also in Chicago, Philadelphia, and Pittsburgh.

WHCU Engineering Head

Ithaca, N. Y.—Elevation of Norman R. Hoffman to the new post of engineer in charge of operations for WHCU, Ithaca, and WHCU-FM has been announced by Michael R. Hanna, general manager of the Cornell University Radio Stations.

Hoffman has been chief of WHCU's operating engineers since his discharge from the army in February, 1946. He joined the station as a control engineer in 1940.



Casting or Castigating, He Never Lets The Big Ones Get Away

It may be all quiet along the Patuxent during peaceful fishing hours . . . but when his "top of the news from Washington" broadcast rolls around in early evening the situation changes. Never one to be misled by a tranquil surface, he drops his inquiring line into hidden depths—and reels in many an interesting catch.

As one of the networks' best known news commentators he casts a nightly spell on some 13,500,000 weekly listeners. Even his severest critics acknowledge both his influence and his contributions to national welfare via his exposés of abuses.

His broadcast—the Fulton Lewis, Jr. program—is currently sponsored on more than 300 stations. As the original "news co-op" it offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client or yourself, investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

AGENCIES

BOWMAN KREER, copy chief for J. Walter Thompson, Chicago; John B. Gray Jr., Ruthrauff & Ryan, Chicago, and Philip Ward Burton, formerly copy editor for Procter and Gamble, have collaborated on "Advertising Copywriting," a text book for college use published by Prentice-Hall, Inc. Walter Weir wrote the foreword.

FREDERICK-CLINTON CO., INC., New York, has been named to handle the advertising of Ansley Radio and Television, Inc.

A. C. NIELSEN Co. has announced the addition of Dancer-Fitzgerald-Sample, Inc. to its lists of agency subscribers to the National Nielsen Radio Index Service.

D-F-S signed a three-year agreement for Class "A" Service, according to Nielsen.

THE BRANHAM CO. has been named national representative for WABB, Mobile, Ala.

"ROAD OF LIFE," Procter & Gamble daytime serial on NBC, is now being heard for a new P & G product and at a new time. The program is now aired at 3:15 p.m., Monday-Friday, for Crisco instead of Duz.

BABS DONIGER, formerly of WPX, New York, has joined Wilbur Stark-Jerry Layton, Inc., radio and video package agency.

MEDIA REPRESENTATIVES has opened offices at 270 Park Ave., New York, to represent Philippine radio stations and publications. William J. Chase is in charge of the New York office of the firm, which continues as U. S. representative for the Manila Times Publishing Co.

CHARLES R. TANTON and VICTOR G. BLEDE have been elected vice-presidents of French & Preston, Inc., New York. Tanton will continue as merchandising and media director for the agency, and Bledé as copy director.

EDGAR M. FORREST has been named vice-president and copy council chairman for Cowan & Dengler, New York. He was formerly with Gardner Advertising, and BBD&O.

FRANKLIN S. ROBERTS has been appointed radio and television director of the Harry Feigenbaum Advertising Agency, Philadelphia. Roberts was formerly assistant to Erwin Rosner who is now affiliated with the Penn Fruit Company.

Gets WFIL Promotion

T. E. Paisley Jr., formerly traffic manager for WFIL, Philadelphia, has been named assistant program director. He held the earlier post since December, 1945.



Mainly About Manhattan. . . !

• • • Eddie Cantor has made some transcriptions for use at Eversharp sales confabs stressing useful role star of show can perform in helping sell the product. (Not satisfied with being one of radio's top entertainers, Eddie is also one of its star salesmen, as well). . . Helbros Watch Co. in the market for an air show. . . NBC reported to have okay'd wine advertising sponsors. . . Artie Shaw just bought himself a \$125,000 Dutchess county estate. . . Zac Freedman defines a press agent as one who hitches his braggin' to a star. . . Hildegarde has cancelled her skedded European tour to negotiate for a TV deal here. . . CBS' casting director, Marge Morrow, nixing video offers. . . Mrs. Morey Amsterdam (Kay Patrick) screen-testing for Metro. . . Ann Sheridan sinking some of her loot in an outfit making magnetic tape recorders—said to be the smallest professional-type on the market. . . Kitty Kallen pacted by RKO to appear in a musical film being shot in N.Y. . . Ned Cronin points out that Bob Hope may have part of the Indians and Bing part of the Pirates—but Errol Flynn has all of the fillies. . . Jack Perlis defines the difference between a press agent and a public relations counsellor like this: The public relations gent is a guy who uses big words to explain why he can't get the little ones in print.



• • • The builders of a new and luxurious apartment house in Miami Beach (skedded to open Nov. 1st) have been conducting a contest on Alan Courtney's WINZ stanza to find a suitable name for the hacienda. So wha' happen? They wind up calling it "Courtney Arms" in honor of the disc jock himself. Hey, Alan, can you get a pal a little apartment?



• • • Tip to TV performers: With "The Goldbergs" solidly entrenched as television fare, Ed Wolf is bringing back that other lusty oldtimer, "The O'Neills," via WABD sometime in August, and director Jack Rubin is still doing some last-minute casting on the series. Another Ed Wolf package, "Talent Jackpot," also directed by Jack Rubin, starts on DuMont July 19th with Vinton Freedley as emcee.



• • • We knew it hadda happen someday. Add to all your other ten-best lists, the Ten Most Magnetic Males in America. Here is the finding of the Institute for the Study and Development of Male Magnetism: Politics: FDR, Jr.; Sports: Joe Di Maggio; Music: Sammy Kaye; Society: Bernard M. Baruch; Industry: Robert R. Young; Comedy: Morey Amsterdam; Radio: Bert Parks; Theater: Lee J. Cobb; Motion pictures: Burt Lancaster and in Business: Glenn McCarthy.



• • • MAIN STREET TREATS: Martha Rountree's "Meet the Press," which gives the VIP's the well-known hot-foot. . . Guy Lebow's "Sport of Call" sessions via WPX. . . Bob Monroe's Mutual series, "John Steele, Adventurer." . . Ted Granik's moderating on his NBC video forum. . . Cathy Mastice's treatment of "It's a Great Big Wonderful World."



• • • SMALL TALK: Toney Terry Hatfield, WINS commentator, taking a leave of absence from her stanza, "The Way It Looks To Me," for a Mexican vacation. . . Lee Crane, ork pilot, songwriter, bon vivant and man-about-town, is currently holding forth at the Edison's Green Room. . . They were discussing a certain actress not especially noted for her beauty. "In fact," said Pete Donald, "she's so ugly that as soon as she clicked in radio, 3 television cameras handed in their notice."

NEW BUSINESS

WNBC, New York: Procter & Gamble has purchased the 7:30 p.m. and 10:30 p.m. station breaks on Sundays and the 11 p.m. break on Tuesdays. The order, which is to run through Dec. 27, was placed through Dancer - Fitzgerald - Sample, Inc., with Richard Close representing the station.

Colgate-Palmolive-Peet Co. will sponsor one-minute announcements in the Bob Smith and Norman Brokenshire programs. The 26-week contract was handled through William Esty Co., with Frank Bows as account executive for the station.

The Singer Sewing Machine Company has signed a 52-week contract for participations in the Mary Margaret McBride program (Mon. thru Fri., 1:00-2:00 p.m.). The order was placed through Young & Rubicam agency with Richard Close representing NBC Spot Sales.

WNBT, New York: The American Chicle Co. has signed a 39-week contract to sponsor the 5:30 p.m. station break, Tuesdays and Fridays, and the 10:00 p.m. break on Wednesdays. Badger, Browning & Hersey, Inc. is the agency with Richard Close representing NBC Spot Sales.

Stork News

Washington — Kenneth Romney, news editor of WMAL, ABC in Washington, and Mrs. Romney, announce the birth of a son, Christopher Howard. The baby was born June 23 in Washington.

Send Birthday Greetings To—

July 15

Albert G. Ashcroft

Nancy Martin Len Sterling

William Robinson H. J. Kleinfeld

Joseph Basch James V. Cosman

July 16

Phillip S. Barrison

Charles Elgeston Evelyn Lynne

Murray Grabhorn Frank Singiser

July 17

George Barnes Charles Howard

Carl Burkland Ed Sims

Walter P. Bura Dick Ruben

John B. Hughes

July 18

Harriet Hilliard Red Skelton

Marvin Mueller Hal Styles

Adele Ronson Howard Jones

July 19

Irene Hubbard Frank Hodek

Merlin H. Aylesworth

July 20

Irving Fields Henry W. Lange

Murray Forbes Don Stevens

July 21

Elsie Hitz Fulton King

Allyn Joslyn Art Franklin

Walter E. Benoit

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, July 15, 1949

'Pay-As-You-See' TV Introduced By Crosley

Television in the home on a "pay-as-you-see" basis was introduced to the public for the first time this week, with the showing of the Crosley "Visimeter" by the Temple of Music shops, located at Rockville Center, Hempstead and Freeport, L. I.

The "Visimeter," developed by the Crosley Div. of Avco Manufacturing Corp. is a meter with a built-in timer, which, when installed with the TV receiver purchased on this plan, will provide the purchaser with one hour of video entertainment for 25 cents. The money deposited in the meter by the set owner will be collected periodically and applied against the purchase price of the set.

"This offer to bring entertainment into the home when it is wanted at a small cost opens a new, large market for our dealers in the metropolitan area," Bert Cole, vice-president and general manager of Crosley Distributing Corp., N. Y. sales organization said.

Conrac Chief Engineer

J. Grayson Jones has been appointed chief engineer of Conrac, Inc., television manufacturers, Glendora, Calif., according to E. Z. Walters, Conrac president. Jones was formerly chief engineer of Peyton Television, and served with the U. S. Navy as a radar instructor during the war.

WHO'S WHO IN RADIO-TV JOSEPH H. McCONNELL

ELECTED as executive vice-president of the Radio Corporation of America the first of this month, Joseph Howard McConnell brings to this post, a background of nine years association with RCA and previous to that, extensive experience in the field of law.



RCA Exec. V.-P.

Born in Chester, S. C., in 1903, McConnell graduated from Davidson College, S. C., in 1927 with a degree in chemistry. Upon graduation from Davidson, he enrolled at the University of Virginia where he was awarded his LLD in 1931. Thereafter, he served with various law firms in Florida and North Carolina and in 1933 was invited to join the legal staff of the NRA, under Donald Richberg, in Washington, serving as director of one of the agency's three legal sections until 1935.

McConnell then became connected with a New York law firm where he specialized in the legal phases of Government regulations of corporate enterprises. He joined RCA Victor's legal department in 1941 and the following year was appointed general counsel for the company and three years later was elected vice-president and general attorney of the RCA Victor Division. From April, 1947, to January, 1949, he served the same Division as vice-president in charge of law and finance.

He is a member of Phi Beta Kappa, Kappa Alpha, and the legal society Phi Delta Phi, and the Bar Association.

Master TV Antenna Installed In N. Y. Apts.

What may prove to be a solution to the landlord-tenant television antenna problem that has plagued apartment house dwellers in metropolitan and greater New York areas is now being introduced through a master TV antenna system called the Multenna, manufactured by the Multenna Corp., Philadelphia.

The new antenna system occupies no more roof space than a standard individual antenna, and permits 100 or more sets to be operated from a single antenna installation. According to A. L. Simons, Flushing, N. Y., who handles sales and distribution in the metropolitan N. Y. area for Multenna, the system was a year and a half in laboratory development before it was made available to the public. The Multenna franchise and installation is handled by the Conlan Electric Corp., Brooklyn.

The Multenna system is installed without charge to the landlord. Cost to the tenant is \$65.00 installation fee, plus a \$10.00 yearly maintenance-service fee. The first installation of this new master hookup for apartment dwellers in New York City has been made in the block long Gracie Square Gardens, a multiple dwelling project. Over 30 per cent of the tenants have already contracted for Multenna System service, and Simons predicts that before the summer ends more than 90 per cent of the Gracie Square Garden tenants will be using the system.

Andrea Training Course

Frank A. D. Andrea, president of the Andrea Radio Corp., manufacturers of the Andrea Sales Corp., N. Y., distributors of their TV receivers, will soon initiate a sales training program for retail salesmen.

Program will aim to equip them with complete sales and technical knowledge concerning the company's TV sets.

Reports On Auto Radios

According to an announcement by Martin F. Shea, general manager of the car manufacturers div. of Philco Corp., sales of their auto radios to the motor car industry this year are at the same high level as in 1948. Shea stated that during the nearly 20 years Philco has been manufacturing car radios, they have sold about 4,500,000 units to the automobile industry.

ENGINEERS—CONSULTANTS

RALPH B. AUSTRIAN

Television Consultant

1270 AVENUE OF THE AMERICAS
NEW YORK 20, N. Y.

Tel.: CO. 5-6848

A. R. BITTER

Consulting Radio Engineers

4125 MONROE STREET
TOLEDO 6, OHIO

Tel.: Kingswood 7631

WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.

927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

PRODUCTION PARADE

New Pricing Policy At DuMont

Allen B. DuMont Laboratories, Inc., Instrument Div., Clifton, N. J. has established a new pricing procedure for cathode-ray tubes employed in various instruments. Instead of basing the price on the screen phosphor of the tube, a uniform price has now been established for each type of instrument, effecting in most cases, a price decrease.

Sponsors St. Louis Show

Tele-tone Radio Corp. is sponsoring a TV show in the St. Louis area, it was announced this week by Morton M. Schwartz, general sales and advertising manager. In cooperation with Cardinal Distributors, Inc., Tele-tone representatives in St. Louis, the firm is using KSD-TV to air the Johnny O'Hara "Sports Presentation." The station estimates that there are some 30,400 TV sets in St. Louis and surrounding territories.

Bell TV Expands Quarters

The removal of Bell Television, Inc., to larger quarters at 552 West 53rd St., New York City, where an entire floor is occupied, has been announced by Martin Sugar, president. The firm, which also includes Bell Service, Inc., was formerly located at 147 West 42nd St., New York. The Bell company is a pioneer in the rental and installation of large screen TV sets for public places and recently completed the first installation of video sets in all branches of a large chain store system.

33 1/3 & 45 RPM Cartridges

Using a specially designed clip and speed-nuts, Pickering & Co., Oceanside, L. I., are manufacturing two types of magnetic cartridges for plug-in cartridge holders of Webster Arms for playing microgroove or standard records. Cartridges are available with either a diamond or sapphire stylus.

ENGINEERS—CONSULTANTS

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Radio Engineering Consultants
EXecutive 1230
EXecutive 5851
1833 M STREET, N.W.
WASHINGTON 6, D. C.

NAB Board To Meet Three Times Yearly

(Continued from Page 1)

along with all other dues schedules at the board's November meeting. Justin Miller, president of the NAB, commenting on the sessions of the board just completed observed:

"I think each member of the board is to be complimented on his contribution to these meetings. Without reservation this has been the most constructive and productive session of the association's governing body during my four years as president."

Resolution on BAB

In other actions, following adoption of the structure program the board approved the following statement of policy presented in behalf of the BAB board committee by Robert T. Enoch of KTOX, Oklahoma City, Chairman:

Whereas the Broadcast Advertising Bureau has been created in accordance with the resolution of the board adopted at the April, 1949, meetings in Chicago, and

Whereas the work of the bureau has been inaugurated and is progressing in accordance with plans approved by the broadcast advertising bureau committee of the NAB board, and

Whereas it is deemed desirable that the scope of authority and functions of the BAB committee be more clearly defined, it is therefore,

Resolved as follows: That the BAB committee of the NAB board be and it is hereby authorized to determine the scope of activity of the bureau within the budget fixed by the NAB board and to fix the policies under which the bureau will operate; the BAB committee shall report regularly to the NAB board such policies as it fixes and concerning the activities of BAB; with the understanding that all such policies and activities of BAB are subject to review and revision by the NAB board.

Directly Responsible to Miller

The committee is instructed, in implementing the policies so fixed to work through the president of the NAB.

The director of BAB shall work directly under and be directly responsible to the president.

The president of NAB at his discretion shall delegate to the director of BAB such powers as the president deems will assist said director in carrying out the responsibilities of the BAB including but not limited to the power to carry out such responsibilities in the absence of the president.

The board agreed also that BAB should conduct sales promotion efforts in behalf of both audio and television broadcasters.

George Coleman of WGBI, Schanton, reported for the program executive committee of which he is a board liaison member that the recent NAB-sponsored program clinic in Chicago attracted over 200 dele-

American Advertisers Expand In African Market

(Continued from Page 1)

half-hour show, "Hit Parade," Sundays, 8:30-9 p.m. Procter & Gamble's "Funny Money Man" is on twice weekly for Prell, Mondays, 7:30-7:45 p.m., and Fridays, 9-9:15 p.m. Prell spots throughout the week supplement the programs.

Lever Bros. has begun sponsorship, in behalf of Lifebuoy Soap, of "Dramatic Interlude," Mondays, 9:15-9:30 p.m. Publix Ltd. has purchased a half-hour quiz show, Thursdays, 9 p.m. Reckitt & Colman (Zebo), D.C.L. Yeast, and C. E. Fulford & Co. are among other firms who have contracted for daily spots.

Renewals were: Eversharp-Schick (Injector Razors), Saturdays, a quarter-hour "Variety" show, 6:30 p.m., plus daily spots; Royal Baking Powder Company continued four spots a week on various products; a quarter-hour for Dandy Polish, Sunday, 10:30 a.m.; Knox Company (Formode), a 15-minute musical quiz, Fridays, 7:30 p.m.; Reckitt & Colman (Rexo Floor Polish) bought three spots weekly; and Spotlight Magazine taking daily spots.

AFA Regional Group Headed By Anderson

Poland Springs, Maine—Robert P. Anderson, retiring president of the Worcester, Mass. Advertising Club and advertising manager of the Norton Co., was elected governor of the First District, Advertising Federation of America, at the district convention here.

Other officers named are Ann McKnight, Providence, R. I., first lieutenant governor; Leonard H. Marcus, Springfield, Mass., second lieutenant governor, and Wm. H. Tuthill, New Haven, Conn., secretary-treasurer. It was decided to hold a one-day conference meeting in Providence, R. I., this winter on a date to be selected later.

gates, whose registration fees were sufficient to defray the clinic's cost.

On motion of Everett L. Dillard, liaison member of the FM executive committee, the board adopted the following resolution recommended by that committee:

"In order to encourage the development of FM broadcasting service and to provide for more extensive coverage by FM Class B stations in area 2, NAB is requested to initiate proceedings before the FCC that may be appropriate to the end that in Area 2 primary day and night service of such Class B stations be recognized and maintained free of interference from other stations that are encompassed within its 50 UV/M contour."

The NAB also will ask television set manufacturers to include an FM band on all TV sets, an action recommended by the board.

After hearing a report by Robert P. Myers, NBC attorney, who is chairman of the NAB television music committee, the board directed

New Sales Divisions Set Up By Ziv Company

(Continued from Page 1)

Southeastern division to be added later this year.

Barney Cragston, assistant sales manager, will handle Ziv's active sales supervision under the divisional plan. Stanley Florsheim, eastern sales manager, will close the Chicago office and move his headquarters to Cincinnati. The firm plans further expansion of its sales staff, which now includes 35 field men.

Fink and Hogan Named To Head IRE Committee

Donald G. Fink and John V. L. Hogan have been named chairman and vice chairman respectively of the Institute of Radio Engineers' Joint Technical Advisory Committee. Laurance G. Cumming, senior member of the IRE, was reappointed secretary of the committee. All three will serve for the period of July 1, 1949-June 30, 1950.

The appointments were made by the board of directors of the IRE and the Radio Manufacturers Assn., which formed the Joint Technical Advisory Committee in May, 1948. Fink is editor-in-chief of "Electronics." During the war he was a consultant of the MIT Radiation Laboratory, and one of the chief developers of the Loran system of long-range navigations. He is the author of the first radar textbook, "Microwave Radar."

Hogan, an IRE Fellow and one of its three original founders, is president of WQXR, New York. Distinguished for his research and inventions in radio and facsimile, he began his career as laboratory assistant to Lee de Forest. Cumming is technical secretary of the IRE, and was formerly assistant chief engineer for WBZ, Boston and WBZA, Springfield, Mass., the Westinghouse stations. While on active Naval duty during the war he engaged in research.

Myers and his committee to obtain from Ascap—with which the committee has been negotiating TV music rights—alternate proposals of television per-program licenses which bear a reasonable relationship to the proposed blanket license agreements. This followed action of the body in approving the music committees action with respect to negotiation of television blanket. Ascip license agreements and the resulting blanket license proposals.

Committee Commended

Myers and his committee were commended by the board for their efforts.

In a final action before adjournment Wednesday the board approved NAB's participation in the forthcoming Canadian NARBA conferences.

Harold E. Fellows of WEEI, Boston, host director at the board sessions, which were held at Wentworth-by-the-Sea, Portsmouth, was thanked by the board for his "generous and gracious hospitality."

James Resigns Post As Mutual Vice-Pres.

(Continued from Page 1)

tration of Edgar Kobak as president of the web. His promotion to the vice-presidency came two years ago.

He had been a prominent figure in network radio for many years. In 1935 he started the first commercial research operation in television; and, has been active in the advertising development of the new visual medium. He served from 1942 to 1945 with the Army Air Force as a combat intelligence officer and joined Mutual on his release from service. James has authored many articles on research and sales and as a director was active in the development of the first Broadcast Measurement Bureau survey.



JAMES

White Expresses Regret

Frank White, president of Mutual, said he was "accepting Jimmy James' resignation with real regret." He added that other members of the Mutual executive staff will take over the activities for which James is now responsible.

The James resignation gave rise to rumors of still other changes to occur among Mutual administrative executive personnel within a few weeks. It is reported that some departmental activities will be consolidated in a move to cut down the operational costs.

James, according to reports, is being considered by Justin Miller, president of NAB, to head up the new Video Division of the industry organization in event A. D. "Jess" Willard turns down the job: Willard's position as executive vice-president of NAB was abolished by the board this week.

Last Knickerbocker Story On WOR Tomorrow Nite

The last recorded weekly report of H. R. Knickerbocker, the WOR correspondent who was killed in a plane crash north of Bombay, India, this week, will be broadcast by the station, tomorrow, 7-7:15 p.m.

It will be the last in a series of four broadcasts by the newsmen on the subject of "Can Communism Conquer Asia?" Radio Malaya at Singapore sent a cable to WOR offering to send a Knickerbocker transcription and expressing its sympathies. The cable, signed by Dimeresque, director, said in part: "Radio Malaya deeply shocked news of his death. Please convey sympathy his family. He won our hearts. Would like help him keep his date."

TELEVISION DAILY

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DuM STUDY SHOWS AUDIENCE GAIN

TELE TOPICS

A YOUNG MAN'S FANCY, a play about shenanigans in a children's summer camp by Harry Thurstwell and Alfred Golden, that enjoyed a rather successful Broadway run this season was given amusing treatment on "Kraft Theater" this week. Much of the play's slapstick was sacrificed in the interests of time, and the material was given a thorough cleaning, of course. What was left turned out to be quite funny, if on the corny side, and provided a set of characters and situations that might well be used as the basis for a continuing series. . . . In the leading juvenile role, young Andrew Sanders tried hard with a difficult script, but couldn't bring it off. Top honors, however, go to Peggy McCay and Sally Chamberlin. Others in the cast included Walter Butterworth, Richard Leone, Lee Carney, Joan Shephard, Herbert Evers and Humphrey Davis. Adaptation was by Robert Lindsay and Ed Rice. Earl Ebi produced and directed. J. Walter Thompson is the agency for Kraft.

ACCORDING to solid info from Washington, Jess Willard probably will not accept the post as NAB's video chief. As exec. vicep. of the trade organization, Willard received \$25,000 a year and the TV job is to pay between \$15,000 and \$17,000. Now on vacation at Virginia Beach, Willard is to meet with Justin Miller, today. One hot rumor has him going to Mutual in a top management capacity. . . . Peter Fernandez, Richard Midgley and Genevieve Griffin have joined the cast of the DuM soap "A Woman to Remember." . . . Friends of announcer Dick Shepard, who did the spiel on those memorial park spots being aired on a couple of local stations, are warning him to be careful lest he be type-cast as "the voice of the tomb." . . . Fedders-Quigan Corp. has begun a spot drive on behalf of its home air conditioning units. BBD&O has the account. . . . ABC running a transcription of the fourth show in Wylis Cooper's "Volume One" series for a bunch of the agency boys today.

RHEINGOLD beer's film featuring the finalists for the "Miss Rheingold, 1950" title is now in the editing stages and will be carried by five stations beginning next month. Five-minute reel was produced by Foote, Cone & Belding. . . . Grid star Sid Luckman joins Ted Brown in the Miller High Life show next week. . . . Video Producers and Distributors, Inc., has opened offices in Chicago and Hollywood. Firm handles film shipping for NBC, ABC, 20th-Fox, and others. . . . Labs Doniger has left WPIX to join the Milbur Stark-Jerry Layton office to work on the Kathi Norris show. . . . Henry Noble and Frances King begin a weekly quarter-hour series over WPIX tomorrow eve.

NBC Skeds New Series Of Experiment Drama

An experimental drama laboratory under supervision of Curtis Canfield, professor of dramatics at Amherst College, will be aired by NBC for eight weeks beginning July 25, 8-8:30 p.m., as replacement for the vacationing "Chevrolet On Broadway."

Series will be titled "Academy Theater" and will include poetic plays by Thornton Wilder and John Synge, and a surrealist comedy by William Saroyan. Canfield, who is director of the Kirby Memorial Theater at Amherst, will produce and direct.

Kickoff will be Dan Totheroh's "The Stolen Prince," a romantic fantasy in the Chinese manner. Production will include many conventions of the Oriental stage.

Says Truman Rates Fair, But Wrestling Is Better

Philadelphia — Albert E. Sindlinger, proprietor of the Radox instantaneous audience measurement service, projected his local sample to all of Philadelphia yesterday and came up with a set of figures showing that President Truman's fireside chat Wednesday night was not as interesting to sampled set-owners as a wrestling match.

Just before the President went on the air at 10:30 p.m., EDT, Sind-

Schiff-W. B. Hearing To Be Held By FCC

Washington Bureau of RADIO DAILY
Washington—The proposed sale to Warner Bros. of KLAC-TV, Los Angeles, will be the sounding board for consideration by the FCC of the qualifications of the film company, defendants in the Paramount case, as licensed operators of television stations.

Hearing Date to Be Set
The Commission announced yesterday that it will hold hearings on the application of New York Post publisher, Dorothy Schiff, to sell KLAC-TV and two California radio stations, KLAC and KYA, San Francisco, to Warners for \$1,045,000. The Commission said it would set the time and place of the hearings later.

Miss Schiff earlier this week asked the Commission to take action on the proposed sale by August 1, termination date of her contract with Warners.

Sindlinger reported, TV sets in use was 46.8. At 10:33, the figure was 40.4, and at 10:42 it went up again to 42.6. At 10:57, this dropped to 38.3.

Reading taken at 11:03, after Mr. Truman finished his talk, showed two of the three stations here, WCAU-TV and WPTZ, off the air. The third outlet, WFIL-TV, picked up a wrestling match and sets in use jumped to 40.4, Sindlinger said.

TV To Pass Top AM Shows This Fall In N. Y.-Loewi

Video's share of the total broadcast audience in New York will equal that of the top ten Hooperated radio shows by October, Mortimer W. Loewi, director of the DuMont network, predicted yesterday on the basis of a study by the web's research department.

In the fall, when the top-rated radio stanzas return to the air, Loewi said, tele in New York will have an audience in 400,000 homes during the hours that the top ten are on AM. He added that these radio shows would have only 400,000 homes tuned in by October.

"Actually," he continued, "those television programs which are viewed at the same time as radio's 'top ten' will have a much larger audience than the radio shows they are competing with for the simple reason that there will be about twice as many television viewers per home as there will be radio listeners per home."

The study disclosed also that the country's ten major markets—those areas which account for one-third of the nation's retail sales—lag less than eight months behind the New York area in degree of TV saturation, Loewi said.

"All this means just one thing," he said. "Firms now financing several of radio's 'top ten' programs will be forced to abandon them because they've lost so much of their audience. This action will accelerate television's ascendancy and radio's decline."

By October, Loewi said, each medium will have about 28 per cent of the total broadcast audience in New York. By January, 1952, he added, TV "will enjoy 55.8 per cent of the audience at the time radio's ten most popular shows are on the air, while these radio presentations themselves will hold only 12 per cent of the audience."

Fur Co. Signs WGN-TV

Chicago—Evans Fur Company has signed with WGN-TV for sponsorship of two weekly half-hour quiz shows beginning July 22. Both stanzas will be aired on Fridays, one in the afternoon and one at night.

Titled "Evans Fur Fashion Matinee" and "Evans Fur Fashion Parade," programs will combine fashion news with telephone giveaway gimmick. Prizes will be fur coats.

Rose Dunn will be commentator on both programs, which will be directed by Barbara Corning.

Program Types & Ratings

(From N. Y. TelePulse Reports)

	July-December 1948			January-June 1949		
	No. ¼ Hrs.	Av. Rat.	% Total TV Time	No. ¼ Hrs.	Av. Rat.	% Total TV Time
Visual Sports	1132	13.1	23.4	1039	15.2	15.6
Music, Musical Variety	401	5.8	8.3	805	4.4	12.1
Westerns and Serials	337	6.3	7.0	678	7.2	10.1
Kid Shows	360	12.3	7.4	614	10.8	9.2
Feature Films	523	7.8	10.7	576	5.8	8.6
News	449	6.5	9.3	511	3.7	7.6
Women's Interest	174	6.0	3.6	412	2.5	6.1
Comedy-Variety	212	19.1	4.4	340	22.6	5.1
Film Shorts	396	6.5	8.2	319	3.0	4.8
Interviews	66	7.6	1.4	219	5.1	3.3
Quiz-Game	108	11.0	2.2	185	9.9	2.8
Drama and Mysteries	66	18.7	1.4	151	20.3	2.2
Forums, Discussions	98	8.0	2.0	150	4.6	2.2
Washington, Political News	196	5.5	4.1	127	1.4	1.9
Sports News	50	12.2	1.2	118	4.6	1.8
Talent Programs				62	16.0	.9
Religion	29	2.9	.6	60	2.1	.9
Magazine Variety				54	11.1	.8
Comedy Situation	12	6.0	.2	50	13.0	.7
Education and Science				40	2.3	.6
How To	29	7.3	.6	21	4.3	.3
Serial Stories				19	3.4	.3
Special Events	71	17.0	1.5	19	6.2	.3
Mr. and Mrs.	11	4.5	.2	19	3.8	.3
Misc.	111	7.6	2.3	102	5.3	1.5
Total	4837			6600		

WEOL Gets Ct. Order To Examine Records

(Continued from Page 1)

representatives to examine the public records of the City of Lorain.

Presiding Judge Guy B. Findley granted the injunction for a period of three weeks and set bonds of \$200 on both the plaintiff and the defendant parties.

In its petition for a temporary injunction, WEOL, through its attorney, R. H. Rice, alleged that the defendants had refused to permit the station's reporters to examine "certain" public records at any time and had denied the reporters the right to see any of them except between the hours of 8 a.m. and 9 a.m. on any day.

Text of Petition

The petition, which has been granted, follows:

"Plaintiff is an Ohio corporation, with principal office in Elyria, Ohio, owning and operating radio station WEOL, under authority from the Federal Communications Commission.

"The City of Lorain is an Ohio municipal corporation and defendants Patrick J. Flaherty, James M. Ryan and Paul A. Cleaver, are, respectively, the duly qualified and acting Mayor, Director of Public Safety and Chief of Police of said City.

"That as part of its service to the residents of the City of Lorain and of Lorain County, plaintiff maintains a studio and news gathering staff in said City of Lorain and broadcasts news and programs gathered by such staff at intervals throughout the day and evening.

"That among the most important sources of such news so to be broadcast are the reports of arrests made by the police officers of said City of Lorain, reports of accidents and other casualties reported to or investigated by members of said Department, records of persons charged with crimes or misdemeanors by, or on the records of, said Department, and other recorded activities of said Police Department and its officers.

"That all of said records are public records in and of the City of Lorain, property of the citizens of said City, and records which the public is entitled to examine at any and all reasonable times.

"That said records are under the supervision and control of said Chief of Police, under direction from said Mayor and Director of Public Safety.

"That said defendants refuse to permit the agents, reporters and representatives of plaintiff to examine certain of said public records at any time, and deny to them the right to see any of them except between the hours of eight (8) and nine (9) o'clock a.m. on any day.

"That by reason of such denial of access and the right to inspect said public records plaintiff is prevented from performing its legitimate function in the timely reporting and broadcasting news relating to such activities and reports of and in said Police Department.

"Such refusal to plaintiff and its reporters, agents and representatives, of the right to examine said reports and other records is an unreasonable and unlawful discrimination against plaintiff and its listeners; is an unlawful denial of access to public records; and is causing and will continue to cause, unless restrained, irreparable injury to this plaintiff and its listening public, for which it has and can have no adequate remedy at law.

"WHEREFORE, plaintiff prays that a temporary mandatory injunction may issue requiring said defendants and each of them to permit the reporters, agents and representatives of plaintiff to have access to and to examine each and all of said public reports and records of, in, or under the custody and control of said Police Department of said City of Lorain, or any member or officer thereof at any time during the day or night that on final hearing said temporary injunction may be made permanent; and for such other relief as may be proper and the Court can give, including its costs and expenses of this action."

SOUTHWEST SIDELIGHTS

HENRY BUSSE, the orchestra leader, and Melvin Winters, musical director of WOAI, San Antonio, had a high reunion during Busse's recent visit to play at the various Army camps in and about San Antonio. Winters played the piano in Busse's band for four years prior to settling down to his present job with WOAI.

The FCC is being asked to assign the license of KRIC and KRIC-FM, Beaumont, from KRIC, Inc., to the Enterprise Co. The stockholders, directors and officers would remain the same. KRIC operates full time with 250 watts on 1450 kilocycles.

Claudine Shannon, continuity editor of WFAA, Dallas, has taken over Julie Benell's show heard daily at 1 p.m. over WFAA, Dallas. Miss Benell was rushed to the hospital for an emergency appendectomy. Miss Shannon will continue until Miss Benell returns. The emphasis on the programs will be on station personnel with interviews set each day with Arthur Kuehn, music librarian, Adams Colhoun, WFAA's first announcer among those to be interviewed.

In a special broadcast, KTSA, San Antonio, brought South Texas listeners a word picture of the latest development in medium range air travel with a description of the Convair 240, 40 passenger air liner as it cruised over the city in a demonstration flight. Bud Thompson, KTSA program director recorded the program which included interviews with crew members, the city mayor and commissioners and officials of the Association at its recent annual convention held in St. Louis. He has been with Radio House for the past three years and prior to that was manager of public service programs for NBC.

The Fant Milling Co., of Sherman, Tex., makers of Gladiola Flour, now sponsoring the "7 a.m. News" three times weekly over WOAI, San Antonio, have switched to sponsorship of the "Noon News with Henry Guerra" daily Monday through Saturday. They also sponsor the "Saturday Night Shindig" which originates in the studios of WFAA, Dallas, and carried by member stations of the Texas Quality Network for a half-hour each Saturday night.

Application has been made to the FCC requesting transfer of license of KLTI-AM and FM, Longview, R. G. LeTourneau to the LeTourneau Radio Corporation which is to be composed of LeTourneau with one per cent interest, his wife, with one per cent and Clifton W. Brannon, with one per cent. The remaining 97 per cent interest is to be owned by the LeTourneau Technical Institute. KLTI operates daytime with a power of 1,000 watts on 1280 kilocycles.

Mrs. Tim Healy who is heard daily over KLLF, Dallas, will be heard at a new time starting this Monday with her views and inter-

views of local personalities. Nathan Wyll, radio editor of the Dallas Morning News and who has returned from a trip to New York will be Mrs. Healy's guest on her first program in the new time slot.

Billy Mayo, 28-year-old musical director for WFAA, Dallas, is considered just about tops in and about Dallas musical circles. Besides being director of the WFAA staff orchestra, he is also conductor of the Billy Mayo Quintet which plays at a local night club. He is also saxophonist with the Dallas Symphony Orchestra. One of his chief tasks is the WFAA "Early Birds" broadcasts which calls for some 15 musical selections a day, six days a week, 52 weeks a year. Mayo and the band have some 1,000 selections at their command and continue adding new ones each week.

The 2,900 pound antenna of KBTV has been hoisted into place atop the outlet's 340 foot tower. Workmen spent some eight days on the ground putting the antenna together before placing it atop the tower. KBTV is expected to start sending a test pattern out within the next several weeks. It will be the first local video plant, the state's third, one in Fort Worth, the other in Houston.

New 53-Station Web In 5 Southern States

(Continued from Page 1)


interview that the new network is the outgrowth of a baseball network which has been serving more than 100 stations since the founding of the Liberty Broadcasting System on March 21, 1948. He explained that the web originally started out as a programming service, but that the newly-created permanent network will sell programs to sponsors in a manner similar to the operations of the major networks.

Although specific stations which have already joined the new network on a permanent basis were not announced, it was disclosed that six of the 53 stations are affiliated also with other major networks, specifically MBS and ABC. The five states covered by the new net are Oklahoma, Texas, Arkansas, Louisiana and Mississippi.

Foster disclosed that the new network plans "the biggest giveaway show on the air," six days per week to the tune of \$60,000 monthly. In discussing further expansion of its programming, he said that "live" western and folk music, sports and special events are also planned. Negotiations are under way with BBC for shortwaving the net's current show, "Texas Jamboree."

• faces • facts • figures • wins •

faces • facts • figures • wins •



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Jack Eigen is in his third successful year at the Copa. He entertains thousands upon thousands of listeners nightly on air channel 1010. What Eigen sells . . . They buy!

Here is your chance to coin "Jack" with Jack.

WINS has limited sponsorship availabilities on the Eigen show . . . midnite to 4:00 A. M.

Contact your nearest WINS-Crosley Sales Office.

WINS
50KW NEW YORK

CROSLY BROADCASTING CORPORATION



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 11

NEW YORK, MONDAY, JULY 18, 1949

TEN CENTS

INDIES OPTIMISTIC ABOUT BUSINESS

Applicants Need Not Advertise, FCC Holds

Washington Bureau of RADIO DAILY
Washington — Broadcasters will not be required to make public announcements of applications for new stations, license renewals or facility changes and the like, the FCC decided on Friday. The Commission ruled against putting into effect amendments to its regulations which would have required broadcasters to advertise such contemplated actions. The proposed changes were unanimously opposed by witnesses testifying at the hearing on the matter held last month. The Commission's action completes the chain of events begun with the abolition of the so-called "Avco" rule June 9.

WQUA Denied Hearing; Other Activities At FCC

Washington Bureau of RADIO DAILY
Washington—The FCC last week denied a petition by WQUA, Moline, Ill., for a hearing on the application of WMT, Cedar Rapids, Iowa, for a renewal of its license. WQUA had asked to participate in the requested hearing in order to press its charges that American Broadcasting Stations, operator of
(Continued on Page 4)

Burl Ives To Replace Winchell For Summer

Ballad-singer Burl Ives will be the seven-week Summer replacement for Walter Winchell, Sundays, 9 p.m., EDT, over ABC, beginning July 24. Ives will be billed as "The Kaiser"
(Continued on Page 2)

Willard Resigns; Declines TV Post

Washington—A. D. "Jess" Willard, for the past four years executive vice-president of the NAB, on Friday resigned from the organization, declining also, "with regret," the NAB television directorship offered him by Justin Miller, NAB president. Willard's future plans will be announced later. "My decision to leave NAB... represents an action long postponed," said Willard, adding that when he joined the association it was with the "tacit understanding" that he would return to private radio "after Judge Miller had become familiar with the management and operating principles of the industry." Elimination of his post, said Willard, is "in accord with re-organization plans which I have advocated for some time."

Stanton Honored; To Receive Degree

Columbus, Ohio—Ohio State University will confer an honorary doctor of laws degree upon Frank Stanton, president of CBS at Summer Commencement ceremonies here Sept. 2, President Howard L. Bevis announced yesterday, following action by the Board of Trustees. The board had voted award of the degree at its May 9 meeting, but Stanton was abroad at the time of
(Continued on Page 6)

"Duffy's Tavern" May Tape Program In P. R. This Fall

San Juan, P. R.—Movement of the Insular Government to attract mainland radio, movie and television organizations to set up business on the island gained momentum the past week when it was announced that Ed Gardner, star and producer of "Duffy's Tavern" had virtually completed plans for a production corporation in Puerto Rico. The inducement which is reported to have attracted Gardner and

Sales Managers Of N. Y. Independents Report Business Holding Up, Fall Prospects Good

CC Spokesman Differs With Senator Johnson

Taking issue with a statement made by Senator Edwin C. Johnson, chairman of the Interstate Commerce Committee, on whether or not Ishpeming, Michigan, receives adequate radio coverage, Ward L. Quaal, director of the Clear Channel Broadcasting Service, addressed a letter to the Senator the past
(Continued on Page 2)

ABC 'Four-In-One' Plan To Lure Sponsorship

A new gimmick in participation sponsorship of the new Kate Smith program to be heard over the ABC network, starting August 8, was announced. The "four-in-one" plan, as ABC titles it, will allow for a highly efficient low-cost coast-to-coast net-
(Continued on Page 6)

Muniz Renamed Prexy Of P. R. Broadcasters

Tomas Muniz, general manager of WIAC, San Juan, who with Jose Ramon Quinones and others lead the fight against the Puerto Rican government operation of a commer-
(Continued on Page 2)

Radio, in the opinion of a New York station executive paraphrasing the late President Roosevelt, "has nothing to fear but fear itself" as far as business is concerned. In response to a spot check by RADIO DAILY on the business outlook, Ira Herbert, vice-president and commercial
(Continued on Page 6)

BMI Music Clinic Gets Underway Today

About 40 program directors and station librarians are expected to attend a two-day clinic sponsored by Broadcast Music, Inc. which starts today in New York. The conclave opens at the offices of WNEW, New York, with a welcoming address by Carl Haverlin, BMI president. Roy Harlow, BMI stations relations director, will speak
(Continued on Page 6)

WHOM To Help Expose Foreign-Language 'Gyps'

WHOM, New York, will launch a two-week series of programs in five languages, consisting of interview of foreign-speaking housewives who have been victimized by "gyp" door-to-door salesmen, in cooperation with the Better Business Bureau of
(Continued on Page 6)

Recording Deal

London, Ont.—Negotiations have been completed by Capitol Records of Canada, Limited, with Capitol Records, Inc., of Hollywood, to manufacture and distribute Capitol products in Canada. W. Lockwood Miller, president of Capitol Records of Canada, Limited, announced that production and distribution will begin immediately.

Religious Series

"One Word Can Change Your Life," quarter-hour religious program originating at WASH-FM, Washington, will be aired by the Continental FM Network Saturday nights at 7:30 starting July 23. The program of church music and a religious talk by Rev. Robert W. Olewiler encourages listeners to attend the church of their choice.



Vol. 48, No. 11 Monday, July 18, 1949 10 Cts.

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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

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

FINANCIAL

(July 15)

NEW YORK STOCK EXCHANGE

Table with columns for stock symbols (ABC, Admiral Corp., etc.) and their respective prices and changes.

NEW YORK CURB EXCHANGE

Table with columns for bond symbols (Nat. Union Radio) and their respective prices and changes.

OVER THE COUNTER

Table with columns for over-the-counter stock symbols (DuMont Lab., Stromberg-Carlson, etc.) and their respective prices and changes.

'Duffy's' May Originate In Puerto Rico This Fall

(Continued from Page 1)

cording for presentation on the mainland network. In the past the program has been heard on NBC and it is expected that he will resume on the same network this fall.

Guest artists who will appear with Gardner will be flown from New York each week, according to reports.

Holloway Heads WTRC

Elkhart, Ind.—Richard W. Holloway, commercial manager for WTRC, Elkhart, has been named manager succeeding Roy R. Baker. The latter has resigned after 18 years as manager to enter private business.

Henry J. Davis, formerly promotion director, has been appointed commercial manager succeeding Holloway. Dorothy Fleck has been named promotion director replacing Davis.

★ COMING AND GOING ★

ROY BATTERSBY, of the press department at NBC, has left for a two-week tour of duty with the Marine Corps.

VAUGHN MONROE and the members of his band broadcast their program last Saturday from Lake side Park in Toledo.

CATHY MASTICE, young soprano featured recently on Milton Berle's video show, will leave today for Montreal, where she'll be featured at the Carroussel.

CHARLES CALEY, general manager of WMBD, Peoria, Ill., a visitor last week at CBS, with which the station is affiliated.

ARNO G. HUTH has returned from Washington, D. C., where he represented UNESCO at the Fourth Inter-American Radio Conference.

HARRY FEENEY, diminutive, ubiquitous and erudite luminary in the trade press department of CBS, is spending a fortnight on the beach at Atlantic City.

EUGENE JELESNIK, musical director at KDYL, Salt Lake City, has returned to Utah following a short trip to New York, during which he sold two tunes.

TOM FITZSIMMONS, night editor of RADIO DAILY, off via the air route for Puerto Rico, where he hopes to sample, in equal portions, the fiesta and siesta life of the Island. He'll return by ship.

HOWARD SUMMERVILLE, general manager of WWL, New Orleans, La., and LARRY BAIRD, commercial manager of the station, which is an outlet of CBS, conferred here last week with officials of the web.

CC Spokesman Differs With Senator Johnson

(Continued from Page 1)

week-end. The letter charged that sizeable "white areas" do exist and that many localities are not receiving adequate service at this time.

In his letter Quaal declared that "Ishpeming receives primary service both daytime and nighttime only from one station, its local unaffiliated station, WJPD. It also receives daytime primary service from WDMJ, Marquette, Mich., an MBS affiliate. Those are the only truly satisfactory services consistently received in this community. In addition, certain clear channel stations affiliated with the four principal networks furnish occasional secondary nighttime service to the area. By the use of higher power on these clear channel stations, these inadequate signals could be improved. I must emphatically disagree with your assertion that the Ishpeming area receives service "from fourteen other radio stations" in addition to the service received from its local station. The facts are that Ishpeming does not receive adequate radio service. In the absence of better signals, it is forced to be content with what it can get, but this is no reason against improvement.

Insists on Power Increase

"It appears to me that the Ishpeming area, and the other inadequately-served areas throughout the Upper Peninsula of Michigan and the rest of the country are entitled to at least four consistently dependable services both during the day and the night. Higher power on clear channels is the only practical method of accomplishing this. The reasons for this viewpoint are set forth in the record before the Commission and your Committee. The operation of additional regional stations, as suggested in your letter, will merely increase radio service to city listeners who already have more than their fair share of service at the expense of the meagre service presently afforded to the underserved rural and small town areas and populations.

"With insignificant exceptions, no injury of any kind—technical, eco-

Muniz Renamed Pres., P. R. Broadcasters

(Continued from Page 1)

cial radio station, was re-elected president of the P. R. Broadcasters Association at their annual meeting held last week.



MUNIZ

Andres Camara, WPRA, Mayaguez; Gustavo Diaz, WENA, Bayamon and Ramon Montaner, WPRR, Ponce.

Burl Ives To Replace Winchell For Summer

(Continued from Page 1)

Traveler." The program, sponsored by Kaiser-Frazer, will originate from New York. The agency is William H. Weintraub & Co.

Wedding Bells

Jack Lacey, WINS disc jockey, and Agnes Code will be married today and will fly to Mexico tonight via American Airlines on a honeymoon trip.

Stratocruiser Broadcast

WNBC disc jockey Norman Brokenshire has made what the station's flacks call "the first broadcast" from an American Air Lines Boeing Stratocruiser in flight, New York to Washington, July 17, 7:30 a.m.

conomic, social or otherwise—will be done to other stations or to the public through the use of higher power on clear channels. On the contrary, the public, all classes of stations, and the industry generally will be greatly benefited."



Big Treat

Andy, the little Orang-utang from Borneo, is celebrating his second birthday by eating a favorite American delicacy—a vanilla ice-cream cone. The way Andy's gobbling up that cone, you can bet he's enjoying his big treat.

There's a big treat in store for radio advertisers who are interested in the Baltimore market. That treat is station W-I-T-H, the BIG independent which treats you to more listeners-per-dollar than any other station in town. W-I-T-H carries your message to 92.3% of all the radio homes in the Baltimore trading area.

That means you can do a LOT with a LITTLE money on W-I-T-H. So if you're looking for low-cost results, call in your Headley-Reed man for the whole W-I-T-H story.

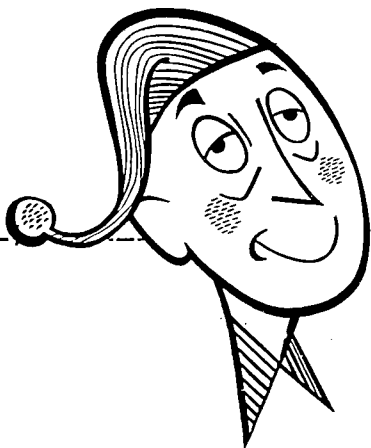
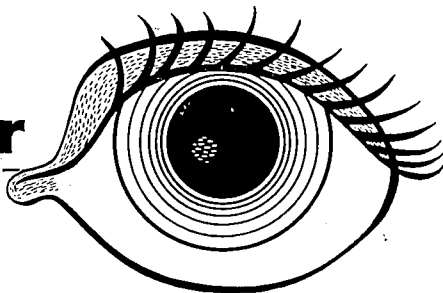


WITH

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

eye-opener



and night-cap

In Detroit, first to be tuned-in and last to be turned-off is WWJ, Detroit's first radio station. So familiar is this 29-year old station to the masses in this wealthy market that this tuning-in, turning-off procedure is a daily habit in thousands of homes that house the families of Detroit's workers.

Results, too, are habit-forming . . . because WWJ advertisers have been getting them habitually. This is one market where "playing the favorite" pays-off every time

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV



Basic NBC Affiliate

AGENCIES

STANDARD BRANDS INCORPORATED announce the appointment of Compton Advertising, Inc. to handle the advertising of Chase & Sanborn Coffee and Instant Chase & Sanborn, effective October 1st.

HOME PRODUCTS INTERNATIONAL LIMITED, a wholly-owned subsidiary of the American Home Products Corporation, has announced the appointment of Foote, Cone & Belding International Corporation to handle the advertising of the Boyle-Midway and the Foods Divisions in Latin America.

MANNIE GREENFIELD ASSOCIATES, New York, have been appointed to handle national radio and TV promotion for Dr. Cary Middlecoff, national open golf champion. The Greenfield office is also packaging a video show featuring Middlecoff in a golf series, which will be presented to the networks shortly.

HENRY G. LITTLE, executive vice-president and general manager, Campbell-Ewald Co. (Detroit), has been elected a member of The Advertising Council Board of Directors. Little, who will represent advertising agencies, replaces John C. Cornelius, executive vice-president in charge of western offices, Batten, Barton, Durstine & Osborn, Inc. (Minneapolis), who has resigned.

WQUA Denied Hearing; Other Activities At FCC

(Continued from Page 1)

WMT, had tried to prevent it from obtaining a network affiliation with CBS, in violation of the Commission rules.

In other actions today the Commission:

Set for a consolidated hearing at a later date the applications for sale of KTSA and KTSA-FM, San Antonio, Texas, from the Sunshine Broadcasting Co. to the Express Publishing Co.; the assignment of license of KANS, Wichita, Kans.; and two remote pick-up stations, from the Kansas Broadcasting Co. to Taylor Radio and Television Corp., and assignment of license of KRGV, Weslaco, Texas, from KRGV, Inc. to Taylor. Chief issue to be decided, said the Commission, is whether approval of the KTSA transfer "would give approval to trafficking in frequencies or licensed privileges."

DISC JOCKEYS NOTE

New Program Research Service will mail Calendar of Dates and Special Events, celebrity birthday lists, bio info, news oddities, human interest stories, etc. Weekly or monthly mailings. Reasonable rates. Box 258. RADIO DAILY, 1501 Broadway, N. Y. C.



California Commentary . . . !

● ● ● That luncheon-meeting of the Hollywood Advertising Club last Monday is still being a topic of conversation along Radio Row. A five-man panel agreed that New York provides the only market for selling Hollywood's television product on a national scale. Said Gordon Levey of General

Hollywood

Television Enterprises: "The market at present cannot afford the cost of Hollywood film if producers have to get the cost back from the first-right sales. TV film producers should use motion picture sales techniques, making profits from the second rights and subsidiary markets." And Mal Boyd, president of Television Producers Association declared that the coaxial cable must be ruled out as an answer to coast-to-coast TV unless present circumstances reverse themselves, adding that "Hollywood TV product, to be placed on the national market, must be on film or TV recording. . . . Ralph Levy, CBS television director, is here to begin his assignment as director of the Ed Wynn show, which bows in the Fall. . . . Los Angeles now is in fourth place nationally in the number of television receivers. Total now is 153,581, of which 13,181 were purchased in June. New York is in first place with 600,000, followed by Chicago and Philadelphia. . . .

★ ★ ★ ★

● ● ● General Amusement has packaged a half-hour air show starring Frankie Carle and his orchestra, titled "Carle Comes Calling." . . . Fairbanks Music Publishing Co. this week forwards 1,000 records to disc jockeys, band leaders, etc., in the first exploitation of tunes composed especially for television. . . . NBC reported last week that WKY-TV signals in Oklahoma City were being blotted out by KNBH programs here and that the same situation happened in reverse several months ago. . . . KTLA pulled a fast one last Tuesday when it rounded up a survivor of the Standard Airlines crash and a few of the rescuers for appearances on TV that night. . . . Bill Gargan starts in a new Mutual-Don Lee adventure program Aug. 7. . . .

★ ★ ★ ★

● ● ● It now looks as if Sept. 16 is the official opening date for ABC's new television outlet here, KECA-TV. Paul Mowrey is in San Francisco in connection with debut details. . . . Edward "Mr. President" Arnold is back in town after a month in New York. . . . Marvin Beck, producer of ABC's "Add-a-Line," is bedded with the mumps. . . . KNBH's administrative and production offices have moved to their new headquarters in the RCA Bldg. at Selma and Vine. . . . Samuel Goldwyn has prepared two special video trailers on "Roseanna McCoy," to be available with the release of the picture in mid-August. . . . Bob Nolan has bowed out of "The Sons of the Pioneers" to devote his entire time to his music interests. Ken Curtis replaces Nolan, while Shug Fisher replaces Pat Brady, who is under contract to Republic Pictures. . . . Sampson Electric Co. shortly will preview its gadget which permits the showing of video in all rooms of a hotel or home, beaming off a master set. Preview had been scheduled for some weeks ago, but there was a delay in getting the equipment. It's here now. . . . Gordon Levey has received another contract from Procter & Gamble for 26 more 15-minute television films. . . . Radio producer John Guedel is due back from Europe this week. . . . Dancers Veloz and Yolanda are preparing a "Mr. and Mrs." TV show for Hal Roach. . . .

★ ★ ★ ★

CHICAGO

By HAL TATE

STARTING today the Chicago Downs Association will sponsor five minute reports on harness racing at the Sportsmen's Park race track over WBBM. Broadcast nightly at 11:00 p.m., the harness racing highlights will be announced by Fahey Flynn.

Curley Bradley, Mutual's "Tom Mix," and Forrest Lewis, who plays "Wash" on the same program, are in Pittsburgh this week for a personal appearance at Tom Pack's Thrill Circus at Forbes Field. They were accompanied to the Smoky City by the Wonder Horse, Tony, while in Pittsburgh, Bradley is originating his MBS musical show from KQV.

Singer-songwriter Jack Owens, originator of the cruising crooner routine six years ago on the Breakfast Club, was the subject of a picture spread in the July 10 issue of Parade Magazine.

Gwen Griffin of MBS-Midwest Sales Service is vacationing in California.

Alice Brewer White, Woman's Director of station WTAZ, Norfolk, Va., was in Chicago recently, to attend the 28th Annual Pilot International Convention, held at the Sheraton Hotel. While here, Miss White gave a clinic for the convention, stressing "Better Station Relations for Women's Clubs," and made eight transcribed interviews at station WMAQ to use on her "Woman's World" program.

Ben Lochridge, MBS-Midwest account executive, has named his new daughter Laurie Ann.

Marcia Kuyper, former director of women's activities at the University of Iowa station WSTU, has joined the NBC Chicago video staff as script girl, replacing Ann Libberton, resigning to be married.

Johnny Hill, singing star of ABC's Junior Junction show, married Patricia Gibson, "the Gal Back Home," Saturday, June 24 in St. Louis.

1,500 four-page, two-color folders have been mailed out by station WMAQ's promotion department to plug the Summer Concert series of the NBC Symphony.

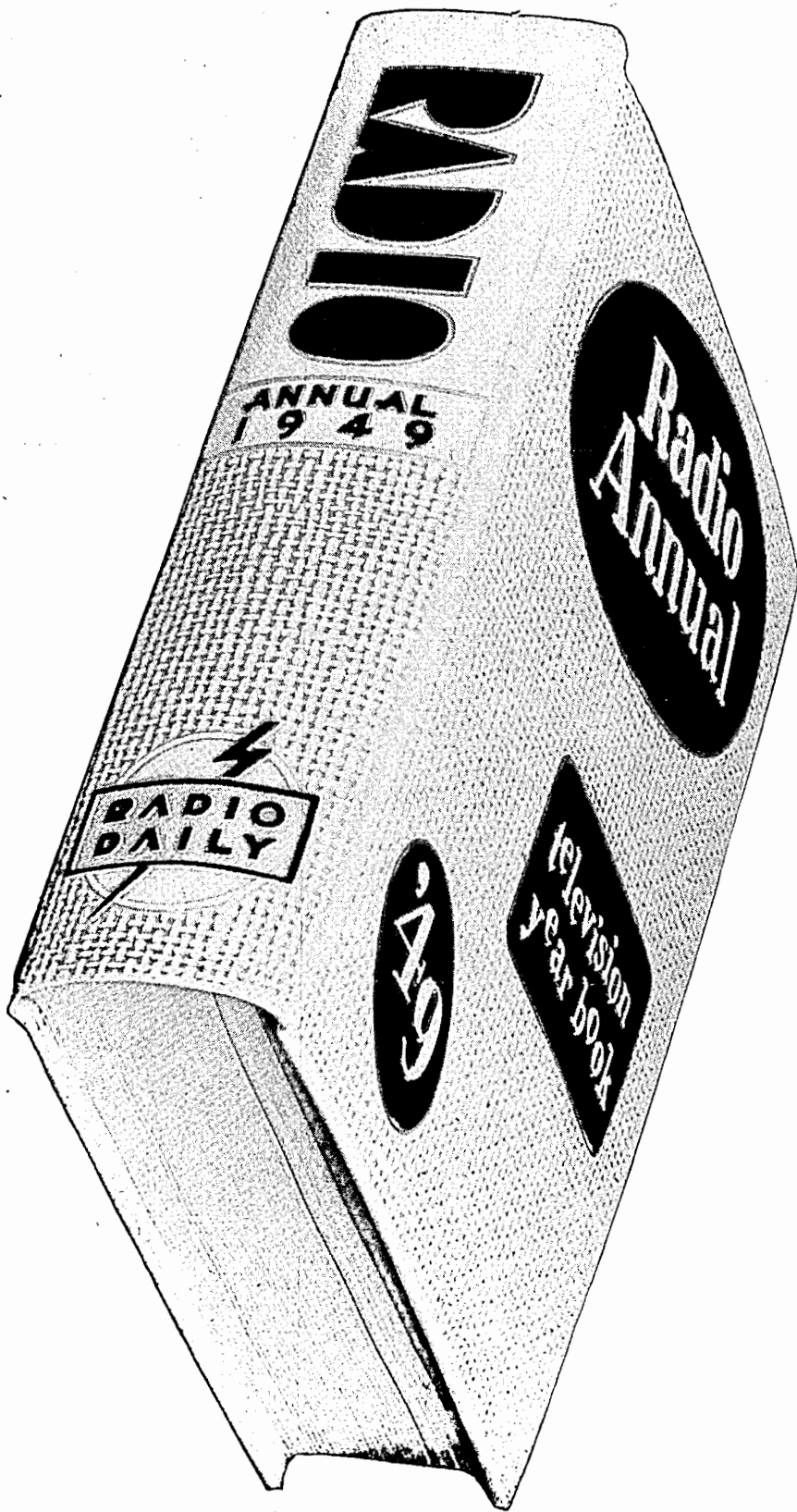
Subs On 'Hits And Misses'

WCBS narrator Lee Vines is emceeing on "Hits and Misses," while Harry Marble vacations in East Sumner, Me. Marble will return July 25.

ENGINEER ANNOUNCER

Instruct in school, proper voice, microphone, and studio techniques. Some technical knowledge necessary. Should be able to operate a console.

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Journal Square 3-2777



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NAME

TITLE

COMPANY

STREET ADDRESS

CITY AND STATE

BMI Music Clinic Gets Underway Today

(Continued from Page 1)

on "The Real Significance of a Program Directors and Librarians Clinic," and Robert J. Burton, BMI vice-president in charge of publisher relations, will outline "Do's and Don'ts of Music Copyrighting."

Afternoon sessions get under way at 2 p.m. with an inspection tour of BMI's model library at 580 Fifth Ave. Harry Wightman, ABC music librarian, will speak on "Hands On and Hands Off in a Music Library." Gordon Graham, assistant program director for WCBS, New York, will discuss the subject of "How the Program Director and Music Librarian Are Related." Clay Daniel, production manager of WNBC and WNBC, New York, and Don Norman, assistant manager, will demonstrate "The Art of Making a Wax Program Appear Lifelike." Today's clinic events conclude with a cocktail party in the Pillament Suite of the Waldorf-Astoria at 5:15 p.m.

Cott To Be Heard

Tomorrow morning's sessions will be held in NBC's Studio 3-B, Radio City, with Ted Cott, WNEW program vice-president, leading off with a talk on "New Frontiers in Music Programming" at 9:30 a.m. At 10 a.m. Sylvan Levin, music director for WOR, New York, will speak on "Light and Shade in Music Programming." Melville Ruick, ABC executive director, will speak on "So You Want to Program a Network." At 11 a.m. Arthur Rothafel, assistant to the director of CBS-TV, and Ralph Austrian, video consultant, will present "A Double Look at Television." The final morning event is a tour of BMI's logging department.

Outing Scheduled

At noon on Tuesday clinic registrants are scheduled to leave by bus for a luncheon and outing at Cresthaven Country Club, returning in time to attend the Olsen and Johnson video show, "Fireball Fun-For-All," at the International Theater, at 7:30 p.m.

Attending the clinic are:

Jim Cipriano, assistant manager, WLCR, Torrington, Conn.; George H. Jaspert, president and Thomas F. Frank, program director, WCCM, Lawrence, Mass.; Irving J. Smith, program director, WCAM, Camden, New Jersey; Lester L. Gould, owner and Miss Dorothy R. Gould, program department, WJNC, Jacksonville, N. C.; W. Wendell Budrow, general manager and George Nesbit, program director, WBEC, Pittsfield, Mass.; Miss Frieda Miller, music director, WTOD, Toledo, Ohio; Tony Ross, program manager, WBBW, Youngstown, Ohio; William R. Griffin, program director, WTM, Trenton, N. J.; Jack Dahiby, program director, WNAB, Bridgeport, Conn.; John Deme, president and general manager and Robert L. Silverberg, program director, WICH, Norwich, Conn.

Also Charles S. Holbrook, president and Wendell C. MacKenzie, program director, WMOD, Berlin, N. M.; Gordon J. Lewis, president and general manager and Lucien Dumont, production manager, WIDE, Biddeford, Me.; John Zane, program director, WMMW, Providence, R. I.; Walter Howard, program director, WBRX, Waterbury, Conn.; Jerry Schroeder, program director, WBBC, Flint, Mich.; Donald E. Large, assistant director of Music, WJR, Detroit, Mich.; John P. Hart, manager, WBIR, Knoxville,

Business Outlook Good, New York Indies Report

(Continued from Page 1)

manager of WNEW, said his own observation has produced no basis for industry jitters about present and future billings. Herbert conceded that the market in general is becoming increasingly competitive, calling forth all of a sales department's ingenuity and energy.

As far as WNEW itself is concerned, he said the station's business is running as well as last year, which was the biggest in its history. As for the alleged slump in outside industry, Herbert pointed out that two main schools of thought prevail among advertisers on how to cope with such a situation: (a) attempt to reduce overhead by slashing advertising budgets; (b) stimulate lagging sales by increasing ad budgets. "It's the second school of thought we're going along with," he added. As an example, Herbert cited the fur industry, which centers in New York and whose sales have fallen off to some extent. To counter this trend, one of WNEW's fur accounts recently inked its biggest deal with the station, he said.

Confirms Herbert Opinion

Herbert's optimism is matched by that of Bertram Lebhar Jr., sales director of WMGM, New York. Lebhar sees the outlook for the radio industry as a whole as "extremely strong" at this point. WMGM sales, he disclosed, are running 10 per cent to 15 per cent of the comparable period last year. He echoed Herbert's reminder that, while the business is there, it takes more digging than heretofore.

Turning to video's influence on ra-

dio sales, Lebhar had this to say: "The pendulum has swung back in the last three months in regard to the coming inundation of radio by television. And radio is in an infinitely stronger position to combat TV competition than it was a year ago, because in that time it has begun to learn how to compete with video."

Weil Is Optimistic

The prevalent note of cheer was also sounded by the manager of a New York independent foreign language station, Ralph Weil of WOV, which programs half in English and half in Italian.

"Business at WOV is unusually good this summer," Weil declared.

"The percentage of sales, in fact, is running somewhat higher than the corresponding months last year.

Contrary to earlier indications in the independent fields, we were never more hopeful than we are today over future sales prospects. This is the unanimous agreement of several independent operators with whom I've spoken recently. The fall of 1949 points up as a most successful one. Advertisers, settling down from the initial TV "explosion," are studying markets and media with a quiet and fussy eye.

Optimistic for This Year

"This year," he concluded, "should prove one of the most fruitful of all for language and independent broadcasts who have programmed wisely, served the listener well, and who have been alert to the birthright of the specialist station—the loyal audience."

"Spin To Win" Seeks Reversed Music Experts

The producers of the CBS telephone-quiz show, "Spin to Win," are seeking a panel of experts to identify reversed discs in order to make the tunes more difficult.

The attempt to select more complex music results from the fact that the \$15,000 jackpot was broken on the programs premiere, July 4. Currently, producers Mark Goodson and Bill Todman, ushers and CBS program personnel are selecting the tunes. The experts will be paid "good" salaries.

Tenn.; Mrs. Virginia Cunningham, Library of Congress copyright office, Washington, D. C.; Wayne Henry Latham, program director, WSPR, Springfield, Mass.

Also Miss Frances Denny, WAIH, Winston-Salem, N. C.; Peter A. Stoner, program director, WBIS, Bristol, Conn.; C. A. Bill Humbert, Jr., general manager and Mack Woodward, staff member, KVMA, Magnolia, Ark.; Allan Clark, musical director, WKY-TV, Oklahoma City, Okla.; B. M. Derman, program director, WRCS, Aoshkie, N. C.; William T. Walker, program director, WHAY, New Britain, Conn.; Richard H. Booth, program director, WDAS, Philadelphia, Pa.; A. V. Tidmore, owner, general manager and Georgina Yanavago, librarian, WPPA and WPPA-FM, Pottsville, Pa.; and Arthur H. Roberts, WESC, Greenville, S. C.; Lyle DeMoss and Russ Baker, WOW, Omaha, Nebraska.

WHOM To Help Expose Foreign-Language 'Gyps'

(Continued from Page 1)

New York City, it was announced by Fortune Pope, executive vice-president and general station manager of the station.

It was emphasized that the new series will be no reflection on the large and entirely ethical group of door-to-door salesmen, but is intended to counter-act "the very real exploitation of foreign language groups by certain shady characters."

Charles Baltin, WHOM's assistant manager, told RADIO DAILY that the interviews to be conducted on the series will be taken from actual case histories supplied by the BBB. The broadcasts will be in Italian, Polish, Jewish, German, Spanish and possibly Russian, he explained.

Stork News

Atlanta, Ga.—Mr. and Mrs. Vincent Piano are the parents of a boy born this week at Crawford Long Hospital weighing 7 pounds, 3 ounces. Father is promotion manager of WSB and WSB-TV, Atlanta. The boy will be named Victor Louis.

Stanton Honored; To Receive Degree

(Continued from Page 1)

the University's spring Commencement ceremonies, at which honorary degrees traditionally are presented.



STANTON

Stanton is a former faculty member of Ohio State's psychology department, and received both his M. A. and Ph. D. degrees at Ohio State. He left the University in

1935 to become research director for CBS, and became president of the network in 1946 after serving as director of advertising and research operations, vice-president, and general manager.

ABC 'Four-In-One' Plan To Lure Sponsorship

(Continued from Page 1)

work radio program which will permit a sponsor to present a year-round, nighttime, full hour coast-to-coast campaign for less than \$300,000 including time, talent and commercials which are to be delivered by Kate Smith.

The program will be slotted from 9 to 10 p.m., EDT, and from 10:15 to 11 p.m., EDT, each Monday evening. The intervening 15-minute period (10 to 10:15 p.m.) is currently used for news commentary featuring Arthur Gaeth, sponsored by the United Electrical Radio & Machine Workers of America.

In order to spark sponsor participation of the new Kate Smith program, ABC also announced that the first sponsor who contracts with the net to present a segment of the radio program will also receive an option on the new full-hour TV variety program which Kate Smith and her broadcast partner, Ted Collins, will present over ABC's TV network. Plans for the TV program are in preparation now.

Format of Kate Smith Calls radio airer is built primarily around a recorded music theme with a telephone quiz, "Kate Smith Calling," inviting listener participation.

Musical Documentary To Feature Downey

Morton Downey will star in a musical documentary program, "The Ballad of James Otis," to be presented on CBS July 15, 10:30-11 p.m. by the American Legion Auxiliary. The script, dealing with the Bill of Rights, will be supplemented by original ballads sung by Downey, backed by the Coca-Cola Orchestra and the Mariners quartet.

TELEVISION DAILY

Section of RADIO DAILY, Monday, July 18, 1949 — TELEVISION DAILY is fully protected by register and copyright

NAVY SETS TELE TRAINING PROG.

TELE TOPICS

BECAUSE it deals with a vitally important subject in a sober, thoughtful manner, "Theater Of The Mind," which made its debut on NBC last week, is one of the most valuable programs on the air. The first half was devoted to a drama outlining one of the more obvious cases of "Atomism" and its effects. There followed a hard-hitting discussion of the problem at an outstanding panel comprised of Dr. Edward A. Strecker and Dr. Maryiana Barnham, psychiatrists, and Mrs. Clara Savage Littledale, editor of Parents magazine, with Dr. Houston Peterson presiding in excellent fashion. . . . The play itself, which used flashback narration, seemed very dramatic, but was psychologically accurate. Because it succeeded in reaching a mass audience without playing down, the program's failure to point out that most over-protective mothers are far more injurious than the one portrayed may be overlooked. As a whole it is a real contribution to the dignity of television. Much more important, by disseminating sound, basic information about psychiatry, it can and should develop into a powerful force working to improve mental health. . . . Packaged by Ann Marlowe, program produced by Marjorie Sloan and Maury Kaufman. Script is by Michael Sayers, an Neuman directs.

SEVERAL leaders in the movie industry are planning to ask the FCC for a hearing at which they will make a pitch for allocation of channels for theater television. The move was suggested last week by Noel Sullivan, the executive director of Theater Owners of America, and has the support of SMPE and other film groups. . . . An avid reader, who prefers to retain anonymous, noticed that the initials T (video transcription) seem to be leading in our prizeless sweepstakes to find substitute for the cumbersome term kinescope recording. He endorses VT, he said, because it's the shortest possible way of saying "very terrible." . . . WMAR-TV, Baltimore, has acquired local and network rights to four Navy grid games this fall. . . . WATV is looking for girls (married or single) for its "Miss Television, 1949" contest, which is tied in with the Savings Bond drive.

REPORTING on the Rutgers Survey for CBS on his broadcast yesterday, Elmo Cooper said that TV has wrought drastic changes in leisure time habits. "The obvious difference is in the variety of different things people without television still do," he said. "They still spend a good deal of time in such normal recreational pastimes as going to the movies, playing sports or even such an old-fashioned activity as sitting around talking in the front parlor. Revolutionary as it may seem, it's just not so with the owners television sets."

DuMont Announces New 19-In. Kinescope

Development of a new short-necked metal 19-inch cathode ray tube providing picture surface of 203 square inches was announced over the weekend by Allen B. DuMont Laboratories. At the same time the firm introduced its new "Bradford" receiver which incorporates the tube.

The new tube is 21½ inches long and weighs 16 pounds as compared with 28½ inches and 40 pounds of the DuMont 20-inch kinescope. Engineers of the firm said that because of the short neck and shorter beam throw, the flow of electrons impinging on the screen are formed in a narrow stream which produces a small, well-defined spot thus providing sharper focus and improved resolution.

It uses also a special coating said to minimize reflections on the tube's face from outside light sources.

Wilson Upped At WBKB

Chicago — Appointment of Joe Wilson as sports director of WBKB was announced at the weekend by John H. Mitchell, general manager. Wilson has been a sports announcer at the Balaban & Katz outlet for the past three years.

KSD-TV Sells Clark Seg

St. Louis—Western Auto Supply Co., local retail chain, has signed with KSD-TV for a weekly quarter-hour, featuring Polly Clark. Thirteen-week contract is effective July 21. Program will be titled "Polly Calling."

Name Color TV Group Bureau Of Standards

Washington Bureau of RADIO DAILY Washington—The National Bureau of Standards Friday announced the formation of a committee to study the scientific and technical phases of color tele.

Organized at the request of Sen. Edwin C. Johnson (D., Colo.) the group hopes to report to the Senate ICC on the present status and future prospects of color TV by November.

Dr. Edward U. Condon, chief of the Bureau, will head the committee. Other members include: Newbern Smith, Bureau of Standards; Stuart L. Bailey, consulting engineer and IRE president; W. L. Everitt, dean, college of engineering, University of Illinois; and Donald G. Fink, editor, Electronics.

Tentative list of topics to be studied by the committee, Condon said, includes:

Necessary band width for suitable color pictures; prospects of developing color transmitting and receiving equipment in the immediate future; the effect of the radio propagation factor in the VHF and UHF bands on the basic technical principles of frequency allocation for color TV service; adaptability of present receivers to color use or to reception in black and white of programs being transmitted in color.

Hub Passes 100,000 Mark

Boston—Number of receivers in the Greater Boston area has passed the 100,000 mark, according to a joint survey by WBZ-TV and WNAC-TV.

To Test TV Impact Via Two Courses Over NBC Net

An extensive experiment designed to test the effectiveness of TV instruction as applied to service training problems will be inaugurated July 30 by the Navy's Special Devices Center at Port Washington, Long Island, in co-operation with NBC. The viewing public will be able to sit-in on two eight-week aviation courses, which will be aired by WNBT, New York; WPTZ, Philadelphia, and WNBW, Washington.

Originating at Port Washington, programs will be a course for pilots, on Saturdays, and one for air crew members on Sundays. Both will be carried from 9:30-10:30 a.m., EDT.

The courses will be directed to Naval Air Reserves in video classrooms at Floyd Bennett Field, Willow Grove and Anacostia. Three control groups have been set up to test the effectiveness of the program. One, at Squantum, Mass., will be given live instruction by the same teachers who will be seen on TV. The second control group, classes at Minneapolis, Grosse Ile and Akron, are to receive standard classroom instruction by local teachers following the lesson plans provided by the video instructors. The third group, classes at Glenview, Olathe and Dallas, will see transcriptions of the TV lectures.

From study of the control groups, the effectiveness of tele will be measured, according to Dr. Robert T. Rock, Jr., head of the Fordham University psychology department and supervisor of the TV evaluation program for the Navy.

The Office of the National Military Establishment, the Army, Navy and Air Force will participate in the opening program.

WXYZ-TV New Biz Totals

Detroit—Over \$78,000 in new business was placed on WXYZ-TV during the first twelve days of this month, station manager James G. Riddell disclosed Friday. Largest sale was the ABC co-op wrestling pickup Wednesday night, signed by Gil Schaefer, local Hudson dealer, through Malcolm Howard agency. 52-week pact is effective July 20.

Harmsworth Races on July 29 and 30 were sold to Chevrolet dealers, and E. and B. Brewing Co. signed for 25 weekly time signals weekly, for 52 weeks, through W. B. Doner agency.

Other spot contracts were signed by Benrus, Pall Mall, Klstenman Watch Bands, Old Gold, Admiral, Oldsmobile and Harley Buick.

The Week In Television

FCC Proposes New Channel Allocations

FCC issued proposed channel allocations calling for the establishment of 42 UHF channels in addition to the present 12 in VHF, to provide a total of 2,245 possible stations in 1,400 towns and cities. Hearings on the proposals are slated for August 29, with information on color, stratovision and non-commercial educational operation invited. . . . The industry generally regarded the tentative allocations as a progressive step, but emphasized that many technical problems must be solved before the first UHF outlet can go on the air, a minimum of two to three years. . . . NAB board took action to divorce its radio and tele operations, calling for establishment of a video division to service TV members. . . . Tele's share of the total N. Y. broadcast audience will equal that of the top ten radio shows by October, Mortimer W. Loewi, director of the DuMont week, predicted in reporting a study by the net's research staff. . . . Most rural sections in the country will get TV within five to seven years, TBA prexy Jack Poppele said in a Cornell University speech.

PROMOTION

Gives Radio Credit

Radio is credited by Fisher Flouring Mills Co., Seattle, with introducing its new product, "Fish 'n Chips," in a campaign so successful that it won first place in the Live Announcement Spot Campaign competition conducted by the Seattle Advertising and Sales Club.

The announcements were spotted on Fisher's 12 weekly newscasts over KOMO, Seattle, starting late in January and continuing through Lent. Three potato chip manufacturers in the northwest tied in with the campaign, and all reported increased off-season sales. Pacific National Advertising Agency handled the campaign.

Bike Safety Day

Mayor John F. Devane of Waltham, Mass., rode in the lead car in the "Bicycle Safety Day" parade June 25, promoted by WCRB, Waltham. Also in the parade were Waltham's police and fire chiefs, three bands, and 750 kids and their bikes. The promotion was tied in with the "WCRB Safety Club," weekly feature sponsored by the local Dodge-Plymouth dealer, Thomas Motors.

Ticket Distribution

Tickets to the WLS, Chicago "National Barn Dance" have been mailed to 2,000 advertisers and agencies, to be exchanged for reserved seats at the broadcast. With the tickets went a note, reading in part: "Had your vacation yet? If you haven't, and are going to spend any part of it seeing the sights of Chicago, we'd like for you to use the enclosed over-size tickets and be our guests at the original WLS National Barn Dance."

Tie-in With Movie

WHHT, one-kilowatt MBS outlet in Durham, N. C., recently completed arrangements with a local theater to stage a question-and-answer contest just ahead of the start of the film program each day. The contest, known as "1590 Quiztime" and broadcast Monday thru Friday 10:30-11:00 a.m. got off to a quick start on Monday, July 11th, with Bill Mickel, station manager, acting as M. C. Merchandise prizes are awarded.

WQXR Files Stay Order

Washington—WQXR, New York attorneys have filed an application for a stay against the FCC in the U. S. Court of Appeals, pending an appeal from an adverse ruling handed down by the Commission last week. Station had asked that the FCC block program tests by WPTR, Albany, on the latter's recently authorized increased power to 50 kw. WQXR operates on 10 kw. The FCC stated that it would withhold permission for WPTR to begin tests for 14 days in case WQXR wished to appeal to the courts.

★ THE WEEK IN RADIO ★

NAB Trims Operations, Cuts Budget

By AL JAECCIN

AT a three-day session at Portsmouth, N. H., the NAB board reduced the organization's operational budget from \$776,000 to \$701,000 by eliminating the program department and reducing personnel. The office of executive v-p, now held by A. D. "Jess" Willard, Jr., was eliminated. Two divisional departments, "Audio-AM-FM" and "Video," however, were created.

The NAB board, at the close of its sessions, voted to meet three times a year henceforth, instead of four. They decided to eliminate the NAB convention board meeting.

Radio's value as an advertising medium was stressed in a research brochure issued by ABC. The network, which has heavy interests in both AM and TV, declared "network radio is the most efficient medium to serve as the basis or backbone of a national campaign." The ABC report described television as the "best supplementary medium."

Rate cutting by stations was assailed as an "evil" and as a "problem which urgently needs attention" by John Deme, president of WICH, Norwich, Conn., in a telegram to NAB prexy Justin Miller. Deme also reiterated his "fight" against P.I. deals.

The entire industry was shocked by the news of a crash of a K. L. M. Constellation north of Bombay in which three radio correspondents and ten other newspaper and magazine newsmen died. Numbered among the 44 killed were WOR commentator H. R. Knickerbocker; Elsie Dick, MBS director of women's religious and educational programs, and George Moorad, KGW commentator.

Mutual lost another one of its top personalities, E. P. H. James, v-p in charge of the net's television development. He resigned from the post which he has held for two years. . . . James T. Buckley, chairman of the Philco Corporation's executive committee, was elected chairman of the board of directors to succeed the late John Ballantyne. . . . Additional steps toward expanding West Coast operations were taken by CBS by appointing Kenneth L. Yourd as director of program operations in Hollywood and Martin Leeds as associate director.

In line with the ABC brochure on the effectiveness of radio advertising was the report by Philip Morris of a 25 per cent increase in sales over last year. . . . Block Drug Co., Jersey City, will sponsor Burns and Allen when the comedy team starts the long-term contract with CBS on Sept. 21. . . . Cowles Magazine, for Quick and Look, will sponsor a WCBS news program, Sundays, Tuesdays and Thursdays, 11 p.m., effective July 24. . . . Nick Kenny, radio-TV editor of the New York Mirror, will be sponsored on a 15-minute program, Wednesdays, 7:30

p.m., over WJZ-TV, effective July 20. . . . Xavier Cugat and his orchestra, currently playing a two-weeks engagement in San Juan, P. R., are being sponsored over WAPA, San Juan, by James F. Todd, local distributor for Frigidaire. . . . WJEF, Grand Rapids, Mich., reported a 72.5 per cent increase in local business during May of this year over May, 1948. . . . Seven new bookings and six renewals have been placed by American advertisers with Lourenco Marques Radio, Portuguese East Africa. . . . Lee Hats, whose contract with Drew Pearson expires in September, reached an agreement with Robert Montgomery for a 15-minute weekly news commentary. . . . The First National Food Store Chain will sponsor "The Guy Lombardo Show" over five stations of the New England Regional Network, 7:30-8 p.m., Thursdays, starting

Sales of transmitting and communications equipment by RMA-member companies to the U. S. government in the first quarter of 1949 totalled \$32,353,433, a substantial increase over the same period of 1948. . . . Fairchild Recording Equipment Corp. announced a \$173,000 sale to Radio Italiana. The sale was described as the "biggest postwar purchase of recording equipment by a foreign country."

A new year-round permanent network of 53 stations covering five states and Memphis, Tenn., in competition with the major networks, was announced by the Liberty Broadcasting System, Dallas, Tex. . . . A New York agency, Philbin, Brandon and Sargent, has been formed to handle television advertising exclusively. . . . Frederick W. Ziv Co. has established three territorial sales divisions. . . . The foreign language stations represented at the clinic held last month at WOV, New York, have formed an organization known as The Foreign Language Quality Group. . . . Morris Ernst, New York attorney, told a House Judiciary subcommittee on monopoly power, that the four networks "dominate the air" and "are stifling the small stations."

The Senate Interstate Commerce Committee unanimously approved the nomination of Edward M. Webster for a new seven-year term as a FCC member. . . . WTNT, Augusta, Ga., was sold to J. B. Fuqua, v-p and general manager of WGAC, Augusta, for \$75,000. . . . Senator J. Howard McGrath, (Dem., R. I.) introduced an amendment to the Communications Act which would prohibit radio stations from charging in excess of regular rates for political broadcasts. . . . Crosley Broadcasting Corp. challenged a proposed FCC decision turning down its request for the purchase of WHAS, Louisville, Ky. . . . The FMA board voted to propose increased hours of operation for FM stations.

The Mailbag

FM Correction

"In your issue of July 7, on page 5, you carried the FCC table of stations.

"I notice that although your totals of authorizations by states are correct, your FM figures are not. For instance, you quote 90 AM stations and 10 FM stations for North Carolina—when the totals should have been 90 AM stations and 40 FM stations.

"As President of the North Carolina FM Association, and keenly interested in seeing that our State get the proper publicity in all media, I shall appreciate any correction you see fit to publish on these figures."

Sincerely,

E. Z. Jones
President,
North Carolina FM Assoc.

Likes Clark's Idea

"Bill Clark's note on page one of 'RADIO DAILY' of July 12th sounds like a good idea. I am attaching a copy of last month's program schedule, whose front cover will give you the WTTM story. Our over all business is substantially ahead of last years, week for week."

Cordially,

CARL MARK
General Manager
WTTM, Trenton, N. J.

Editor's Note: WTTM's announcement reads: "Who said business is bad??? WTTM's national spot business for the first six months of 1949 is 49 per cent higher than for the first six months of 1948."

CBC Board To Consider Altering 'Spot' Policy

Montreal—Three requests by the Canadian Association of Broadcasters for changes in radio broadcasting regulations will be considered by the CBC Board of Governors during a three-day meeting in Montreal July 28-30, it was announced.

Hugh Palmer, secretary of the Board, said the CAB asked for changes in regulations to permit:

1. The broadcasting of spot announcements on week days between 7:30 p.m. and 11 p.m. No such announcements now are permitted during those hours.

2. Advertising of articles marketed under the Proprietary or Patent, Medicine Act or the Food and Drug Act without prior submission of the advertisements to the CBC.

3. Insertion of spot announcements at intervals during network broadcasts.

"The Board will be prepared to consider representations in public session on July 29 at Montreal, regard to these regulations, from the Canadian Association of Broadcasters and from other interested persons or groups," said Mr. Palmer in announcement.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 12

NEW YORK, TUESDAY, JULY 19, 1949

TEN CENTS

EDUCATIONAL STATIONS EXPANDING

FCC Action Heavy; New Hearings Set

Washington Bureau of RADIO DAILY
Washington—The FCC today gave the Belleville, Ill., News-Democrat 90 days in which to replace the proposed station site disapproved by CAA; granted the motion of On The Air, Inc., licensee of WTMV, East St. Louis, Ill., for a reopening of the hearing on its application to change its facilities to 1260 KC, same frequency asked for by the News-Democrat; and denied the request of Hobart G. Stephenson, Jr., for a CP for a new standard station in St. Louis.

The Commission also announced (Continued on Page 5)

Catholic Broadcasters Meeting At Notre Dame

South Bend, Ind.—The second annual convention of the Catholic Broadcasters Assn. will be held here at the University of Notre Dame July 29-31. Subjects to be covered in the convention panels include television techniques and equipment, news programming, script writing, personnel problems, and promotion.

Scheduled speakers include Donald Attwater, BBC broadcaster from (Continued on Page 5)

Maine Stations Arrange N. Y. Window Display

The Maine Broadcasting System, comprised of WCSH, Portland, WRDO, Augusta, and WLBZ, Bangor, has arranged a window display at the State of Maine Publicity Bureau in Rockefeller Center, New York (Continued on Page 4)

TV Taboo

Austin, Tex.—Before adjournment here, the Texas legislature joined some 15 other states across the nation in passing a law concerning television sets in automobiles. The law prohibits the placement of the screen in the car, if and when automobile TV sets are made and installed, to be in the direct view of the driver of any motor vehicle.

Power Of Radio

Denver—City Editor Helen Thieke of the Herald-Democrat, Leadville, Colo., walked into a KOA studio the other day and found herself on "Free For All," a giveaway show. Asked by the emcee her mission, Miss Thieke said she was looking for a summer replacement printer in Denver. A half-hour later C. Leroy Carlson of Kansas City, phoned the station and was hired for the Leadville summer job.

Recording Leaders To Address Music Men

The initial list of speakers scheduled for the Music Industry Trade Show and Convention, Hotel New Yorker, July 25-28, includes Edward Wallerstein, president of Columbia Records, and J. B. Elliott, v-p of RCA-Victor, both of whom will discuss "Evolution in Records."

Reports on the public-service program of the American Music Com- (Continued on Page 5)

'Quiz Kids' To Go Local With Bank As Sponsor

A local version of the NBC "Quiz Kids" show, "The Savings Bank Quiz Kids," to preem over WNBC, Sept. 18, 1:30-2 p.m., will be sponsored by the Savings Banks of New York, it was announced yesterday by John C. Warren, sales manager of the station.

The Lewis G. Cowen production (Continued on Page 5)

Another 'Super' Giveaway Set For ABC Presentation

A new network giveaway show which will offer "both the studio and listening audience the opportunity to participate for prizes valued at \$500,000," will be launched on ABC starting Sunday, July 31, under the sponsorship of Bruner-Bitter, Inc., in behalf of their line of watches and jewelry. The program has been titled "Chance of A Lifetime."
John Reed King will emcee the

Government Report Stresses Growth Of AM-FM Educational Outlets; 103 Now Operating

Urges Comm. Deny WHOM Studio Shift

Washington Bureau of RADIO DAILY
Washington—FCC examiner J. D. Bond, today recommended that the Commission deny the application of the Atlantic Broadcasting Co. to change the main studio location of station WHOM from Jersey City to New York City.

In his initial decision, Bond said that transfer of the studio would (Continued on Page 8)

Texas Baptists Okay FM Station Planning

Dallas, Texas — The executive board of the State Baptist convention has instructed its radio department to go ahead with plans to open the state's "most powerful FM radio station" in Dallas by Nov. 1.

The Texas Baptists had planned the outlet for several months. A (Continued on Page 6)

Close Cooperation Urged In Producing Good Music

Close cooperation between the program director and the record librarian is essential for successful operation of a station which accents recorded music, Gordon Graham, (Continued on Page 5)

The expansion of educational radio both in the AM and FM fields is pointed up by Dr. Franklin Dunham, chief of the educational uses of radio of the U. S. Office of Education, in a government report which lists over 100 stations now operating in educational fields. Dr. Dun- (Continued on Page 5)

Radio Gives Coverage To Lions' Convention

The annual convention of Lions International which continues in New York through Thursday is getting extensive radio coverage.

A welcoming address by Gov. Thomas E. Dewey at Madison Sq. Garden was aired by ABC yesterday morning. NBC has scheduled a pickup from the Garden of an (Continued on Page 8)

Chi. Laundry Association Renews WBBM Co-op

Chicago—The Chicago Laundry Owners Association, which includes more than 100 laundries in Chicago and suburbs, has signed for a renewal of their WBBM radio show, "Laundry Pick-Up Time."

The show features give-aways of five bundles of free laundry and (Continued on Page 8)

Expanding

Detroit—Four more stations have been added to the roster of "Musical Treasures," musical program sponsored by the Hickok Oil Corp., and originating with WXYZ in Detroit. The new cities are Traverse City, Alpena, Petoskey and Cadillac, Mich. Program is now heard Monday through Friday at 7:15 p.m., in 13 cities in Michigan and Ohio.



Vol. 48, No. 12 Tues., July 19, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

WEST COAST OFFICES

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

(July 18)

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 First Pfd., Stewart-Warner, Westinghouse, Zenith Radio.

OVER THE COUNTER

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

Will Sponsor Football

Philadelphia—WIP will carry complete University of Pennsylvania football schedule play by play by Byrum Saam under sponsorship of Atlantic Refining Co.



Advertisement for W.B.W. with text: 'For SALES MAGIC in the "/>

The Voice of Kansas TOPEKA REN LUDY, General Manager

Another 'Super' Giveaway Set For ABC Presentation

(Continued from Page 1)

pletely furnished \$25,000 house. The grand total of \$500,000 in prizes is achieved from adding up the cash value of all the plug merchandise now on hand for distribution on the show.

ABC explains the operations of the new giveaway gimmick as follows:

"Home listeners to Chance of A Lifetime will be asked to send in a card with their telephone number if they desire to participate in the program, which, at the outset, plans to draw the majority of its contestants from deserving groups. Further, the network stated that

"With a giant, electrically lighted board featuring all the letters of the alphabet, serving as a backdrop, Chance of A Lifetime, will ask its contestants to select three letters from the board. As these are lighted up on the board, the emcee will put the corresponding question to the contestant. Correct responses to questions leading up to the jackpot query will be signalled to both the studio and listening audience by a series of staccato buzzes and a giant bell will be rung to signify that the contestant has qualified for a try at the question which will open the program's jackpot."

Same Management For Covington Stations

Montgomery, Ala.—The will of the late G. W. Covington, Jr., who passed away suddenly in Chicago, on Tuesday, July 12, directs that The Covington Stations continue regular operations as The Covington Group.

Edwin H. Estes, general manager of the group, who also directs the operation of WGWD, in Gadsden, announced today that Hugh Smith will continue as manager of WGWC in Selma, and John W. Kirkpatrick as manager of WCOV and WCOV-FM in Montgomery.

WFDR Will Broadcast Bess Memorial Services

Memorial services to be held by the Overseas Press Club for 14 correspondents who died last week in the Bombay plane crash will be broadcast by WFDR, New York, the ILGWU FM station, on Wednesday night, 6:45-7:15 p.m. Services will be held at the New York Newspaper Guild Club.

Among the scheduled speakers is A. A. Schechter, Mutual's vice-president in charge of news and special events.

Florsheim Remaining East

The Frederic W. Ziv Co. which is establishing territorial sales divisions, announces the names of the managers of the Hollywood and Central divisions.

N. L. Rogers will serve as Hollywood manager, and E. J. Broman, will be Central sales manager. Mr. Broman will move his quarters to Cincinnati after closing the Chicago office.

Stanley Florsheim, eastern sales manager, will remain in his New York headquarters and will not move to Cincinnati, as previously reported.

Wheeler Gets Promotion With Detroit News

Detroit—Edwin K. Wheeler, assistant general manager of the Detroit News radio and television operations since 1942, has been appointed business manager of the Detroit News. Wheeler joined the sales department of WWJ in 1937. He became manager of WWJ-FM in 1941, and assistant general manager of all radio and television operations in 1942.

In addition to his regular duties as business manager of the newspaper, Wheeler will continue to handle all labor negotiations for radio and television, a job which he assumed in 1946.

COMING and GOING

ALLAN KALMUS, NBC's TV publicist, went to Camden, N. J. yesterday to discuss fall plans for launching of an RCA television program with John West, Harold Desfor and other executives.

HAROLD STEIN, industry photographer departed for a two weeks trip to Loon Lake.

CHARLES G. HICK, JR., manager, commercial sales of NBC Radio Recording Div. has returned from a two weeks trip through the Carolina's.

JEAN CUBA, of the Cinetel Corp., film distributing concern, has left on a business trip to Latin America.

BOB and KAY EMERY, producer and director of "Small Fry Club," on the DuMont network, are on a three-week vacation at Cape Cod.

MAL BOYD, president of Television Producers Association, Hollywood, is in New York on a business trip.

CLYDE REMBERT, managing director of KRLL, CBS affiliate in Dallas, Tex., is visiting New York.

CAROL SKYDELL, account executive with the Gibraltar Adv. Agency has returned to her respective duties in New York after two weeks vacation in the sunny southland.

JOHN CARL JEFFREY, manager of CBS outlet, WIQU, Kokomo, Ind., in New York visiting the network headquarters on business.

Stork News

Mr. and Mrs. Lawrence Menkin are the parents of their fourth boy, born July 12 and weighing 6 pounds 14 ounces. Father is associate producer for DuMont.

"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



Tom Tinsley, President • Represented by Headley-Reed



WWJ

has a story to tell...

It's a long story . . . 29 years long, to be exact. It's the success saga of WWJ, Detroit's first radio station, and it includes the many success stories of its multitude of advertisers. It tells of WWJ's pioneer-

ing days, when radio was in its swaddling clothes. It covers the intervening years when radio came of voting age, and both WWJ and Detroit reached their pre-war peaks. And it brings you up to the present WWJ and the immensely wealthy post-war Detroit that is currently breaking all production records to keep up with the nation's demand for new cars.

Yes, the WWJ story tells advertisers, who themselves have a story to sell, how to tell it effectively and economically in the Detroit market. Get the WWJ story directly from us, or our national representative.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station W W J - TV



Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

CHICAGO

By HAL TATE

DICK PARKER, account executive of WBBM, Miami Beach, Fla., drove back to Florida last week, after spending two weeks in Chicago on a combination business-pleasure trip.

Jack Harris, brother of Fran Harris, Ruthrauff & Ryan, Chicago television director before her recent marriage to Ralph Tuchman, is co-composer of a Musical Follette which comprises three songs and sells for 50 cents. Disc jockeys Dave Garroway, Jim Gray and Eddie Hubbard are featured with photos and biographies.

Jack Fulton has returned to WBBM as staff vocalist. Jack's latest song, "Be the Good Lord Willing" was inspired by Arthur Godfrey's morning sign-off. Wayne King has recorded the tune for RCA-Victor with WBBM's Billy Leach doing the vocal. Fulton himself has recorded the tune for MGM with WGN staff announcer Franklyn MacCormack narrating the poetry.

"Chick" Showerman, NBC vice-prexy entertained Tommy Bartlett and the entire "Welcome Traveller's" staff at luncheon at the Merchant's and Manufacturer's Club on Monday.

Latest "big name" to join the local AFRA ranks is ex-Notre Dame gridder Johnny Lujack. The latter's across-the-board ABC show is clicking big with the youngsters.

New Michigan Station

WTVS, Goldwater, Mich., Branch County's first station, began regular operations Friday with 1 kw. on 1590 kc., daytime.

James Wilson, of Goldwater, is president of the Twin Valley Broadcasting Co., which operates WTVS. E. Harold Munn, Jr., is station manager, and Richard DeFay, formerly with KBIO, Burley, Ida., is chief announcer. James Macklem is continuity staff director and Charles Jones is assistant announcer.

I have spent years successfully convincing people to give their money away . . .

. . . with no reward to themselves but the knowledge and satisfaction of doing the right thing. That's the art of public relations in the voluntary, public service field: convincing people to work and give, unselfishly, for a cause.

My point is simply this: the man who sells John Doe an idea can sell him your company's products.

If your firm is looking for a man trained to go after the public mind and heart, if you need someone who can create copy, plan and produce promotion and publicity that will move people to act and buy, I'll be happy to see you.

At liberty now after successfully concluding, as publicity director, a three-year national campaign. Write Box 259, RADIO DAILY, 1501 Broadway, N. Y. C.



Mainly About Manhattan. . . !

• • • To offset the disturbing news about retrenchments, streamlining of departments, staff cuts, etc., we print a little note of cheer . . . we have it on excellent authority that the number of employees at ABC will be greater at the end of 1949 than it was in January of this year. . . . When a new role opened in the "Aunt Jenny" CBSeries, the casting director remembered Patricia Wheel, star of the TV program, "A Woman To Remember" . . . (power of suggestion?) . . . In the many years that he's been a top name Ork Pilot, Sammy Kaye has been featured in every major hostelry in New York but one . . . comes November 16, he'll open a six-week stint at the Statler Hotel for the first time. . . . Execs at the other nets are keenly awaiting the results of the NBC survey just completed by Booz, Allen & Hamilton . . . insiders believe that one of the changes suggested may be the divorcement of AM and TV operations. . . . Ace Ochs, radio director for Ward-Wheelock and producer of "Club 15" CBSponsored by Campbells Soup and Franco-American Spaghetti, vacationing with his wife, Patti Clayton, in town . . . new series, with Dick Haymes and Jerry Gray's Band, starts August 29. . . . Buddy Rogers has been signed for "Leave It To The Girls," and will debut July 31. . . . Could it be that Jess Willard, who recently resigned from NAB, will become Mutual's general manager?

★ ★ ★ ★

• • • Ann Marlowe, the lovely and gifted radio producer, came up with another winner last week on NBC-TV called "Theater of the Mind" . . . a half-hour stanza, the first 15 minutes are devoted to a so-called psychological drama with the remaining time turned over to a panel of leading psychiatrists and well known writers of human relations who discuss in detail the various actions and reactions involved . . . it all makes for fascinating listening-viewing. . . .

★ ★ ★ ★

• • • RADIO ROWGUES GALLERY: Kate Smith will use a new telephone gimmick, 'Guess Star,' when she and producer-narrator Ted Collins launch their new Monday at 9-10 and 10:15-11 p.m. series via ABC . . . the team will add a TV show to their activities in October. . . . Frank Cooper Associates will manage Bud Dante . . . (he's musical conductor for Judy Canova). . . . Ward Wilson, emcee-announcer-sports-caster, celebrates his 20th anniversary in radio this month . . . the versatile spieler started with NBC back in 1929—as an engineer. . . . The Charles Hendersons (she's Mitzi Mayfair, former musical comedy star) who stage and direct TV's "Stop The Music," have signed Pat Ballard as script writer. . . . John Cameron Swayze, telecaster for the Camel Newsreel, will launch a syndicated column, titled "Oddly Enough" starting September 28. . . . Publicists Sid Ascher and George Schrier have pooled their resources. . . . Youngest person ever to be honored with a "Look Applauds" which will appear in the August 2 issue, is Betty Clark, 12-year-old blind singer featured on ABC . . . (his scribbler lauded and applauded the lark when she was a Horn & Hardart cheerful earful). . . . Having sold his radio station, WEAT, Lakeworth, Florida, look for Clarence Menser, to again become part of the local radio scene. . . . Announcer Michael Fitzmaurice sends us this poser: Why do so many nice girls go around with low heels? (stop pointing!)

★ ★ ★ ★

• • • He didn't want to accede to his manager's advice to request an unlisted telephone number because he liked talking to his new fans . . . however the phone calls played havoc with his practicing, rehearsing and sleeping, so Bill Harrington, the new 'Hit Parade Star' finally had to yell 'uncle' . . . but he insists on personally answering his fan mail. . . .

SOUTHWEST

EDWARD J. SCHUELEIN has joined the technical staff of WOAI-TV, San Antonio, coming from Kansas City, Mo., where he taught basic radio and electronics for 13 months at the Central Radio and Television School. He is assisting in the installation of equipment for the local outlet's new television studios.

Horace Heidt and his band have been booked for the Houston Industrial Exposition to be held in Sept. He will get an estimated \$30,000 for the eight days that he will be in Houston.

Tom Braniff, Dallas air line chief and Texas chairman of the newly activated USO, will discuss the latter activity with Julie Benell on her airing Monday over WFAA and WFAA-FM, Dallas.

Two San Antonio radio men are proud fathers this week, both of their wives are in the same hospital, in rooms opposite to each other and with the same doctor in attendance. But it was a boy for Alec Chesser, program director of KITE, San Antonio, and a girl for L. Jerry Spengler, merchandising and promotion manager for KABC, San Antonio.

Charles Balthrope, manager of KITE has announced that the outlet will sponsor a racer in the local San Antonio Soap Box Derby to be staged next week. The racer will be known as, appropriately enough, "The Flying KITE."

Maine Stations Arrange N. Y. Window Display

(Continued from Page 1)

York, to run from July 22 to Aug. 5. Theme of the display is "Bring your radio listening habits with you on your vacation in Maine." Letters referring to the display have been sent to time buyers of all major New York advertising agencies.

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

FCC Action Heavy; New Hearings Set

(Continued from Page 1)

that further hearings would be held in Washington August 24 on the applications of KROY, Sacramento; KYA, San Francisco and KVSM, San Mateo, Calif., for new frequency assignments. KYA wants to shift from 1260 kc, 1 kw, to 1060 kc, 50 kw; KROY from 1240 kc, 250 watts, to 1060 kc, 10 kw; and KVSM from 1050 kc, 250 watts, to 1260 kc, 1 kw.

The present record, said the Commission, does not contain sufficient information to determine which, if any, of the applications should be granted.

The FCC also granted the application of the Midland National Life Insurance Company, owner of KWAT, Watertown, S. D., to change its operating assignment from 1240 kc, 250 watts, unlimited time, to 950 kc, 1 kw, unlimited time.

In other docket actions the Commission:

Denied the application of the Acme Broadcasting Company for a new standard station at Elizabethtown, Ky., to operate on 1450 kc, 250 watts, unlimited time.

Granted the application of Petaluma Broadcasters for a new standard station at Petaluma, Calif., to operate on 1490 kc, 250 watts, unlimited time, subject to the condition that it shall not begin operation until KXOA transfers its frequency from 1490 kc to 1470 kc.

FCC also granted a CP to the Wachusett Broadcasting Co.; Fitchburg, Mass.; for a new standard station to operate daytime only on 1580 kc., one kw. Estimated cost is \$17,564.

New England Dept. Store Using Radio For First Time

Waterbury, Conn.—Miller & Peck, 89 year old department store, launched its first radio program July 18th over station WBER, local CBS outlet. The program, which runs from 7 to 8 a.m., Monday through Saturday, is called "Hit the Deck with Miller & Peck," and features Bob Stewart as morning news reporter and disc jockey. Contract represents first extended use of radio by Gorin Bros., operators of Miller & Peck and fifteen other New England retail outlets.

Taft Among Guests On Pearson Program

Sen. Robert A. Taft, GOP leader, and five other government figures will pinch-hit for Drew Pearson on ABC starting July 24 when the latter begins a six-week vacation.

Taft will lead off the guest commentaries with a discussion of the North Atlantic Pact. Other speakers are to be announced later by the network. Pearson will resume his broadcasts Sept. 4.

Educational Outlets Growing; Gov't. Reports 103 Operating

(Continued from Page 1)

ham details the advances of educational radio in the current FREC service bulletin. The highlights of his survey follows:

"There are now 103 owned and operated educational stations. The United States is the only country in the world where an educational institution or school system may have its own radio station. There are 34 AM stations owned by colleges and universities, one AM station owned by a school system (Portland, Oregon), and 68 FM stations now assuming places in the special 88-92 megacycle band, reserved for education. Curiously enough and certainly without collusion, about half of the new FM frequencies are being assigned to colleges and half to school systems. This ratio will no doubt change soon, since there are so many more school systems than colleges in the country. Of the 68 institutions and school systems now in FM, 52 have been already assigned frequencies or construction permits and 14 are awaiting such assignments by the FCC. One school system, Albuquerque, New Mexico, has asked for 250-watt power as has Boston University, where the station is to be operated by the School of Public Relations, for the benefit of the whole University and the Boston area. Among the others waiting for frequencies to be granted are the schools of High Point, North Carolina; the Gila Junior College of Thatcher, Arizona; the schools of Huron, South Dakota; the schools of Long Beach, California and Ocean-side, California; Ithaca College at Ithaca, New York; Miami University at Oxford, Ohio; the Southern Baptist Seminary at Louisville, Kentucky; and Ohio University at Athens, Ohio. All the above-mentioned are applying for the new ten-watt installations under the more lenient rules of operation issued by the FCC on September 16, 1948. Their investments will not average over \$6,000 each and their power may be increased with new units that may be added at any time in the future. Many are already planning such increases next year."

Stations Now Operating

"Pioneer FM stations in our schools are established in Cleveland, Detroit, Chicago, San Francisco, New York, Toledo, Newark, St. Louis, Atlanta, and Santa Monica, with the pioneer 10-watters at New Albany, Indiana and in the Beauregard School at New Orleans. Pioneer FM stations in our colleges are at University of Wisconsin; University of Illinois; University of Kentucky; University of Iowa; Iowa State College at Ames Michigan State College; University of Oklahoma; University of Minnesota; University of Southern California; College of the Pacific, California; and Fordham University in New York City. Many

others were established this past year. They include the University of Alabama; De Pauw University, Indiana; Duquesne University in Pittsburgh; University of Wichita, Kansas; the Oklahoma A & M College at Stillwater; Providence College, Rhode Island; Seton Hall College in New Jersey; and Junto, the adult education university in Philadelphia. Syracuse University led all the rest in 10-watters, but De Pauw University and Duquesne University followed quickly. High schools, like the Haverford Township High School, Pennsylvania; Technical High School, Miami, Florida; the Vocational Veterans Schools at Troy, New York; and Sewanaka High School at Floral Park, New York, all have independent FM stations with complete up-to-date studios with students, as well as teacher staff, in control of operations.

"The excellent Public Library at Louisville, Kentucky, has its license for a 10-watt operation, soon to be followed by the progressive Library of Greensboro, North Carolina. These libraries will serve both schools and public, in programs designed for adult listeners in the evening and the school audience and home listeners during the daytime hours.

"This is a report on the state of the nation as of June 1949. The growth and development of educational stations in the short period since World War II has been healthy and noteworthy. The year 1949-50 should tell even a more exciting story."

Close Cooperation Urged In Producing Good Music

(Continued from Page 1)

assistant program director of WCBS, New York, declared yesterday at the BMI Program Directors and Librarians Clinic. Graham spoke at the opening session of the clinic, held at the studios of WNEW, New York.

"The primary function of a program director is to get listeners for his station," he said. "The best way to get listeners is to have good programs, and good programs incorporating recorded music are best obtained when the music librarian understands thoroughly what the program director is trying to do."

Beatty Named Manager Of WOHI, East Liverpool

East Liverpool, O.—Richard V. Beatty has been named manager of WOHI, East Liverpool, which is scheduled to begin operations Sept. 15 with 250 w. on 1490 kc.

WOHI, operated by the East Liverpool Broadcasting Co., will be the city's second station; the other is WLIO.

Recording Leaders To Address Music Men

(Continued from Page 1)

ference to advance the place of music in American life will be given by William A. Mills, executive secretary, and Forrest L. McAllister, director of community service. Clarence M. Pettit, manager of the piano and organ department of R. H. Macy, will talk on "Good Employees, a Program, Incentive—Road to Profit."

Ver Lynn Sprague, merchandising consultant to Motorola, Inc., will discuss "Is Your Sales Force Producing?" John W. Craig, v-p and general manager of the Crosley division of Avco Manufacturing Co., will talk on the subject of "The Dual Market in Television."

Promotion by music merchants will be analyzed by two retailers: Paul Schuette of St. Louis and Howard Beasley of Dallas. Earl Lifshey, managing editor of Retailing Daily, will speak on "Door-to-Door Selling."

"Making Advertising Dollars Pay" has been selected by Donald W. Hobart, vice-president and research director of Curtis Publishing Co., as his topic. Richard A. Hoefer, publisher of House Beautiful, will report on "Selling Music to the Home."

Small business sessions will be held by the various trade associations participating in the Trade Show. All events and exhibits will be limited to registered members of the music industry.

In addition to the business sessions, there will be exhibits of musical merchandise, radio-phonographs and television on the first nine floors of the Hotel New Yorker and all the adjoining Manhattan Center. The convention will close with a banquet Thursday evening, July 28, at the Waldorf Astoria, at which leading recording artists will entertain and announcement will be made of the new officers of the National Association of Music Merchants, sponsors of the Trade Show.

Catholic Broadcasters Meeting At Notre Dame

(Continued from Page 1)

London; William Murphy, NBC, Chicago, script writer; Orville Foster, head of Notre Dame's audio-video department; Rev. Archibald MacDowell, director of the university station, WND; Rev. Richard Tormey, Rochester, N. Y. broadcaster, and Rev. Joseph E. Gedra, Washington, D. C. broadcaster.

'Quiz Kids' To Go Local With Bank As Sponsor

(Continued from Page 1)

will feature children from New York City schools. The quizmaster will be Durward Kirby. The 52-week contract was handled through Ruthrauff & Ryan agency.

AGENCIES

LEVER BROS. CO. has named BBD&O to handle its Swan Soap account, and N. W. Ayer & Sons to handle its Surf account.

JAMES THOMAS CHIRURG CO. directors have voted to broaden stock ownership among the agency's employees. The plan calls for an increase from the present 35 per cent ownership by employees to 49 per cent by 1953.

DORLAND, INC., New York, has been named to handle advertising of the Helbros Watch Co.

FRANKLIN S. ROBERTS has been appointed radio and television director for Harry Feigenbaum Advertising Agency, Philadelphia.

THE BOLLING CO., New York and Chicago station rep, has been appointed as national representative by KFGO, ABC outlet in Fargo, N. D., effective immediately.

CHARLES R. TANTON and VICTOR G. BLOEDE have been elected as vice-presidents of French & Preston, Inc., according to an announcement by James P. Selvage, president. Tanton will continue as merchandising and media director and Bloede as copy director of the agency.

Texas Baptists Okay FM Station Planning

(Continued from Page 1)

committee had been appointed to restudy plans to build KYBS here in view of the effect television might soon have on the radio situation. The committee recommended that the station be built which was followed by the decision by the board.

Dr. R. Alton Reed, director of the radio department, has stated that the outlet would be on the air by Nov. 1 in time to broadcast the annual general meeting which will be held at a convention in El Paso, Tex., on that date.

According to Dr. Reed, the outlet would be built with \$75,000 of a fund which has been established by the general convention in 1947 at a meeting held in Amarillo. The transmitter would be built on the Mount Lebanon Encampment which is located some 19 miles southwest of Dallas. KYBS would be the key station of a state-wide proposed Baptist network.

DISC JOCKEYS NOTE

New Program Research Service will mail Calendar of Dates and Special Events, celebrity birthday lists, bio info, news oddities, human interest stories, etc. Weekly or monthly mailings. Reasonable rates. Box 258, RADIO DAILY, 1501 Broadway, N. Y. C.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director. Survey Week of July 8-14, 1949

TITLE	PUBLISHER
A Wonderful Guy.....	Chappell
"A"—You're Adorable.....	Laurel
Again.....	Robbins
And It Still Goes.....	Shapiro-Bernstein
Baby It's Cold Outside.....	E. H. Morris
Bali Ha'i.....	Chappell
Candy Kisses.....	Hill & Range
Dreamy Old New England Moon.....	Leeds
Everytime I Meet You.....	Feist
Everywhere You Go.....	Lombardo
Five Foot Two, Eyes Of Blue.....	Feist
Forever And Ever.....	Robbins
Girl From Jones Beach.....	Harms
How It Lies, How It Lies, How It Lies.....	E. H. Morris
I Don't See Me In Your Eyes Anymore.....	Laurel
Just One Way To Say I Love You.....	Berlin
Kiss Me Sweet.....	Advanced
Let's Take An Old Fashioned Walk.....	Berlin
Lora Belle Lee.....	Santly-Joy
Lover's Gold.....	Oxford
Merry-Go-Round Waltz.....	Shapiro-Bernstein
My One And Only Highland Fling.....	Harry Warren
Riders In The Sky.....	E. H. Morris
So In Love.....	T. B. Harms
Some Enchanted Evening.....	Chappell
Swiss Lullaby.....	Southern
There's Yes Yes In Your Eyes.....	Witmark
Through A Long And Sleepless Night.....	Robbins
Weddin' Day.....	Famous
Who Do You Know In Heaven.....	Robbins
Younger Than Springtime.....	Chappell
You're So Understanding.....	Barron-Pemora

Second Group

A New Shade Of Blues.....	Maypole
A Room Full Of Roses.....	Hill & Range
Ballin' The Jack.....	E. B. Marks
Beautiful Blonde From Bashful Bend.....	Miller
Careless Hands.....	Melrose
Ev'ry Night Is Saturday Night.....	Broadcast Music
Fiddle Dee Dee.....	Harms
Four Winds And The Seven Seas.....	Lombardo
Havin' A Wonderful Wish.....	Paramount
Hollywood Square Dance.....	Santly-Joy
Homework.....	Berlin
Huckle Buck.....	United
In The Good Old Summertime.....	E. B. Marks
Just For Me.....	Melody Lane
Look At Me.....	Jewel
Look For The Silver Lining.....	T. B. Harms
Love Is A Beautiful Thing.....	Porgie
Maybe It's Because.....	Bregman-Vocco-Conn
Now Now Now Is The Time.....	Fremart
Similau.....	Campbell
Someday You'll Want Me To Want You.....	Duchess
Someone To Love.....	Warren Publications
Why Fall In Love With A Stranger.....	Campbell

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

BEHIND THE MIKE

Winnie Garrett observes: This is the time of year in radio when the big stars adopt a policy of guesting on their laurels.

Cathy Mastice, sensational young soprano, makes her niterie debut with a two-week engagement at Montreal's swank supper club, the Carrousel, next week.

Hot weather or not, Willie Bryant and Ray Carroll's 'cool' Afterhour Swing Sessions are picking up a flock of new members for their fan club.

Lux Theater Rates 1st In Nielsen Top 20 Ratings

"Lux Radio Theater" continued to hold first place in the National Nielsen Top 20 ratings for the week of June 5-11, just released, but other leading programs slipped as Summer programming hit full stride.

Newcomers to the Top 20 were "Mr. District Attorney," "First Nighter," "Mr. Chameleon," Horace Heidt, "Duffy's Tavern," and "Dr. Christian." Shows which dropped out of the leading bracket include "Inner Sanctum," "Our Miss Brooks," Dennis Day, and Judy Canova. Jack Benny and Fibber McGee & Molly left the air during the measurement period.



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, July 19, 1949 — TELEVISION DAILY is fully protected by register and copyright

L. A. PRODUCERS AT CROSSROADS

TELE TOPICS

"THIS IS BROADWAY," an hour-long CBS AM feature which made its debut as a simulcast last week, is a variety show with a gimmick. The switch is that each of the acts—all of them are pros and most are very good—has a "problem" about his career and has come to seek the advice of the program's panel. The performer is seated at a desk next to emcee Clifton Fadiman and reading from an ill-concealed script they kick around his problem. After the performer does his act, he goes back to Fadiman's desk and receives the advice of the panel. Most of the problems are contrived and trivial, and the advice is seldom as informative as it is entertaining. Permanent members are George S. Kaufman, sardonic and deadpanned, and Abe Burrows, almost always amusing, although he sometimes reaches way back for a gag. Guest for the TV preem was Faye Emerson, a delight to see and to hear. Talent lineup included comedienne Nancy Andrews, harmonica player Stan Fisher, Maxine Sullivan, Eddie Garr, baritone Lawrence Davidson and Pauline Hahn, a seven-year-old with pig-tails, glasses and three missing front teeth. All were at turning points in their careers with the exception of Miss Hahn. All she wanted was a flock of stage-door Johnnies to keep her in sodas. . . . Program is produced by Irving Mansfield and directed by Alex Leitwich. Interviews were scripted by Maurice Zolotov.

DIFFICULTY in clearing station time is holding up network assignment of the Old Gold Amateur Hour. Now on DuMont, the hour-long show has been reported going to ABC and to CBS, although it is now seen probable that NBC will grab it. . . . When a director moves to the front of the cameras, it's news. And it will happen Thursday nite when Alex Segal, ABC director, plays the part of a scientist in the final airing in Wyllis Cooper's "Volume One" series. Others in the cast will be Happy Felton and Abby Lewis.

ESSO reported about to sign "Tonight On Broadway," for CBS airing. The Martin Gosch package was sponsored on the web by Lucky Strike over a year ago. CBS also has wrapped up a bankroller for the Ed Wynn stanza which bows in the fall. . . . Katherine Rosser, secretary of the American Television Guild, offers "videocript" or "videodescription", as her first choice for a new term for recorded shows. "I prefer using 'video' as the first part," she writes, "because it identifies the medium quicker than 'tele.' 'Tele' is the beginning of too many words that mean operating at a distance." Any other suggestions kicking around? . . . Vinton Freedley emcees the new talent showcase that bows on DuMont tonite as replacement for the Ted Steele stanza.

New RMA Committee Plans Color Survey

Washington Bureau of RADIO DAILY

Washington — A committee on color tele is being formed by the RMA engineering department to make a study of present color systems in various stages of technical development. The group is to report to the organization's TV committee, headed by Max Balcom, in preparation for the FCC allocations hearings to open Aug. 29.

Dr. W. R. G. Baker, director of the RMA engineering department, has invited the following engineers to serve on the new body: F. J. Bingley, WOR-TV, New York; Lewis Clement, Crosley; R. B. Dome, GE; E. W. Engstrom, RCA; D. G. Fink, JTAC; T. T. Goldsmith, DuMont; Peter Goldmark, CBS; G. E. Gustafson, Zenith; R. F. Guy, TBA, and D. B. Smith, Philco.

Official RMA policy on color is that any future system adopted as standard "must be capable of being received on present sets with only minor modifications."

Pollak Quits WPIX Post

James S. Pollak has resigned as program manager of WPIX effective August 7, when Warren Wade, of NBC takes over the post. Pollak joined the station as film manager in February, 1948, and was named program manager in November of the same year.

Revised Music Copyright Seen As Urgent TV Need

Los Angeles — Coordination of copyright laws regarding use of music on video "is one of the most pressing needs of the industry today," Charles Hamilton, director of public service for KFI, stated in an address before the University of Southern California summer radio extension course.

"One of the vagaries of copyright laws regards the use of costumes in either singing or playing a composition," Hamilton said. "In radio it wasn't necessary to get 'grand' or 'blanket' permission of publishers. In television, because of costuming, the 'blanket' permission is needed, and it is very difficult and troublesome to obtain.

"Delays caused in getting permission to televise costumed operettas, musical comedies and other

4-A's To Meet SAG On TV Talent Pact

The problem of union jurisdiction over video talent moved a step closer to a final solution yesterday when a decision to send representatives of the Eastern branches of the Associated Actors and Artists of America to the West Coast to confer with Screen Actors Guild officials was made at a meeting of the international board of the 4-A's here.

The Eastern AAAA reps will leave for Hollywood within the next few weeks at the invitation of SAG to discuss a draft of the video agreement drawn up by the AAAA tele committee.

All AAAA groups with the exception of SAG and Screen Extras Guild have already taken favorable action on the agreement which provides for the creation of a trusteeship under which TV jurisdiction would be organized and administered by a "national television authority" of the 4-A's.

WBAP-TV Daytimer Sold

Fort Worth—WBAP-TV has inaugurated its first studio-produced daytime show. "Dream Kitchen Time," aired 4-4:30 p.m. Thursdays under sponsorship of Graybar Electric Co. and Hotpoint. Contract is for 13 weeks. Station plans to fill out Thursday afternoons in the near future with a complete program schedule.

Hail Increased Use Of Kine Shows On Live Nets

West Coast Bureau, RADIO DAILY
Hollywood—Growing number of programs originating here and carried on the live network via transcription has brought new life to local package producers, many of whom feel that Hollywood is now on its way to pre-eminence as a network TV center.

Recently NBC has placed on the network two KINBH shows. A KTLA stanza, "Armchair Detective," is now a network commercial on CBS for Whitehall Pharmacal. In the fall Jack Benny is slated to start a transcribed series for American Tobacco over CBS on an every other week basis. Also in the fall CBS will carry the new Ed Wynn show which also will originate from KTTV.

The general feeling of optimism, however, is not shared by all. There are many producers who contend that New York will maintain its position as top origination point for many years to come. Picture quality of transcriptions, they point out, is far below that of live production and until it is improved considerably chances for network sales are slim. There as some who maintain that it may become necessary for them to shift their operations eastward if they are to stay in the field.

Now that transcribed programs are reaching the network audience which heretofore, had seen only live production, most producers agree that the next few months may tell the story. If those local originations now seen in the east are acceptable to the public, sponsors and agencies, they may be the forerunners of a flood of program sales. If not, they say, they may sit tight until recording quality improves or a cable is opened, or they move to a network pickup point, New York or Chicago, if a suitable deal can be made.

WAAM Signs 6 Sponsors For New Musical Stanza

Baltimore—Six advertisers have signed with WAAM for participation in "Klavan's Diner," a new musical show aired Mondays, 7 p.m., and starring Gene Klaven with Kitty Dierkin, Mel Seebode, Ann Antrim and Barry Mansfield.

Sponsors are Western Maryland Dairy (McKee Albright agency); Hauswald Bread (H. W. Budde-meier); John Hoos & Co. (direct); Levering Coffee Co. (Speed & Co.); Meadow Gold Ice Cream (Robinson agency); Becker Pretzels (St. George & Keyes.)

Urges Comm. Deny WHOM Studio Shift

(Continued from Page 1)

deprive Jersey City of its only standard broadcast outlet, and that Jersey City should have access to local broadcast facilities.

WHOM's position as an outstanding foreign-language station does not detract from the "basic and critical question" of the comparative needs of Jersey City and New York for "broadcast service originating in local studios," the examiner stated.

WHOM Attorney Marcus Cohn said he would appeal the decision to the full Commission. Cohn pointed out that, except for 15 minutes, the station's entire daily schedule consists of foreign-language programs molded to the needs of the "Metropolitan New York area," and that there had never been a question of servicing Jersey City with English programs, nor is there any intention on the part of the station management to do so.

This has been made clear to the Commission, said Cohn, and the switch in studio location is desired only because of the better physical facilities available in New York. The change, he pointed out, would have absolutely no effect on the programming and therefore could not be detrimental to the public interest.

KXOK News Director Exposes Policy Racket

St. Louis—From preliminary information furnished by Bruce Barrington, news director for KXOK, St. Louis, the St. Louis police department conducted an intensive investigation into the operations of a million-dollar-a-year policy racket in St. Louis. The investigation lasted for three months and the first information that such large scale policy games were flourishing in St. Louis came from Barrington, who was working in conjunction with the St. Louis Star-Times, owners of KXOK.

Barrington worked with the police department during the three month investigation, which in its final stages, assumed all the aspects of a cloak-and-dagger thriller. Secret headquarters were established in a down town office building and a delivery truck was outfitted with a 16-millimeter movie camera with telescopic lens. Thousands of feet of movie film were taken through a special glass in the rear of the truck, through which those on the inside could see out, but no-one could see in. The investigating detectives used a civilian version of the "walkie-talkie," known as the "handi-talkie," to maintain private communications with secret headquarters. Also brought into use was one of the tiny "cigarette lighter" cameras developed for the use of O.S.S. agents during the war.

COAST-TO-COAST

Sta. Mgr. on "Station Mgmt."

Cleveland, Ohio—WTAM's general manager, John McCormick, recently addressed the student body of the Summer Radio Institute at Evanston, Ill., on the subject of "Station Management." Conducted by Northwestern University, the Summer Radio Institute is directed by Donley F. Fedderson of the "U's" speech department.

Congressman Gwinn on WTVR

Richmond, Va. — Congressman Ralph W. Gwinn, New York, will be the featured speaker on the south's first television station WTVR on July 22nd. He will speak on the topic of Socialism-American Variety. The program "Richmond Roundtable" will be seen and also heard later the same evening on AM station WMBG and FM WCOD.

WOC Heard From New Studios

Davenport, Ia. — WOC started broadcasting on July 10th from its new studios which houses WOC's AM, FM and TV operations. The structure, one of Davenport's old residential landmarks was completely remodeled, redecorated and refurbished in excess of \$150,000. The ground floor is devoted in its entirety to radio and TV studios and control rooms. Business offices are on the second floor and the third floor is a single large studio for audience participation programs. New connecting building houses the station's mobile TV unit.

WSB Announcer on "Pop" Series

Atlanta, Ga.—Bob Van Camp has signed to handle narration chores for the annual series of Pop concerts given at Atlanta's Fox Theater. The WSB announcer is starred on several of the station's programs including "One-Thirty Date," "Morning Melodies" and "What's New?"

WSIV-WMBD Good Deed

Pekin, Ill.—WSIV aired a story of a lost boy which was received from Pekin police. Several hours later WSIV announcer Myles Foland head WMBD, Peoria, describe a six-year-old boy found by East Peoria police. Foland, recognizing the description as that of the lost Pekin boy, contacted police and the lad was picked up by his anxious parents. How the youngster travelled the 10 miles between towns still remains a mystery.

KSIX Adds New Members

Corpus Christi, Texas—Two new staff members have joined local ABC affiliate KSIX. Former radio instructor for the Naval Reserve, Clark Hudson is the new member of the sales force and Richard L. Peckinpugh, takes over promotion duties. He was formerly associated with ABC's recording department in New York.

WOBS Personnel Changes

Jacksonville, Fla. — WOBS announces the following personnel changes: Formerly with WJHP, Wayne Farrell is now program production manager. Jack Harrell, staff man and librarian at WJHP, now is continuity director. Ray Herbert is now the commercial manager for WOBS and Jim Marci, who was formerly acting manager at WOBS, now is general manager of the station.

WERE Adds AM to FM Facilities

Cleveland, Ohio—Cleveland's first full time AM independent went on the air July 9th when WERE added AM to its FM facilities operating since November. With five KW's and located at 1300 on the dial, WERE now provides air time for many civic, religious, welfare, fraternal and other organizations which previously found it necessary to buy time on out-of-town stations in order to get a "radio voice" into the nation's 6th city.

WNJR Greets Newark-on-Trent

Newark, N. J.—Civic and industrial leaders of Newark joined in the 400th anniversary celebration of Newark-on-Trent, England via a two-way radio hookup between WNJR, Newark, and BBC. The program was broadcast from the steps of City Hall in Newark, N. J., and was duplicated in England from the Town Hall of Newark-on-Trent.

Rhoades Joins KRNT News Staff

Des Moines, Ia.—Paul Rhoades has joined the news staff at KRNT succeeding Walter Shotwell who has joined the editorial force of the Des Moines Register and Tribune. Rhoades was previously on the news staff of WEAW-FM and is a graduate of Northwestern in radio journalism.

Huffington To Head Local R. C.

Portsmouth, Va.—B. Walter Huffington general manager of WSAP and FM has been elected chairman of the Portsmouth Chapter of the American Red Cross, for a term of two years which began on July 1st. He was a former national director of radio for the R. C. with headquarters in Washington, D. C. and resigned that position to assume his present duties at WSAP, WSAP-FM.

Promoted By Admiral

E. R. (Red) Glauber, formerly branch manager of Admiral Corporation's New York distributing division, has been promoted to the post of mid-eastern regional sales manager.

Glauber will handle the entire Admiral line of radios, television sets, and appliances, and act as liaison in merchandising, advertising, and sales activities.

Summer Thea. Group Sets Radio Playhouse

Lake Placid, N. Y.—One of the most ambitious radio programs ever undertaken by a summer theater group is the Radio Playhouse series by the Dramatic Workshop Players originating over station WNBZ, Saranac Lake, N. Y.

The Players, members of the Dramatic Workshop and Technical Institute of New York City, are participating in the First Annual Lake Placid Drama Festival under the direction of Erwin Piscator. They will appear in summer stock productions of "Twelfth Night" (August 4-6); with Buster Keaton starring in "Three Men On A Horse" (August 9-13); and "Lysistrata" (August 18-20).

The Dramatic Workshop Players' Radio Playhouse is presented over station WNBZ every Tuesday night 10-10:30 p.m. and rebroadcast over the 11 stations of the Rural FM Network in New York, Massachusetts, and Connecticut. The first production was "The Pussycat And The Expert Plumber" by Pulitzer Prize winner Arthur Miller, based on an original script Miller did for the Columbia Workshop. Next week's production will be another CBS Workshop script, "Three Strikes, You're Out" by Vernon Delston.

The programs are produced and directed by Nathan Rudich of Gainsborough Associates and business manager of the Lake Placid Drama Festival.

Chi. Laundry Association Renews WBBM Co-op

(Continued from Page 1)

cash each day, given in response to letters from local housewives who contribute clever or interesting items. Weekly prizes are topped with a special prize each Sunday.

In an unusual move to solicit interest of member laundries and to gain support for the renewal of the show, agency and show personnel joined forces to make a sales pitch to non-active members of the Laundry Association. Helping to make the campaign for more member support were Val Sherman, the show's "Patrick O'Riley" character, L. W. Scott, and Bob Zelens of the staff of John W. Shaw, the show's agency.

Radio Gives Coverage To Lions' Convention

(Continued from Page 1)

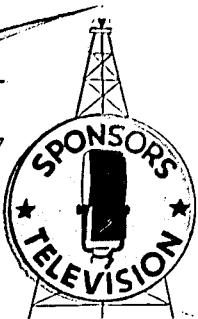
address by the Lions' newly-elected president, Walter C. Fisher, Thursday at 12:15 p.m.

In addition, many Lions have been tapped for guest appearances on local and network shows in New York, including Ted Mack's "Original Amateur Hour" over ABC tomorrow night.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 13

NEW YORK, WEDNESDAY, JULY 20, 1949

TEN CENTS

NETWORK BUSINESS OUTLOOK BRIGHT

Four AM Grants Filed; Other FCC Activity

Washington Bureau of RADIO DAILY
 Washington — Four applications for new standard broadcast stations were filed with the FCC yesterday.

Applicants were: T. M. and J. M. Gibbons, Phoenix, Ariz., 1230 kc., 250 w., unlimited hours (contingent on KPHO relinquishing 1230 kc.); John Neil Fisher, Delano, Calif., 1190 kc., 500 w., unlimited hours; KEE Broadcasting Co., Kewanee, Ill., 750 kc., 250 w., daytime (request facilities to be relinquished by KSTT); Cole E. Wylie, Sunnyside, Wash., 1050 kc., 250 w., daytime.

The Commission announced the cancellation of these CP's and li-

(Continued on Page 3)

N. Y. Indie To Launch 'Cinderella' Giveaway

A local giveaway show designed to tie in directly with local advertisers has been scheduled by WMCA, New York, to begin in mid-August. Known as the "Cinderella Show," the program will be aired from 12 midnight to 2 a.m. nightly except Sunday from the Glass Hat of New York's Belmont Plaza Hotel.

In addition to distributing largesse of up to \$3,000 weekly in merchandise

(Continued on Page 2)

CBS 'Biggest Promotion' Clinic Set For Aug. 1 & 2

CBS' 1949 Fall program promotion campaign, described as "the biggest in radio history," will be outlined to the net's promotion managers and station executives at a special two-day clinic at the Sert Room of the

(Continued on Page 2)

Wants Action

Montreal — T. Arthur Evans, secretary-treasurer of the Canadian Association of Broadcasters declared yesterday the C.A.B. wanted to have food and drug advertising checked before broadcast "but not by so many government hands that the need for the advertising dies before it is allowed to be broadcast," Evans stated.

Humanitarian

Houston—A new series of programs titled "30 Minutes Behind Prison Walls" has been launched over KPRC, according to Jack Harris, manager of KPRC. The broadcasts are being sponsored by the State Prison System, the Houston Rotarians and KPRC.

According to the announcement there will be one inmate featured on each airing who will tell his story. Following this the listeners will be told when he will be released and urged to send in offers of a job.

Program has the complete sanction of the State Prison System officials.

Movie Spot Drives Forecast For Fall

Heavy use of spot radio advertising in the promotion of fall presentation of feature motion pictures in key center cities is forecast with Paramount, 20th Century-Fox, Warners and RKO pictures, reported planning budgets, Radio Daily learned yesterday.

The movie producers, through

(Continued on Page 3)

FCC Attorney Urges Movies To Unite For TV

Washington Bureau of RADIO DAILY
 Washington — An FCC attorney was quoted yesterday by the New York World-Telegram as having advised movie theater operators to unite in meeting television competi-

(Continued on Page 2)

Tele Speakers Evaluate Programs At BMI Clinic

A network television executive declared yesterday that "the deluge of television . . . destined to wipe out radio hasn't yet broken (and) for that matter may never break."

The speaker was Arthur Rothafel, assistant to the director of CBS television programs, who addressed the BMI Program Directors and Librarians' Clinic in Radio City, New York. Rothafel and Ralph Austrian, video consultant, shared

Advance Billings For Fall And Winter Indicate Web Sales Will Equal Business Of Last Year

Network time sales for the Fall and Winter season are as high as the commitments at this time last year and prospects indicate the webs will be completely sold out when the Fall programming begins in September, RADIO DAILY learned yesterday in a survey of web radio business.

Niles Trammell, NBC prexy, said he was confident that "the network's Fall night-time period will again be sold out except perhaps for a few 10:30 p.m. segments." It was emphasized by NBC in its report that the 7:30 to 8 p.m. periods are "not available for network sponsorship" but constitute local option time and were therefore not included in their 2 3/4 hours of available time. Two weeks later in July of last year, NBC had two hours open.

Inter-American Assn. Hails Radio Victory

Under the headline, "A Great Victory for Puerto Rico," the I.A.A.B. News, official journal of the Inter-American Assn. of Broadcasters, published in Montevideo, Uruguay, yesterday reviewed the fight to keep WIPR, government owned San Juan station, from competing with private commercial broadcasters. The editorial, in part, reads as follows:

"The joint action of Puerto Rican broadcasters, our Association and the journal, RADIO DAILY—conjured the danger of official radio station

(Continued on Page 3)

John Karol, CBS sales manager, predicted that the 1949-50 radio business on the Columbia network will be 10% over the 1948-49 season. CBS announced that its available time as of yesterday was 5 3/4 hours.

In support of improved business conditions, CBS pointed to its available night-time hours last September, two months later in the Fall scheduling period, when Columbia had 9 3/4 hours open. In the first

(Continued on Page 6)

WW, Crime Folog, Mr. D. A. Top Hooper

The "first fifteen" evening programs in the July 18th Program Hooperatings Pocket Piece was led off by Walter Winchell with 11.9, followed by "Crime Photographer" with 9.3 and "Mr. District Attorney" with 9.2.

"When a Girl Marries" was first

(Continued on Page 6)

Traveling

Lowell Thomas, CBS news broadcaster, left Monday by plane on a trip to the east and southeast Asia to investigate conditions in Hawaii, Japan, China, India and Sikkim. He will broadcast from these points, either direct or by recording, on his regular 6:45-7:00 p.m., EDT, Monday through Friday series on the Columbia network.

RADIO DAILY



Vol. 48, No. 13 Wed., July 20, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

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MARVIN KIRSCH : Business Manager

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

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

FINANCIAL
(July 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 3/8	6 1/8	6 1/8	- 1/8
Admiral Corp.	17 3/8	17	17 3/8	+ 3/8
Am. Tel. & Tel.	141 7/8	141 1/8	141 7/8	+ 1/2
CBS A	18 7/8	18 1/8	18 7/8	+ 1/4
Philco	26 3/8	26 1/4	26 3/8	0
Philco Pfd.	83	83	83	+ 1
RCA Common	10 5/8	10 3/4	10 1/2	+ 1/8
Stewart-Warner	11 1/8	10 3/4	11	+ 3/8
Westinghouse	24 1/2	24	24 1/4	+ 1/4
Westinghouse Pfd.	101 3/4	101 3/4	101 3/4	+ 1/2
Zenith Radio	22 1/2	22 1/2	22 1/2	0

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13	12 5/8	12 5/8	- 3/4
Nat. Union Radio	2 1/4	2 1/4	2 1/4	0

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 3/4	12 3/4
Stromberg-Carlson	9 3/4	11

TBS' New Quarters
Transcription Broadcasting System, Inc., has moved into larger quarters at the Ritz Towers Hotel, 57th & Park Ave., New York. A new studio is being built on the premises, which occupy an entire floor of the building, to house the TBS Recording Studios, which will operate as an independent subsidiary. Ray Green, vice-president of the transcription firm, will direct studio operations. Harry Smith has been named as chief engineer, with Bob Bain as his assistant.

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

★ **COMING AND GOING** ★

ROBERT C. FEHLMAN, manager of WHBC, Canton, Ohio, is in town this week calling at ABC headquarters and Taylor-Borhoff, national rep for that station.

DICK SISSON, WINS promotion manager, returned yesterday from a two week vacation in Star City, Ind.

GRACE WHITING of the WINS continuity department is back in New York following a two week sojourn at Bay Head, N. J.

WALTER KREBS, president of WJAC-TV, Johnstown, Pa. and ALVIN SCROTT, manager of the station are in town visiting CBS headquarters.

G. W. (JOHNNY) JOHNSTONE, radio and TV director for the National Association of Manufacturers, with Mrs. Johnstone, returned to New York following a week's visit at Cape Cod and Kennebunkport, Maine.

HARRISON WOOD, ABC news commentator, left for Chicago, where he will address the annual Trailer Manufacturers Ass'n. meeting at the Edgewater Beach Hotel. He will originate his weekly ABC broadcast from Chicago on Sunday, July 24. The following week he goes to Davenport, Ia., to participate in a round-table conference on traffic problems at the Mid-west Governors Conference. Sponsor of Wood's ABC program is the Fruehauf Trailer Co.

N. Y. Indie To Launch 'Cinderella' Giveaway

(Continued from Page 1)
dise, the show will include records, theater news and celebrity interviews by Eddie Stone and Charlotte Manson. The title derives from a contest device whereby women listeners will be invited to visit stores of cooperating retailers and try on a glass slipper for size. If it fits, the contestant is officially entered. Each Monday names of contestants are drawn from a "Glass Hat" during the broadcast and they are phoned until one answers. The lucky lady who can identify a song played on the show is dubbed "Miss Cinderella" and wins the jackpot of contributed merchandise.

WMCA hopes to line-up 20 local sponsors for participation in the "Cinderella Show."

CBS 'Biggest Promotion' Clinic Set For Aug. 1 & 2

(Continued from Page 1)
Waldorf-Astoria Hotel, Aug. 1 & 2, it has been announced by Victor M. Ratner, network v-p in charge of advertising and sales promotion.

The following day, Aug. 3, has been set aside for an "open house" session at CBS headquarters for presentations of various local promotion problems.

The principal speakers scheduled so far for the clinic include: Frank Stanton, president; Hubbell Robinson, Jr., v-p and director of programs; John Karol, sales manager; Louis Hausman, director of advertising and sales promotion, and Neal Hathaway, director of program promotion.

FCC Attorney Urges Movies To Unite For TV

(Continued from Page 1)
tion by obtaining exclusive rights to prizefights and other special events.

The attorney, John E. McCoy, who has been studying both fields, reportedly told the theater men that their superior resources should enable them to outbid video broadcasters, most of whom are operating at a loss. He declared, according to the Telegram, that the nation's 19,000 movie houses, with total seating capacity of about 12,000,000, could finance such a program through "adjusted" admission prices.

Research Foundation To Aid Adv. Council

The Advertising Research Foundation and the Advertising Council, Inc., have agreed to conduct jointly special research to measure the effectiveness of campaigns where more precise measurement is needed, it was announced by Charles G. Mortimer, Jr., chairman of the Council, and H. M. Warren, chairman of the Foundation.

The research is expected to produce findings helpful not only to the Council but to advertisers, agencies and media groups generally. The joint Council-Foundation group will examine all the research requirements of the Council and later will recommend one or more definite projects. It was presumed that such projects will aim to determine how extensively certain Council campaigns are reaching their objectives.

Mills Shepard, director of reader research, McCall Corp., and volunteer research counsel for The Advertising Council, will assist the Council group which will work out specifics with a special administrative committee appointed by The Foundation. Wallace H. Wulfeck, vice-president, Federal Advertising Agency, chairman; Sherwood Dodge, vice-president, Foote, Cone & Belding; and Warren, who is vice-president of National Carbon Company, Inc., comprise the Foundation committee which will gather and compile the information.

Will Produce "Suspense"

William Spier will return as producer and editor of "Suspense" when the CBS series sponsored by Electric Auto-Lite Co. resumes Sept. 1 after a summer hiatus. Spier produced the series from 1943 to 1948. During the past season Anton Leader took over the chore. "Suspense" will be heard Thursdays 9-9:30 as usual when it returns.

Wedding Bells

Ruth Clinton, staff accompanist at WWRL, Woodside, Long Island, was married to Rubert Trubenbach at the First Reformed Church of Newstown, L. I., on Sunday.



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.

AM  FM

WITH

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

Music Programming Criticized At Clinic

A plea for less cultural snobbery and more honesty in serious music programming was voiced yesterday by two speakers at the BMI Program Directors and Librarians' Clinic meeting in New York.

"Most continuity for serious music programs sounds as if it were copied from the tombstones of the composers," according to Ted Cott, vice-president in charge of programs for WNEW, New York. "We need fewer bass-voiced announcers, and more New York cab drivers introducing the classics in a colloquial way," he declared. "Radio must perform the functions of pressagency for the arts and must use the press agent's tricks to do it. Let's take good music off the pedestal, stop admiring it, and start getting new people to listen."

Sylvan Levin, music director for WOR, New York, advised program directors to give the listener "what you know he likes—not what you think he ought to like" in music. Too much music on the air is "heavy and dark," Levin said. "The average listener will turn the dial when you beam something at him which he feels is over his head. . . . Remember that he has 20 other programs on his dial to turn to."

Four AM Grants Filed; Other FCC Activity

(Continued from Page 1)
 case applications: Contra Costa Broadcasting Co., KRCC, Richmond, Calif., pending application for modification of CP for new FM station; Pawtucket Broadcasting Co., WFCI-FM, Pawtucket, R. I., CP for new FM station; The Saratoga Broadcasting Co., WONO, Saratoga Springs, New York, CP for new standard station, 900 kc., 250 w., daytime; Upper Michigan-Wisconsin Broadcasting Co., WIKB, Iron Mountain, Mich., cancelled license, deleted call letters and accepted company's application for CP for a new station at Iron River, Mich., for same facilities.

Now WWDC Disc Jockey

Jon Massey, billed as "Washington's Number One Negro Disc Jockey," has been signed by WWDC, Washington for a daily and Saturday night record show to be sponsored by the Super chain of drug and music stores.

His morning show will be heard 6-6:45 a.m. Monday through Saturday. His "Saturday Night Dance Party" will be heard from 10:30 to 1 a.m.

Resigns From WOR Traffic

Berta Wurm, chief scheduler at WOR's traffic dept., has resigned in order to be wed in September to George W. Palmer, New York attorney.

Inter-American Assoc., Hails Radio Victory In WIPR Case

(Continued from Page 1)

WIPR being exploited commercially, in unfair competence with the privately owned stations.

"We can report today that the struggle in order to avoid extension of the unfair practice of exploiting official stations commercially in Puerto Rico has been closed with a remarkable victory.

"Finally on June 14 last, the Porto Rican government announced the transfer of the radio station to the Department of Education, in order to be used for cultural and educational aims.

Lauds NAB Co-operation

"Commenting on this decision, the 15th of June issue of RADIO DAILY enhances the co-operation of our association rendered to the so brilliantly achieved campaign, remarking also on the support the Porto Rican broadcasters received, in their persevering managements, from their own association and NAB.

"This decision adopted by the greatest importance, and we sincerely congratulate the honorable Governor of the island, hoping that Government of Porto Rico is of the it shall be imitated by the authorities in the Hemisphere who still

insist in keeping their radio station in a level of unfair competence with others not enjoying any of the privileges and advantages at the disposal of those belonging to public institutions.

"This is, besides, a good example of the results that can be achieved when the broadcasters in the whole of America join their efforts effectively for the defense of their common interests."

Goar Mestre, president of CMQ and director of "Radiocenter" in Havana, Cuba, is president of the Inter-American Assn. of Broadcasters which embraces most all of the leading Latin American stations.

Sponsoring David Ross

Dolcin, anti-arthritis pharmaceutical, will sponsor "Rendezvous with David Ross," a quarter-hour Harry S. Goodman transcribed package, over the Don Lee Network three times weekly starting Sept. 19.

Dolcin has been sponsoring the show on a test basis over WOR, New York, and CFRE, Toronto. Victor van der Linde Advertising Agency handles the account.

Advtg. Council Accepts Church Canvass Drive

A national advertising campaign on behalf of the United Church Canvass, which includes Roman Catholic, Jewish and Protestant groups on the local level, has been accepted by the Advertising Council's board of directors and has been approved by the Public Policy Committee.

J. Walter Thompson will be the volunteer agency on the project. Radio advertisers and the four major networks will be asked to schedule messages on major commercial and sustaining programs. This will be handled through the Advertising Council's Radio Allocation Plan.

Copy will stress "that our nation was founded on faith and that its religion constitutes a national heritage; that religious institutions serve the American people through human welfare activities; and that Americans should support the church of their choice.

WNBC Series Will Air The Ten Commandments

Secular and lay representatives of the Protestant, Catholic and Jewish faiths will participate in a new panel discussion series, "For Us the Living," in which the Ten Commandments will be analyzed with respect to everyday modern living. It will preem over WNBC, Sunday, July 17, in the 2-2:30 p.m. time slot.

Movie Spot Drives Forecast For Fall

(Continued from Page 1)

exhibitors, will launch campaigns to announce their new fall-winter pictures and will have specialized spot campaigns on each of the features. Technique will be to use commercial spots and to offer transcribed entertainment features for radio presentation as sustaining features.

Paramount and 20th Century-Fox have found spot campaigns profitable in past seasons. In several instances Paramount used radio to hypo box office returns on pictures.

ABC Sets 5 Golf Bests

Chicago—ABC has scheduled five on-the-scene pickups of the final rounds of the 1949 World Golf Championship, Aug. 11-14, at the Tam O'Shanter Country Club.

The first two broadcasts, August 11 and 12, have been set for 5-5:15 p.m., local time in the four zones of the U. S. Two broadcasts are scheduled for August 13, 4-4:15 p.m., CDT, and on Harry Wismer's regular cop segment, 5:30 p.m., CDT. The final ABC coverage of the tournament will be aired August 14, 5:45-6 p.m., CDT.

For Profitable Selling—Investigate

WDEL

WILMINGTON
DELAWARE

WGAL

LANCASTER
PENNSYLVANIA

WEST

EASTON
PENNSYLVANIA

WORK

YORK
PENNSYLVANIA

WRWA

READING
PENNSYLVANIA

WKBO

HARRISBURG
PENNSYLVANIA



Clair R. McCollough, Managing Director

Represented by

ROBERT MEEKER ASSOCIATES

STEINMAN
STATIONS

Chicago San Francisco New York Los Angeles

SOUTHWEST

THE Cotton Bowl Association at Dallas has announced that a three year contract has been signed giving the National Broadcasting Co., exclusive rights on the annual Cotton Bowl football game on New Years Day. In the past the game was aired over the Mutual network.

A series of three special broadcasts was originated over WFAA, Dallas, from Athens, Tex., which was the scene of the Athens Old Fiddlers Reunion, recently. There were 25 fiddle bands in addition to the old time fiddlers.

The FCC has authorized KONO, San Antonio, to change its frequency from 1400 to 860 kilocycles. The outlet will also increase its power from 250 watts to 5,000 watts day and 1,000 watts night. At the same time the FCC denied a competing application of the Texas Star Broadcasting Co., of Houston, who were seeking the same facilities. The Texas Star is a partnership of Roy Hofheinz and W. J. Hooper of Houston. The FCC stated that it based its grant to KONO on its "meritorious service, offered by an existing and locally owned facility."

The Texaco Star Reporter has started a new series of airings to be carried from the studios of WFAA, Dallas, to member stations of the Texas Quality Network. Format is a question and answer program with listeners sending in questions which Guy Bradford answers. Headline news is also featured on each program. Series will be sponsored by the Texas Co., and will run through August 5, 1949.

Raul Cortez, president of KCOR, Inc., San Antonio, is heading a good will party of local business men who will travel to Mexico City where they will be received by President Aleman there.

Dallas P. Wyant, promotion manager for WOAI and WOAI-TV, San Antonio, addressed a luncheon meeting of the Conopus Club, a business and professional men's organization in San Antonio last week on the subject: "Video in San Antonio." Wyant discussed in laymen's language prospects for television in San Antonio and the Southwest.

Mrs. Mary Ruth Cromer, was a recent guest of Mrs. Tim Healy on KLIF, Dallas, which proved of unusual interest. Mrs. Cromer is a Dallas beautician and operates a roving beauty parlor. She and Mrs. Healy discussed "Beauty for the Convalescent."

Will Address Conference

Pauline Frederick, ABC commentator, will deliver the opening address at the first annual Conference on Foreign Policy to be held under the auspices of Colgate University at Hamilton, N. Y. on Friday. Miss Frederick returned recently from Paris, where she covered the Big Four foreign ministers parleys.



Windy City Wordage. . . !

• • • WGN-TV telecast a special show featuring all-star Shrine vocalists as their initial contribution to the big Shrine Convention currently being held in Chicago. . . . WBKB, in co-operation with the

Chicago

Chicago Sun-Times, telecast the arrival of President Truman at the Chicago Municipal Airport Tuesday afternoon as well as the President's talk before 120,000 people at Soldiers' Field Tuesday afternoon. . . . Also here to be sworn in as Imperial Potentate is movie comedian Harold Lloyd. His television plans are indefinite but he may go into the field following the success of one of his old silent films, "Safety Last," now scoring big as a re-issue all over the country.

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• • • Bob Platt, nephew of Nate Platt, B&K executive who was producer of the smash 8th anniversary WBKB show from the Chicago Theater, has resigned as WIND assistant program director to become program director at WCFL. Bob replaces Howard Keegan, who is now doing free-lance production work in town. Jack Odell, who had filled in following Keegan's resignation, has been appointed night production manager at the 50,000-watt Labor station. . . . Hub Vacuum Cleaners buying programs on all Class "B" stations plus several local FM outlets. WMOR, FM local operated by a group of World War II veterans, snared some of the Hub business, which is being placed direct. . . . Business bad? Ruby Chevrolet, Chicago's largest Chevrolet dealer doesn't think so. They're placing \$35,000 in a two-week whirlwind radio and television campaign starting next week. Every AM and TV station in Chicago is being used with the "rhumba-like" spots having been transcribed at Universal Recording's swanky new studios which occupy the entire 4th floor at 100 E. Ohio Street. Ruby Chevrolet's new service building at Adams and Racine Streets will be promoted in the \$35,000 campaign which is being placed by the W. B. Doner Co. agency located at 203 N. Wabash Avenue. Marvin Frank is executive vice-president of this fast-growing ad agency and "Skip" Kostman is account executive.

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• • • Fox De-Luxe Beer started a new show on WCFL this week starring one of Chicago's busiest disc-jockeys Marty Hogan. (Marty shares this honor with the WJJD and WBKB disc-jockey Ernie Simon). New program is aired nightly from 7:30 to 7:45 with Marty interviewing celebrities as well as spinning the discs. Carroll Dean Murphy agency handles the Fox De-Luxe account. . . . Lowell Jackson will resign as vice-president in charge of sales for Radio Features in two weeks. After a two-week vacation in Michigan, Lowell will announce his future plans. . . . Al Unger, Frederic Ziv's sales head, looking for two "hot-shot" salesmen for the Chicago area.

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• • • Orrin Tucker back in town. Disc jockeys locally are giving a big play to his old tune, "I Need Lovin'" which looks like it has the making of another Ted Weems' "Heartaches." . . . The Exchange National Bank is running two weekly one-minute film announcements on WENR-TV. Lawrence Advertising, 203 N. Wabash Avenue, is the agency. . . . Red Quinlan says that the paring of 12 people from the WBKB staff is merely a summer retrenchment and that practically all of them will be back on the WBKB pay-roll shortly after Labor Day. . . . Irving Kupcinet, conductor of the popular "Kup's Column" in the Chicago "Sun-Times" will be on the air shortly with a local Winchell type show.

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SAN FRANCISCO

By NOEL CORBETT

ARTHUR HULL HAYES, CBS A v. p., has appointed Madonna Todd KCBS continuity editor. Miss Todd, a veteran Scripps-Howard newspaperwoman, set up NBC's first local continuity department back in 1929.

Dink Templeton has worked out a television idea for Fortune Gordien, world's record holder of the discus throw, who worked his way through college putting on illusion shows.

Bill Pabst, general manager of KFRC is producing the annual Low Jinks to be held next month in the Bohemian Grove.

Tom Foster of Marin-Dell Dairy, sponsor of Buddha's Amateur Hour, has put up five \$100 semi-final prizes and a \$1,000 scholarship for winners on the coming Saturday night shows over KFRC.

Katherine Kerry, who was Woman's Program Director at KCBS, has resigned to take a world cruise.

Horace Heidt liked Eileen Christopherson's singing during his Youth Opportunity Program when it was in the Bay Area, and has offered her a spot in his "Broadway Review" which opens in New York in November. Eileen sings regularly on KNBC's "Open House" Sundays at 8.

Here 'N' There . . . Mel Venter took his KFRC "Breakfast Gang" to Eureka last Saturday where they broadcast during the Annual Salmon Derby over KIEM and the Don Lee Network . . . Emy Gates is Arthur Hull Hayes new secretary. She transferred from the CBS Los Angeles office . . . Bob Callahan now has his own 4:30 Monday thru Friday program on KCBS, "Young Man With A Song."

Here 'N' There . . . Millard Faight, prexy Faight and Company of New York, talked on FM and radio at a press luncheon at the Palace Hotel. . . . It is estimated that over 8,000 television sets are in use in the San Francisco Bay Area.

To Air Soap Box Derby

Milwaukee—WISN will present a special broadcast on Sunday of the Championship Races in the Milwaukee Sentinel-Chevrolet Soap Box Derby. Fifty-thousand spectators are expected to attend this annual kids competition.

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



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

Comm. Delays Action On KOB Hearing

Washington Bureau of RADIO DAILY
Washington—The FCC has not yet acted on a request from former Gov. John Dempsey of New Mexico that his three-year old complaint against station KOB, Albuquerque, be dropped, Commission officials said today.

Commission attorneys, however, have asked a two-months postponement of a scheduled July 25 hearing at Albuquerque. Pressure of other work was given as the reason for their delay motion, which is subject to action by examiner James D. Cunningham, before whom the hearing was to be held.

In March, 1946, while a candidate for the Democratic nomination for United States Senator, Dempsey protested to the Commission against broadcasts by KOB which he alleged to be "designed to advance the editorial policies" of T. M. Pepperday, publisher of the Albuquerque Journal and owner of the station. KOB denied any improper broadcasting.

William J. Dempsey, son of the former Gov. and attorney for him, recently wrote the Commission that he had been advised Pepperday's health made it inadvisable to call him as a witness and for that reason his father wanted to withdraw the complaint. Action on his request is still pending.

At the time of the original complaint, FCC regulations prohibited so-called "editorializing" on the air.

New MBS Rate Card Mailed To Web's Clients

Supplement A to Rate Card No. 15, mailed by MBS, stresses greater flexibility in the selection of stations and offers new and more liberal discounts, according to Z. C. Barnes, the network's v-p in charge of sales.

In a letter accompanying the supplement, Barnes listed six changes and improvements, as follows:

"1. The Basic Group of stations may now be divided into 'discount groups' of 2/3, 1/3 and less-than-1/3. Moreover, in addition to discounts provided in connection with these partial purchases of the Basic, advertisers can earn discounts on \$1,500 group purchases of non-basic stations.

"2. The Mountain and Pacific Group remain unchanged so far as minimum requirements are concerned, but they may be included as a part of dollar volume groups.

"3. All other former geographical groups are discontinued—all stations previously in these groups may now be selected without regard to geography to fit the advertiser's needs and marketing problems. Bonus stations which, in the past, have been offered in connection with the purchase of entire geographical groups, are now available with the purchase of specific stations located in the same general marketing areas.

"4. For discount purposes, groups other than Basic are made up of stations whose gross evening hour rates total \$1,500.

"5. The station rates and discount scale remain unchanged, but the increased flexibility will enable all advertisers including those with limited budgets, to qualify for better discounts than hitherto.

"6. Qualifications for Full Network discounts have been liberalized—with a \$23,000 gross evening hour purchase as the Minimum Full Network earning Full Network discounts."

Network Business Outlook Bright For Fall Season

(Continued from Page 1)

week of October, 1948, the net had 8 1/4 hours available for sponsorship.

Fred Thrower, v-p in charge of sales for ABC said that 60 per cent of network time between 7:30 and 10:30 p.m., EDT, has been sold. ABC still has eight hours and 35 minutes available, not including the local optional time periods, 7-7:30 p.m. and 10:30-11 p.m.

Thrower Optimistic

"Business prospects for the Fall look better than last year," Thrower declared. "I think that our position is healthier this year because we have an anchor in the Pepsi-Cola account and in "Counter-spy" on Tuesday and Thursday. We are very optimistic this year. I think the buying season may be delayed but there certainly won't be any withdrawal from radio for some years to come.

Frank White, president of Mutual, in the midst of the reorganization of the web's programming department, declined to comment on the network's commercial commitments for fall. However, a spokesman for the network indicated that some new commercial plans and clients are being lined up for fall programming. He added that "President White is still sawing wood and saying nothing."

Some of the discrepancies in the current tally are the result of the rapid turn-over of shows for the Fall season. For example, it was learned Milton Berle, now on ABC,

may switch to NBC's Friday, 8:30-9 p.m., EDT, period with Texaco continuing as his sponsor.

Another report has Procter & Gamble's "F.B.I. in War and Peace," now on CBS, switching to NBC, Fridays, 8-8:30 p.m., EDT. It was also understood that Bristol-Myers will keep Henry Morgan in the Fall, a spot for whom NBC is reportedly looking.

"Duffy's Tavern," which reportedly has been signed for another season with NBC, completely "sells-out" Thursday nights when it takes over the 9:30-10 p.m. spot.

ABC Signs Ozzie & Harriet

ABC took its slice of Fall program offerings for prospective sponsors with the signing of the ten-year contract with Ozzie Nelson and Harriet Hilliard. The contract, which involves a reported \$1,000,000, was negotiated through the Music Corporation of America. The program will include the two Nelson children, David 12, and Rickey 9. ABC spokesman pointed out that the sale of this show is "an almost certainty," since Ozzie and Harriet have never been unsponsored in the five years they have teamed together as a radio comedy act.

A survey on the commercial time sold by the networks for the current summer season showed 18 hours on NBC; 10 1/2 hours on ABC, including co-op programs; 9 1/2 hours on CBS, and 6 1/2 hours on MBS.

NME Offering Programs To Radio-TV Stations

Radio and TV stations throughout the country are being offered a public service feature, combining a weekly summary of news and features about the National Military Establishment.

Announcement of the availability of these new shows for radio and TV was made by Charles E. Dillon, chief of NME's newly established radio-television branch in Washington.

First in this new series of programs entitled "Defense Report," is a 15-minute script program, in news format, that gives an informal but authoritative picture of the defense organization. No similar service has been provided to stations on a regular basis.

Scripts have been reviewed and approved by NAB's program department. Initial broadcast of "Defense Report" is scheduled for the week beginning August 1.

Renews "Stop The Music"

The Speidel Co. has signed a one-year renewal for its quarter-hour segment of "Stop The Music," ABC announced yesterday. Cecil & Presbrey handles the Speidel account, on behalf of Ming-Tai and Lord Hunt wrist watch bands and children's jewelry.

CBS Sales Announces New Assignments

Three members of Radio Sales, Radio and Television Station Representatives, CBS, received new assignments, to take effect August 15, it was announced by Carl J. Burkland, general sales manager, Radio Sales.

The new assignments are as follows:

Henry R. Flynn, formerly manager of the Radio Sales office in Los Angeles will become an account executive in the New York Radio Sales office. Richard C. Elpers, formerly with the Detroit office of CBS Network Sales, will replace Flynn as manager of the Radio Sales office in Los Angeles. Edwin Buckalew, CBS Western Division manager of station relations, was appointed manager of Radio Sales San Francisco office.

Named To Drexel Board

James T. Buckley, Philco Corp. board chairman, and Francis S. Friel, president of Albright and Friel, Inc., consulting engineers, have been named to the board of trustees of Drexel Institute of Technology, Philadelphia.

Both have previously been awarded honorary degrees by Drexel—Buckley in 1948 and Friel last June. Friel is a Drexel alumnus.

WW, Crime Folog, Mr. D. A. Top Hooper

(Continued from Page 1)

in the "top ten" daytime program with 6.5, followed by "Stella Dallas" with 6.3 and "Romance of Helen Trent" with 6.2.

The follow-ups in the evening ratings were:

- 4. Mr. Keen 8.9
- 5. Big Story 8.1
- 6. Louella Parsons 7.9
- 7. Henry Morgan 7.9
- 8. Horace Heidt 7.5
- 9. First Nighter 7.4
- 10. Stop The Music 7.3
- 11. Mystery Theater 7.3
- 12. Mr. & Mrs. North 7.0
- 13. Take It or Leave It 6.9
- 14. The Fat Man 6.8
- 15. This Is Your F.B.I. 6.5
- 16. Break The Bank 6.5

The runners-up in the daytime ratings were:

- 4. Arthur Godfrey 6.0
- 5. Our Gal, Sunday 6.0
- 6. Young Dr. Malone 6.0
- 7. Young Widder Brown 5.9
- 8. Ma Perkins (CBS) 5.9
- 9. Big Sister 5.9
- 10. Peppy Young's Family 5.7

The average evening sets-in-us was 19.6, constituting a drop of 3. from the last Hooper report but a increase of 1.1 from a year ago. The average evening rating was 4.1 down 1.1 from the last report an up 0.1 from a year ago.

Available homes were 66.6 which was 6.5 under the last report an down 1.1 from a year ago. The current total evening sponsore hour index is 43 1/4 as compared wit 58 3/4 of the last report and 48 1/2 year ago.

MBS Mystery Series Gets New Time In Fall

MBS' "True Detective Mysteries" which has held to the 4:30 p.m. spot, Sundays, for the past three years, will be heard one hour later 5:30-6 p.m., EDT, effective Sept.

The Williamson Candy Co., at that time, will resume sponsorship of the program for the fourth consecutive year.

The time shift will place the program after "The Shadow," which will be sponsored later in September over the eastern part of the network by the D. L. & W. Coal Co. in behalf of its "Blue Coal," an over the remainder of the ME net by Grove Laboratories for its Fitch Division products.

New Prod. Firm Set

Organization of a new production consultant firm with offices at 50 Fifth Avenue, New York, was announced yesterday by Art River, formerly with Donovan and Thomas agency, WBAL-TV and Pioneer Films. Company will be known as Inter-America Television, Inc.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, July 20, 1949 — TELEVISION DAILY is fully protected by register and copyright

DISCUSS PROGRAM PROBLEMS

TELE TOPICS

IT PROBABLY won't be announced until next week, but Speidel, Inc., makers of watch bands and other jewelry, will sponsor the Ed Wynn show which starts CBS in October. Program will originate on the Coast and will be seen on the net in transcription. Cecil & Presbrey is the agency. . . . Two Carleton Morse packages have been pacted by NBC, both as co-sustainers out of New York. "One Man's Family" will be aired Mondays, probably starting August 1, and "Mixed Gables" probably will take over the Thursday, 9 p. m. slot. . . . Leonard Verses' WLAV-TV, Grand Rapids, is now changing its test pattern. Engineers of the station are claiming a construction record on arrival of equipment June 25 to first transmissions, on July 16.

HAVE YOU noticed how many big TV properties ABC has signed during recent months? List includes Kate Smith, Eddie & Harriet, Boris Karloff, The Lone Ranger and L'il Abner. . . . The wondrous "Mukla, Fran & Ollie" stanza returns to air August 8. By the end of the year, "A Victor" will be bankrolling the show on 46 stations—19 live and 27 by recording. . . . Buddy Rogers, Edward Everett Horton and Eddie Albert will sub for Ed Sullivan as emcee on "Toast of the Town" while the smiling columnist is on a European vacation. . . . Singer Gloria Benson, formerly in "All For Love," has been signed to Gotham Radio Productions for "Mr. Tenney, Himself," a new TV package starring Bryan Herbert, of the Abbey Theater. . . . Producer Jack Levine has joined the Howard Pick office, which has just completed a move to new space in the General Motors building. . . . The WBTV "Koff" in Charlotte, N. C. last week was heralded by a 40-page special section in the Observer and a 28-pager in the News.

PRICE TAG of \$725 has been placed on DuMont's "Bradford," first receiver using the firm's newly-developed 19-inch, short-necked picture tube. . . . Importance of a good time spot to a show's rating has been illustrated again, this time by "Celebrity Time" on ABC. In the 8:30-9 p. m. slot on Sundays, the show in June got a popper of 0.6. In July, after it moved to 10 o'clock, it jumped to 10.3. Stanza's live rating climbed from 3 to 12. . . . ABC folding "Television Screen Magazine" after this week's airing. Kyle Macnall will take over the time. . . . According to manager Seymour Andrews, Dallas' first outlet, KBTB, is expected to go on the air Sept. 1. . . . Program taking viewers behind the scenes in TV has been started by WHEN in Syracuse. Titled "This Week In Television," and known as TWIT, program previews upcoming shows and outlines technical and other production problems.

20% Wage Hike Set In KTLA-IATSE Pact

Los Angeles—Contract has been signed between Paramount's KTLA and IATSE providing for wage increases from 10 to 25 per cent. Average boost is 20 per cent for all workers covered. Wage scales start at \$1.37 an hour, with employees receiving guaranteed work week of not less than 40 hours.

Retroactive to June 18, the one-year pact provides also:

(1) Paid vacations, one week after first six months, two weeks after a year; (2) Six hours pay for holidays not worked, six hours pay for holidays worked plus time for hours worked or additional time off; (3) Two weeks severance pay for workers dismissed and not rehired within 90 days; (4) One hour's travel time for employees travelling more than 10 miles from studio on remotes, plus all personal expenses on remotes;

(5) Ten per cent penalty for all time after six hours worked without a meal break; (6) One hour's travel time each way for reporting to Mt. Wilson, with at least 10 hours pay each time a worker reports to the transmitter. Per diem sustenance for men required to work over night on Mt. Wilson was increased from \$5 to \$8.

Capitol Studio Space Leased To KTTV, CBS

Los Angeles—CBS-Los Angeles Times outlet KTTV has signed a contract with Capitol Records for sub-lease of the recording firm's studios at 5515 Melrose Avenue here. Announcement was made yesterday by D. W. Thornburgh, CBS vicepres; Glenn E. Wallich, Capitol prexy, and Harry W. Witt, manager of the station.

Station will take over Studios A and B on the top floor of the building. Plans call for conversion of B to a sound stage and with A being adapted for radio and teleproduction. By special licensing agreement, CBS will use both studios when they are not used by KTTV.

Contract runs for a year, plus options for longer periods. It was negotiated by Ned Marr, of CBS; Harrison Dunham, of KTTV, and Dan Bonbright and Leo Harmon for Capitol.

64,487 In Cleveland

Cleveland—Survey by the Bureau of Business Research of Western Reserve University for WEWS and WNBK showed total of 64,487 receivers in this area as of July 1. New figure is a monthly increase of 5,391.

Press-Time Paragraphs

New Rate Card Issued By WEWS, Cleveland

Cleveland—Scripps-Howard outlet WEWS has issued rate card number four, effective August 15, boosting its basic hourly rate to \$500 an hour for class A Time. Class B rate is \$300 an hour and class C, \$200. In addition to regular discounts, card offers discount of 10 per cent on programs of five minutes or more when three are aired in one week. This goes up to 15 per cent for four a week and 20 per cent for five or more.

Rosenfield-Bushkin Show Signed By WJZ-TV

New hour-long variety-audience participation show titled "A Couple Of Joes," has been signed for debut on WJZ-TV, Aug. 5, 10 p. m. A World Video package, program features Joe Rosenfield, WOR all-night disc jockey, and pianist Joe Bushkin, and Bobbie Loughman. Audience gimmick will employ a "Joe Pol" award. Alan Kent produces.

Texas Group Applies For New Outlet

Sherman, Texas—Sherman Television Co. has applied to the FCC for a station to be operated here on channel 6. Estimated cost for the plant is \$109,000. Operating cost for the first year is estimated at \$70,000 while revenue for that period is expected to be a like amount. John A. Prather is president; Hugh E. Prather, v-p. Other principals are Hugh E. Prather, Jr., and S. Foster Yancey.

Video Spokesmen Are Heard At BMI Clinic

(Continued from Page 1)

I'd begin to look around for a fairly good umbrella."

Outlining the problems facing a neophyte program director or producer entering video, Rothafel recommended a thorough saturation in stagecraft as an introduction to the new medium. "Learn everything you can about the stage," he said. "Pick up whatever tricks stage directors use to impress the actors with their own ideas."

Lists Basic Requirements

Movies, too, he asserted, are an invaluable source book for the television worker. "You'll have to learn something . . . about the uses and effects of long shots, medium shots and close-ups, about the differences between cuts, dissolves, and fade-outs. A good deal of this can be picked up by studious attendance at the local movie house."

Summing up, Rothafel listed three basic requirements for a TV station program manager: (1)—a thorough knowledge of the talent market in his community; (2)—the knowledge and ability to direct and stage the talent; (3)—a technical knowledge of the equipment he works with.

Emphasizing Production Problems

Austrian, who directed his remarks to actual production problems, emphasized that the video director, "whether he likes it or not," must adhere to some of the fundamental laws governing motion picture production, since the image on the video screen "moves and speaks in a manner similar to a motion picture."

Austrian seconded Rothafel's suggestion that television borrow from stage and screen, and recommended that every video director see at least one movie a week. "Borrow if you will, but borrow correctly," he cautioned. "Don't get switch happy, and don't let buttons and gadgets get in the way of telling your story or doing your musical in a simple, straightforward way."

WJAR-TV Sells Dance Seg For Fall Presentation

Providence—"You Can Dance," quarter-hour open end film series, has been purchased by Bette Rand, Inc., Providence dress shop, for sponsorship over WJAR-TV in the fall. Produced by Telecraft Films, Inc., program has been set for the Friday 7:15 p. m. seg. by Ben Kaplan agency to start Sept. 9.

AGENCIES

EMANUEL DEMBY, formerly with WMCA, New York, and the Biow Co., has opened his own public relations, radio and television firm, the Demby Co., in New York.

Among his accounts Demby lists the Republic of Indonesia; Sister Kenny; United Hatters; Cap and Millinery Workers of America (Radio Production); Korean-American Friendship Fund, and the International League for the Rights of Man.

R. T. O'CONNELL CO. has been named to handle advertising for Cushman & Denison Mfg. Co., makers of Ke-Rak Key Boards and cabinets, Flo-Master FountainBrush, and other stationary items.

MELTON F. ALLISON, formerly sales manager of WLW-T, Cincinnati, has been appointed an account executive in the New York office of Radio Sales, Radio and Television Representative, CBS.

Allison joined WLW-T in 1948. Before that he was promotion manager of WLW, and of KMBC, Kansas City, Mo.

DANCER - FITZGERALD - SAM-PLIE will launch a four-market spot campaign for General Mills, on behalf of Gold Medal Flour, early in August.

DORLAND, INC., New York, has been named by the Bib Corp., Lakeland, Fla., to direct advertising for its orange juice for infants.

J. WALTER THOMPSON is the volunteer agency for a national advertising campaign to start this fall on behalf of the United Church Canvass. The Advertising Council is coordinating campaign plans.

Management Changes At WCOG And WKIX

Henry E. Sullivan, formerly manager of WKIX, Columbia S. C., has been named manager of WCOG, Greensboro, N. C., succeeding Gordon Anderson. The latter has resigned to enter private business. Both stations are operated by the Inter-City Advertising Co., of which George Dowdy is president.

W. C. Bochman, formerly manager of WCOS, Columbia, has been appointed manager of WKIX replacing Sullivan. Bochman served for two years as a member of the ABC Advisory Board, representing the Southeast.

Altec N. Y. Sales Rep.

Marty Wolf has been appointed sales representative in the New York district of Altec Service Corp., according to an announcement by H. M. Bessey, executive vice-president. Wolf assumes the post vacated by Bert Sanford, who has been appointed staff consultant to the Altec headquarters office.

COAST-TO-COAST

KFXJ Covers Festival

Grand Junction, Colo.—KFXJ recently covered numerous special events at the Goethe Bicentennial Festival held at Aspen, Colorado, by sending the station's chief engineer Charles Hay and Henrietta Hay, station's women's director as a man and wife team to attend concerts, lectures and interview visiting luminaries between features. Tape recordings were made and aired as part of Hay's daily program "Domestic Diary."

KGLO Public Service

Mason City, Ia.—In response to two separate emergency pleas from the executive secretary of the local county chapter of Red Cross, two "exact whereabouts unknown" persons were uncovered in record time this week by KGLO. One message, an emergency from the 13th Naval district, was delivered within five minutes of the KGLO announcement. The other a foreign request was delivered within 24 hours although each announcement was broadcast one time only.

Butler With WRFC

Athens, Ga.—Franklin Butler has been added to the staff of WRFC, 1,000 watt independent. For the past two years he has headed the radio department of the University of Georgia's Henry W. Grady School of Journalism and was also associated with WFMJ in Ohio. At WRFC he will be in charge of production.

Morson to Leave WNLC

New London, Conn.—It has been announced that Leslie Morson has requested to be relieved of his duties as manager and program director of WNLC in order that he may pursue personal plans, effective August 11th. Morson became associated with the station in April 1944 coming from New York.

"WARD" Polka

Johnstown, Pa.—WARD claims to be the first station to have a song written for it, using its call letters and to be recorded commercially. The tune is available on Page records and since WARD is in the heart of the "polka territory" it was a natural that the song be called the "WARD Polka."

WWL Announcer Cited

New Orleans, La.—John Kent WWL announcer has been informed by the State Department that a technicolor movie, "This is Louisiana" which he narrated for Esso Oil, will be shown in 45 foreign countries. In addition, his Junior League program, "Journey Through Music Land" broadcast directly from WWL to New Orleans school rooms for music appreciation classes received two national awards for outstanding public service.

Murphy Joins WJPS Staff

Evansville, Ind.—Former chief announcer at WMIX, William Murphy, has joined the announcing staff of WJPS, according to recent announcement. Murphy has been in radio for six years and was at one time associated with KFYZ in North Dakota and a staff announcer with NBC in Chicago.

"Happy Birthday"

Buffalo, N. Y. — Carlton Beck, WKBW deejay had a birthday last Saturday and while he casually made mention of same over his program, had planned nothing definite. Much to his surprise, a group of his fans appeared at the station's studios and presented Beck with an Elgin wrist watch.

Deputy Sheriff Bennett

Denver, Colo.—Jim Bennett, KLZ news editor has been appointed a special deputy sheriff of Gregg County, Texas, some 1,000 miles away as a result of aiding a Texas sheriff in locating a car of traveling Texans whose whereabouts were "somewhere in Colorado." KLZ-ites are now waiting for Bennett to open one of his newscasts with "hi pard'ner!"

PROMOTION

Sales Letters

Two additional letter size promotion pieces are being mailed out by Art Forrest, merchandising and promotion manager of KTSA, San Antonio. One calls attention to the fact that Groucho Marx will be heard this fall on CBS and KTSA. The edge of the letter contains a listing of the various new stars to be heard this fall. The letter calls attention to "the march of names" to CBS and KTSA come fall.

The second letter calls attention to a news item which recently appeared here in a daily newspaper with reference to the federal payroll spent here. Item points out the fact that a tidy \$16 million a year is paid out to civilian employes by the Fort Sam Houston Finance Office. This doesn't include, the item points out the other military establishments here which would bring the total to about 125 million. The letter concludes with the message to Ash your nearest Taylor-Borror manager us—how KTSA can sell for you in San Antonio and 70 Texas Counties. The call letters dial setting and power plus the legend "CBS in San Antonio" rounds out both letters.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 14

NEW YORK, THURSDAY, JULY 21, 1949

TEN CENTS

FCC REQUESTS EXPERIMENTAL TV DATA

Radio-TV On Agenda Of CBS Conference

With radio and TV promotion, sales and programming on the agenda, members of the CBS Affiliates Advisory Board will gather at the Waldorf Astoria Hotel in New York on August 1 and 2, for their second meeting of 1949. The CAAB sessions will be held in conjunction with the network's promotion clinic.

Members of the advisory board representing nine districts who will gather in New York for the meeting are:

I. R. Lounsberry, WGR, Buffalo, chairman, representing District No. 2; E. E. Hill, WTAG, Worcester. (Continued on Page 3)

ILGWU & KFMV In Deal To Acquire KWIK

West Coast Bureau, RADIO DAILY

Hollywood—A deal for the International Ladies Garment Workers Union and KFMV, Hollywood, Calif. to acquire KWIK, Burbank, Calif. for \$40,000.00 is reported to be near completion, with only court and FCC approval required.

The operation of KWIK will be (Continued on Page 3)

Food Store Chain Adds Stations On ZIV Show

Frederic W. Ziv Company announced yesterday that starting July 28th, the First National Food Store Chain-sponsored "Guy Lombardo Show" will be heard on the following additional stations for a 52-week period, each Thurs., 7:30-8 p.m.: WNOU, Berlin, N. H.; WNEB, Worcester, Mass.; WBZ, Boston; (Continued on Page 2)

Brotherly Love

Springfield, Mo.—Greater love hath no station than to devote its air time to a plug for a competitor. That's what KTTS, Springfield did this week for KICK, new local indie which begins operations soon. A quarter-hour wire-recorded broadcast on KTTS welcomed KICK to Springfield, and wished station mgr. Charles Seifert "all the luck in the world."

Confirmation

Washington—The Senate yesterday confirmed by voice vote the nomination of Edward M. Webster as an FCC Commissioner for a new seven-year term, expiring June 30, 1956. Webster was named a Commissioner in April, 1947, to fill the vacancy created by the resignation of Paul A. Porter.

New Promotion Dept. Set For NBC Radio

NBC has established a separate "broadcasting promotion division," designed to exploit NBC programs on a local network level, it was announced yesterday by James H. Nelson, director of the advertising and promotion dept.

Pat Stead, former copywriter in the promotion dept., has been named head of the new division. He will be assisted by Ray O'Connell. The functions of the division include utilizing network sustaining programs for (Continued on Page 2)

Raleigh Buying Spots In 35 Radio Markets

Raleigh Cigarettes has bought one-minute daytime spot announcements in 35 markets, to run 13 weeks starting Aug. 1. Russell M. Seeds Co., Chicago, is the agency.

The markets are Chicago, Boston, Philadelphia, Pittsburgh, Hartford, Baltimore, Washington, New York, Norfolk, Atlanta, Schenectady, Jack- (Continued on Page 3)

Luckman Calls Pessimists Victims Of 'Jobber-Jitters'

West Coast Bureau, RADIO DAILY

Los Angeles—Charles Luckman, president of Lever Brothers Co., lashed out yesterday at "economic hypochondriacs" who are bemoaning the state of the nation's business, and announced that his firm is backing its faith in America's future with a \$55,000,000 expansion program.

Addressing the Los Angeles

Comm. Wants Color And UHF Reports On Experimentation By Aug. 15; Also Relay Information

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday asked all experimental television station operators to report on the results of their research and experimental programs prior to the August 29 hearings on the UHF and color proposals. The commission also requested from AT & T and Western Union the (Continued on Page 7)

Pepsi-Cola Produces Spots For Campaign

The Pepsi-Cola Co. has prepared a new series of 25 musical commercials for local sponsorship by its independent franchised bottlers all over the country.

The spots, produced by George R. Nelson, Inc., vary in length from one minute to two minutes and 50 seconds. They are made available to Pepsi-Cola bottling companies in all important market areas. The bottlers (Continued on Page 3)

Will Survey Industries On Advertising Budgets

The National Industrial Advertisers, Assn., New York, has announced a study of industry advertising budgets said to be the "most comprehensive" ever undertaken.

The study will list advertising budgets by product types for the (Continued on Page 3)

Dolcin Extends Billings With Don Lee On Coast

West Coast Bureau, RADIO DAILY

Hollywood—Substantial increases in the fall billings of the Dolcin Corp. (pharmaceuticals) on the Don Lee Network were announced yesterday. (Continued on Page 2)

BAB Headquarters Moves To New York

Transfer of Broadcast Advertising Bureau from NAB headquarters in Washington to the Broadcast Measurement Bureau offices at 270 Park Avenue in New York City got underway yesterday.

Under the direction of Maurice Mitchell the bureau will expand its staff and services in New York and (Continued on Page 6)

New AM Station Okayed By Examiner

Washington Bureau of RADIO DAILY

Washington—An FCC examiner's initial decision yesterday recommended the granting of a CP for a new standard station at Huntington, (Continued on Page 2)

Youthful

Frank J. Miller, 11-years-old, of Montreal, has the distinction of being the youngest radio operator in Canada. He recently successfully passed the Department of Transport examinations and was awarded his government radio operator's license, amateur grade. He was also assigned the international letters VE2AFV and will soon operate his own station.

(Continued on Page 3)



Vol. 48, No. 14 Thur., July 21, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

WEST COAST OFFICES

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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

(July 20)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Joins WIL Staff

Milton Vandeventer, for the last four years on the sales staff of KMOX, St. Louis, joined the sales staff of WIL, St. Louis, July 18th.

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

BEN GRAUER leaves New York, Friday evening for Berkshire Festival at Tanglewood, Lenox, Mass., where he will narrate for NBC the Boston Symphony broadcast Sunday. Will return Monday, July 25 for rehearsal of Henry Morgan Show.

JACK BARRY, moderator of WOR-Mutual's "Juvenile Jury" and "Life Begins At Eighty," will leave New York Sunday, July 24, by plane for a month's trip in Europe.

ALLEN SIMMONS, owner of WADC, Akron, O., and EARL WINGER, general manager of WDOB, Chattanooga, Tenn., both CBS affiliates, are visiting the net's New York headquarters for a few days.

JOHN C. WARREN, sales manager of WNBC-WNBT, departed for a two week vacation. He plans to motor leisurely throughout the West.

JOHN C. O'CONNELL, account executive for Associated Program Service, returns today from a two week vacation at his summer home on Candlewood Lake, Conn.

TED OBERFELDER, ABC's director of advertising, promotion and research, will leave Saturday for Chicago, Minneapolis and Milwaukee, returning to New York on Monday, August 1.

BETTY HAHN of the WEVD program department, leaves Friday, for a two week vacation at Lake Tarleton, N. H.

ABRAM CHASINS, WQXR music director, and his wife, pianist CONSTANCE KEENE, have returned from a vacation at Nantucket, R. I. They spent three weeks there.

BERT LOWN, v.p. in charge of station relations for Associated Program Service, returns today from the annual North Carolina Association of Broadcasters meeting which was held at Wrightsville Beach, N. C.

ROD MacLEISH, ABC scripter, off for Lexington, Ky., to spend a week with folksinger John Jacob Niles at latter's farm, Boot Hill, to discuss work on a project between them.

AGENCIES

FLETCHER D. RICHARDS, INC., has been appointed to handle all advertising, sales promotion, and merchandising for Foremost Dairies, Inc., Jacksonville, Fla.

THE BOBLEY, CO., INC., has resigned the Remington Radio Corp. account.

VINCENT J. VIGLIANO, formerly with Sawdon Advertising, has joined the copy staff of the Morton Freund Advertising Agency, Inc.

CARL D. HALBAK has joined the copy staff of BBD&O, Inc. He was with the Vick Chemical Co. formerly.

JAMES J. DELANEY has been elected vice-president of Morey, Humm and Johnstone, Inc. He was previously with McCann-Erickson, and Foote, Cone & Belding.

JOHN S. DAVIDSON, vice-president of Fletcher D. Richards, Inc., has been named director of the television and radio department of that agency. Tom Hicks has been appointed program director of the department. George Pamental will continue as time buyer, under the direction of E. A. Elliott, vice-president in charge of media.

Food Store Chain Adds Stations On ZIV Show

(Continued from Page 1)

WBZA, Springfield, Mass.; WMUR, Manchester, N. H.; WKNE, Keen, N. H.; WLNH, Laconia, N. H.; WHOB, Gardner, Mass.; WSAR, Fall River, Mass.; WJOY, Burlington, Vt.; WELI, New Haven, Conn.; WFAS, White Plains, N. Y.

New Promotion Dept. Set For NBC Radio

(Continued from Page 1)

promotion purposes, preparing recorded and live trailers and creating promotion programs for network and local use.

In announcing the new division, Nelson declared it will "more fully coordinate our efforts and at the same time introduce many new 'on-the-air' techniques that we haven't used before."

Dolcin Extends Billings With Don Lee On Coast

(Continued from Page 1)

terday by Ward Ingram, Don Lee's vice-president in charge of sales. For 52 weeks beginning Sept. 19, Dolcin will sponsor "The Gospel Singer," Monday, Wednesday, and Friday, 10:15-10:30 a.m., and "The Dolcin News," Monday, Wednesday, and Friday, 4:45-5 p.m. Starting Sept. 20 Dolcin will sponsor "The Breakfast Gang" on 40 Don Lee stations, Tuesday, Thursday, and Saturday, 7:30-7:45 a.m., and David Ross, Tuesday and Thursday, 3:45-4 p.m., and Sunday, 11:30-11:45 a.m. Victor Van Der Linde, New York, handles the Dolcin account.

New AM Station Okayed By Examiner

(Continued from Page 1)

L. I., to Huntington-Montauk Broadcasting Co. The station would operate on 740 kc, 1 kw, daytime only. Under the decision, applications of the Connecticut Electronics Corp. for a new station at Bridgeport, and of Westco Broadcasting Corp. for a station at White Plains, using the same facilities, would be denied.

WBZ New Acctg. Chief

Boston, Mass.—A. A. Palmer has been promoted from the headquarters accounting staff of Westinghouse Radio Stations, Inc., to auditor at WBZ. Palmer will have charge of auditing for WBZ, FM, TV and WBZA.

Strange Cat



Most cats bare fang and claw to resist water. But this unusual kitten really likes to take a bath. There's something unusual, too, in the Baltimore radio market and it is Station W-I-T-H, the BIG independent with the BIG audience. W-I-T-H is unusual because it delivers so many loyal listeners at such amazing low cost—more for fewer dollars than any other station in town. This means you can do BIG things with a LITTLE money on W-I-T-H. So if you want low-cost results from radio in Baltimore, get your Headley-Reed man to give you the whole W-I-T-H story today.

W.I.T.H. AM Baltimore, Md. FM Tom Tinsley, President - Represented by Headley-Reed

Radio-TV On Agenda Of CBS Conference

(Continued from Page 1)

Mass., secretary, District No. 1; C. T. Lucy, WRVA, Richmond, Va., District No. 3; Glenn Marshall, Jr., WMBR, Jacksonville, Fla., District No. 4; Howard Sumerville, WWL, New Orleans, District No. 5; Richard Borel, WBNS, Columbus, O., District No. 6; William Quarton, WMT, Cedar Rapids, Iowa, District No. 7; Kenyon Brown, KWFT, Wichita Falls, Texas, District No. 8 and Clyde Coombs, KROY, Sacramento, Calif., District No. 9.

Network executives who will attend the conferences are:

Frank Stanton, president; Joseph H. Ream, executive v-p; Adrian Murphy, v-p and general executive; Howard S. Meigan, v-p and general executive; Lawrence Lowman, v-p and general executive; Herbert V. Akerberg, v-p in charge of station relations; William C. Gittinger, v-p in charge of sales; Hubbell Robinson, Jr., v-p and director of programs; Davidson Taylor, v-p and director of public affairs; William B. Lodge, v-p in charge of general engineering; Earl Gammons, v-p in charge of Washington office; William A. Schudt, Jr., director of station relations, and E. E. Hall, eastern division manager, station relations.

Will Survey Industries On Advertising Budgets

(Continued from Page 1)

years of 1949, 1948, and 1939, and will cover many other phases of current budgeting and advertising practices. Source material will be drawn from replies to an NIAA questionnaire developed by the association's budget survey committee, of which Bennett S. Chapple Jr., assistant vice-president of U. S. Steel Corp., is chairman. The questionnaire is to be mailed next week to 2,000 industrial advertisers.

Recuperating

Manager J. B. Conley of Westinghouse Radio Stations, Inc., is recuperating after surgery at University Hospital in Philadelphia.

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.

Luckman Calls Pessimists Victims Of 'Jobber-Jitters'

(Continued from Page 1)

into a depression." He derided the "emotional arithmetic" by which "these viewers-with-alarm add two and two and get zero."

Revises Selling Methods

Luckman ascribed such "jabber-jitter estimates" to a lack of faith "in America and in ourselves." He went on: "No one can deny that America faces many grave problems today, both at home and abroad. No one can deny that American business has an ample share of these problems which it must solve itself, if it is to continue its robust tradition of individual competitive enterprise. But . . . there is all the difference in the world between aware of complex problems and being afraid of them. . . ."

Government To Sponsor Program Series On NBC

Washington Bureau of RADIO DAILY

Washington—The Department of Commerce will present a series of five special broadcasts on the current business situation in cooperation with NBC, secretary of commerce Charles Sawyer announced recently.

The programs, titled "How's Business?" will be produced weekly on the University of Chicago Round Table starting Sunday, July 24.

Secretary Sawyer and Sen. Paul Douglas (D., Ill.) will participate in the opening program. Other speakers during the five weeks will include leading officials of the commerce department, top businessmen and members of the faculty of the University of Chicago.

VFW Reports Acceptance Of ET's On 1558 Stations

A half-hour transcribed show offered by the Veterans of Foreign Wars as a feature of its Golden Jubilee celebration has been programmed by 1,558 AM and FM stations for broadcast between Aug. 1 and Aug. 21, the VFW announced yesterday.

The ET features Bing and Bob Crosby, Dinah Shore, Dennis Day, Jimmy Wellington, and the VFW's commander-in-chief, Lyall T. Beggs. The orchestras of John Scott Trotter, Frank DeVol, and D'Artega furnish musical background. It was produced by Ralph Durkin of the Russell Comer Agency, with the approval of the Hollywood Coordinating Committee, the AFM, and Ascap.

Table Cards

WMGM, New York, has printed 6,000 table cards calling attention to the Bee Kalmus record show, which originates at Hutton's Restaurant, New York. The cards will be distributed throughout the restaurant.

To meet conditions of today's buyers' market, business must revise its selling methods and its advertising techniques, the Lever Bros. president said. "Too often we forget that advertising must function so as to give dynamic power to our free enterprise system. During the war, we put advertising into uniform, and it performed a magnificent service for the war effort. Today, however, it is time to demobilize advertising and put it back to its civilian job of selling goods—but hard."

Principal item in Lever's current expansion program, Luckman disclosed, is a \$25,000,000 food products and soap plant to be built in Los Angeles County. Construction is to start immediately.

MBS Midsummer Football Signed By Chi. Firm

Chicago — The exclusive MBS broadcast of the midsummer football classic between the College All-Stars and the Philadelphia Eagles, August 12, 8:30 p.m., CDT, will be sponsored by the Wilson Sporting Goods Co. of this city.

The Soldiers' Field broadcast will be handled by Harry Wismer and Harold "Red" Grange. The agency is Ewell & Thurber Associates of this city.

The game, the 16th in the annual series, will be shortwaved around the world by the Armed Forces Radio Service.

Watchmakers For Radio Spot Campaign

Suggestions for radio spots are included in a booklet to be sent to retailers by the Watchmakers of Switzerland this fall tying in with an industry-wide promotion campaign.

The booklet contains sample copy for 30-second, one minute, and two minute commercials, both institutional and local. The campaign is set for Sept. 12-17, and will feature the theme, "It's Watch Inspection Time." Foote, Cone & Belding International is handling details for the Swiss watchmakers. Spreads in national magazines are also scheduled.

Jordans Going Abroad

Jim and Marian Jordan, NBC's "Fibber McGee and Molly," will spend several weeks of their vacation in England and Ireland, where both have relatives. The Jordans will sail from New York on the liner Queen Mary July 28.

They will remain abroad until Aug. 20, and will be back in Hollywood in time to prepare for the opening program of their 15th season on NBC, Tuesday, Sept. 13 9:30 p.m., EDT.

Pepsi-Cola Produces Spots For Campaign

(Continued from Page 1)

themselves in turn will plan local campaigns and buy their own air time on local outlets.

The current set of Pepsi-Cola commercials was cut by top talent, including the Landt Trio, Eugenie Baird, and Julie Conway. Some of the discs were produced with an eye to possible juke-box or Muzak use. Pepsi-Cola is understood to be planning to produce Spanish translations of its familiar jingles for the Latin-American trade.

Raleigh Buying Spots In 35 Radio Markets

(Continued from Page 1)

sonville, Dallas, Buffalo, Houston, Columbus, Providence, Cleveland, Detroit, Indianapolis, Louisville, Cincinnati, Milwaukee, Minneapolis, Des Moines, St. Louis, Kansas City, Omaha, Denver, Portland, Ore., San Diego, Los Angeles, San Francisco, Seattle, and Sacramento.

ILGWU & KFMV In Deal To Acquire KWIK

(Continued from Page 1)

taken over by KFMV, although control of the station is expected to remain with Leslie Bowden, trustee in bankruptcy for KWIK.

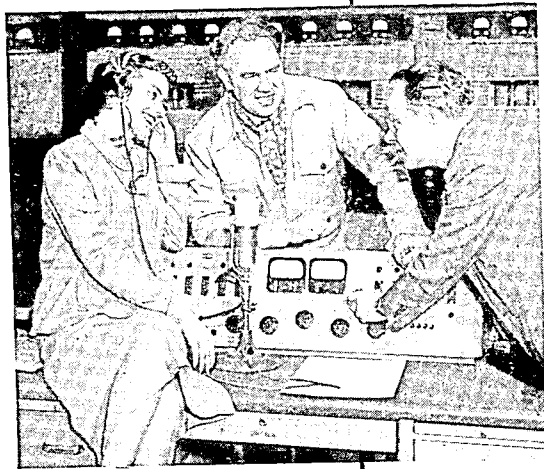
Court approval of the transfer is expected this week, and if approved, call letters of station KWIK may be changed to KFDR, with Cliff Gill, manager of KFMV supervising both outlets.

Frank Joins WSAP-FM

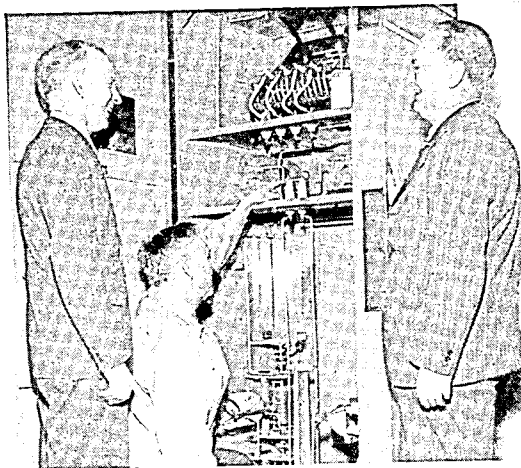
Portsmouth, Va.—Del Frank has joined the announcing staff of WSAP and FM replacing Scott Davis who resigned. Frank was formerly with WCAV, Norfolk, Va.

WEVD
5000 WATTS 1330 KC.
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

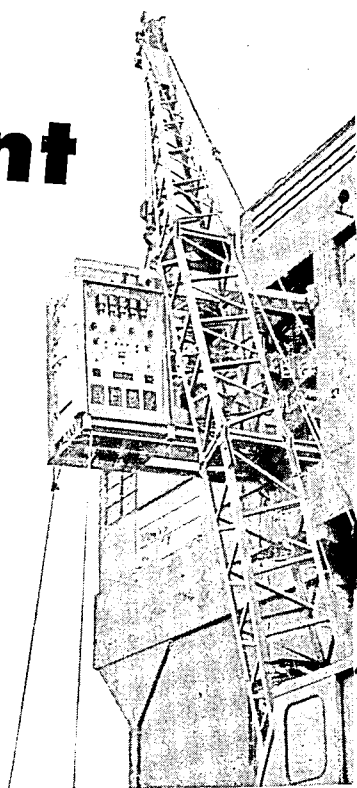
KGW's magnificent new studio facilities now matched by all new transmitter equipment



LILLIAN MARKKANEN, KGW Secretary, evidently likes what she hears through the new desk top transmitter control console. Earl E. E. Petersen, KGW technical supervisor, twists the dials, while Chief Engineer Harold C. Singleton watches proceedings with amused interest.



THESE THREE MEN, shown examining the new Phasing Unit, and Oscar R. (Andy) Anderson (not in picture) have been on the KGW engineering staff a total of 81 years. Arthur H. Bean, left, came with the station August 1, 1931; Clyde Bruyn, September 3, 1933; and Clarence M. Carlquist, December 26, 1925.



EASY DOES IT! This shot shows one of the units of the new KGW transmitter being derricked through a second-story window of the transmitter house. The new installation will give KGW the most efficient transmitting equipment yet developed by the radio industry.

another



OREGON'S GOVERNOR DOUGLAS McKAY (at right) receives final instructions from KGW Manager H. Q. Cox (left) before turning power-panel switch on the magnificent new Raytheon transmitter just put in operation by KGW. On hand for the occasion were Portland's Mayor, Dorothy McCullough Lee, and M. J. Frey, General Manager of The Oregonian. With the installation of the new transmitter, new towers and more efficient directional antenna, KGW completes a \$1,000,000 program of modernization and improvement of equipment and facilities. Dialing KGW now becomes more of a "must" than ever for Pacific Northwest listeners.

**THESE "Healthy" Kilowatts WILL
CARRY YOUR ADVERTISING MESSAGE TO
HOMES THROUGHOUT THE NORTHWEST**

It is a proved engineering fact that the lower frequencies provide greater coverage in proportion to power than the higher AM frequencies. Thus KGW, on a frequency of 620 with 5,000 KW provides greater coverage than greater power at higher frequencies. The KGW directional antenna also gives greatest coverage in areas of greatest population in Oregon and Southern Washington.



step ahead for

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

LOS ANGELES

By AL STEEN

HORACE HEIDT off to Europe next Sunday. His switchover to CBS makes its debut on Sept. 4. Heidt's new record company, Magnolia Records, has started off with a bang.

All assets of the recently dissolved Telepak, Inc., have been retained by the new Teevee Film Co., although the name of Telepak reverts to C. Robert Longenecker. Teevee is headed by Gifford Phillips, president, and Merrill Pye, vice-president in charge of production. All syndication contracts of Telepak will continue under the Teevee banner, along with a one-hour nationally syndicated show now in production.

Jerry Fairbanks has completed the 25th program of his "Going Places With Uncle George" video series.

Announcer Truman Bradley, after a year away from the local Radio Row, is back and going great guns.

George Logan Price has returned from a five-week motor tour of 12 states and reports that stations generally are hungry for a good open-end musical comedy series, preferably running 15 minutes. Price said small town station business appeared good with very little concern over television.

Public service campaigns supported by the 39 stations and networks of the Southern California Broadcasters Association reached a new peak this month. Eleven enterprises were cleared to members, including the Treasury Savings Bonds Opportunity Drive, Salvation Army used clothing collections, etc.

Hattie "Beulah" McDaniel has been set for a featured role in the Mickey Rooney-Thomas Mitchell picture, "The Big Wheel."

Larry Finley is in St. Louis for parleys with a prospective sponsor for a new type of educational transcription series for schools and churches.

Hollywood Ad Club gave a farewell luncheon to Don Thornburgh Monday. Jack Benny was emcee. Don should be worn out about this time, as he's been the honor guest at parties for the last couple of weeks.

Opinion around here is that buying of new radio shows will come late in the season, but that there will be as many big ones next Fall as there were last year.

BAB Headquarters Moves To New York

(Continued from Page 1)

will also serve as a Manhattan office for NAB.

It was explained yesterday by Robert Richards, NAB director of public relations, that BAB will promote television sales in addition to its work in behalf of radio broadcasting.



Mainly About Manhattan. . . !

• • • You can bet all the dinero you can scrape together that "Duffy's Tavern will remain on NBC when Archie and his gang return to the airwaves in the Fall. . . . Lovely Roberta Quinlan, who alternates with Morton Downey on the Mohawk Carpet NBTelecasts, has been signed for an additional five years by the sponsor. . . . incidentally Ted Aber, ass't. adv. mgr. of Mohawk, besides turning in a bang-up promotion job, also finds time to fly to Amsterdam (N.Y.) regularly where he is one of the active directors of station WCSS. . . . NAB's post as head of the television division is still open with Prexy Justin Miller slated to screen about 15 applicants. . . . Watch for some programming changes at Mutual when Bill Fineshreiber takes over as vice-pres in charge of programs on August 1. . . . Wayne Coy, chairman of FCC, is expected to announce his retirement upon his return from Paris early next month. . . . he is slated for the post of president (salaried) of the Television Broadcasters Association. . . . With Columbia Records shutting down its Coast pressing factory for three months, only major waxeries still operating in Hollywood are Capitol and Decca. . . . (RCA-Victor shut down its west coast plant six weeks ago). . . . Walt Frammer has just come up with a new TV audience-participation program, "Calling On America," based on the premise that 'Americans take great pride in their country's geography and history.'

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• • • Barry Bernard, the Hollywood actor, who was brought east by NBC to direct, did a neat job on his initial assignment on last Monday nite's NB Chevrolet drama, "The Wine Glass." . . . "The O'Neills," which has been off the air since 1945 (after 9 consecutive years on the nets) will return to the ether starting Aug. 21 on WABD. . . . the Ed Wolf package, directed by Jack Rubin will utilize the writing talents of best sripters available. . . . George Cushing, veepee of WJR, Detroit, hospitalized for observation and rest. . . . Jean Gammon, who won the title as "Mrs. America," on the ABC "Market Melody" program Saturday, July 9, is the wife of Roland Gammon, formerly on the staff of Life and Pageant. . . . George Jansson who resigned as casting and audition director at Benton & Bowles for a TV position in Baltimore, is succeeded by Katherine De Carlo. . . . Fred Benson, heard for th past five years on "Portia Faces Life," is celebrating his 50th anniversary on the stage. . . . started his career, at the age of ten, as "Little Lord Fauntleroy," in Australia. . . . Dean Martin and model Jean Biggers will harmonize on "I Do-et" August 6. . . . Sriptor Garry Oliver, (she writes the "Take It Or Leave It" programs) leaves today for a month vacation in Europe. . . . Bell Telephone NBCommercial series, will be simulcast when the series returns in the Fall. . . . Another top program, "Hit Parade," also will join the ranks of the simulcast shows. . . . BBD&O would also like to am-tv its daily (Frank Sinatra) stanzas.

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• • • Because its big-wigs feel that the man in the street regards it as a 'stuffed shirt' organization, NAM is seriously considering sponsorship of a comedy series on radio. . . . Arthur Godfrey and Eddie Rickenbacker will leave Aug. 3 for a five-week vacation in South America. . . . Ken Lyons, sriptor of "Boston Blackie," "Talent Scouts," "Philo Vance" and "Yesterdays Newsreel" leaves today for a Hollywood vacation. . . . Dick (Stop The Music) Brown and lovely Charlotte Manson will be married early in December. . . . Kudner Agency and Lennon & Mitchell huddling to agree to a sub for Bert Parks who hasn't had a vacation since he returned from the Army four years ago.

CHICAGO

By HAL TATE

Recent NBC Chicago visitors include Fred Miller, manager of station WBEK, (Peoria, Ill.) and Joseph Makin, manager of station WMAM, (Marinette, Wis.).

Don Herbert, co-producer and interviewer of "It's Your Life," and his publicist wife, Maraleita Dutton are driving to California for three weeks vacation.

An AFRA clique headed by WAIT's Jim Gray and others have pushed through an AFRA resolution calling for payment to regular station announcers who "fill-in" for a free lance announcer when the latter is unable to make his regular shows.

FM station WMOR will conduct memorial service for its star new commentator Kenesaw M. Landis who suddenly died at the age of 38 on Tuesday. Featuring excerpts from Landis' broadcasts, local radio personalities headed by Studs Terkel will also pay tribute to the commentator on the special program to be broadcast over WMOR from 7:30 to 7:55 p.m. Sunday night (July 17). Landis, who was also a columnist for the Chicago "Sun-Times" died following an operation which was performed in connection with his tubercular condition.

John H. Kasbeer has been appointed field representative in the middle west area for Television Shares Management Co., distributors of Television Fund, Inc. In the securities business since 1919, Kasbeer recently was associated with Graham, Parsons & Co. A veteran of World War I, he served with the American Red Cross in World War II.

CBS's "Invitation to Learning" program will originate from the WBBM studios during August. "Mosses from an Old Manse," by Nathaniel Hawthorne will be discussed August 7th with participants including Theodore Silverstein, professor of English at the University of Chicago; Frederic Babcock, editor of the Chicago Tribune's "Magazine of Books" section and Carl DeFebaugh, former editor of "The American Lumberman."

Ray Ferris, WLS producer, has authored a new song titled "Do the Angels Cry." Premiere of the song took place on the Karl and Hart ball-singers program.

Mindy Lou Carson, ex-WLS artist now married to orchestra leader "Tiny" Hill, is the author of "Jealous Heart," smash new song hit.

Satenstein Joins CBS

Appointment of Frank Satenstein to the CBS-TV program staff as producer-director, effective immediately, was announced yesterday. Satenstein is president and executive producer of Marathon Pictures Corp. which has two feature pictures in release. He will continue this association in a supervisory capacity.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, July 21, 1949 — TELEVISION DAILY is fully protected by register and copyright

FCC REQUESTS COLOR, UHF INFO

TELE TOPICS

PREMIERE of "Lights Out" on NBC Tuesday night was a talky, slow-moving affair, almost totally devoid of suspense and excitement. Original script by Wilson Taylor was built around Edna (Frances Reid), a jealous, paranoid wife who suspects her friend Marcia (Anita Anton) of "other woman" activities. While the two women are hissing at each other on the patio of Edna's home, a rattlesnake (in film) slithers down from an adjacent porch and bites Marcia who falls immediately to the ground, never to rise again. Edna glares triumphantly at the fallen Marcia, then enters the house, closes the door and goes to sleep. Several months later, Edna's husband (Phil Arthur) traps his wife into admitting that she was not asleep when Marcia was killed. Edna contemplates suicide, planning unsuccessfully to frame her husband for murder. But Edna's husband lives on after her burial and it all finally ends with innumerable fluffy white clouds floating by. . . . Production dragged through most of the half-hour, primarily because of an overdose of recorded stream-of-consciousness narration. Even the use of a theramin, played by Paul Sherman, failed to establish a gripping mood. Outstanding feature was Otis Ferguson's set. . . . Program was produced by Fred Coe, directed by Kingman T. Moore, with music by Billy Nalle.

THIS Department's quest for a new term for kinescope recordings is still bearing fruit. Latest entry comes from Donald A. Swart, general manager of WDTV, Pittsburgh, who endorses "VR" (video recording), "VR" and "TV" (video transcription) as terms to be drawing the greatest number of supporters. If you have any suggestions, send them in. . . . Lucieen MacGrath joins her husband, George S. Kaufman, and Abe Lincoln on the panel for "This Is Broadway" this week. Because of a prior baseball commitment, show will be seen over CBS Sunday, 9 p. m., by recording. . . . Evelyn Tynor starts her own weekly show on WMAL-TV, Washington, tomorrow. Program will originate in the Embassy Room of the Statler Hotel. Ted Alexander and Johnny Smith will appear with her.

ALTHOUGH there weren't enough problems already wrinkling the brows of those in this young medium of ours, FOX has signed John J. Anthony, the noble man himself, for a weekly half-hour series. Packaged by Chick Vincent and Jerry Law, program will be aired Sundays, 8:30 p. m., and will be directed by Cledge Roberts. . . . There's a new flock of eyebrows around town because of at least one king-size discrepancy in ratings between the new Hooper and Pulse series. . . . Barbara Jo Walker, Miss America of 1947, has been signed by WMAR-TV, Baltimore, for a weekly series.

Six Accounts Signed By New Package Firm

Minneapolis—United Videogram, Inc., new film package firm, has been formed here by Otis Carney, Paul Cunningham and Henry McKnight, and the company has signed to make films for Minnesota Mining Co. (Scotch Tape), Grain Belt Beer, Northland Ice Cream, Buick Dealers, Schmidt Brewing Co. and General Mills.

Most of the new company's production will be done here, but offices will be opened in Chicago, New York and Washington.

Carney, who is president, was formerly executive producer under Louis de Rochemont. Cunningham, vice-president in charge of production, is a former producer and newsmen. He will head the Chicago office. McKnight, vice-president in charge of sales, formerly was with BBD&O, Look and the New York Herald-Tribune. He will make his headquarters in New York and Washington.

Charles Denney To NBC To Handle TV Promotion

Charles Denney has been appointed assistant in NBC's sales promotion division to specialize in sales presentations for house packages, it was announced yesterday by James H. Nelson, director of advertising promotion.

Denney formerly was an assistant buyer for R. H. Macy Co., and previously was associated with Louis de Rochemont. He is a graduate of Princeton and Harvard Business Schools.

Receiver Price Protection Announced By Westinghouse

Sunbury, Pa.—Westinghouse home radio division today announced a comprehensive price protection policy guaranteeing factory list prices on all current TV sets for all dealers and distributors.

Plan is retroactive to July 1 and will protect dealers and distributors from loss on any video inventory purchased within a 60-day period prior to price readjustment. It will cover also Westinghouse models to be unveiled later this year.

"The price protection policy has been put into effect by Westing-

Pulse Top Ten (New York, July)	
Toast Of Town...	WCBS-TV 40.9
Godfrey Friends..	WCBS-TV 33.6
Kraft Theater...	WNBT 33.4
Olsen-Johnson...	WNBT 32.1
NBC Theater....	WNBT 24.1
Amateur Hour...	WABD 22.9
Stop The Music...	WJZ-TV 21.5
Break The Bank..	WJZ-TV 20.3
The Clock.....	WNBT 20.0
Giants vs. B'klyn.	WCBS-TV 18.6

Block Bookings Aim Of DuM Sked Shuffle

DuMont network has revised its program schedule to effect block programming of women's and children's airers, and has added two evening variety shows and horse racing pickup four days a week.

Web's three moppet stanzas have been spotted back to back between 6 and 7:30 p.m. daily. Programs are "Small Fry Club," "Magic Cottage" and "Capt. Video."

Daytime lineup was shifted to open at 10 a.m., with the Wendy Barrie and Maxine Barratt stanzas moving to evening spots. Fifth and sixth races from Monmouth Park, N. J., will be picked up at 4:30 p.m. across-the-board except Wednesdays.

New shows are "Talent Jackpot," Tuesday night replacement for Ted Steel, and "Along The Boardwalk," variety seg featuring Bill Berns as emcee. Latter show bows Thursday, 8 p.m., and is a Sheck-Dahman package.

house to protect the wholesaler and retailer from an increasing trend toward indiscriminate price slashing in the hotly competitive television industry," F. M. Sloan, division manager, said.

"If the television industry is to realize its tremendous potential," he continued, "it is essential that the manufacturer take the lead in stabilizing the price position of the retailer and wholesaler to prevent wide financial distress and even bankruptcy in these circles."

Experimental Tele Stas. To Submit Data Aug. 15

(Continued from Page 1)
latest available data concerning their present and planned facilities for intercity and intracity television transmission. The Commission asked for replies by August 15.

All experimental licensees and permittees operating in UHF, VHF and out of band were asked to detail all pertinent developments in their work to date, and urged to continue their experimentation "in both the VHF and UHF bands, with respect to both black and white, color and any other forms of the art which may be known at this time."

Those stations experimenting in color transmission were asked to include in their reports information concerning color breakup, color fringing, image registration, color fidelity, picture brightness, camera light efficiency, definition, field tests and details with respect to modification of transmitters and receivers necessary to provide adequate color reception.

Other topics to be covered include the number of hours operated, power employed, field intensity measurements, types of instruments and receivers utilized to determine the station service area and the efficiency of the respective types of transmissions, and all developments and major changes in equipment.

The Commission asked Bell and Western Union whether they would be able to provide intercity video transmission facilities capable of transmitting color signals on a "nationwide basis" if commercial color broadcasting is authorized.

The Commission also wants to find out if the two companies will be able to provide adequate intercity and intracity transmission facilities to service the proposed 42 six mc. UHF channels.

The Commission asked Bell why its present facilities have not been capable of utilizing the full 4.5 mc. bandwidth, and asked both companies what plans they have for improving their facilities to make possible nation-wide transmission of the full 4.5 mc. bandwidth.

66,769 Sets In Baltimore

Baltimore—Sale of 3,638 receivers during June brought the July 1 total for this area to 66,769, according to a survey of the Baltimore Television Circulation Committee. Group is composed of representatives of WAAM, WBAL-TV and WMAR-TV.

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

**WHO DO YOU KNOW
 IN HEAVEN**

NAT COLE	Capital
INK SPOTS	Decca
DICK JAMES	London
DICK JURGENS	Columbia
ART LUND	MGM
CLAUDE THORNHILL	Victor

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—The new Universal-International Technicolor flicker, "Yes Sir, That's My Baby," which features the song of the same title, penned in 1925 by Gus Kahn and Walter Donaldson, will launch the ditty towards hitdom for the second time . . . number is published by Bourne, Inc. . . . Happened to hear a Rainbow recording of a new number titled, "Strolling" . . . in the kick of "Cruising Down The R.ver," this one, written by Art Berman, Eddie Lisbona and Bobby Day, is definitely labeled "Hit" . . . published by Roxy Music. . . Don Giesy, formerly publicity director for Dumont Television, resigned to open his own flackery. . . . Jack L. Grimes, advertising manager of Wheeling Steel Corporation, and former producer of the Wheeling Steel-makers, is president of the Poodles Hannaford Tent of the Circus Saints and Sinners. . . . (Where Are You) "Now That I Need You," written by Frank Loesser and sung by Betty Hutton in the Paramount Musical "Red, Hot and Blue," will get a number one plug at Famous Music. . . . Everything is WCOPesetic with deejay Howard Malcolm who WCOPed a beat by featuring a nine-minute (telephone) interview with Irving Berlin and recordings of the "Miss Liberty" score on his "Record Rack" program yesterday. . . . P.S. did we remember to say over station WCOP?

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● ● ● Though Vaughn Monroe will sing in the forthcoming Republic production, "Singing Guns" (tentative title), the picture will be an outdoor western action film. . . . Willard Alexander leaves next week for the coast to cast the flicker which goes before the cameras September 12. . . . Bob Nelson, deejay at WBBQ, Augusta, Ga., spent a week in Gotham. . . . Abe Olman, Big Three Music Head, will fly to Hollywood next week to get a first-hand earful of the songs featured in five forthcoming musicals; "Wabash Avenue," "Summer Stock," "Royal Wedding," "Nancy Goes To Rio" and "Duchess Of Idaho." . . . Enoch Light's orchestra opens at Palisades Park Saturday for the second time this season. . . . With Dixielanders Mel Allen and Red Barber doing the announcing it sounded more like a Drawl-Star game, says Mary Ashworth. . . . Bill Peters has written the words and music to a commercial tear-jerker, "I Lived A Million Years Last Night," which has just been published by Chappell & Co. . . . "So Beats My Heart" the hit of 1930, was clefted by Charles Henderson and Pat Ballard, director and gag-writer respectively of the "Stop The Music" TV series.

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● ● ● Television producer Muriel Campbell recently auditioned a new show for a network . . . the audition was a huge success for everyone—but the producer. . . . The author of the series was asked to do a special job for the Child Study Association (one of their representatives was present at the audition), the Child actor was hired by the network producer for a Fall series . . . the Puppeteer was given a job on a commercial by a friend of the network director . . . another actress, Elaine Ellis, was referred to a fashion show (on another network). Producer Muriel Campbell? oh, she's still trying to sell the series.

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—MGM's latest Billy Eckstine platter pairing Irving Berlin's (Just One Way to Say) "I Love You" with a blues titled, "Goodbye," should make a lot of noise. . . . Billy knows how to blend and bend his notes to get the most out of his lyrics. . . . Jack Miller's orchestra provides a smooth background. . . . ● Vaughn Monroe's latest effort for Victor, pairs an oldie, "Someday" with "And It Still Goes" . . . with help by the Moon Maids and a solid instrumental beat, this item will be popular with the platter spinners. . . . ● Coral Records has signed Jimmy Atkins, WNEWarbler to an exclusive contract . . . he'll debut with "The Handout Song" filpped with "Silver Dollars Tinkling Down."

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 F. 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. 15

NEW YORK, FRIDAY, JULY 22, 1949

TEN CENTS

SPONSORS EYE NEW BUYERS' MARKET

New Fall Show Deals Reported By NBC Net

Three new contracts for fall shows and one renewal were announced yesterday by NBC.

American Tobacco Co. will sponsor "Light Up Time" Monday-Friday, 7-7:15 p.m. with a repeat at 11-11:15 p.m., for Lucky Strike cigarettes, starting Sept. 5. These are the time slots now held by Liggett & Myers' "Chesterfield Supper Club," which will be heard Thursdays, 10-10:30 p.m. starting Sept. 8. The Chesterfield contract was renewed for 39 weeks. Newell-Emmett is the agency for Chesterfield, BBD&O for Lucky Strike.

John Morrell & Co., makers of Red
(Continued on Page 4)

Seeks To Consummate Deal With Warners For Stations

Washington Bureau of RADIO DAILY

Washington—Mrs. Dorothy Schiff (Thackrey) yesterday petitioned the FCC to set aside hearings on the KLAC sale to Warner Bros. in favor of immediate oral arguments in an effort to obtain a decision by August 1st when her contract with Warners expires.

If the Commission denies an oral
(Continued on Page 2)

FCC Asks Elimination Of TV Set Interference

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday took steps to require television set manufacturers to redesign their sets to prevent interference from diathermy machines.

The interference, the Commission
(Continued on Page 6)

Cooperation

WAMS in Wilmington, Del., and WMID in Atlantic City, N. J. (60 miles apart, both Mutual stations), plug one another several times each day. WMID advises its audience that—"When in Wilmington, listening pleasure is at its best, on WAMS"—in return for the same fine cooperation service from the Wilmington station.

NAB Resignation

The resignation of Royal V. Howard as director of the National Association of Broadcasters' Engineer Department was accepted yesterday by NAB president, Justin Miller, "with reluctance and regret." Judge Miller told Howard, in a letter accepting the resignation, that the engineering department's achievements "under your direction have been outstanding, and you have a good reason to be proud of them." Howard had oft expressed his desire to return to more direct engineering and industry activities.

Gen. Foods Reports Increase In Earnings

General Foods reported substantial increases in sales and earnings for the six months' period ending in June, in a financial statement made public yesterday. One of radio's biggest bankrollers, the corporation currently sponsors 11 different shows on three networks, including several cross-the-board daytime serials.

General Food's net earnings for
(Continued on Page 2)

Turkey Commercial Pitch Gets The Bird At Stations

Gristede Bros., Inc., food market chain with 140 stores in the Metropolitan New York area, wired the following item to news editors of all local stations with a note saying
(Continued on Page 4)

Bakery Industry Resuming Radio Campaigns In N. Y.

Six Metropolitan bakeries will return to the air over upwards to 20 stations in New York City and vicinity next week to coincide with the return-to-work movement of 4,000 bakery workers who have been on strike for the past 20 weeks. Drake Bakeries, Inc. will place its radio emphasis on one-minute spots and station breaks over some 20 stations in this area. Station

The Trend To Local Level Selling Seen In Wildroot Co. Deal For 100 Stations On ET Network

Radio, TV And Disc Exhibitors Top List

More than 240 exhibitors, most of whom are radio, television, phonograph and recording equipment manufacturers, will be on hand with their latest products at the four-day Music Industry Trade Show and Convention, opening Monday at the Hotel New Yorker and Manhattan Center.

Between 7,000 and 8,000 members of the music, radio, television and
(Continued on Page 6)

Asks FCC To Revoke Ruling On Daytime Radio

Washington Bureau of RADIO DAILY
Washington—The FCC bar association has asked the Commission to revoke its recent ruling that no "daytime only" station may go on the air before 6 a.m.

In a letter from its president,
(Continued on Page 6)

Court Of Appeals Denies Stay Order To WQXR

Washington Bureau of RADIO DAILY
Washington—The U. S. Court of Appeals yesterday denied a request by WQXR, New York, for a stay in the WPTR, Albany case.

WQXR had asked the FCC to
(Continued on Page 2)

Increasing trend of agencies and sponsors toward the buyers' market has been noted in the trade the past few weeks with prospects of local stations and regional networks getting a new flow of spot business during the fall and winter season. Most interest is being shown in the rural

(Continued on Page 3)

Standard Oil Buys Football Series

Cleveland—The Standard Oil Co. of Ohio will sponsor broadcasts of the Cleveland Browns' football games this fall over 15 Ohio stations, according to an announcement yesterday by John F. Patt, vice-president and general manager of WGAR, Cleveland. WGAR holds exclusive radio rights to the Browns' games.

It was understood that Standard
(Continued on Page 6)

Record Sales Reported By Admiral Corporation

Sales and earnings of Admiral Corporation and subsidiaries for the first six months of this year hit an all time high, L. C. Park, treasurer, announced yesterday in a mid-year

(Continued on Page 3)

Touring

Bill Leonard of WCBS' "This Is New York" departs on a five-day tour of the countryside on July 31. Traveling in his jeep, Leonard will spend part of the time fishing with amputee vets. off Lindenhurst, L. I. Then additional time fishing at Montauk Point, L. I., and a day at historic Saratoga Springs in upper New York State.

breaks have been purchased on WJZ, WCBS, and WOR. In addition, the firm has taken a two-week schedule of participations in the "Herb Sheldon Show" over WJZ, Mondays through Fridays. The agency is Young & Rubicam, Inc.

General Baking Co. will resume its strike-interrupted schedules of
(Continued on Page 3)

RADIO DAILY

★ COMING AND GOING ★

Vol. 48, No. 15 Friday, July 22, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

WEST COAST OFFICES Al Steen, Manager 6425 Hollywood Blvd. Phone: Gladstone 8436 WASHINGTON BUREAU Andrew H. Oiler, 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

(July 21)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

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

Named WAMS Manager

E. R. Dalton, 35, former commercial manager for WNDR, Mutual in Syracuse, N. Y., was recently appointed general manager of radio stations WAMS-AM and FM, Mutual's affiliates in Wilmington, Del. Dalton, previous to WNDR, had been associated with WMID, Mutual in Atlantic City, and with WSNJ, Bridgeton, N. J., in a sales executive capacity.

Stork News

Judith Lynn Caddigan, weighing 7 pounds, one ounce, was born July 17 to Mr. and Mrs. James L. Caddigan in Mountainside Hospital, Montclair, N. J. Caddigan is program manager of DuMont and his wife, Anita Cleary, was formerly with NBC.

TOM HARKER, national sales manager of the Fort Industry Company, on his way to North Carolina to meet Fred Ball, manager of the Katz Atlanta office.

VIVIAN JACOBS, secretary to Ted Cott, v.p. in charge of programs, WNEW, will return from her vacation Monday.

MISHEL PIASTRO, artistic director of Alpha Music Co., left yesterday for the coast to arrange a concert: tour of the Longines Symphonette.

STEVE GEORGE, chief copy dispatcher of the Barnes Printing Co., printers of Radio Daily and Radio Annual, will sail Saturday, July 30, on a three months cruise to various Mediterranean ports. Among his stop-offs will be the Isles of Rhoades, where he will visit his mother.

HAROLD STEIN, official photographer for MBS, off to Loon Lake House, N. Y., today to do some hunting and fishing.

General Foods Reports Increase In Earnings

(Continued from Page 1)

the first half of 1949, after taxes and all charges, amounted to \$14,400,000, as against \$13,897,000 at the same point a year ago. Net sales were \$240,400,000, as against \$224,567,000 last year.

Coast Producer And Bride Arrive In N. Y. Today

George Ellsworth Mellon and his bride, Arline Boyd, who is also director and vice-president of the George Mellon Productions, Inc., of Hollywood, arrive today from Hollywood for a two-weeks stay.

They are here to contact radio, TV, comic book publishers and record album manufacturers for the show entitled "Castle Land of the Sky," which is a serial, and a western serial called "Rainbow Riders."

They also hope to promote another serial "Castle Land of the Sea" and a group of original folk lore tales for radio, TV and children's books publishers.

CHARLES BALTIN, assistant manager of WHOM, leaves today for a two-week vacation, the first part of which he will spend at Atlantic City, N. J., with his family.

ELSIE RUBINSTEIN, assistant publicity director of WNEW, New York, leaves for a New Hampshire vacation.

DON MILLER, sales manager of WCBS, has returned to New York after a three-week vacation.

JAMES LOGAN COX of the BMI station relations staff leaves today, homeward bound for West Virginia, on his vacation.

EDMUND CHESTER, CBS' director of news, off to the Nation's Capital on a two-day visit.

BERNIE STEWART, of WVCG's commercial and production dept. Coral Gables, Fla., is in New York for a short stay.

ROBERT HIGGINS, transcription representative of BMI, leaves on his vacation today.

Seek To Consummate Deal With Warners For Stations

(Continued from Page 1)

hearing, she asked that the case be decided on the basis of information already in the hands of the Commission and additional material to be secured in writing. She said that if no action is taken by August 1, her contract with Warners, which calls for the sale of KLAC, KLAC-TV, Los Angeles, and KYA, San Francisco, for \$1,045,000, becomes null and void.

Court Of Appeals Denies Stay Order To WQXR

(Continued from Page 1)

block program tests by the Albany station, recently granted an increase to 50 kw. WPTR operates at 1540 kc, and WQXR at 1560 kc. with 10 kw. The FCC directed WPTR to delay its tests for 14 days pending WQXR's court appeal. In spite of yesterday's denial, it was understood that WQXR can again plead its case at a Trial of Issues in the fall.



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.



WITH

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!

5,000 WATTS at 800 Kc. MUTUAL CKLW in the Detroit Area

J. E. Campeau, President

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

Wildroot Co. Buys 100 KBS Stations

(Continued from Page 1)

or agricultural areas of the midwest, southwest and far west where the buying power of farmers remains high and the impact of radio has powerful sales value. Already several test campaigns have been conducted by major accounts and predicated on the results of these campaigns heavy spot orders will be placed this fall.

Wildroot Sets Campaign

First of the important radio users to buy such a campaign is the Wildroot company of Buffalo, makers of Wildroot cream oil, cream shampoo and hair tonic. This company has bought a 15-minute across the board transcribed musical program through the Keystone Broadcasting System for presentation on 100 stations in the south and south east beginning September 6.

The new Wildroot series titled "Barbershop Harmonies" was produced by Richard H. Ullman and in test markets obtained a high Hooper rating—16.7—in one Texas community.

Deal for the new series was handled by Noel Rhys, eastern sales manager of KBS, through J. Ward Maurer, director of advertising of Wildroot and Al Lehmann and Gertrude Scanlan, acting in behalf of the agency, BBD&O.

Stresses Buyers Market

"This new series marks an important step in the use of transcriptions in the 'beyond metropolitan markets' and it is the forerunner of a number of other accounts going on Keystone in the near future," Rhys said. "This general trend is the result of rising buyer's market and the necessity of national advertisers to promote their merchandise on the local level."

Among the potential buyer's market advertisers who are studying local level buying habits of the nation are companies representing the flour, foods, drugs, automobile and farm machinery industries.

Radio Stars Aiding Amputees Ball Game

Guy Lombardo, Kate Smith, Perry Como and Janet Blair have cut spot announcements urging public attendance at the baseball game to be played Tuesday night at New York's Polo Grounds between two teams of amputee veterans.

Bud Gamble Productions Inc., SOS Cinema Supply Co., Mecca Film Labs., and Anso Film Labs. donated time and facilities to produce a series of video spots promoting the game. James Sauter, of Air Features, and Alan Corelli, of Theater Authority, have been named co-chairmen of the Distinguished Guests Committee for the game, which is sponsored by the National Amputation Foundation to dramatize the need for job opportunities.

Bakery Industry Resuming Radio Campaigns In N. Y.

(Continued from Page 1)

participations in WINS' "Bushels of Fun," across board. The company will also resume its schedule of station breaks for a five-week period, beginning Monday, over WJZ. One minute announcements have been purchased by General over WMCA, WNEW, WMCA, WOR and WNBC. Also signed were participations in the "1280 Club" over WOV; in the "Brookshire Show," Monday through Friday, over WNBC; and in "Walter Kiernan's Show," Monday through Friday, over WJZ. Batten, Barton, Durstine & Osborn is the agency.

Ward Signs Additional Spots

Ward Baking Co., for Tip Top Bread, will return to all of its former spots, plus some, according to a spokesman at J. Walter Thompson, the agency representing the firm. Ward has signed for one week of participations in Allen Prescott's "New York Tonight" show on WJZ, as well as station breaks for one week over the station. The bakery also has taken participations in WOR's "Martha Deane Program," five days a week, as well as the 7 a.m. station breaks, six days a week, over WOR.

Ward will resume its participations in WNBC's "Mary Margaret McBride Program," starting Monday. A one-week schedule of two daily spot announcements on WQXR has been included in the all-out campaign to re-enter the metropolitan market. Ward will increase its sponsorship of the 15-minute segments of WCBS' "Missus Goes A-Shopping" show from three to six times per week, beginning Monday. Day and night station breaks have also been scheduled for the same station.

Continental Baking Co., through Ted Bates & Co., has renewed and expanded its participations in WOR's "Luncheon at Sardi's" show, from three to six days per week. The

firm has taken participations five days a week in WOR's "Barbara Welles Show" as well as three WOR station breaks per week. Similar station breaks, three per week, have been signed with WJZ. Continental will return with participations to WCBS' "Jack Sterling Show," Mondays through Saturdays; and in the station's "Phil Cook Show," Mondays, Wednesdays and Saturdays.

Gordon Buys 13 Week Sked

Columbia's co-op show, "Gang Busters," Saturday nights, will be sponsored by Continental Baking Co. over WCBS, beginning tomorrow.

The Gordon Baking Co., for its Silvercup bread, has bought a 13-week schedule of participations in WJZ's "The Fitzgeralds," Mondays through Fridays, starting Monday. The bakery will start participations on the same day in WOR's "Prince Charming" program, Monday thru Friday. The manager of the bakery's New York office indicated that expansive radio advertising plans are in the offing.

Purity Bakeries, Inc., for Tasty Bread, has contracted with WOR for a renewal and expansion of station breaks, beginning Monday. Young & Rubicam, Chicago, is the agency.

WSEE Hearing Set; Other FCC Activity

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday set aside its action of June 15, denying the application of Sunshine TV Corp., St. Petersburg, Fla., for extension of the completion date of WSEE, and scheduled a hearing on the matter on Sept. 8 in Washington.

The Commission also denied the petition of Meredith Syracuse Television Corp., Syracuse, N. Y., for reconsideration of its previous action in turning down the request for increased power and modification of the CP of WHEN. Northwest Iowa Radio Corp., Oelwein, filed an application for a CP for a new TV station to operate on Channel 6.

Application for license shifts of standard broadcast facilities filed were: Radio Sales Corp., KVMV, Twin Falls, Idaho, asked to transfer control from Franklin V. and Velma A. Cox to J'ohn H. and Helen M. Sole. Wayne M. Nelson, WAYN, Rockingham, N. C., asked to be allowed to incorporate the station.

Traffic Series Skedded

WNBC, New York, will air a series of programs titled "Traffic Trouble" Monday through Friday of next week, 6:35-6:45 p.m. The series is aimed at producing practical suggestions for easing Manhattan's congested traffic situation.

Record Sales Reported By Admiral Corporation

(Continued from Page 1)

earnings statement to stockholders. Sales for the second quarter of 1949 were \$29,597,308.00 as against \$15,382,176.00 for 1948 an increase of \$14,215,132.00 or 92 per cent. Net earnings were \$1,619,472.00 as against \$706,887.00 an increase of \$912,585.00 or 129 per cent.

Sales for the six months ending June 30 were shown as \$53,110,405.00 as against \$27,386,344.00 an increase of \$25,724,061.00 or 94 per cent. Net earnings were \$3,155,689.00 as against \$1,237,297.00 or an increase of 155 per cent.

Earnings per share (on 1,000,000 shares outstanding) for the first half of 1949 were \$3.16 as compared with \$1.24 for last years first half or an increase of \$1.92.

Pl-eeese!

KDKA's new *Tello-Test* programs (9:45 AM and 6:15 PM) have listeners swamping libraries seeking answers to pay-off questions. Librarians, madly trying to handle these requests, quickly begged the station for advance tip-offs on each day's questions!

Unusual action? Not in KDKA land, where intense interest is the rule, rather than the exception. *Bear this in mind!*

And remember, these two programs offer efficient and inexpensive ways to merchandise your product or service throughout KDKA's rich tri-state area. For details, 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

SOUTHWEST

A SONG which Red River Dave, WOAI, San Antonio, singing cowboy composed in 1938, "Amelia Earhart's Last Flight" was selected for inclusion in the latest album of songs in the Decca series, "Songs of our Time." The album contains eight "Airplane Songs." Dave wrote both the words and the music for the song.

Gordon Thompson, assistant general manager of KFYO, Lubbock, has been named general manager of the outlet replacing De Witt Landis who has resigned the post which he had held since 1936. Announcement of the change was made by O. L. Taylor, executive general manager. Landis will devote his time to KICA, Clovis, N. M., in which he is a substantial stockholder and other interests.

Carl Benefiel, manager of KVAI, Amarillo, has announced that the outlet became a local affiliate of the CBS network on July 15. KVAI is owned and operated by the Plains Empire Broadcasting Co., and operates full time with 1,000 watts on 940 kilocycles. KVAI is also local Mutual outlet.

Send Birthday Greetings To—

July 22

Joe B. Carrigan Shirley Howard
Jack Edwards, Sr.
Audrey McGrath

July 23

Jackson Beck John Blair
Earl Gammons Gwyneth Neil
Gale Page Lillian White

July 24

Bill Bates Templeton Fox
Chuck J. Grant Glenn Riggs
Hollace Shaw Jerry Wayne
Arthur B. Donegan
Edward G. Demsey

July 25

Ralph D. Mcke Nan Grey
William Gemant Al Pearce
Hal Peary Bill Shea

July 26

Gracie Allen Buddy Clark
John J. Karol Ruby Mercer
Don Voorhees Carl O. Wyman
Stacy Harris

July 27

Mabel Albertson Fox Case
Fern Persons

July 28

Bernie Armstrong
Carmen Dragon
Thomas B. Campbell

Tod Williams Lawrence Gray
Felix Mills Hal Totten
Rudy Vallee Roy C. Wilmer
Bill Goodman Wynn Murray
Robert F. Hurlleigh
Fred Uttal Foster Williams



Mainly About Manhattan. . . !

● ● ● Rumor along the stem has it that when the CBSimulcast series "Break The Bank," moves to NBC in the Fall, the AM and TV programs may be aired separately, reversing the usual procedure. . . . Carlton Morse's NBTelecasts of "One Man's Family" will originate in New York, starting Aug. 1 . . . his other program, "Mixed Doubles," which had been viewed on local coast stations last year, will tee off July 29 on NBT. . . . How come California TV execs don't grab Ace Ochs to produce a comedy series? . . . Ace's savvy while at CBS in the East is the reason why Ward-Wheelock biggies sent for him. . . . Cy Fisher back in town, after four months in Hollywood, to handle the Frank Cooper-Larry Klee show "Tough Guy," which will go on for Camel Cigaretts in the Fall. . . . Here's a switch . . . independent radio station execs around the country are readying promotional campaigns to sell the advantages of Radio as a medium of advertising . . . the campaign will be launched via a series of programs over TELEVISION NETWORKS. . . . Alice Frost, distaff member of the "Mister & Missus North" CBSanzas, will leave Monday for a month vacation in the Scandinavian Countries. . . . For a half-hour of breezy, informal and delightful video, tune in Sundays on "Dave Garraway At Large" on NBT. . . . Horace Heidt planes to Europe Monday for three weeks . . . his program will be aired via CBS when he returns to the ether. . . .

★ ★ ★ ★

● ● ● Art Linkletter's "People Are Funny," heard Tuesday nites, will be recorded and re-broadcast Saturday mornings . . . starts in September. . . . Ray O'Connell, formerly in charge of NBC remotes, has been promoted to the Promotion Division. . . . Ted Adams succeeds him. . . . Barbara Whiting, "Junior Miss" of that CBSeries, will spend a three-week vacation here starting July 30. . . . Just by way of adding to our recent remarks anent the continued health of Radio, CBSales manager John Karol predicts that he expects a ten per cent increase in billings in 1950. . . . Morton Downey, who sails for Europe on the 27th, will resume his thrice-weekly NBTelecasts for Mohawk Carpets Sept. 12 . . . the Irish Thrush will also be heard for the sixth consecutive year on the NBCoca-Cola series. . . . Who said there's no money in the Borscht Circuit? . . . Hildegard will net herself two grand for a one-night appearance this Saturday at Lake Kiamesha. . . . Next month's issue of Liberty Magazine carries a fifteen-page article on 'Television' that is enlightening and most interesting . . . don't miss it. . . . "Dear Mainly About Manhattan," writes Ed Darlington of the TV Workshop, ". . . then there's the dolly-pusher, who thought the call for a lap-dissolve was a cue for the actors to stand up."

★ ★ ★ ★

● ● ● William Morris Agency has ordered a TVehicle for Edith Fellows and Tommy Dix whose work last month on Dumont's "Front Row Center" was slightly sensational. . . . This column recently tossed a 'rave' about Nancy Sheridan . . . it was seen by director-producer Lou Koerner of the Goldwyn Studios in Hollywood. . . . Nancy may get a screen contract shortly. . . . Vic Damone will open at the New York Paramount Aug. 3 . . . he once worked there as an usher. . . . Baritone Earl Wrightson may appear in a series via CBS-TV . . . lad is a natural for television. . . . Last Sunday, the Boston American recorded the ABC "Mystery Tune" and called in an arranger, who took down the melody . . . song was published next day with the caption "What's the name of this song?" . . . a reader brought in an old song book which included the composition . . . the song is titled, "Oh, No, We Never Mention Her," was written by T. H. Bailey and published in 1820. . . . Bob Coe has three agencies interested in his new package, a series of half-hour 'whodunits' based on actual cases.

AGENCIES

FELIX M. SUTTON has rejoined Geyer, Newell & Ganger as group copy director. Sutton was associate copy director of the agency before joining Kastor, Farrell, Chesley & Clifford in 1946 as copy director and later vice-president.

Theodore F. Goodchild, formerly account executive with the William B. Remington agency in Springfield, Mass., has been named as an assistant account executive at Geyer, Newell & Ganger.

CHELSEA ADVERTISING, INC. has been appointed by Platt Electronics Corp. and Atwater Television Co. to handle their advertising.

BLANEY HARRIS has been promoted to supervisor of radio and video production for Doherty, Clifford & Shenfield, Inc.

LUIS G. DILLON, executive vice-president of Foote, Cone & Belding International, has left for an extended business trip to Latin America.

LEE PERRI has been appointed art director of Courtland D. Ferguson, Inc., Washington, Baltimore and Richmond advertising agency, with home offices in the National Press Bldg., Washington, D. C. Prior to joining the agency, Perri was art director with agencies in Baltimore and Philadelphia.

RICHARD A. WALSH ASSOCIATES, INC., has expanded its services to include radio and television program accounts, it has been announced by Larry Lowenstein, general manager.

Turkey Commercial Pitch Gets The Bird At Stations

(Continued from Page 1)

that its use "will be sincerely appreciated"; "Gristede Bros. have dropped their prices on small size young hen turkeys from 73c. to 63c. a pound."

The firm's publicity man said yesterday that the response to their request had not yet been tabulated. One station manager, however, told RADIO DAILY that a Gristede representative who called him to talk turkey got the bird.

New Fall Show Deals Reported By NBC Web

(Continued from Page 1)

Heart Dog Food, has signed a 52-week contract for "Lassie," to be heard on NBC Saturdays, 11-11:15 a.m., starting Sept. 3. Henri Hurst & McDonald is the agency. Brown & Williamson Tobacco Corp. (Raleigh cigarettes and pipe tobacco) will sponsor "People Are Funny," Saturdays, 9:30-10 p.m. for 13 weeks starting Sept. 24. Russell M. Seeds is the agency.

AM-TV-EQUIPMENT-FM-FAX

Section of RADIO DAILY, Friday, July 22, 1949

L. P. Discs By Capitol Due In Early Fall

Plans to produce long-playing, 33 1/3 r.p.m. records, featuring classical music were revealed this week by Capitol Records, Inc. According to Glenn E. Wallichs, president of the company, Capitol expects to have the discs available for retail in September. Wallichs stated that this would make Capitol the first company to manufacture records at all three speeds, 78, 45 and 33 1/3 r.p.m. In line with the announcement of the manufacture of 33 1/3 discs, it was stated that the release of 78 and 45 r.p.m. records would not be affected. Release of popular recordings on the 33 1/3 r.p.m. discs is not being planned by Capitol, but release of all types of music on the standard 8 r.p.m. discs and 45 r.p.m. discs will be continued, it was said.

All-Steel TV Console For WPJB By RCA

Delivery of the first, all-steel master control room console for broadcast studios to be built by RCA will be completed shortly to FM station WPJB, Providence, R. I. The custom built equipment consists of a unique control console in three sections, forming a wide "U," and is of especially low construction, affording the operator a clear view of the studio. Console has provisions for feeding four outgoing channels.

PICTURE OF THE WEEK



Customers viewing a Crosley, 16-inch tube television receiver, recently installed in the Union Turnpike office of The Bayside National Bank, as a part of its service to the community, reportedly the first financial institution to use video in this manner.

Dance Studio Installs RCA 45 RPM System

The Fred Astaire Dance Studio's Philadelphia branch, newest of a rapidly growing chain to be built, has installed RCA Victor's 45 rpm music reproduction system, according to an announcement by RCA. The installation of the 45 rpm system represents a radical departure from standard dance studio equipment, in that most dance studios pipe music to their various instruction rooms from a central location. By means of the 45 rpm system, control of the music is handled by individual instructors, enabling them to select recorded tunes according to the particular dance type and step being taught. In addition, the system reduces storage requirements, and, due to the non-breakable feature of the records, provided a longer service period per disc. Credit for sale of the idea to the Fred Astaire organization goes to Norman Porreca, a Philadelphia dealer, who contacted William Howard, branch manager of the Astaire studio, and sold him on the idea of installing RCA Victor's 45 rpm phonographs in each of the individual instruction rooms. Gerald Beveridge, assistant business manager of the Fred Astaire Dance Studios in New York, told RADIO DAILY that installation of similar RCA equipment is being considered for other studios now being built.

ENGINEERS—CONSULTANTS

RALPH B. AUSTRIAN
Television Consultant
1270 AVENUE OF THE AMERICAS
NEW YORK 20, N. Y.
Tel.: CO. 5-6848

A. R. BITTER
Consulting Radio Engineers
4125 MONROE STREET
TOLEDO 6, OHIO
Tel.: Kingswood 7631

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

PRODUCTION PARADE

Guarantees TV Purchase Price
Harmonic Television Salon, Brooklyn, N. Y. is guaranteeing the purchase price of all TV sets purchased at their retail store effective immediately. If the price of a video set is reduced within 60 days of purchase, the customer will receive the difference from Harmonic.

Philco Detroit Distributor
Buhl Sons, Co., Detroit, have been appointed wholesale distributors of all Philco products in that area it was announced this week by John M. Otter, vice-president and general sales manager, Philco Corp. Buhl Sons Co. has been in business for 113 years in the Detroit area.

Midget-Can Electrolytics
In keeping with the trend towards still more compact radio-electronic assemblies, Aerovox research now comes up with the latest Type PRS midget-can electrolytic capacitors in new reduced sizes. The Dandee measures only 3/16" in diameter by 1 1/2" long.

TV Antenna Performance Data
Useful information on performance of TV antennas is contained in the new Taco No. 30 catalog just published by Technical Appliance Corp., Sherburne, N. Y. Performing curves as well as field patterns have been compiled on the various Taco antenna types and are included in this new catalog. All data is based on actual field tests made at the Taco laboratory and testing grounds at Sherburne, N. Y.

Three-Minute Scotch Sound Tape
A new short-playing reel of "Scotch" sound recording tape, especially designed for use by radio stations, musicians, and schools and colleges, has been announced by Minnesota Mining & Mfg. Co. The new reel is 150 feet long, compared to standard reels of 600 and 1,200 feet, and provides three minutes of playing time on conventional recorders and twelve minutes on dual track recorders.

ENGINEERS—CONSULTANTS

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Radio Engineering Consultants
EXecutive 1230
EXecutive 5851
1833 M STREET, N.W.
WASHINGTON 6, D. C.

Standard Oil Buys Football Series

(Continued from Page 1)

Oil would be billed for about \$85,000 for the 13-game series. In addition to WGAR the following stations will carry the broadcasts:

WAND, Canton; WSAI, Cincinnati; WBNS, Columbus; WONE, Dayton; WLOK, Lima; WMAN, Mansfield; WMRN, Marion; WPAY, Portsmouth; WLEC, Sandusky; WJEL, Springfield; WTOA, Toledo; WFMJ, Youngstown; WMOA, Marietta, and WHIZ, Zanesville.

This represents the biggest network ever established within Ohio for a broadcast series, according to Patt. McCann-Erickson handles the Standard Oil account.

Asks FCC To Revoke Ruling On Daytime Radio

(Continued from Page 1)

Guilford Jamison, the association said that it felt certain an error in "drafting" was responsible for the inclusion of the provision in a Commission ruling eliminating the requirement that new stations request an extension of program tests every 30 days until their licenses are granted.

Guilford pointed out that maintenance of the regulation would require most daytime stations, which now begin broadcasting at 4 a. m., to change their licenses and rearrange their program schedules.

If the Commission fails to act on this request, said the association, the affected stations will file formal complaints.

FCC Asks Elimination Of TV Set Interference

(Continued from Page 1)

discovered, results from the use of intermediate frequency passbands in TV sets which are susceptible to interference from the diathermy machines.

The Commission asked for statements on the matter and said that, if the situation warrants, hearings or oral arguments will be scheduled.

Safety Sponsorship

Philadelphia — Ford dealers of Philadelphia will sponsor a program on WFIL-TV tonight, from 8 to 8:30 p. m., showing the finals in a safe-driving contest for women at Shibe Park, Philadelphia. The contest has been under the joint sponsorship of The Philadelphia Inquirer, the Philadelphia Phillies' National League baseball team, and the Ford dealers.

Four women will compete in the finals, and the winner will receive a new Ford. George Walsh, WFIL-TV sports commentator, will be at the microphone. Dave Davidow is the producer.

Radio, TV And Recording Exhibitors Lead Music Show

(Continued from Page 1)

record industries are expected to attend the Convention. The registration desk on the Ballroom Foyer, Hotel New Yorker, will open Sunday, 10 a. m. The exhibits will open Monday, 9 a. m. The Convention will get underway officially with a luncheon at 12-noon, Monday, in the Grand Ballroom of the hotel. The National Association of Music Merchants is the sponsor of both the convention and the trade show.

The list of exhibitors, classified according to their fields of manufacture, follow:

Radios & Radio-Phonographs

Air King Products Co., Inc.
Anslay Radio & Television, Inc.
Audio Industries
Bendix Television & Broadcast Receiver Division
Brunswick Television & Radio Division, Radio & Television Inc.
Capehart-Farnsworth Corporation
Covall Industries, Inc.
Crosley Division, Avco Manufacturing Corp.
DeNavox Corp.
Fred Radio Corp.
General Electric Co.
Jewel Radio Corp.
Magnavox Co.
Pentron Corp.
Phileo Corp.
Pilot Radio Corp.
RCA Victor Division of Radio Corp. of America
Raydine Manufacturing Corp.
Regal Electronics Corp.
Scott Radio Laboratories, Inc.
Stromberg-Carlson Co.
Symphonic Radio & Electronic Corp.
Zenith Radio Corp.

Television

Andrea Radio Corp.
Anslay Radio & Television, Inc.
Bendix Television & Broadcast Receiver Division
Brunswick Television & Radio Division, Radio & Television Inc.
Capehart-Farnsworth Corporation
Crosley Division, Avco Manufacturing Corp.
Allen B. DuMont Labs., Inc.
Federal Television Corporation
Fisher Radio Corporation
Fred Radio Corporation
General Electric Company
Industrial Television Inc.
Jewel Radio Corporation
Magnavox Company
Nielsen Television Company, Inc.
Phileo Corporation
Pilot Radio Corporation
RCA Victor Division of Radio Corporation of America
Regal Electronics Corporation
Scott Radio Laboratories, Inc.
Starrett Television Corp.
Stromberg-Carlson Company
Tele King Corporation
Trad Television Corporation
Videodyne, Inc.
Zenith Radio Corporation

Television Accessories

Aim Industries
C. & G. Tool Manufacturers
Duotone Company, Inc.
Marvel-Lens Industries
North American Philips Company, Inc.
Seaburg Mfg. Co.
Walco Products, Inc.
Phonographs, Records & Accessories
Aero Needle Co.
Aim Industries
Atlantic Records
Audio Industries
Boetsch Brothers
Capitol Records, Inc.
Caravan Records, Inc.
Cole Corporation (M. M. Cole Publishing Co.)
Columbia Records Inc.
Continental Music (Div. of C. G. Conn Ltd.)
Coral Records, Inc.
Covall Industries, Inc.
Dana Music Company, Inc.
Decca Records, Inc.
Duotone Company, Inc.
Fisher Radio Corporation
Marvin J. Frank

Golden Records
Hichland Mfr. Company
Hudson Electronics Corporation
Israel Recording Co. Inc.
London Gramophone Corporation
Marnatone Distributors, Inc.
Marnolia Records Co.
M-G-M Records, (Div. of Loew's Inc.)
Melodee Records Inc.
Mercury Record Corporation
New York Record Corp.
Peerless Album Company
Peripole Products, Inc.
Permo, Incorporated
Phileo Corporation
Portofonic Manufacturing Corporation
RCA Victor Division of Radio Corporation of America
Raydine Mfr. Corp.
Record Guild of America, Inc.
Reotone Corporation
Regal Electronics Corporation
Savoy-Regent-Top Record Co.
Seaburg Mfr. Co.
Mark Simpson Mfr. Co., Inc.
H. Royal Smith Company
Sonic Industries, Inc.
Steelman Radio Corp.
Symphonic Radio & Electronic Corp.
Synthetic Plastic Sales Co.
Henry Teller & Son, Inc.
Tonk Manufacturing Company
V-M Corporation
Voco, Inc.
Walco Products, Inc.
Waters Conley Company
Webster-Chicago Corporation
Zenith Radio Corporation
Wm. H. Zimmerman Company
Recorders, Sound Equipment, Accessories
Audio Industries
Brush Development Co.
Duotone Co., Inc.
Ecor, Inc.
Magnatone Distributors, Inc.
Pentron Corp.
Reotone Corp.
Mark Simpson Manufacturing Co., Inc.
Webster-Chicago Corp.

Godwin Gets New Series On WRC, Washington

Washington Bureau of RADIO DAILY

Washington — News commentator Earl Godwin begins a new series of nightly broadcasts Monday through Friday, 6:15-6:30 p. m. over station WRC on July 25, NBC announced today. Godwin will continue to be sponsored by Philips Delicious Foods. He is also preparing a television news program for early release, NBC said.

More than 100 government and congressional dignitaries, headed by Vice-President Alben W. Barkley and Attorney General Tom Clark, yesterday attended a "welcoming" party for Godwin given by NBC vice-president Harold "scoop" Russell.

Seek Transfers

Washington Bureau of RADIO DAILY

Washington — Peoples Broadcasting Corp., Worthington, Ohio, asked the FCC to approve transfer of control of WRFD and WRFD-FM to Farm Bureau Mutual Automobile Insurance Co.

The North Texas Broadcasting Co., Paris, Texas, asked for permission to transfer control of station KPLT to North Star Broadcasting Co.

Intermountain Web In New Quarters

Salt Lake City—Station KALL and the Intermountain Network this week completed their move to studio and office space atop the Utah Theater Building in Salt Lake City. New quarters occupying the full 10,500 feet of floor space atop the theater structure triple the studio, shop, technical and office space previously available in the old David Keith Bldg.

Cost of renovating the new quarters, which included installation of five studios and master-control facilities, is estimated at \$30,000 by KALL-IMN president and manager George C. Hatch. Equipment already installed or on order for AM and eventual television operations will cost approximately \$300,000. Design and construction details for the entire project were handled by W. D'Orr Cozzens, KALL-IMN chief of engineering.

In addition to the five operating studios, which include an 18 x 36 ft. audience studio, a 35 x 65 ft. studio is ready for television installation should KALL's pending application be granted. In addition, the new location features ample space for shops and TV production facilities. The master control, which handled the five operating studios and all switching operations between KALL, Mutual, Don Lee and the 21-station regional Intermountain Network, is specifically designed to serve expected television operations, according to Cozzens. The location atop the Utah Theater building was also selected with TV engineering requirements in mind. The new studios are directly adjacent to the Kearns Building, one of the highest in Salt Lake City, and a tower atop that building linked to KALL would give a TV antenna a height of approximately 350 feet, or ample to serve the entire Salt Lake valley region.

Political Time Sold On WFIL Radio And TV

Philadelphia—The Committee for Philadelphia, a group of citizens seeking changes in the city government, has purchased time on WFIL and WFIL-TV for simultaneous radio and television broadcasts by Richardson Dilworth on Monday July 25, from 9:30 to 9:45 p. m. His address will be his first by radio or television since Tuesday, July 12 when he engaged in the widely-publicized debate with Sheriff Austin Meehan at the Academy of Music.

WRGB Sells Quiz Seg

Schenectady — "Quiz Q" weekly half-hour audience participation show has been begun on WRGB under sponsorship of Capehart receivers. William Mulvey is quiz master, and is assisted by Louis Woodruff.

TELEVISION DAILY

Section of RADIO DAILY, Friday, July 22, 1949 — TELEVISION DAILY is fully protected by register and copyright

SET FINAL TV 'AUTHORITY' MEET

TELE TOPICS

BEAT THE RAP," a Paul Killiam package, was showcased this week on DuMont's Program Playhouse, and its main effect on this reviewer was one of strong admiration. Format involved four contestants from the studio audience who were placed in difficult situations from which they were supposed to extricate themselves by just thinking and talking. Sounds like a pretty good idea, but it failed miserably in execution. All four contestants gave every evidence of careful rehearsal, with the result that a feeling of spontaneity—the most attractive feature of shows of this type—was entirely missing. Then too, most of the dialogue was embarrassingly un-funny. . . . "Beat The Rap" could be a good show. Perhaps it should be done on DuMont, with participants thrown into situations cold and given complete freedom to get themselves out. In this way, skillful editing could eliminate any undesirable material. . . . Killiam wrote and produced the show and served also as a capable emcee, although unnecessarily garbed in judicial robe and wig. Jim Caddigan was producer for DuM, Larry Menkin was associate producer and Frank Bunetta directed.

MEREDITH WILLSON will do four Sunday night shows on NBC, beginning July 31, in the spot now occupied by "Author Meets The Critics," which is being dropped by General Foods. . . . Bob Brenner, of the A. W. Lewin agency, is looking for shows, especially one for DuMont. . . . An out-of-town show that has aroused this department's curiosity is "MAR-TV's "Atomic Report." Program covers atomic energy and the bomb, and moderated by Michael Amrine, of Brookhaven National Lab. With gobs of ten time around, CBS could do much worse than to put "Atomic Report" on the net. It is already being fed to WMAL-TV, Washington. . . . Hoffberg Productions will release 13 films in the fall, including "Beerboom Tree's supernatural tale, "Death In The Hand," with Esme Percy in the lead. Pictures vary in length from 10 to 45 minutes.

ARTHUR SCHWARTZ is looking for a permanent name emcee for "Inside USA With Chevrolet." Jack Haley and Peter Lind Hayes have been mentioned thus far. Program, incidentally, was originally sketched for the 9 p. m. Thursday spot but was moved to 8:30 because it could have been competing against Buick's "Sen & Johnson show on NBC. . . . Bob Cooke, sports ed of the N. Y. Herald Tribune will do a closed circuit audition of his own show at DuMont today for Consolidated Cigar Co. Program is produced by United Videogram. . . . World Video's "Floor Show" soon will mark its 52nd consecutive weekly airing—not bad for a stainer.

Four-Net Show Baffle On Thursdays Pends

The unprecedented spectacle of four top commercial shows on the air at the same time will take place this fall on Thursday nights—certainly during the 9-9:30 period and perhaps during other times before and after.

Only three cities on the network will be able to air all four shows, however, since four or more stations are operating only in New York, Chicago and Washington.

Lineup for the 9 o'clock seg is as follows: ABC, "Crusade In Europe," (Time, Inc.); DuMont, Morey Amsterdam (DuMont Telesets); CBS, Ed Wynn (Speidel); NBC, Olsen & Johnson (Buick).

On CBS, Wynn will be preceded by "Inside USA With Chevrolet," which will be aired every other week, probably alternating with the recorded Jack Benny stanza. "Inside" will be a series of original musicals produced by Arthur Schwartz. Campbell-Ewald is the agency for Chevrolet.

On ABC, "Crusade" is and will continue to be preceded by "Stop The Music." Bankrollers for the 8-9 spot on NBC and DuM have not been set, although NBC has sold the 10 p.m. seg to Model Tobacco for a mystery series.

Pepper, Brown To Debate

Sen. Claude Pepper and Rep. Clarence Brown will debate the question, "Are We Headed Toward a Welfare State?" on "The American Television Forum of the Air" over NBC-TV on Sunday, 4:30 p.m.

FCC Denies TBA Request For Partial 'Freeze' Lift

Washington Bureau of RADIO DAILY
Washington—The FCC today denied the request of TBA for a partial lifting of the "freeze" for 22 channels in eleven cities in California, Colorado, Texas, Washington and Utah.

In a letter to Association president J. R. Poppele, the Commission said that if the newly proposed TV frequency allocations were adopted in their present form, the partial lifting of the "freeze" as recommended by TBA merely would permit the grant without hearing of three applications now pending for VHF channels in Amarillo and

Reward

Chicago—Golf pro Johnny Revolta, star of the WGN-TV sports show "Pars, Birdies and Eagles," has lost a valuable set of golf clubs. As a reward, the finder will be coached by Revolta until he betters his game by ten strokes. Missing set includes a prized driver used for 18 years and a 15-year-old putter.

Bigelow Show Moves To CBS From NBC

The Bigelow-Sanford Carpet Co. will move "The Bigelow Show," starring Dunninger and Paul Winchell from NBC to CBS, it was announced yesterday. Program will be aired over Columbia on Wednesdays, 9-9:30 p.m., EST, beginning Oct. 5.

Show was on NBC on Thursdays, 9:30-10 p.m., since its debut last year. Reason for the shift, according to reports, is that sponsor became miffed when NBC gave the 9-10 Thursday seg to Buick.

"The Bigelow Show" will be carried by 36 CBS stations. It is produced by Frank Telford. Young & Rubicam is the agency for Bigelow-Sanford.

St. Louis Up To 35,000

St. Louis—Union Electric Company of Missouri has reported a total of 35,000 sets installed in the KSD-TV area as of July 1. Residential installations account for 31,300 of the total.

Corpus Christi, Texas.

The Commission said it does not feel that "A lifting of the 'freeze' in only two cities would be helpful or desirable." Any partial lifting of the restrictions, said the Commission, "should be on as broad a basis as feasible and should include as many areas of the country as possible."

The FCC explained that adoption of the Association's proposal would not permit immediate action on any pending applications in the other nine cities. In several cases, it pointed out, the proposed new allocations would change the channels heretofore assigned to these cities.

4A-SAG To Begin Confab July 30 In H'wood

West Coast Bureau of RADIO DAILY
Los Angeles—Discussions expected to lead to final agreement on the establishment of "Television Authority," a united front of 13 talent unions, will get underway here July 30 between the full board of Screen Actors Guild and representatives of the Associated Actors and Artists of America.

Actors Group Must Approve
Plan for the "Authority" was first announced June 8 in Chicago by George Price, TV chairman of the American Guild of Variety Artists. Since then all AAAA unions, with the exception of SAG and the Screen Extras Guild, have voted approval of the plan.

No date has been set for the conclusion of the AAAA-SAG discussions and it is believed that the meetings will continue until the actors group okays "Authority" or delivers a flat "no" on the project. Chances that SAG will follow the latter course are regarded as very slight.

Every branch of AAAA will be represented at the upcoming meetings, which will be held at the Roosevelt Hotel, Hollywood.

Individual Organizations
Under the proposed plan, Television Authority would set up wage scales in negotiations with the networks, agencies and producers. In each territory, individual unions, wherever strongest and best organized, would handle negotiations.

Membership in any one of the AAAA unions would entitle a performer to appear on TV without any extra payment. Merger of the unions into the Authority would not impair the autonomy of the individual union, with each retaining jurisdiction in its own field.

TV Course Added To College Seminar

St. Charles, Mo.—Television seminars have been added to the courses in commercial radio being offered as part of the regular curriculum at Lindenwood College here, in cooperation with KMOX, St. Louis.

The video instruction will be conducted at KSD-TV, St. Louis through an arrangement between the college and George Burbach, station manager. Radio seminars will continue at KMOX and at KCLC, the campus station.

PROMOTION

RCA 'Pict-O-Guide'

A new kind of handbook for TV trouble-shooting and service, intended as a shop "tool" or study volume, is being made available by the RCA Tube Dept. to users of RCA, Cunningham, and RCA Victor electron tubes. Called the RCA Television "Pict-O-Guide," the new book is a loose-leaf album of photographs showing common operating trouble encountered in TV receivers, designed to help servicemen localize faults in video receivers quickly and easily by the "picture analysis" method. Comparison of the picture displayed on the screen of a faulty receiver with a similar picture in the guide helps servicemen identify the source of the trouble.

Human Interest Approach

Radio station WDSU, New Orleans, garnered a great deal of local and national publicity recently as the result of a promotion idea, and a desire to help a needy family.

About six weeks ago the station, in cooperation with a leading furniture merchant and apartment house, launched its "Tenant Wanted" project. Designed as a mail pull, it offered a rent-free "Dream" apartment and \$1,800 worth of new furniture to a worthy family that needed a home.

The contest was conducted by d.j. Dick Bruce on his mid-afternoon record show. The associate editor of an afternoon newspaper and two prominent social workers served as judges. Judging was based on the promise that the winners would be given a real "lift" by the award.

Hundreds of letters poured into the WDSU mail desk, and after screening and investigation, the judges selected the young parents of a "Blue" baby who must be operated on by a Johns Hopkins specialist within ten months to live.

Merchandising Giveaway

RCA Victor has made elaborate plans for its participation in the National Assn. of Music Merchants Show to be held in New York July 25-28. A "mysterious Madame X," dressed like the lady featured in RCA's national advertising, will circulate among the visitors to the show handing out ten dollar bills for correct answers to questions about RCA's 45 rpm records. Visitors to the show will also get free packages of Life Savers, as a result of a tieup between RCA Victor and the candy firm, with wrappers reading "45 RPM System—Life Saver of the Record and Phonograph Industry."

NBC's Dunham To China

Edwin Dunham, NBC producer, will take a six months' leave of absence from the network starting tomorrow to manage China's first commercial radio station, owned by Radio Enterprise of Macao, Ltd., Hong Kong.

COAST-TO-COAST

"Gunga Din, Jr." Contest

Chicago, Ill.—WBBM is currently conducting a contest to select a modern "Gunga Din, Jr." The youth selected will work with the Chicago Cardinals professional football team during the home games of the 1949 season. Parents and friends of boys who are believed to be worthy of being another water-boy destined for fame are invited to write letters to the station stating the particular qualifications of their choice. "Gunga, Jr." will make his first official appearance August 29th at the benefit game between the Cardinals and the Philadelphia Eagles.

KDKA "Crime" Roundtable

Pittsburgh, Pa.—Four police officials will be heard over KDKA as part of a program for the Pennsylvania Chiefs of Police Association convention on July 25th in a roundtable discussion on the topic of "Crime on the Increase." "Road Blocks" a second police chiefs' discussion will be broadcast by KDKA on July 26th. In charge of the broadcasts is Bill Drew of the Pittsburgh FBI office.

Smith Joins WSAZ

Huntington, W. Va.—Robert M. Smith has joined the sales staff of local ABC affiliate WSAZ. Smith was a member of the guest relations department of NBC in New York prior to his entry into the armed services during the war. He is a recent Marshall College graduate and a native of St. Petersburg, Fla.

KXOK News Items

St. Louis, Mo.—Mike Chuckray who is an engineer for KXOK and Mrs. Chuckray, a former secretary for same station are the parents of a six pound five ounce girl, Susan Mary. KXOK salesman William J. Maloney and his bride left July 16th for a three week honeymoon in New Orleans, Miami and Havana.

Oliver Gen. Sales Mgr.

Bradford, Pa.—Ernest F. Oliver has been appointed general sales manager of WESB and FM. He has been a radio executive for sixteen years and will assume his new duties as of August 22, 1949. Oliver comes to Bradford from WENY, New York, where he is resigning as commercial manager.

Book of Radio Scripts

Canton, Ohio—A new book is now being published, which is entirely based on radio scripts prepared and broadcast by E. T. Heald, secretary-treasurer of the Stark County Historical Society over WHBC. Heald was recently awarded certificate of merit from the American Association for State and Local History for the effectiveness of his series on WHBC which are entitled "Your Good Neighbor."

WLAM Dedication Show

Lewiston, Me.—ABC's five kilowatt outlet recently broadcast a half-hour program dedicated to a small northwestern Maine community that is soon to go out of business as a town. The town, Flagstaff, Maine, famed as camping spot by Benedict Arnold and his men when they attempted to take Quebec City in 1775 will soon be replaced by a four million dollar hydro-electric project on the Dead River and as a result the town will be completely inundated. WLAM tagged along to interview old timers of the doomed community to wire record special events.

KLX Symphony Concert

Oakland, Calif. — On July 17th, KLX carried the first broadcast of a symphony concert from Woodminster Amphitheatre, which is set in the regional parks surrounding Oakland. Presented by the Oakland Board of Park Directors, under the auspices of AFM, the concert is an important culture promotion event in the East Bay area. Dr. Orlee See conducted the orchestra and KLX's Donn Random was the commentator for the concert.

BEHIND THE MIKE

"THAT THE STORY," featuring Ken Meeker and Howard Hiatt at the organ completed its third year on WHAS, Louisville, On July 15.

C. P. MacGregor's transcribed series titled, "Hollywood Theater of Stars," is reported to have registered a record mail pull on WOR. Station received 10,143 requests for the La Rosa receipt booklet. Program is sponsored by V. La Rosa & Sons.

Heat must of hit Jack Sterling on WCBS yesterday. After a strong plug for a tooth paste he said "you can buy it at your neighborhood grocery store." Later he corrected it to "drug store."

European travel note: ABC-WJZ's Nancy Craig who left Friday for a two-week European trip, took with her a practically all-nylon wardrobe. Seems smart travelers on the Continent find that nylon goods can be washed, hung up overnight and next day are ready to wear with little or no pressing.

Maggy Fisher of ABC's Piano Playhouse series and the network's Milton Cross are collaborating on a book about piano music which will feature personalities and musical artists as well as anecdotes.

• faces • facts • figures • wins •

faces • facts • figures • wins • facts • figures • wins • facts • figures • wins • facts • figures • wins •



MARTIN STARR

"Movie Starr Dust" (7:00-7:15, Monday, Wednesday and Friday) is the buy for movie advertisers. Martin Starr delivers a moviegoing audience at a low, low cost per thousand.

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50KW NEW YORK

CROSLY BROADCASTING CORPORATION



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 16

NEW YORK, MONDAY, JULY 25, 1949

TEN CENTS

REPORT BILL TO STREAMLINE FCC

Urges Advertising In Buyers' Market

West Coast Bureau of RADIO DAILY
Los Angeles—Frederic R. Gamble, president of the American Assn. of Advertising Agencies, yesterday urged "bold and vigorous" advertising by business to speed a successful economic adjustment.

Gamble, who is in Los Angeles for conferences with the Four-A Southern California Chapter, declared that while "advertising was made for a buyer's market," there has been no significant increase in advertising in recent months, "while the buyer's market has been steadily coming in."

He continued: "In relation to our selling job today, advertising is being used at only two-thirds the pre-war power. It is high time for business to step on the accelerator."

Brown Shoe Co. Renews McConnell On NBC

Chicago—Smilin' Ed McConnell and his Buster Brown Gang will begin their fifth year of sponsorship by the Brown Shoe Company of St. Louis on August 27 when another 52-week renewal of the NBC program becomes effective, it was announced recently by Paul McCluer, manager of the NBC Central Division.
(Continued on Page 2)

21% Biz Increase Reported By WGAR

Cleveland—Time sales at WGAR, Cleveland, reached an all time high when the total dollar volume for the first six months of this year was 21 per cent above the sales for the
(Continued on Page 3)

Music Confab Opens

The four-day Music Industry Trade Show and Convention, Hotel New Yorker and Manhattan Center, will be officially opened today with a luncheon in the Grand Ballroom, 12 noon. Hugh W. Randall, president of the sponsoring National Association of Music Merchants, and Albert P. Stewart, director of musical organizations, Purdue University, will be principal speakers.

Westinghouse Cuts Prices On Radios

Price cuts on 16 radio models ranging from \$5 to \$200 will be announced today by the Westinghouse Home Radio Division at the opening of the Music Industry Trade Show and Convention at the Hotel New Yorker.

The reductions, effective immediately, range from 16 per cent to 41 per cent. The 16 sets reduced include two table models with standard band reception, two table models
(Continued on Page 8)

McNaughton To Succeed Royal Howard At NAB

Washington Bureau of RADIO DAILY
Washington—The appointment of Neal McNaughton to succeed Royal V. Howard as the NAB's Director of Engineering appeared likely today on the basis of an exchange of letters between Howard and NAB President Justin Miller.

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Looking Ahead

Louisville, Ky.—WHAS marked the end of 27 years of service and the dedication of its new million-dollar offices and studios with a special half-hour broadcast titled "In Looking Ahead." Victor A. Sholls, director of WHAS, and Mark Ehrbridge, v-p took part in the dedication ceremony. Station occupies three floors of the new Courier-Journal Bldg.

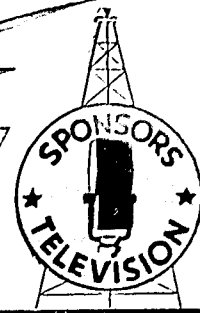
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The radio broadcasts of the Colorado games will be heard over KOA, Denver; Iowa games over WHO, Des Moines; Michigan games over WJR, Detroit; Nebraska games over KFAB, Omaha and KOLT, Scotts Bluff, Nebr. and Wichita games will
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 16

NEW YORK, MONDAY, JULY 25, 1949

TEN CENTS

REPORT BILL TO STREAMLINE FCC

Urges Advertising In Buyers' Market

West Coast Bureau of RADIO DAILY
Los Angeles—Frederic R. Gamble, president of the American Assn. of Advertising Agencies, yesterday urged "bold and vigorous" advertising by business to speed a successful economic adjustment.

Gamble, who is in Los Angeles for conferences with the Four-A Southern California Chapter, declared that while "advertising was made for a buyer's market," there has been no significant increase in advertising in recent months, "while the buyer's market has been steadily coming in."

He continued: "In relation to our selling job today, advertising is being used at only two-thirds the pre-war power. It is high time for business to step on the accelerator."

Brown Shoe Co. Renews McConnell On NBC

Chicago—Smilin' Ed McConnell and his Buster Brown Gang will begin their fifth year of sponsorship by the Brown Shoe Company of St. Louis on August 27 when another 52-week renewal of the NBC program becomes effective, it was announced recently by Paul McCluer, manager of the NBC Central Division.
(Continued on Page 2)

21% Biz Increase Reported By WGAR

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Music Confab Opens

The four-day Music Industry Trade Show and Convention, Hotel New Yorker and Manhattan Center, will be officially opened today with a luncheon in the Grand Ballroom, 12 noon. Hugh W. Randall, president of the sponsoring National Association of Music Merchants, and Albert P. Stewart, director of musical organizations, Purdue University, will be principal speakers.

Westinghouse Cuts Prices On Radios

Price cuts on 16 radio models ranging from \$5 to \$200 will be announced today by the Westinghouse Home Radio Division at the opening of the Music Industry Trade Show and Convention at the Hotel New Yorker.

The reductions, effective immediately, range from 16 per cent to 41 per cent. The 16 sets reduced include two table models with standard band reception, two table models
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Vol. 48, No. 16 Monday, July 25, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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

WEST COAST OFFICES

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

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

CHICAGO BUREAU

Hal Tate, Manager.
Vivkie 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

(July 22)

NEW YORK CURB EXCHANGE

	High	Low	Close	Net Chg.
ABC	61 1/4	61 1/4	61 1/4	1/4
Admiral Corp.	173 1/2	175 1/8	173 1/2	—
Am. Tel. & Tel.	142	141 5/8	141 3/4	1/8
CBS A	187 1/8	183 1/2	187 1/8	1/8
CBS B	183 1/8	183 1/8	183 1/8	1/8
Philco	26 1/8	26	26 1/8	1/8
RCA Common	105 1/8	103 1/8	105 1/8	1/8
Stewart-Warner	111 1/8	111 1/8	111 1/8	1/8
Westinghouse	243 1/4	241 1/4	241 1/4	1/4
Zenith Radio	223 1/4	223 1/4	223 1/4	1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	21 1/2	21 1/4	21 1/2	1/4
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OVER THE COUNTER

	Bid	Asked
DuMont Lab.	12	13
Stromberg-Carlson	9 1/2	11
U. S. Television	14	1 1/2
WCAO (Baltimore)	15	20
WJR (Detroit)	5	6

Indian Chief Presents Snuff Box To Announcer

La Duluth—During the narration of the Cook County Centennial pageant at Grand Portage, Minnesota, Gil Fawcett, KDAL traffic manager, narrator of the pageant, was taken by surprise when he introduced Lawrence Connors, full blooded Chippewa and chosen chief of the Northern Minnesota tribe. Chief Da-So-Naganas as he is known, announced he had a gift for the visiting white man and ceremoniously presented Gil with a box of Copenhagen snuff. While Gil appreciated the gift of tobacco from an Indian to a white man is a token of warmest friendship, he told the chief he hadn't touched the stuff since early childhood when he experimented with it behind the barn on his fathers farm. However, our narrator assured the chief he would treasure the box as a token of friendship.

★ COMING AND GOING ★

O. B. HANSON, vice-president and chief engineer of NBC, off for a week's vacation cruise on his yacht, The Phantom, cruising up and down the eastern coast. He will put into Shelter Island for a brief stay.

MARY A. BENDE, in charge of purchasing and personnel at WQXR, N. Y., returns today from a two-week Caribbean cruise.

R. E. SHELBY, director of TV engineering operations at NBC, left over the week-end for Austin, Tex. on a vacation trip that will last until after Labor Day.

LARRY BLENHEIM, WMGM, N. Y., staff announcer, is vacationing for three weeks at Lake George. Other WMGM staffers on vacation are: BILL EDMONDS, announcing staff MARGARET REYNEKE, secretary to Bertram Lebar, Jr., sales director of the station; and GERTRUDE SIBEL of the mailing department.

LEO HERSHDORFER, NBC copy and feature editor of the net's press department, is on vacation for two weeks in Montreal.

HARRY MARBLE, of WCBS' "Hits & Misses" program and The Margaret Arlen ailer, back today from a two week vacation.

TED OBERFELDER, ABC's director of advertising, promotion and research, left over the week-end for Chicago, Minneapolis and Milwaukee on a network business. He returns to N. Y. on Aug. 1

JACK BARRY, moderator of WOR-MBS's "Juvenile Jury" and "Life Begins At Eighty," left N. Y. Sunday by plane, for a month's trip to Europe, visiting Paris, Monte Carlo, Geneva and Genoa. During his trip Barry expects to record some shows for later use.

WALLACE H. LANCTON, TV director of Jackson & Co., advertising agency, is in Detroit for several days, supervising production of a series of three animated TV films at The Jam Handy Organization.

DON GARDINER, ABC commentator, leaves today for a three-week vacation at Basin Harbor, Lake Champlain, Vt. During his absence, ABC news broadcasts at 7 a.m., EDT, 5 days weekly, will be handled by Gordon Fraser.

FRANCES SCOTT and CHARLES BASCH, of Basch Radio and Television Productions, off on a 12-day vacation jaunt to Maine and Canada.

GAIL BORDEN and DAVE NEWELL, panel members of Mutual's "Hunting & Fishing Club of the Air" left Friday for Nova Scotia and the Newfoundland fishing banks to cover the international tuna fishing contest. They will be gone for about two weeks.

ALBERT E. VAN WAGNER, account executive at St. George & Keyes, Inc., N. Y. advertising agency, left over the week-end for a two week vacation in Maine and Canada.

Name Whitney Sales Mgr. Of Don Lee Network

George Whitney, formerly of Harrington, Whitney and Hurst advertising agency, was named general sales manager of Don Lee by Ward Ingram, vice-president in charge of sales. Henry Gerstenkorn, previously Ingram's assistant, moves up to national advertising manager. Ingram said the changes constituted a realignment of duties of sales personnel to increase productiveness and service to clients. Whitney, prior to 1947, was with KFI 10 years and NBC and KPFC in San Francisco.

McNaughton To Succeed Royal Howard At NAB

(Continued from Page 1)

assistant, be moved up to the director's post. Miller, in a letter accepting Howard's resignation with "reluctance and regret," said the recommendation of McNaughton "seems sound in all respects." and added:

"I am sure he can carry on, ably, the policies and programs which have been initiated under your directorship; thus preserving for NAB the good-will and splendid co-operation which has been developed during the past two years between NAB and all those groups with which you have worked."

Brown Shoe Co. Renews McConnell On NBC

(Continued from Page 1)

sion network sales department. The show is heard from Hollywood from 10:30-11:00 a.m., CDT, Saturdays, over the full NBC network. Leo Burnett Company, Chicago, is the agency, and W. J. McEdwards is the NBC Chicago account executive.

Women Broadcasters Honor Late Elsie Dick

Washington Bureau of RADIO DAILY

Washington—A resolution expressing their feeling of "profound loss" at the death of Elsie Dick, Mutual correspondent killed in the Bombay plane crash, has been adopted by the New York City members of the Assn. of Women Broadcasters of the NAB.

The resolution was signed by the following members: Jane Tiffany Wagner, Dorothy Dignam, Ruth Girard, Barbara Welles, Agnes Law, Henriette Harrison, Alma Dettinger, Eleanor N. Sanger, Edythe J. Meserand, Jean Clarke Thompson, Doris S. Corwith, Ruth Trexler, Anita L. Barnard, Helen Livingston, Julie King, Marian Read, Grace M. Johnson, Geraldine B. Zorbaugh, Miriam Hoffmeier, Natalie Flatow, Margaret Cuthbert, Linnea Nelson, and Dorothy A. Kemble.

AFRA Adopts Resolution On Political Bids Issue

The New York Local Board of the American Federation of Radio Artists has adopted a resolution condemning the practice, "if any," of permitting political bias to influence the hiring of its members.

The AFRA board also condemned loose talk among its members about such cases, and urged that complaints involving the "giving of withholding (of) employment . . . on the basis of political beliefs or affiliations" should be made to the Board itself for appropriate action.

Joins WCAM Sales Staff

Charles Kugelmeier, formerly with National Transitsads, has joined the sales staff of WCAM, Camden, N. J.



Taking it easy

This strange looking bird is a Malayan Wood Ibis. And he's now taking a little nap. Believe it or not, that's the way this queer fellow sleeps.

There's a simple way, too, for time buyers to take it easy and get results in the rich Baltimore market. They just buy W-I-T-H, the BIG independent with the BIG audience.

Yes, sir! 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.

And don't forget, Baltimore is the sixth largest market in the country.

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

Standard Buys Sked Of Midwest Football

(Continued from Page 1)

be over WCCO, CBS outlet in Minneapolis-St. Paul.

Professional games of the Chicago Bears will be heard over WIND, Chicago, under Standard sponsorship. Other stations will be added to carry the Bear games in the mid-west area.

In addition to the radio sponsorships, Reynolds announced, that arrangements had been made to televise all the home games of the University of Minnesota over KSTP-TV, Minneapolis-St. Paul. This will be the first TV football sponsorship in the Northwest area.

Reynolds Leaves Don Lee For Post With Bruce Eells

(Continued from Page 1)

Syndicate, co-operative transcription group of over 163 member stations.

Before joining Don Lee five years ago Reynolds was co-manager of the Los Angeles office of BBD&O. In announcing his appointment Jim Eells, executive assistant to Bruce Reynolds, declared: "Our plans are predicated on the conviction that radio is, and will continue to be, the major force in advertising—TV notwithstanding—for the next five years."

Nat'l. Radio Week Set; Committee Announced

Washington Bureau of RADIO DAILY Washington—The composition of the National Radio Week Committee, which will plan the observance of this year's National Radio Week, Oct. 30 to Nov. 5, was announced Friday by Justin Miller, president of the National Association of Broadcasters, and R. C. Cosgrove, executive vice-president of Avco, and president of the Radio Manufacturers Association.

Co-chairmen of the National Radio Week Committee are W. B. McGill, Westinghouse Radio Stations, Philadelphia; and Gordon Gray, WIP, Philadelphia. Gray is also chairman of the NAB's All-Radio Presentation.

Serving on the National Radio Week committee with the co-chairman will be John J. Gillen, Jr., WOW, Omaha, who is chairman of the NAB Sales Managers Executive Committee, and Eugene S. Thomas, WOIC, Washington, D. C., who heads the TV Sub-Committee of the SMEC. They will represent broadcasters on the group.

Representing radio manufacturers will be H. F. Guenin, RCA-Victor Div. of RCA; L. E. Pettit, G.E.; and William Macke, Zenith Radio Corp. The Committee will meet tomorrow, at the Statler Hotel, in New York, to make preliminary plans for this year's observance of the annual event.

Bill To Streamline FCC Reported By Senate Body

(Continued from Page 1)

tions Commission . . . (it) has the unanimous approval of every broadcasting interest who testified, and the majority of its provisions are favored by the Commission itself."

No changes in policy affecting radio or television broadcasting are made by the bill.

In his report, Sen. Ernest McFarland (D., Ariz.), Chairman of the Subcommittee in charge of the bill, said its principal objective is to clarify the Communications Act of 1934 so as to remove ambiguities and thereby speed up the "handling of license applications and the rule-making function; and "to provide for administrative reorganization of the Commission in the interest of more effective and speedy handling of cases."

Enactment of the legislation, said the Committee, would be "a major step forward . . ." and "of inestimable value in making more certain that regulation of the industry shall be in 'the public interest, convenience, and necessity'" would consolidate bureaus.

The principal reorganization provision would require the Commission to consolidate its Legal, Engineering and Accounting Bureaus—which now operate independently for the most part—into three or more integrated divisions. These divisions, Broadcasting, Common Carrier, and Special and Safety Service, could be augmented by additional ones if necessary. Each division would include all necessary Legal, Engineering and Accounting personnel to handle the work, but would operate together rather than as separate professional groups.

As further insurance against the piling up of a huge backlog of cases, the bill specifies that the Commission must at least meet once a month for the purpose of "reviewing and expediting its work."

In addition, "fair time limits" of three months for the final disposition of non-hearing cases and six months from the final date of hearing on all hearing cases, are set in the bill, and the Commission would be required to report to Congress "promptly" all cases pending before it longer than these periods, stating the reasons for delay.

The bill would prevent any Commissioner who resigns before the expiration of his term from doing any work for any person or corporation who comes within the jurisdiction of the Communications Act for the unserved portion of his term. A similar provision would prohibit the Chief Engineer, General Counsel, Chief Accountant and their assistants, and the Secretary of the Commission from representing licensees for one year after the termination of their employment with the Commission.

These provisions, said the Committee, would tend to curb the "ex-

ceedingly unfair and occasionally improper practice" of hiring people with influence from the Commission.

Commissioners' salaries would be increased from \$10,000 to \$15,000 a year; those of the General Counsel, the Chief Engineer and the Chief Accountant from \$10,000 to \$12,000; the salaries of their assistants would be raised from \$9,000 to \$10,000 and that of the Secretary from \$8,500 to \$10,000.

Each Commissioner would be permitted to hire a personal legal assistant at \$10,000 a year. This would be balanced by a reduction in the number of Assistant General Counsels, Assistant Chief Engineers and Assistant Chief Accountants from three to two assistants for commissioners.

Employment of a personal legal assistant to each Commissioner, said the Committee, "will not only relieve the burden of work on each Commissioner but will permit close study of both proposed decisions and rules and should expedite materially the speed of Commission action on its backlog of cases."

The Commission would be authorized to issue cease-and-desist orders for violations not warranting the revocation of a broadcaster's license. Revocation, said the Committee, is now the only administrative penalty which may be applied to violations.

The remaining provisions, all procedural in nature, include the requirement that a written application be filed in all cases, annulment of the Avco procedure (already thrown out by the Commission), and other provisions designed to improve the speed and efficiency of the administration of the Commission's functions.

Change Of Frequency Improves CFRB's Position

Montreal—Revenue of the broadcasting subsidiary of Standard Radio, Limited, Toronto, has been substantially increased by the change to a new frequency at greater broadcasting power, Harry Sedgewick, vice-president, said at the annual meeting. Results so far this year are ahead of last year, he said.

Most of the difficulties arising from the change have been overcome and the net effect has been that the station, CFRB has a stronger signal and larger audience within a smaller area than it had before it was forced to move from its old frequency. The stronger signal is a considerable advantage in the sale of advertising time.

Sedgewick said that the company's application for a television broadcasting license seemed likely to be favorably viewed but he estimated that it would be about a year before any action on it could be expected.

Church Publication Criticizes Giveaways

Baltimore—A blistering attack is leveled against radio's jackpots, human error programs and murder mysteries in the July 22 issue of the Catholic Review, official publication of the Archdioceses of Baltimore and Washington.

A signed article by Joseph Martin, the review's radio columnist, said: "Hundreds of thousands of radio's follower's are being bribed with fantastic gifts to listen to mediocre and greed-breeding programs. More hundreds of thousands have abandoned network listening because it insults their intelligence."

"One by one normal entertainment broadcasts are yielding to loot-laden contests, bloody dramas, and mediators. Radio has lost its self-respect—and coincidentally the respect of normal audiences," said the review.

Martin lashed out at "bloody" mysteries in which "a single corpse in a story nowadays is sissy stuff. It's kid stuff if a killer uses a gun or knife. He is qualified as a radio villain only when he is enterprising enough to kill scientifically with a uranium by-product," he continued.

Martin said "Congress can help by putting the pressure on the FCC to stop abuses of the air. The air and radio frequencies are owned by the people, not by the FCC, nor the networks, although you wouldn't think so."

Martin suggested legislation to bar "the kind of advertisers who have discouraged decent and really entertaining programs."

21% Biz Increase Reported By WGAR

(Continued from Page 1)

first half of last year, John F. Patt, vice-president and general manager, announced Friday.

In making the announcement Patt pointed out that WGAR added 25 per cent more new clients in June than were signed in the same month last year. He added that the increase was made without resorting to telephone prize gimmick shows locally to induce listeners to tune into the station.

Flea Story

Last Wednesday, the NBC-TV program "Believe It Or Not" was cut off the air for lack of time before emcee Robert St. John could reveal the 'pay-off' on the Caribou Flea story. . . . The NBC switchboard was so jammed with calls, many from Boston and Washington, that twice during the course of the following program, NBC interrupted to announce "The Caribou Flea was purchased by the Rothschilds for the famous Rothschild Collection."

AGENCIES

JOANNE TAGGART, associate of the Leslie Lieber publicity office, 9 Rockefeller Plaza, N. Y., will become a partner of the organization, effective July 25, it was announced yesterday. The firm will be known as Lieber-Taggart. It was also announced that the Dennis James account is now being handled by them.

CHERNOW CO., INC., has been named to direct advertising for the Peerless Fountain Pen & Pencil Co., Inc. A nation-wide spot radio and TV campaign is planned.

DIANE WERFEL, formerly with the Board of Education of New York City, has joined Wilbur Stark-Jerry Layton, Inc., radio and television package agency, as director of personnel and writer of the firm's "Julie and Red" radio show.

CORINNE CUNNINGHAM has joined the staff of Erwin, Wasey & Co., Los Angeles, as their home economics director. She is a graduate home economist of Iowa State College and was formerly connected with the advertising department at the Calif. Fruit Growers Exchange (Sunkist).

FRANK McMAHON, formerly assistant account executive for Foote, Cone & Belding, Los Angeles, has joined the Los Angeles office of Erwin, Wasey & Co.

Chicago FM Stations Will Conduct Survey

(Continued from Page 1)

organization, agreed on plans for listener sampling at their July 19th meeting, held in the offices of WMOR, Chicago.

The participating stations will cooperate in co-incidental telephone survey to determine the percentage of FM homes in Chicago and suburbs, and the amount of time these homes are listening to FM.

In addition, according to Ralph J. Wood, Jr., FMBC president and general manager of WMOR, surveys will be taken monthly to determine the increase in FM homes and FM listening.

Among the participating stations are: WEFM, WMOR, WOAK, WILA, WJIZ, WXRT, WRGK and WEAW.

On another matter, the FMBC addressed all members of the FCC, calling their attention to four FM stations in Chicago operated by AM stations which have curtailed their operating hours to the bare minimum allowed by the FCC.

The letter asks, "Is this curtailed operation in the public interest, and/or in the public interest, and/or in accordance with the schedule proposed in the original applications for Construction Permits for these stations?"

The Tuesday meeting also formally accepted By-Laws for the organization.



California Commentary . . . !

Leasing by KTTV of Capitol Records' studios on Melrose Blvd. is another indication of the lull in the platter business. The Times-CBS tele outlet will use Studio B as a sound stage, with Studio A to be converted for either radio or video for use by the Columbia network. Capitol may use Studio A for a portion of the time for its projected television productions. . . . Two Mutual-Don Lee affiliates began operations with increased power last week. KYOS in Merced now is operating with 5,000 watts on its new frequency of 1480 kc. and KCOK at Tulare is beaming with 1000 watts on its newly assigned frequency of 1270 kc. . . . Bill Baxley has joined the KHJ sales staff, moving over from a similar spot with KECA. . . . Lever Bros. has signed Allan Jones to record 28 half-hour programs for broadcast in Australia, South Africa and Luxembourg. . . . Kinescope treatment for Ben Gage's "Rumpus Room," now seen locally over KTTV on Sundays. Rockett-Lawritzen agency is completing details for the program to be televised in the East one week after Hollywood presentation. Dr. Ross' Dog Food is the sponsor. . . . KECA-TV and Hoffman Radio jointly are sponsoring a "see yourself on television" in a closed circuit hookup at Pasadena's Nash's Department Store. Similar stunt has just been completed with Bullock's downtown store. . . .



ABC's Paul Mowrey will be a principal speaker Wednesday at San Diego's summer conference of the Bureau of Radio and Electrical Appliances. . . . Frank McMahon, former assistant account executive for Foote, Cone & Belding here, has joined Erwin, Wasey & Co. in the same capacity. . . . Universal-International is among the seven sponsors of KTTV's "Playtime." It's the first time a film company has participated in the sponsorship of a local television program. . . . Ford's "On the Spot" newsreel over KNBH is being replaced by "Ford Television News and Weather," sponsored by the Ford Dealers of Southern California. . . . George Mellon, head of George Ellsworth Mellon Productions, is in New York on a combined business trip and honeymoon. He was married last Monday to the former Mrs. Arline Boyd. Mellon's "Castle Land of the Sky" is due to hit the airwaves shortly. . . .



Bob Hope flew to Minneapolis over the week-end to be the guest of honor at the annual Aquatennial. . . . Filmtone is the newest studio here to offer facilities for television film production. . . . Phil Harris and members of his production staff are off for a month of fishing in British Columbia, Oregon and Washington. Accompanying Harris are Paul Phillips, Ray Singer, Dick Chevillat, Al Newman and Walter Sharf. . . . New home economics director for Erwin, Wasey is Corinne Cunningham, formerly with California Fruit Growers Exchange. . . . Berle Adams, local agent and song publisher, is trying to collect \$100,000 from Kay Starr for commissions allegedly owed by the singer. Trial comes up in September. . . . The negotiations by ILGWU and KFMV for the Valley station KWIK were carried on so secretly that not even KFMV personnel, aside from General Manager Cliff Gill, were aware of them. It is reported that the union and KFMV out-bid a number of other contenders for the station, including Howard Buick Co. and the big credit dentist, Doctor Cowen. It is understood that KWIK will be used extensively to plug the FM station, KFMV. . . . It's another boy for the Ed Contures. He's the ABC engineer. . . .

CHICAGO

By HAL TATE

JOSEPH HERSHEY MCGILLVRA, silver-haired owner of the radio rep firm bearing his name, is in Chicago and will make an announcement about a change in the set-up of his Chicago office within the next few days.

WJJD's FM affiliate WFMF will broadcast the night-games of the Chicago White Sox versus the New York Yankees on July 26th and July 29th with Bob Elson at the mike. WJJD only carries the Sox' day games as the station signs off at sundown. AM listeners are cheated out of Sox games as a result. TV viewers, however, can watch the Sox games nightly over WGN-TV. Latter station has an exclusive contract with the Sox management.

Local rumblings that a major transcription manufacturing firm here may shortly throw in the sponge.

Natt Hale, formerly promotion and publicity man for M-G-M Records, Columbia Records and Tower Records, has joined Harmony Records here in a similar capacity.

Bill Lee, formerly Western Division manager with Joseph Hershey McGillvra, Inc., radio station reps, has assumed the duties of Division Manager for The Walker Co. in Chicago.

Bell and Howell Co., manufacturers of precision photographic equipment, announced last week the appointment of Carl Stauff as coordinator of government sales. He will be responsible for interpreting to Bell and Howell the present and anticipated needs of the various armed services.

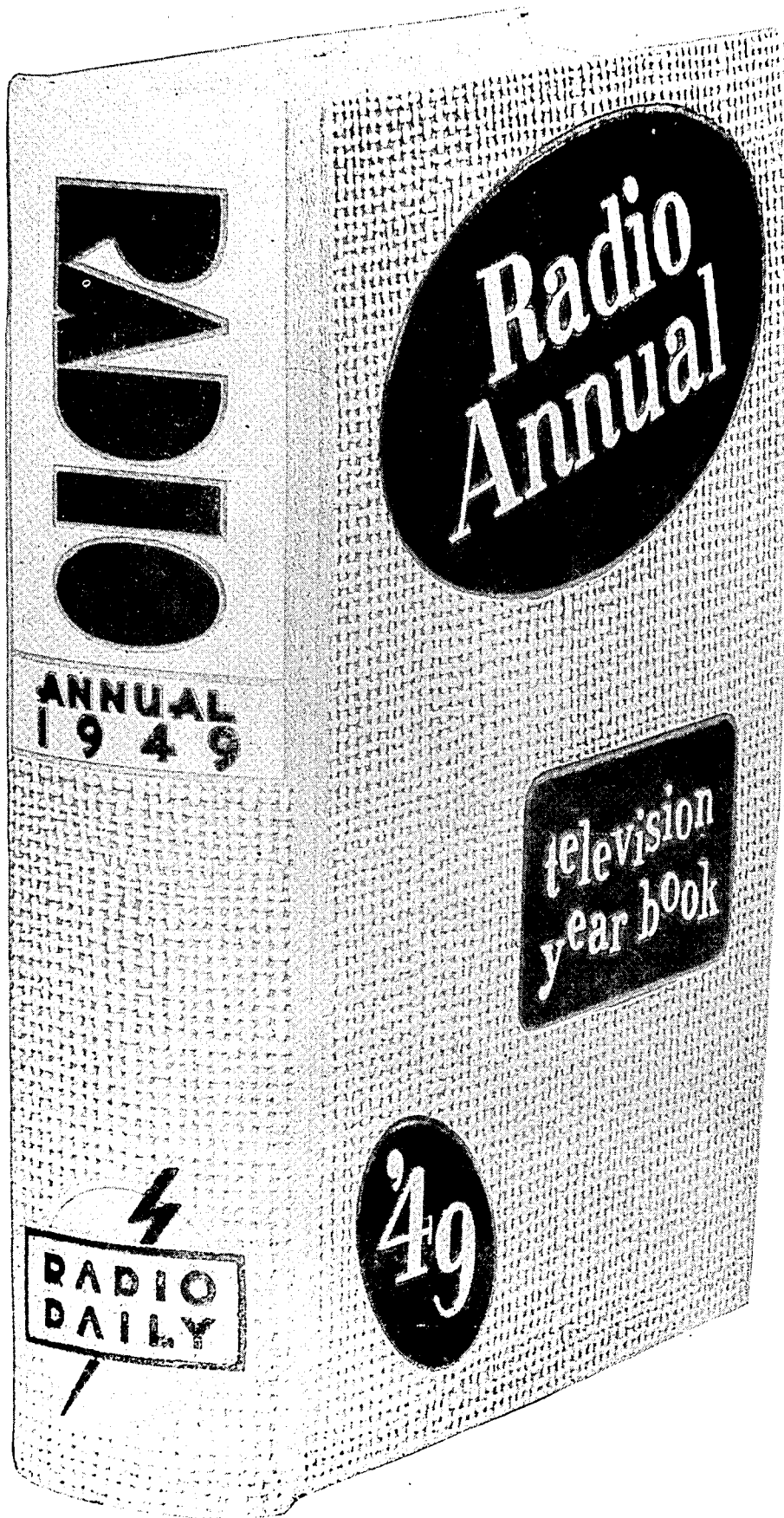
New Childrens Series Offered To Sponsors

(Continued from Page 1)

faith in the future of radio and sees an urgent need for new children's stories. In his suite at the Hotel Statler Friday he told of testing his original recorded stories on school children in Los Angeles and subsequently mailing audition records of four 30 minute programs to six leading advertising agencies throughout the country.

"Our series is an original, fanciful adventure serial for children from 7 to 70," Mellon said. "We have striven to bring fantasy to life and have avoided any references to crime or killings often found in children's stories."

O. J. Neuwerth, formerly top WBBM-CBS producer in Chicago and formerly associated with school radio programming in collaboration with the Chicago Radio Council, is the director of production of the new Mellon series. Virginia Cook is director of adaptation and Irma Glenn, nationally known organist director of music.



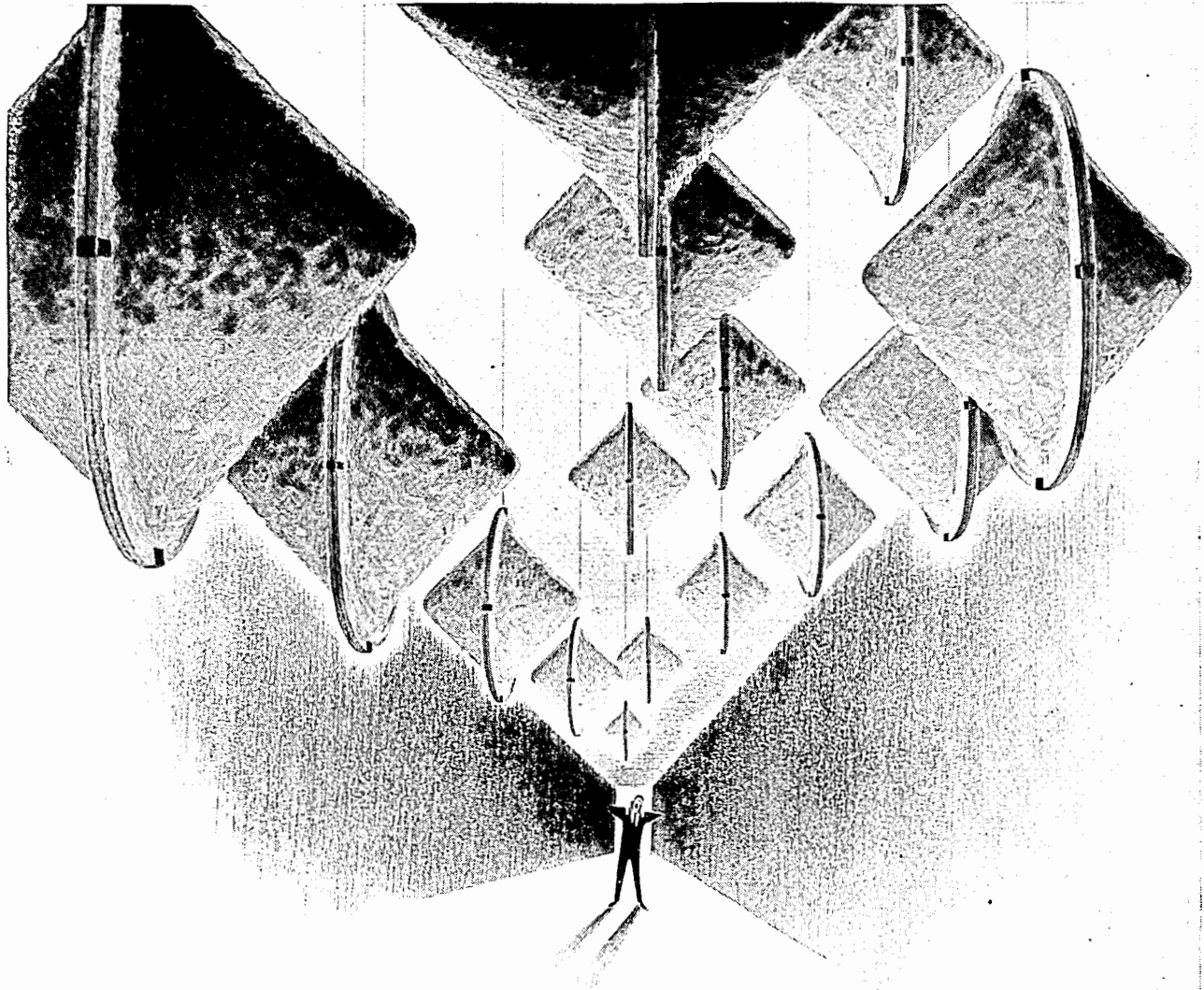
**WHAT DO YOU
WANT TO KNOW
ABOUT**

**PROGRAM
PRODUCERS ?**

A DIRECTORY OF
PROGRAM PRODUCERS
SHOWING
PERSONNEL, ADDRESSES
PHONE NUMBERS
&
SERVICES OFFERED
ARE CONTAINED IN
THE
1949 RADIO ANNUAL
AND TELEVISION YEARBOOK

— • —

ONE OF 1001
SUBJECTS COVERED
IN THE
**RADIO ANNUAL
for 1949**



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

TELEVISION DAILY

Section of RADIO DAILY, Monday, July 25, 1949 — TELEVISION DAILY is fully protected by register and copyright

NETWORK CABLE ALLOCATIONS SET

TELE TOPICS

ATEST DATA compiled by the NBC research department show a total of 2,000,000 receivers installed throughout the country as of July 1, with almost 20 million families within a 40-mile radius of the stations on the air. The chart reports 10 advertisers—network, spot and local—using video during May and 85 manufacturers in the field. . . . "Studio One," which has just been renewed by Westinghouse, returns to CBS Oct. 3, 10-11 p. m., the time seg the web had reserved for Amateur Hour. . . . WOR-TV hopes to put its test pattern on the air by August although it may be delayed because of a fire atop its 760-foot tower last week. . . . Columbia Pictures has called in Guy Brown to work on a wrestling film now in the works. . . . It's been said that working before the ikes places a strain on the performer that's unprecedented in show biz. . . . Vinny Bradford, of WNBW, should know. He's lost 30 pounds since he began his 12-a-week series.

MORTON HEATH, director of the NBC department of information, suggests "rek" as an entry in our kinescope recording sweepstakes. He writes: "The word is short, easy to pronounce, and its derivation is reasonably apparent." Any other suggestions? . . . Anent an item here last week, Ned Ryan, special events director of WHEW, Syracuse, writes: "We at WHEW are an exception to the claim of WLAV-TV, and Rapids, that they have established a construction record from arrival of equipment, June 25th, to first transmissions on July 16th. Remember WHEN? Equipment arrives on November 15, 1948. First day of regular programming, December 1st. That's only 16 days!" . . . Chet Lauck and Norris Hoff completed a recorded version of "Hum and Abner" at CBS last week and took off on vacation. Andy Devine, Opie Gates and Zazu Pitts, who made the film with them, also left town. Show was produced by Walter Hart.

VMAR-TV applied to the FCC last week for permission to conduct a test of color circuit tests between Baltimore and Washington. Station plans to equip medical and surgical demonstrations at Johns Hopkins Aug. 17-19. If these are successful, station will seek an okay for a color demonstration to be beamed to an American Medical Association meeting in Washington in December. Images picked at the hospital would be aired by the VMAR-TV transmitter, with viewers in the area seeing a series of black and white images during the tests. Experiments will be under the supervision of CBS officials. . . . Martin Video Productions has begun shooting "Manhattan Host," a 39-episode series of half-hour films featuring Black and Joan Barton. Series will spot famous restaurants and bistros around the country.

Schedule Covering Sept. 1-Dec. 31 Period Decided After Meetings Lasting Two Weeks; Compromise Adopted Regarding WOR-TV Demands

Allocation of coaxial cable time among the four networks was decided last week after two weeks of meetings between representatives of the web and AT&T. Effective September 1, the new schedule runs through the end of the year and provides no drastic changes in program schedules.

When the meetings got under way, the four webs now operating were presented with a demand by WOR-TV for full network participation. The Bamberger outlet is slated to go on the air Oct. 1. WOR owns WOIC in Washington and is affiliated through Mutual with WGN-TV, Chicago, and WNAC-TV, Boston, as well as KTSL, Los Angeles.

A compromise suggested by ABC was effected whereby WOR-TV agreed to drop its demand for the present. When the Mutual flagship is ready to begin operations and decides what cable time it needs, another meeting probably will be called to try to fit the station into the schedule.

This promises to be a difficult task since there are only three westbound channels and one eastbound now being used by four nets. AT&T's microwave relay link between New York and Chicago now under construction is not expected to be put into operation until some time next year. When it is opened, it will provide network facilities for everyone. A fourth channel, southbound from New York to Washington is to be opened August 1.

For almost every time period (see table below) the one web not assigned a westbound channel has been pencilled in for the eastbound cable. Up to now, only two networks, ABC and NBC, have carried Chicago originations. It is believed that CBS and DuMont may begin originating shows in the Windy City as a result of a move last spring whereby WBKB became a primary CBS affiliate and WGN-TV became a primary DuMont outlet.

Time allocations on the westbound cable follow:

	New York To Chicago						
	Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
5-5:30	ACN	*CN	*CN	*CN	*CN	*CN	ACN
5:30-6	ACN	*AN	*AN	*AN	*AN	*AN	ACN
6-6:15	ADN	ACD	ACD	ACD	ACD	ACD	ACN
6:15-6:30	ADN	ACD	ACD	ACD	ACD	ACD	ACN
6:30-6:45	ACD	CDN	CDN	CDN	CDN	CDN	ACN
6:45-7	ACD	CDN	CDN	CDN	CDN	CDN	ACN
7-7:15	ACD	ACD	ACD	ACD	ACD	ACD	ACN
7:15-7:30	ACD	ACD	ACD	ACD	ACD	ACD	ACN
7:30-7:45	ADN	ACN	ACN	ACN	ACN	ACN	ACN
7:45-8	ADN	CDN	ADN	CDN	ADN	CDN	ACN
8-8:30	ACN	CDN	ADN	ACD	ACD	CDN	ACD
8:30-9	CDN	ACN	ADN	ACN	ACN	ADN	ACD
9-9:30	ACN	CDN	CDN	ACN	ADN	ACD	ADN
9:30-10	ACN	CDN	ACN	CDN	ACN	CDN	ADN
10-10:30	ACD	ACD	CDN	CDN	ACN	ACN	ACN
10:30-11	ACD	ACD	CDN	CDN	ACN	ACN	ACN

A — ABC D — DuMont
 C — CBS N — NBC
 * Cable not available until 6 p.m. weekdays.

The Week In Television

FCC Requests Experimental Info On UHF, Color

FCC asked all experimental station operators to report on the results of their research prior to the Aug. 29 hearings on UHF and color proposals. AT&T and Western Union were requested to furnish latest available data concerning present and planned facilities for intercity transmission. . . . Discussions expected to lead to final agreement on Television Authority were set by AAAA and SAG to open in Hollywood July 30. . . . Extensive experiment to test effectiveness of TV in service training was set by the Navy in cooperation with NBC. . . . FCC denied the TBA request for partial lifting of the freeze for 22 channels in eleven cities in California, Colorado, Texas, Washington and Utah. . . . Growing number of network shows originating in Hollywood via recording has started new activity among Coast producers. . . . Discussion of video was a highlight of the BMI program directors clinic. . . . Bigelow show, with Dunninger and Paul Winchell, moved from NBC to CBS.

Modification TV Rule Asked By NAB-TBA

Washington Bureau of RADIO DAILY Washington—Set installation, sales demonstration and promotion of set sales, public interest programming, and reduction of station operating cost would be all hampered by the FCC's announced interpretation of section 3.661 (B) of its rules and regulations. The NAB and TBA said at the weekend.

The NAB letter pointed out primarily that installation technicians have asked that music be carried on sound channels, along with test-pattern transmission, so that receivers being installed may be properly adjusted. Stations surveyed by the NAB for comments on the interpretation reported complaint from servicemen that music or speech modulation is necessary for such adjustment.

TBA's petition to the Commission holds that the directive imposing these limitations "is both untimely and unrealistic," according to Association attorney Thad H. Brown. There can be no basis for belief that the aural features were unfair competition to the aural broadcasters, said TBA, nor can the Commission be concerned that the 74 presently operating stations are not adequately meeting the minimum requirements of regularly scheduled TV. With few exceptions, the petition went on, TV licensees are regularly programming far in excess of requirements.

SWG Hails TV Comm. Formed By Authors

West Coast Bureau of RADIO DAILY Hollywood—The television formula arrived at in New York by the Authors League Council for handling all writer's problems in the new field was hailed Friday by the Screen Writers Guild as eminently satisfactory to the group. The Guild's representatives, Oliver Garrett, Valentine Davies and Ernest Pascal, back in Hollywood after a two-day conference with six Guilds under the League's aegis, reported complete success in demands for formation of a TV committee of the Authors League, consisting of 26 members split between the two coasts, SWG will furnish eight; seven for the west, and one for the east. The new TV-AL Committee first will concern itself with minimum wages in the video-audio field, and second with negotiations of contracts with employers.

15 Stations Added By New ET Series

Fifteen additional stations have sold local sponsorships of the transcribed quarter-hour program "Americans, Speak Up!" bringing to about 100 the total of outlets carrying the public service series.

The programs are open-end transcriptions of talks by leading public figures on matters of citizenship. They are made available by "America's Future," a non-profit group, to stations and sponsors at \$5 per program. The added stations and sponsors follow: KGB, First Nat'l Trust & Savings Bank, San Diego; WSTC, Clearing House Association, Stamford, Conn.; WOL, Fasanko Motor Sales (Chrysler & Plymouth) Washington, D. C.; WDEL, Laird & Company, Brokers, Wilmington, Del.; WIOD, Chamber of Commerce, Miami, Florida; WGRC, Polk & Company, (Construction), Louisville, Ky.; WJBO, Baton Rouge Bus Company, Baton Rouge, La.; WGFG, James M. Wilson Agency, Inc. (Insurance), Kalamazoo, Mich.; KCRC, Central National Bank, Enid, Okla.; WFIG, Stubbs Brothers, Inc., Sumter, S. C.; WNOX, Cherokee Textile Mills, Knoxville, Tenn.; WFAA, Business Music, Inc., Dallas, Texas; WBAP, Business Music, Inc., Fort Worth, Texas; WSAZ, The Anderson Newcomb Co. (Dept., Store), Huntington, W. Va.; WKOW, Gisholt Machine Co., Madison, Wis.

Hardy Appointed Dir. To New NAB Div.

(Continued from Page 1)
directors in a streamlining reorganization completed July 14.

The 33-year-old KSL executive for the last two years has been chairman of the NAB's Committee on Educational Standards. KSL, which he has served since 1937 in both programming and sales capacities, is a 50,000 watt outlet affiliated with CBS.

"I have observed Mr. Hardy's contributions to American broadcasting over the past four years," Judge Miller said in announcing Hardy's appointment. "He has been my first choice for directorship of the challenging Audio Division post. He has demonstrated fine qualities of leadership, a talent for public speaking and a broad understanding of, and sympathy for the American system of broadcasting. I am delighted to announce his affiliation with NAB, and grateful to KSL's management for making him available."

In his new post, Hardy will be concerned directly with NAB's activities in promoting all forms of audio broadcasting, AM and FM. He will be assisted by Arthur Stringer, Director of the FM section of the division.

Hardy will report in Washington to take up his new duties on September 1.

★ THE WEEK IN RADIO ★

Radio Time Sales Shows Gains

By AL JAEGBIN

SALES managers of independent stations and networks alike expressed optimism on Fall business prospects with current sales on the upturn and advance billings equal to, and in some cases above those, of the same period of last year, it was indicated in two separate surveys conducted by RADIO DAILY last week.

Execs at New York indies discounted jitters about present and future billings and pointed to figures showing billings, in some case, running up to 15 per cent ahead of last year.

NBC prexy Niles Trammell said he was confident that "the network's Fall night-time period will again be sold out except perhaps for a few 10:30 p.m. segments. CBS sales manager John Karol predicted that the 1949-50 radio business on the Columbia network will be 10 per cent over the 1948-49 season.

Charles Luckman, president of Lever Brothers Co., lashed out at what he called "economic hypochondriacs" who are bemoaning the state of the nation's business. He announced that his firm is "backing its faith in America's future" with a \$55,000,000 expansion program.

An increasing trend on the part of agencies and sponsors toward the buyers' market, especially in the rural or agricultural areas, was noted with Wildroot Co. of Buffalo, buying a 15-minute across-the-board musical ET program through the Keystone Broadcasting System for presentation over 100 stations in the south and southeast, beginning Sept. 6.

This morning's back-to-work movement of some 4,000 striking bakery workers has seen the resumption and expansion of radio advertising by six Metropolitan New York bakeries on upwards to 20 stations in this area. . . . Raleigh Cigarettes has bought one-minute spots in 35 markets, to run 13 weeks. . . . American Tobacco Co. will sponsor NBC's "Light Up Time," Mondays through Fridays, 7-7:15 p.m., EDT, with a repeat at 11-11:15 p.m., EDT, starting Sept. 5. . . . Liggett & Myers has renewed its "Chesterfield Supper Club," on a one-day basis, NBC, Thursdays, 10-10:30 p.m., EDT, beginning Sept. 8. The network has signed John Morrell & Co., makers of Red Heart Dog Food, for a 52-week sponsorship of "Lassie," Saturdays, 11-11:15 a.m., EDT, beginning Sept. 3.

The Pepsi-Cola Co. has prepared a new series of 25 musical commercials for local sponsorship by its independent franchised bottlers throughout the country. . . . The First National Food Store Chain has added 12 stations for its "Guy Lombardo Show," a Fred W. Ziv package. . . . Dolcin Corp. (pharmaceuticals) has increased its billings with the Don Lee Network on the coast. . . . The Standard Oil Co. of Ohio

will sponsor the Cleveland Browns' football games this Fall over 15 Ohio stations. . . . Paramount, 20th-Century-Fox, Warners and RKO Pictures were reported to be planning "heavy" use of spot radio advertising in the promotion of feature films in key cities this Fall. . . . Four more stations have been added to the roster of "Musical Treasures," sponsored by the Hickok Oil Corp.

Included in the long list of new radio sales, substantiating the rising optimism throughout the industry, was the contract signed by the Savings Banks of New York for a local version of NBC's "Quiz Kids," to preem over WNBC, Sept. 18, 1:30-2 p.m. . . . Also, the Chicago Laundry Assn. has renewed its WBBM co-op show, "Laundry Pick-Up Time," featuring give-aways of five bundles of free laundry daily.

A "Super" give-away network show, "Chance of a Lifetime," offering prizes valued at \$500,000 to both the studio and listening audience, will preem over ABC, July 31, under the sponsorship of Bruner-Ritter, Inc., in behalf of their watches and jewelry. . . . WMCA, a New York indie, will launch a "Cinderella" give-away, six nights per week, midnight to 2 a.m., with prizes totalling \$3,000 in merchandise every week.

ABC came out with a "four-in-one" plan to lure sponsors to its new Kate Smith show, starting Aug. 8. The new gimmick in participation sponsorship will allow an advertiser to present a year-round, night-time, full-hour coast-to-coast campaign for less than \$300,000, including time, talent and commercials. . . . Ed Gardner, star and producer of "Duffy's Tavern," has virtually completed plans for a production corporation in Puerto Rico. . . . Tomas Muniz, general manager of WIAC, San Juan, P. R., was renamed president of the P. R. Broadcasters Assn.

The expansion of educational radio, both AM and FM, was stressed in a U. S. Office of Education report which lists 103 such stations now in operation. . . . The executive board of the State Baptist Convention at Dallas okayed plans to open Texas' "most powerful FM radio station" by Nov. 1. . . . The second annual convention of the Catholic Broadcasters Assn. will be held at South Bend, Ind., July 29-31.

NBC has established a separate program promotion division to exploit its shows on both a network and local level. . . . A promotion clinic will be held by CBS for its affiliates, simultaneous with a meeting of the network's advisory board, August 1 & 2, at the web's New York headquarters and at the Waldorf-Astoria Hotel.

The FCC has decided that applicants for new stations, renewals or facility changes need not advertise. . . . Royal V. Howard resigned as dir. of NAB's engr. dept.

Westinghouse Cuts Prices On Radios

(Continued from Page 1)

with standard and FM reception one portable, seven phonograph AM-FM-shortwave console, two AM combination consoles and one AM-FM console.

The receivers, their numbers, and the new and old prices are:

Table models—188, AM, now \$19.95, formerly \$24.95; 125, in four cabinet variations, AM, now \$24.95, formerly \$29.95; 204, AM-FM, now \$39.95, formerly \$59.95 and 198, AM-FM, now \$69.95, formerly \$89.95.

Phonograph combination consoles with AM-FM—168, now \$99.95, formerly \$149.95; 191, now \$139.95, formerly \$199.95; 199, now \$139.95, formerly \$229.95; 20, now \$139.95, formerly \$239.95; 166, now \$189.95, formerly \$249.95; 186, now \$199.95, formerly \$279.95; and 187, now \$169.95, formerly \$259.95.

Other consoles—169, AM-FM-shortwave phonograph combination, now \$299.95, formerly \$499.95; 214, AM-phonograph combination, now \$89.95, formerly \$119.95; 183, AM-phonograph combination, now \$99.95, formerly \$129.95; and 212, AM-FM, now \$99.95, formerly \$169.95.

The portable model 185 is being reduced from \$29.95 to \$24.95, both prices without batteries.

All prices quoted apply in Zone 1, a proportionate reductions are being made in Zone 2, which covers the western portion of the United States.

Union Expands Operation In FM Radio Field

(Continued from Page 1)

ified itself as the undisclosed principal in the purchase of KWIK Burbank, for \$40,000 in a bankrupt sale last Tuesday. UBC also operates KFMV (FM), Hollywood.

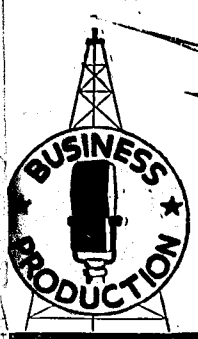
The sale awaits confirmation of the U. S. District Court and the FC Pending such approval Leslie Bowden, trustee in bankruptcy, will continue in control of the static Cliff Gill, manager of KFMV, will also manage KWIK in the interim.

In New York, Frederick F. Umhoe ILGWU secretary and UBC secretary-treasurer, listed two motives behind the KWIK purchase:

"One of the most important," said, "was to obtain another advertising medium for promoting Frequency Modulation broadcasting. I believe in the effectiveness of radio broadcasting as an advertising medium and are spending \$40,000 on AM radio station to advertise radio and KFMV, instead of spending a like sum on other media. I have tremendous confidence in the future of FM, and we are willing to spend this sizeable sum as part of an intensive campaign to promote the sale of FM receivers; that an increasingly large audience will be able to enjoy the advantages of reception from KFMV and other FM outlets."

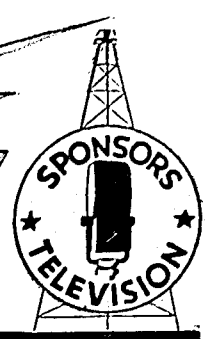
Findlay Joins WOR-TV

John B. Findlay, Jr., will join WOR publicity department August 1 as TV news editor, it was announced Friday by Robert Bluff chief. Findlay formerly with the AP in Newark and previously was with J. Walter Thorson and Fred Rudge, Inc.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 17

NEW YORK, TUESDAY, JULY 26, 1949

TEN CENTS

COLOR TV EXPERIMENTS START TODAY

ABC Asks Softening Of Aural TV Ruling

Washington Bureau of RADIO DAILY
Washington — The American Broadcasting Company today asked the FCC to modify its ruling against separate aural broadcasting over a TV station by allowing music and announcements to be made behind a test pattern for a limited number of hours, and by granting more latitude in the exceptions under which separately originated program may be broadcast on the aural transmitter.

ABC said limiting these exceptions to a "printed moving text" or to slides and stills having "a sub-

(Continued on Page 3)

Optimism Expressed For CBS, IBEW Peace

Optimism for a settlement, without a strike, before the Friday deadline of the contract dispute between the IBEW and CBS was expressed by both sides yesterday.

CBS has offered the New York and Hollywood locals of the IBEW a wage increase of \$2.50 per week. The union originally demanded a 25 per cent boost. The contract between

(Continued on Page 2)

Israel Radio Stations Consolidate Services

Tel Aviv — The Voice of Israel here and the Voice of Jerusalem in that city consolidated their services and will present henceforth a unified service of 14 hours of continuous daily broadcasts, it was reported by Heidy Mayer of WOR's "Here's

(Continued on Page 3)

FM Audience

Detroit — Estimated number of FM receivers now in use in Detroit is fixed at 109,159 by Halsey I. Lawson, Jr., graduate student of Wayne University, who made a survey of the FM audience in collaboration with Ben Hoberman, manager of WDET-FM.

New Haven RR Sets Spots On 5 Stations

The New York, New Haven & Hartford Railroad Co. has launched a five-week campaign for its New Haven RR Summer service to the Berkshires, White Mountains and Cape Cod over five Metropolitan stations: WQXR, WNBC, WOR, WMGM and WNEW.

Among the five accounts which began yesterday, the New Haven has signed for the 7:30-8 a.m. segment of WQXR's "Breakfast Symphony," Mondays through Fridays. The RR has used weather reports

(Continued on Page 6)

Warners Request Oral Arguments On KLAC-TV

Washington Bureau of RADIO DAILY
Washington — Warner Bros. yesterday joined with Mrs. Dorothy Schiff (Thackrey) in asking the FCC to hold immediate oral arguments on the proposed sale of KLAC-TV and her California radio stations to the film company.

But, added Warners, it will not extend the termination date of its

(Continued on Page 6)

CBS Revives N. Y. Polychrome System, With Experimental VHF Equipment; Tests Were Forecast In April

By IRWIN ROSTEN

The Columbia Broadcasting System today will begin experimental color television transmissions using the standard RCA transmitter of WCBS-TV operating on Channel 2, the station's regularly assigned space in the VHF band.

The network's plan to revive full-scale color transmissions was first reported by RADIO DAILY last April.

Color transmissions will be made for three hours daily, beginning at 9 a. m., and will continue for about 30 days. Data supplied by the experiments will be used in the CBS testimony at the color and UHF hearings before the FCC scheduled to begin Aug. 29. All previously reported CBS color experiments were in UHF.

Network engineers and other officials will receive the color broadcasts on specially-designed receivers built by Zenith and on regular black-and-white sets. Latter will employ a color converter developed by CBS. Converter contains a color wheel rotating at high speed and is placed in front of the receiver screen.

A CBS official said that black-and-white receivers not equipped with a converter may pick up a

(Continued on Page 7)

RMA Adv. Committee Meets In N.Y. Today

Members of the RMA advertising committee, representing 18 set manufacturers, will meet at the Hotel Statler in New York today to discuss preliminary plans for industry observance of National Radio Week, October 30 to November 5.

Stanley E. Manson, manager of advertising and public relations for the Stromberg-Carlson Company, Rochester, N. Y., has been appointed chairman of the committee for another year. L. E. Pettit of General Electric, Syracuse, is vice-chairman

(Continued on Page 3)

Chicago Muzak Ban Enforced By AFM

Both the AFM and Muzak, New York, told RADIO DAILY yesterday that the Petrillo ban against the use of wired music in Chicago's leading hotels was "a purely local matter" and would not involve other cities.

The Chicago hotels, including the Palmer House, La Salle, Sherman,

(Continued on Page 4)

Problems Of Merchandising On Agenda Of NAMM Meet

Problems of merchandising of musical instruments, radios, TV receivers and musical accessories were among the topics on the agenda of the 48th annual Music Industry Trades Show and Convention which got under way yesterday at the Hotel New Yorker in New York City. The show, sponsored by the National Association of Music Merchants, is expected to attract between 7,000

and 8,000 visitors during the four-day convention.

One of the main objectives of NAMM, according to William R. Gard, will be the removal of the 10 per cent manufacturers excise tax on musical merchandise, which would pave the way for greater sales of musical instruments. Gard pointed out that "the excise tax is the big-

(Continued on Page 2)

Personalized

Cincinnati — Rex Dale, WCKY disc jockey, annoyed by the network giveaway shows, started a personalized giveaway yesterday. He began making downtown personal appearance between 12:45 to 1 p.m., and gave \$5 to the first person who identified him saying "You're Rex Dale of WCKY." The next 45 winners received \$1 each.

Censorship Of Sorts

Topeka — WREN covered the opening of a liquor store in Kansas last week despite a strict state liquor control law which prohibits liquor advertising. Bill Yearout of the station staff got around it by not naming the dealer, location of the store, brand of liquor sold, or the identity of the first customer. Kansas went "wet" only recently.



Vol. 48, No. 17 Tues., July 26, 1949 10 Cts.

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

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

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WASHINGTON BUREAU
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Phone: Wisconsin 321
CHICAGO BUREAU
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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 (July 25)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp, Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, and others.

Optimism Expressed For CBS, IBEW Peace

(Continued from Page 1)

the IBEW and the Columbia network expired on May 29 but has been extended on a weekly basis during current negotiations. Other CBS-owned stations, outside of New York and Hollywood, have reached a settlement.

In connection with the two remaining unsettled contracts, a union spokesman in New York told RADIO DAILY yesterday that "we are not too far apart. If CBS will drop some of the gimmicks they have been trying to push through, we will probably reach an agreement before Friday." He indicated, however, that if the strike occurs, it will hit more than New York and Hollywood.

A CBS spokesman told RADIO DAILY that his company "does not expect a strike," adding "we hope there

Problems Of Merchandising On Agenda Of NAMM Meet

(Continued from Page 1)

gest problem facing the music industry today. Sales of musical merchandise are down 25 per cent from a year ago, and the added cost to the consumer caused by the 10 per cent tax is unquestionably a big reason."

Many Exhibitors

Among the 241 exhibitors showing at the convention, the largest number include radio, TV and recording manufacturers, with many musical instrument manufacturers occupying some of the smaller exhibit rooms on the 5th, 6th and 7th floors of the Hotel New Yorker. Largest of the displays to be seen is RCA's, which rings the entire mezzanine floor with all latest model TV receivers, including combination sets. A good portion of the RCA exhibit is devoted to their 45 rpm record player as well as an exhibit of their recently announced 'Musicorner', which is being built into garden apartments now under construction in New Jersey.

President Opens Convention

Other exhibitors of radio and TV sets include Magnavox, who showed their new 16-inch TV three-way combination set which lists at \$795.00; Stromberg-Carlson Co., and DuMont, showing their new 19-inch Bradford receiver, listing at \$725.00.

Hugh W. Randall, president of NAMM, greeted visitors to the show in his address at the opening luncheon, held in the Grand Ballroom of the hotel. Randall told members that "business is off when compared to comparable periods, but it is not off when compared with pre-war years."

Jules E. Eichler

Jules Edward Eichler, public telephone manager of the New York Telephone Company for the Bronx and Westchester district, died last Saturday night in his home at 96 Dunwoodie Street, Yonkers, at the age of 54. He is survived by his wife, two brothers and his daughter. Marilyn, secretary of BMT's promotion department.

will be a settlement." During the weekend, CBS had served notice it was terminating the interim contract "because of the union's indication that it would accept only a general wage increase in New York and Los Angeles." CBS declared that it could not accept such a demand because its men "already are the highest paid technicians among all the networks, enjoy working conditions equal to or better than any of its competitors and have received salary increases far exceeding all increases in the cost of living." The network's statement concluded that it "is still prepared to continue negotiations with the IBEW."

He expressed his opinion that "the keys to the merchant's dilemma are stepped up promotion of our own goods and services; intensified sales training; greater time spent by salesmen working outside; better and more local advertising; better window displays and close expense control." In addition, he stated, "we should try to have on hand the articles customers want." Earlier, Randall told a press conference that there is a definite market for radios and radio combinations "to homes where they really want music" and where TV stations have as yet been built.

Guest speaker at the opening luncheon was Albert P. Stewart, director Musical Organizations, Purdue University, who spoke on "Music and Happiness."

The exhibit will continue through Thursday, July 28, winding up with the Music Industry banquet, to be held in the grand ballroom of the Waldorf-Astoria.

Stork News

Kansas City, Mo.—Ken Wilson, KMBC announcer, is the father of a boy, Don Lowell, born at St. Luke's Hospital. The Wilsons also have a 2½ year old baby daughter.

COMING and GOING

JOHN NASHT, television producer, left yesterday by air for Europe, to scout talent and observe Continental film techniques. He'll be back Sept. 1.

HAROLD E. FELLOWS, general manager of WEEI, Boston, spent the week-end in New York conferring with CBS executives.

HELOISE PARKER BROEG, director of Food Fair on WEEI, has returned from a month's vacation at St. Croix, Virgin Islands.

MARGARET PHELAN has returned to New York from San Francisco, where she fulfilled a singing engagement at the Mark Hopkins Hotel.

WILLIAM H. WEINTRAUB, the agency head, and MRS. WEINTRAUB, are due back in New York tomorrow on the Ile de France after vacationing in England, France and Italy.

BILL PUTNAM, president of Universal Recording Co., Chicago, is in New York to attend the NAMM convention at the Hotel New Yorker.

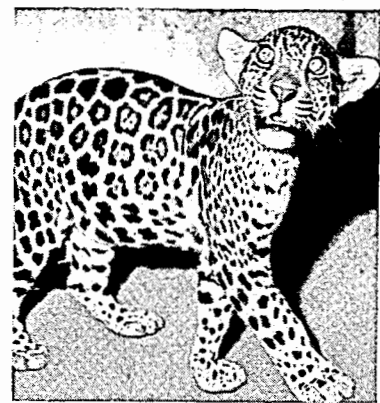
BOB HAMBLEY, disc jockey and newscaster for WNJR, Newark, is off on a three-week trip by air to the West Coast. He'll visit San Francisco, Hollywood, and Laguna Beach.

NORMAN T. SIMPSON, sports director and commercial manager of WWOOD, Lynchburg, Va., in New York on a combined business and pleasure trip. DOROTHY M. FERGUSON, WWOOD staff writer, off on a Virginia Beach vacation.

CY HARRICE, announcer on Walter Winchell's ABC show, is vacation-cruising in Canadian waters on his yacht, "Gadoong." He flies in to town each Sunday for the Winchell show.

MAXINE KEITH, radio and TV representative of "Lend An Ear," returned yesterday from video conferences in Detroit.

"Well, I'll be darned!"



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

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

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



Tom Tinsley, President • Represented by Headley-Reed

RMA Adv. Committee Meets In N.Y. Today

(Continued from Page 1)

and W. B. McGill of Westinghouse Radio Stations, Inc., who successfully directed the promotion of last year's campaign for RMA will again head the promotional subcommittee. Members of the RMA Advertising committee who will participate in today's meeting with President R. H. Cosgrove are:

H. R. F. Dietz, Emerson Radio & Phonograph Corp., New York, N. Y.; Henry R. Geyelin, Jr., Allen B. DuMont Laboratories, Inc., Passaic, N. J.; John F. Gilligan, Philco Corporation, Philadelphia, Pa.; H. F. Guenin, Jr., RCA Victor Division of RCA, Camden, N. J.; Earl L. Hadley, Westinghouse Electric Corporation, Baltimore, Md.; V. C. Havens, Crosley Division, Avco Mfg. Corp., Cincinnati, Ohio; Bernard Holsinger, Pennsylvania Electric Products, Inc., New York, N. Y.; C. R. Lunney, Stewart-Warner Electric Division, Chicago, Ill.; Wm. E. Macke, Zenith Radio Corporation, Chicago, Ill.; W. B. McGill, Westinghouse Radio Stations, Inc., Philadelphia, Pa.; K. T. Milne, Delco Radio Division, Kokomo, Indiana; S. A. Morrow, Capehart-Farnsworth Corporation, Ft. Wayne, Ind.; Chas. J. Nesbitt, The Mallicrafters Co., Chicago, Ill.; E. L. Pedden, Motorola Inc., Chicago, Ill.; Percy L. Schienen, Olympic Radio & Television, Inc., Long Island City, New York; Chas. W. Snider, The Parks-Withington Company, Jackson, Mich.; Fred T. Sterritt, Bendix Radio Division, Baltimore, Md.

Israel Radio Stations Consolidate Services

(Continued from Page 1)

"Eid" program in a special air mail spatch to RADIO DAILY. Prior to this, both stations had been operating separately although they were branches of the Israeli government. All programs now are being aired in Hebrew with the exception of news which is broadcast in a variety of languages, including English, for the sake of new immigrants.

The Voice of Jerusalem was started under the British mandate of Palestine and previously featured programs in English, Hebrew and Arabic. The Voice of Israel began as the underground "freedom station" of the Haganah and started regular broadcasts after the declaration of Israeli statehood.

There are no plans for commercial radio or television in Israel at the present time, Miss Mayer's report concluded.

Desmond Joins "Breakfast Club"

Johnny Desmond joins the cast of ABC's "Breakfast Club" today, replacing "Cruising Crooner" Jack Owens, who left the program following Friday's broadcast to fulfill other commitments.

★ AGENCY NEWSCAST ★

GARDNER ADVERTISING has been named by Stokely-Van Camp, Inc. to handle advertising for the Stokely line of canned fruits and vegetables.

JOHN STANTON & SON has been appointed by S. B. Thomas, Inc., for Thomas Protein Bread, English muffins, and other baked specialties, effective Aug. 1. Kenyon & Eckhardt, Inc., resigned the account.

DANIEL H. PRICE, formerly with the Funt Co., has joined the executive staff of Ritter & Sanford, Inc.

W. McCook Reed, formerly with N. W. Ayer & Son, has been named head of the new business department of Gray & Rogers, Philadelphia.

REX GAY JR. has been appointed midwest sales office manager for Joseph Hershey McGillvra, Inc., radio station representatives. He will make his headquarters in Chicago.

N. W. BRANDON, formerly assistant to the president of Nachman-Rhodes, Inc., Augusta, has been named executive director of creative plans and copy for Noble-Dury & Associates, Nashville.

JAMES HYDE has joined Storecast Corp. of America as western sales and advertising manager, with headquarters in Chicago. He was previously vice-president and general manager of Consumer's Aid, Inc., Chicago.

CBC Board To Weigh Food, Drug Commercials

Montreal—Regulations regarding food and drug commercials on the radio will be discussed this week when the CBC board of governors holds its 65th public meeting in the Windsor Hotel from Thursday to Saturday.

Discussion on the regulations is one of three requests to be made by the Canadian Association of Broadcasters, which will also raise the subject of chain broadcasting regulations and spot announcements.

The board will hear 31 requests including applications for two new stations, one for a public commercial license, and three for emergency transmitter licenses.

New Officers Elected By Radox Organization

Philadelphia—Ralph A. Bard, of Chicago, was elected chairman of the board of directors of Sindlinger & Co., Inc., operators of Radox, at a stockholders meeting here last week.

Other directors named were Albert E. Sindlinger, Harold R. Reiss, Thomas M. Searles, Dr. Albert F. Murray, Henry Isham, Robert Betten, Paul Raibourn, and Robert Wolf. Sindlinger is president, Searles, executive vice-president and treasurer, and Wolf, secretary. Sindlinger, Bard, and Searles were named as an Executive Committee, and Murray, Sindlinger and Reiss, as an Engineering Committee.

ABC Asks Softening Of Aural TV Ruling

(Continued from Page 1)

stantial relationship to the aural transmissions" was too rigid a restriction. Television is still in the formative stage, it pointed out, and "many program devices may be expected to be developed."

'Why Hot Music, Shorts?'

Broadcasting of a non-printed text not in motion may prove to be acceptable TV material, said ABC, and there seems to be no good reason, it added, why music or short announcements which do not constitute "programs" should not be broadcast in conjunction with the use of slides or stills.

Therefore, it recommended that the Commission place no specific limitations on such broadcasts at this time, but should emphasize that broadcasts on the aural transmitter in conjunction with text or any type, still pictures or slides "should be programmed with full realization that television stations are licensed primarily for a visual service."

Music Behind Test Pattern

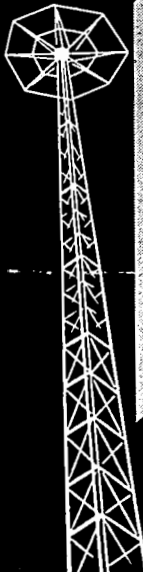
Music behind a test pattern, said ABC, should be permitted for as many hours a week as the station is on the air with regular video programs.

ABC expressed agreement with the Commission ruling prohibiting the duplication of AM or FM programs behind a test pattern, or behind any simultaneous visual transmission not involving a pickup of the AM or FM production.

SPECIFIC MARKET INFORMATION

Direct your advertising to known individuals. Get the facts upon which you can plan future sales. WOV's Audited Audiences gives you specific market information upon which sales expectancy may be anticipated to a degree of accuracy not heretofore possible in radio broadcast advertising. Get the facts—known, proven, tested facts from WOV today. On WOV

RESULTS IS THE BUY WORD



Originators of

Audited Audiences

RALPH N. WEIL, Gen. Mgr.

The Bolling Company,
National Representatives

WOV

NEW YORK

SOUTHWEST

PEARL BREWER, office manager of KITE, San Antonio, hopes that the local telephone company would come to her aid by giving her a private telephone listing or that local telephone users would be sure of the number they dial. Most callers ring her number in error when they desire to contact Pearl Brewery. Pearl instead of becoming angry at the caller informs them of the error and gives them the correct number to phone.

KTRN, Wichita Falls, was knocked off the air for about a half-hour last week when a gasoline transport truck overturned and hit a powerline, disrupting service to the KTRN transmitter.

In observance of National Hospital Day, Julie Benell heard over WFAA and WFAA-FM, Dallas, had as her guests six women from the Dallas Council of Hospital Auxiliaries who discussed Dallas hospital conditions.

Chicago Muzak Ban Enforced by AFM

(Continued from Page 1)

Bismarck and Edgewater Beach, complied over the weekend with the warning from AFM prexy James C. Petrillo that they must shut off music supplied by the Electric Amplifier Corporation, Muzak Franchise holder, or have AFM musicians barred from playing at the hotels.

A spokesman for Muzak in New York told RADIO DAILY that the franchised company is privately owned and operated and is not under the control of Muzak except for the use which is made of the records. He added that the AFM has not contacted his company and that there was no reason to believe that the union would do so.

An AFM spokesman said the Chicago corporation had been hiring men who are not musicians to spin the platters and that this was the objection of his union. "Don't get the idea that it is anything more than that," he added. "This is no 54-city problem."

Members of the IBEW have been the platter spinners of the Chicago firm. Muzak's spinners are members of a CIO union, not affiliated with either the AFM or IBEW.

WANTED

Large network affiliate in market of a million needs proven morning man—Write including age, your Hoopers for past year, and those of competition, minimum salary requirements. Box 260, RADIO DAILY, 1501 Broadway, New York City.



Mainly About Manhattan. . . !

● ● ● With the interchanging of stars and programs during the past year and the expected continuance of this action affecting NBC and CBS, both networks will go in for extensive campaigns slated to start in October, to re-educate the listeners as to their respective artists. . . . Starting September 14, Baritone Earl Wrightson will star in his own 15-minute program at CBS-TV on Wednesdays, 7:45 p.m. . . . program, sponsored by Masland Carpets, will be produced by Vic Seydel of Anderson, Davis & Platte Agency. . . . Looks like Standard Oil of New Jersey will pick up the tabs for the entire Fall series of programs by the NBC Symphony. . . . General Motors formerly sponsored the Fall and Winter sessions with U.S. Steel taking over in the Summer. . . . Basil Rathbone and his wife will be interviewed by Isabel Manning Hewson, Saturday on WCBS. . . . he'll confirm that he's quitting Hollywood to stay East and devote his talents to Radio and Television. . . . Ethel Owen succeeds Charmie Allen on the "Second Mrs. Burton" CBSopera. . . . Arnold Shaw's first chore as Agency contact for Leeds Music was a humdinger. . . . he set the deal in which the ABCCommercial "Railroad Hour," last nite used six of his firm's songs including "Heartaches," "Sleepy Serenade," "Piccolo Pete," "I'll Remember April," "All Or Nothing At All" and "Now Is The Hour." . . . Phil Cohan, producer of the "Jimmy Durante Show" in town for a vacation. . . . the Schnozz won't be seen on TV this year. . . . Garry Moore did such a fine emcee job on the "Swift" NBTelecast Thursday that the sponsors signed him for a repeat Thursday. . . .

★ ★ ★ ★

● ● ● William Morris Agency is making the rounds with a TV package starring Henny Youngman and scripted by Milton Pascal. . . . sez Henny, "You've heard of the 'Rise of the Goldbergs?' . . . well this is 'the downfall of the Youngmans.'" . . . Oops so sorry. . . . in last Thursday's pillar we reported the fiftieth anniversary as an actor of Fred "Benson" . . . Fred's surname is Barron. . . . another great trouper who is entering the fiftieth anniversary in show bizness is Grace Valentine, for the past 11 years 'Minnie Gray' in the "Stella Dallas" NBCommercial. . . . Ezra Stone will direct Al Capp's "Li'l Abner" WJZ-TV series when it starts in September. . . . Mort Millman will produce. . . . Newest newscaster for Fox Movietone News will be Cal Tinney. . . . else why did they fly him east from his home in Oklahoma where he was vacationing? . . . Former dancing star Hilda Murray is managing Keith Smykal, handsome young baritone from Canada whose performances in "The Desert Song" and "Firefly" stamps him 'a find' . . . Bing Crosby's early efforts as a singing comedian will be seen in Eagle-Lion's forthcoming picture, "Down Memory Lane," which Mack Sennett is assembling from the 700 comedies he just sold to that studio. . . . NBC-TV execs are readying TV programs to star Sid Caesar and Marge and Gower Champion. . . . NBC's "Cavalcade of America" will be heard Tuesdays instead of Mondays starting Aug. 30. . . . because the new format will have as a permanent emcee a film star, the new series may originate in Hollywood. . . .

★ ★ ★ ★

● ● ● MAIN STREET TREATS: Bill Harrington's Hit Parade thrashing Saturday nites on NBC. . . . Ed Herlihy's clever handling of Alice Clements' talented youngsters Sunday mornings on the "Horn & Hardart" NBC program. . . . the smooth and relaxed newspielling of Joe Given every nite on WOV. . . . the way Betty Harris toys with your heartstrings when she trills on "The Henry Morgan" show Wednesnites. . . . Art Henley's masterful scripting on the "Honeymoon In New York" early morning series. . . .

CHICAGO

By HAL TATE

BRIG. GEN. DAVID SARNOFF, board chairman of Radio Corporation of America and the National Broadcasting Co., made a tour of the NBC Chicago studios and offices July 19 on a stop-over visit en route from New York to Hollywood.

Jean Williams, WBBM's newest singing star, is substituting for Jeanne MacKenna on WBBM's "Pick-Up Time" during Jeanne's vacation, July 18 to 29.

Harry Gianaris, on leave from his duties as sports and news editor at station WHAN, Charleston, S. C., to attend classes at the NBC-Northwestern University Summer Radio Institute here, is temporarily employed by NBC Chicago news and special events as a research assistant on Clifton Utley's nightly TV news show over WNBQ.

Jim Duffy, former news writer of radio station WDMD, Beloit, Wis., has joined the publicity staff of ABC's Central Division in Chicago. Craig Claiborne, who has been a member of the department since April, 1946, has resigned, effective August 1, to enter the Alliance Francaise in Paris, France, as student.

More than 250 letters poured into TV station WBKB after the first broadcast of a new children's series "The Adventures of Tom Sawyer," July 1st. Mrs. Charlotte B. Chorpenning, children's director of the Goodman Theater here, will provide the works telecast, and Western Advertising Agency owns the package.

Dawn Bennett, MBS sales secretary, is vacationing in the north woods of Wisconsin.

Craig Claiborne, who has been with ABC's publicity department for the past 3½ years, will leave ABC this week to go to Europe. M. Claiborne's position will be filled by Jim Duffy.

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

WOULD YOU LIKE TO KNOW:

Has The Giveaway Program Trend Reached Its Peak?

What improvements might be made in transcribed programs?

How NAB can best serve radio stations?

What type of program gets the largest local listening audience?

THESE QUESTIONS AND MANY MORE WILL BE
ANSWERED BY THE NATION'S RADIO
PROGRAM DIRECTORS

in the 1949-50 Edition of

SHOWS OF TOMORROW

Published August 22nd

ADVERTISING FORMS WILL CLOSE AUGUST 10th

WIRE OR WRITE IN YOUR RESERVATION **NOW**

Brand Preferences Indicated In Survey

A preference for brand names in 7 out of 10 of their purchases has been indicated by high school and college students, according to a survey made for Brand Names Foundation, Inc., by the Student Marketing Institute of New York during the school semester just ended. The findings are based on the replies to 61,389 inquiries concerning the purchase of eighty-six products. A total of 1,895 students in forty-four high schools, colleges and universities located in all parts of the country were questioned.

Examining the total number of buying attitudes recorded, the Foundation learned that 34.2 per cent of the purchases are on specific brand demand and 35.1 per cent are guided by a willingness to accept one of several well-known brands, a total of 69.3 per cent brand-influenced. Store reputation and recommendation were reported to be the primary guide to only 19.1 per cent of the purchases. Apparently students interviewed were willing to go out of their way to find their favorite brands since "store location" and "convenience" were named as the primary consideration governing only 11.7 per cent of the purchases surveyed.

The survey indicated that brand manufacturers have tremendous opportunities for the expansion of brand knowledge and allegiance in the jewelry field (with the exception of watches where "brand demand" and "brand acceptance" were strong); in feminine wear (hats, dresses, coats, blouses and scarves); and in masculine apparel (neckties, socks, underwear and suits). The survey indicated that the student buying market for individual items in these product groups may be much larger among the age groups interviewed than is sometimes assumed.

Warners Request Oral Arguments On KLAC-TV

(Continued from Page 1)
contract with Mrs. Schiff beyond Aug. 1, and has already advised her of this decision.

Mrs. Schiff, in asking for a Commission decision before that date, told the Commission that if the contract becomes null and void she will be personally liable for \$950,000 advanced to her by Warners for work on KLAC-TV.

Bluebird Records Back

Return of RCA Victor's Bluebird records, was announced by Paul A. Barkmeier, general manager of the RCA Victor Record Department. The new Bluebirds will feature outstanding popular hit tunes and will retail at a new low price of 46 cents, plus tax.

Carter Buys Segment On CBS 'Sing It Again'

Carter Products, Inc., in behalf of its "Arrid," has purchased the 10:30-10:45 p.m. segment of CBS' "Sing It Again" program for a 52-week period, beginning Oct. 1.

Other advertisers are negotiating for the remaining three quarter-hours on the CBS house package show, aired Saturdays, 10-11 p.m., EDT. The agency for Carter is Sullivan, Stauffer, Colwell and Bayles, Inc.

ABC's Andrews To Go Co-op

The Saturday news commentaries of Bert Andrews, chief of the Washington Bureau of the New York Herald Tribune, will be offered to local advertisers for co-op sponsorship over ABC affiliates, effective Aug. 6.

New Haven RR Sets Spots On 5 Stations

(Continued from Page 1)
and spots on the station in previous deals.

Participations have also begun on WNBC's "Bob Smith Program," five per week, and on WOR's "Rambling With Gambling," six per week. On WMGM, 47 one-minute spots will be aired throughout the entire five-week period. WNEW will broadcast 26 spots during the campaign.

The New Haven, which has been making "heavy" use of radio along its New England route since March, currently is sponsoring the 10:30 p.m. news reports on WTIC, Hartford, Conn. The agency is St. Georges & Keyes, Inc., New York.

NOW! Modern, Comprehensive TV "Staging" plus NEW TV REVENUE from Pattern Time

with the GRAY TELOP

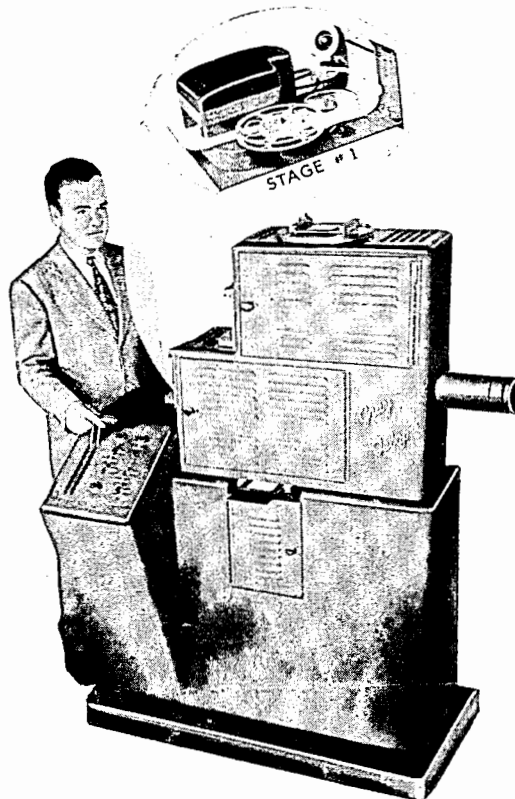
This most versatile telecasting optical projector enables dual projection with any desired optical dissolve under exact control.

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.



JUST \$150.00 BUYS YOU

America's Best
1 MINUTE-CUSTOM-MADE
TELEVISION
FILM COMMERCIAL

COMPLETE PRODUCTION INCLUDES

Animated Effects • Tricky Titles

Offscreen Voice & Music

WRITE OR PHONE

FILMACK TRAILER CO.

1327 S. Wabash Chicago 5, Ill.
HAtinon 7-3395

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, July 26, 1949 — TELEVISION DAILY is fully protected by register and copyright

CBS BEGINS VHF COLOR AIRINGS

TELE TOPICS

BUDDY ROGERS turned in a top-notch job as emcee on "Toast Of The Town" Sunday nite. There is nothing to be gained by comparing Rogers with the vacationing Ed Sullivan, since Rogers is a professional entertainer and is completely at home in front of the cameras. Now in his middle forties, he has the same charming manner and youthful appearance that made him the hit of the nation almost 20 years ago. His between acts chores were smoothly handled, and his stint in front of Ray Bloch's band, during which he played almost every instrument at hand, was sock showmanship. . . . It's too bad, though, that Rogers was saddled with such a lack-luster talent lineup. Most effective of the six acts was magician Roy Benson, whose sleight-of-hand with several billiard balls was amazing. Eugenie Baird's voice was as fine as ever, but her appearance was hampered by unfortunate costuming and lighting. Sunny Howard, Duke Alden and Bourbon & Baine were just average, while the Accordion Aces, 17-count 'em—17 accordionists, made some highly distressing sounds.

IT WILL TAKE MORE than acrobatic dancers, hand balancers and contortionists to sustain interest in Paul Whiteman's TV Teen Club, an hour-long talent showcase on ABC Saturday nites from Philadelphia. Whiteman's program, which had an auspicious start some months ago with versatile, refreshing teen-age talent, seems to have bogged down. Perhaps summer-vacation time has affected the list of available young talent in the Philadelphia area. If such is the case, Pops might do well to move his talent quiz from the City of Brotherly Love to greener pastures—Boston, New York or Chicago. . . . Have you noticed that on certain nites, programming is just about the same as it was a year ago? Turning the dial one nite last week we noticed only two types of programs—sports and old, old feature films. Most of the channels were dark by 10 p.m. If this keeps up, they'll drive viewers back to radio.

GILBERT RALSTON, director of TV production for Procter & Gamble, will offer the advertisers' view of TV film at Thursday's dinner meeting of NTF. Ralston has just returned from the Coast where he produced 26 twelve-minute films for P&G through General Television Corp. . . . Adjustment to old age will be the topic on "Theater Of The Mind" over NBC Thursday nite. . . . Herb Morrison, of KQV, Pittsburgh, offers "vitra" as a substitute for kinescope recording. "vi" for video and "tra" for transcription. . . . Closing three minutes of "RFD America" was put on the air last week with the entire studio crew—cameramen, boom man and tally-putter—in front of the cameras. Occasion was a birthday party.

Sound Effects Firms Okay Film Dubbings

Three manufacturers of sound effects records—Gennett, Major and Speedy-Q,—have granted permission to TV broadcasters to dub their discs onto film or tape without additional charge, to promote a more convenient form for use of their product on video.

Statement of the three companies follows:

"With reference to the re-recording or dubbing of sound effect records onto film or tape for the purpose of using such sound effects in a more convenient form for use with your television programs, said practice will not be construed as unauthorized use of our sound effect records.

"You may, therefore, consider this as your authority and license, without additional permission or royalty payment, to use our sound effect records in the manner described above, provided such usage is confined to your own production requirements. To re-record them in whole or part in any form for resale as sound effects, is strictly prohibited.

"It is the intention of the firms signed below to assist and encourage television broadcasts and not to

VHF-UHF Receiver Announced By ITI

Development of a combination VHF-UHF receiver "ready for production whenever UHF service is inaugurated" was announced yesterday by Horace Atwood, Jr., president of Industrial Television, Inc. Design covers the present 12 VHF channels and the 470-890 mc. UHF range, he said.

ITI is now manufacturing a UHF converter for present-day sets, but performance of any converter system cannot equal that of an integrated receiver, Atwood said.

New set would cost about one-quarter more to produce than a comparable VHF model, he said, adding that there will be no increase in cabinet size.

Performance in UHF would be comparable to that on the present channels, he said.

Williams Renews 'Acting'

J. B. Williams Co. has renewed sponsorship of "Say It With Acting," weekly half-hour charade stanza featuring Bill Berns, for 26 weeks over WNBT. Effective Aug. 21, contract through J. Walter Thompson.

penalize or obstruct the advancement of this new art."

Position On UHF And Color Outlined By Philco Prexy

UHF service is probably three years away and will not be required in most metropolitan areas now served by VHF channels, according to William Balderston, president of Philco Corp. Color, he added, "will take a minimum of between two and three years and probably even longer before (it) can be perfected and commercial broadcast service on any extensive scale can be provided for the public."

Speaking at Philco's national distributor convention at the Waldorf-Astoria yesterday, Balderston said there are many problems that must be solved before UHF stations can go on the air. When that time arrives, he added, Philco will have tuners on the market to operate with its present receivers.

"We believe that the television laboratories of this country should be working on such a system of 6 megacycle color television, and given sufficient time to work out these problems, we are of the opin-

ion that the results will be most gratifying," Balderston said. "In the public interest, we believe that the Commission must support such a program because otherwise they would break faith with the 2,000,000 television set owners who have purchased sets on standards previously established by the Commission. On the basis of the best technical information available, it is our opinion that it will take a minimum of between 2 and 3 years and probably even longer before such a color system can be perfected and commercial broadcast service on any extensive scale can be provided for the public.

"Philco also recommends that the Commission end its freeze of applications for television stations to use the present very-high frequency band in order that additional communities can be served with television programs and this great industry can continue to grow and prosper."

Tests On Channel 2 Use Monochrome Transmitter

(Continued from Page 1)
picture during the color tests. If a viewer "fiddles" with the horizontal and vertical controls, he said, he may be able to bring in four small images.

The web official said also that the transmitter has "not been touched" for the tests, and may be switched from black-and-white to color instantaneously. These tests will mark the first use by CBS of a regular monochrome transmitter for color TV, it was said.

Actually, it was learned, the tests started about a week ago when the WCBS-TV transmitter was used for polychrome airings after sign-off.

The experimental transmissions will utilize a 345-line screen, it was reported. Standard video uses a 525-line screen.

Similar experiments will be undertaken in Baltimore Aug. 17-19 by WMAR-TV. Using CBS pickup and receiving equipment, station will carry surgical demonstrations from Johns Hopkins.

Program material to be scanned by WCBS-TV will consist largely of test pattern, although some film and live action will be included.

100% Sponsor Increase Reported By WLW-T

Cincinnati — WLW-T advertisers more than doubled from January to June 1949, as the station averaged five hours and 40 minutes daily on the air, excluding test pattern time. Greatest increase came in the number of local advertisers, with 50 sponsoring spot announcements, programs or participations in June, as compared to 16 in January.

According to station's research department, commercial hours excluding spot announcements during this period increased from 17 hours and 44 minutes per week in January, to 34 hours and 25 minutes per week in June.

Bakery Extends Spots

General Baking Co. has extended its spot activity for Bond Bread to Washington with a series of announcements over WMAL-TV. Similar campaign over WFIL-TV, Philadelphia, has been renewed through Oct. 1. Firm also sponsors time signals on WNHC-TV, New Haven. BBD&O is the agency.

COAST-TO-COAST

KFH Airs Nite Games

Wichita, Kans.—KFH is currently broadcasting the night games of the Kansas Semi-Pro Baseball tournament for the 19th straight year and starting August 19th will broadcast for the 15th consecutive year the National Baseball Congress which originated in Wichita and is an annual sporting event at Lawrence stadium, which draws competing teams from almost every state.

WLW-B and WLW-F On The Air
Cincinnati, Ohio—WLW-B and WLW-F, FM outlets of Crosley Broadcasting went on the air Monday, July 18 and Tuesday, July 19 respectively. WLW-B operates on an effective radiated power of 20 kilowatts while that of WLW-F is 15 kilowatts. Both stations duplicate WLW-AM programs for a minimum of six hours daily.

Tribute to Elsie Dick

Boston, Mass.—WCOP women's commentator Mildred Bailey paid a lengthy tribute last week to Miss Elsie Dick of Mutual who lost her life in the recent crash of a Dutch plane in India. Miss Dick who was director of women's programs and educational and religious programs for MBS was lauded for her work and Miss Bailey told the background of her broadcasting activities making special mention of her work in bringing documentary programs to the networks.

Bernhard Prexy Jr. C. of C.

St. Augustine, Fla.—John E. (Pat) Bernhard, general manager of WFOY, has been elected president of the junior chamber of commerce in St. Augustine. A few days following his inauguration he had the opportunity to show how radio can work. He helped raise over 3 thousand dollars via radio announcements for delicate surgery on the face of one of the Jaycee's 4th of July beauty contestants who suffered serious facial injuries as the result of an auto accident on the eve of the contest. All to show, "That's radio, fellas... that's radio."

New Program on WSB

Atlanta, Ga.—WSB's newest program is called "Paris Reporter" and is a transcribed once a week series. Bob Pollock, station announcer, presently on tour in France, serves as the reporter and gives his personal impressions of events taking place in the country being re-built following the late war.

KXOK News Dir. Cited

St. Louis, Mo.—Bruce Barrington, news director of KXOK has been awarded the Phillipine Legion of Honor for his meritorious conduct in the performance of outstanding service during the period—June, 1945 to December, 1945 when he was a Lt. Col. in the U.S. Army.

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 15-21, 1949

TITLE	PUBLISHER
A Kiss And A Rose.....	Mogul
A Wonderful Guy.....	Chappell
"A"—You're Adorable.....	Laurel
Again.....	Robbins
And It Still Goes.....	Shapiro-Bernstein
Bali Ha'i.....	Chappell
Everytime I Meet You.....	Feist
Ev'ry Night Is Saturday Night.....	Broadcast Music
Fiddle Dee Dee.....	Harms
Forever And Ever.....	Robbins
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
Just For Me.....	Melody Lane
Just One Way To Say I Love You.....	Berlin
Let's Take An Old Fashioned Walk.....	Berlin
Lora Belle Lee.....	Santly-Joy
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
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
Weddin' Day.....	Famous
Who Do You Know In Heaven.....	Robbins
You're So Understanding.....	Barron-Pemora

Second Group

TITLE	PUBLISHER
A Room Full of Roses.....	Hill & Range
Ballin' The Jack.....	E. B. Marks
Beautiful Blonde From Bashful Bend.....	Miller
Candy Kisses.....	Hill & Range
Careless Hands.....	Melrose
Comme Ci Comme Ca.....	Leeds
Don't Call Me Sweetheart Anymore.....	A-B-C
Everywhere You Go.....	Lombardo
Five Foot Two, Eyes Of Blue.....	Feist
Four Winds And The Seven Seas.....	Lombardo
Girl From Jones Beach.....	Harms
I'll Keep The Lovelight Burning.....	Laurel
It's A Big Wide Wonderful World.....	Broadcast Music
It's A Great Feeling.....	Remick
Little Fish In A Big Pond.....	Berlin
Look At Me.....	Jewel
Love Is A Beautiful Thing.....	Porgie
(Where Are You) Now That I Need You.....	Famous
Put Your Shoes On Lucy.....	Bourne
Someone To Love.....	Warren Publications
Song Of Surrender.....	Paramount
Through A Long And Sleepless Night.....	Miller
Younger Than Springtime.....	Chappell

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

PROMOTION

Boy Scout Coverage

One of the station's most unique and interesting programs was presented by WMNB, North Adams, Mass., on Tuesday, July 19. Staff members took tape-recorder to Camp Eagle, Berkshire County Boy Scout Camp on October Mountain, and cut interview with members of United Nations Boy Scout Troop, with their Scoutmaster, Larry Davidson. Members of Troop include children of United Nations Staff from all over the world—China, Thailand, Siam, England, and the United States, among others. Scouts were quizzed by Perry S. S. Jackson, Scout Executive of Berkshire County, and revealed differences in customs, living conditions, an dother factors in their native lands. Scout Executive Jackson also brought out war experiences of U.N. Boy Scouts. In spite of our own high opinion of America, no Scout from other countries sufficiently impressed to want to stay permanently.

Charity Presentation

Harry Wismer, general manager of radio station WJR, Detroit, presented Walter C. Laidlaw, vice-president and general manager of United Foundation, with a check for \$1,000, to be credited to the United Foundation's fall campaign.

The money had accumulated in a jackpot built up on the "Goodwill station's "Anything Goes" program. The presentation was made on WJR's "Topics for Today" program.

Wismer, nationally famous network sports commentator, said the United Foundation's plan for consolidating numerous charitable appeals into one big drive had attracted the attention of the entire nation.

Admiral Bunkley Named To World Wide Board

Rear Admiral Joel William Bunkley, USN (Ret), has been elected a member of the board of trustees of the World Wide Broadcasting Foundation, it was announced yesterday by Watler S. Lemmon, president and founder of the foundation. Admiral Bunkley will sail today on the S. S. Excalibur for an extended trip abroad during which he will make a survey of listener reaction to the WRUL shortwave broadcasts to the European countries.

Hizzoner Tries Spelling

Milwaukee, Wis.—Milwaukee's Mayor Frank P. Zeidler tried his hand at announcing Sunday when he spelled Jack Raymond of WISN at the Milwaukee Sentinel-Chevrolet Soap Box Derby when Jack relieved him. Mayor Zeidler, who operates on a 16-hour daily schedule, remarked, "I would hate to have to work that hard for a living."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 18

NEW YORK, WEDNESDAY, JULY 27, 1949

TEN CENTS

STOP FAMILY FEUDING, INDUSTRY TOLD

Urges Advertising Keyed To Local Level

Stressing the need of intensified advertising on the local level to stimulate business in a buyers' market, speakers at yesterday's session of the National Association of Music Merchants convention at the New Yorker, admonished the radio, television and musical instrument manufacturers to revitalize their advertising efforts.

"Advertising is a method of communication and as such is one of the most important sales tools you can use to increase your sales and build your profits," Donald M. Hobart, director of research of the Curtis Publishing Company, declared. "With keener competition, you will be

(Continued on Page 5)

Ethel Merman To Star In NBC Comedy Serial

Ethel Merman will star in her first radio dramatic-musical-comedy series to preem over NBC July 31, 9:30-10 p.m., EDT.

The new Sunday series will be based upon situations which closely parallel Miss Merman's own life and entertainment career. She will be cast as herself while Leon Janney

(Continued from Page 2)

Four Million Dollars Seen As Canadian Video Cost

Montreal—The Dominion Parliament will be asked again this fall to vote \$4,000,000 considered necessary to get CBC started in television.

Once approval is given, A. D. Dunton, chairman of the CBC board

(Continued on Page 2)

Topical

Trade interest in the Music Industry convention at the Hotel New Yorker centers on tomorrow's session at which time "Evolution in Records" will be the topic for discussion at the morning session. Speakers will be J. B. Elliott, vice-president of RCA Victor, and Edward Wallerstein, president of Columbia Records, Inc.

Music Hall Makes Bid For Free Radio Time

Latest gimmick to get free time on radio stations comes from the Radio City Music Hall in New York City.

The publicity department of the Music Hall at the instigation of the Rockefeller Center offices, have sent out a letter to 100 broadcasters advising them that a free 15-minute tour recording of Radio City Music Hall, Ice Show and Radio City is being sent them and is available for local sponsorship.

Talent on the recording includes Ted Malone, Dick Liebert, organist, and some of the artists from the Ice Show. It was produced at AFRA rates and pressings are now being made for distribution.

Pay-off comes in the last paragraph of the promotion letter. Broadcasters are invited to visit the Music Hall press department for tickets for a tour of Radio City, the Ice Show or the Music Hall performance in return for the courtesy of using the record.

Philco TV Antenna Encased In Receiver

Philco's bid for retail sales in the television field for the fall and winter season will be based on a new electronic antenna encased in the receivers which will eliminate either outdoor or indoor antennas, James H. Carmine, executive vice-president, revealed at a press conference preview of the 1950 Philco line at

(Continued on Page 6)

Theater TV Installation Sold By RCA To Fabian

First sale of RCA's large screen projection system for permanent installation in a motion picture theater was announced yesterday by RCA vicepres W. W. Watts and S. H. Fabian, president of Fabian Theaters, Inc. Equipment will be delivered to Fabian's 4,100-seat Brooklyn Fox Theater within six months. Price of the projection system

NAB Unaffiliated Sta. Group Report Decries Attacks By AM, FM, Video On Each Other As 'Bad Taste'

Washington, D. C.—Audio radio, (AM and FM) and video must "bury the hatchet" and earn their ways "by constructive and positive action, rather than destructive and negative selling tactics," the Unaffiliated Stations Executive Committee of the NAB said yesterday.

In a statement issued at the close of its two-day meeting in NAB headquarters here, the committee called attacks by one segment of broadcasting on others "not only bad taste but bad salesmanship."

The group also arranged for continuing audience studies by Albert Sindlinger and Dr. Sydney Roslow, with special attention to listening outside the home; set in motion increased activity in programming, and undertook a special study of foreign language broadcasting.

Schenley Co. Seeks Views On Advertising

Schenley Industries, Inc., one of nine distillers whose business was reported by the SEC to have dropped 10 per cent in the first quarter of this year, has asked station representatives for availabilities on a list of stations throughout the country.

This move by Schenley, through its advertising agency, Biow Co., Inc., New York, followed close upon similar requests for time on the four

(Continued on Page 6)

Elders Heads AFRA In Chicago Election

Chicago — Officers elected at the second-half of the annual meeting of the Chicago local of the American Federation of Radio Artists recently included Harry Elders, Presi-

(Continued on Page 2)

The committee's statement on cooperation in broadcasting was issued in connection with the recent streamlining reorganization of the NAB by the board of directors. The Unaffiliated Stations Executive

(Continued on Page 5)

ARRL Petitions FCC On Amateur Problems

West Hartford, Conn.—The American Radio Relay League, a national association of amateur radio operators, has filed a brief with the FCC charging that new Government proposals for radio amateurs "will operate to stifle amateur initiative, circumscribe amateur development, and eventually result in the debili-

(Continued on Page 4)

New TV Show

Dallas—John Charles, member of the announcing staff of KIXL, Dallas, has announced that he has sold a television show of his own creation titled "Education in Quiz" to a national network. The audience participation show, which will be televised by a national sponsor beginning in the fall, is reputed to have sold for a record price.



Vol. 48, No. 18 Wed., July 27, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

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

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

WEST COAST OFFICES

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WASHINGTON BUREAU
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CHICAGO BUREAU
Hal Tate, Manager.
Vickie Hebbard, Assistant.
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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(July 26)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Nat. Union Radio. 2 1/2 2 1/2 2 1/2 + 1/8

OVER THE COUNTER

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

Mullen Vacationing

Frank E. Mullen, formerly president of the Good Will Stations, is vacationing at his summer home, Saugatuck Shores, Westport, Conn., following a motor trip from the west coast to New York.

Stork News

Mr. and Mrs. Halsey Barrett are the parents of their first child, an eight pound, 12-ounce boy, Donald Vail, born July 25 at Lying-In Hospital. Father is head of spot sales for the DuMont network.

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

★ COMING AND GOING ★

BOB RAY, assistant director of programs for CBS, has returned from a three-week sabbatical at Cape Cod.

HY REITER, of BMI's promotion department, is basking in the breezes of the Berkshires, and contemplates taking in the music festival at Tanglewood.

KATHI NORRIS, WABD's "Television Shopper," and her producer husband, WILBUR STARK, have returned from a week's vacation at Cape Cod.

JOSEPH MOSS, president of the Moss Associates Agency, leaves today on a business trip through Oklahoma, Texas, and other points west.

HAZEL MARKELL, director of program service for WTOP, Washington, due in town tomorrow to greet friends arriving on the Ile de France.

GEORGE HARTFORD, WTOP sales manager, has arrived in New York for talks with CBS brass.

WILLIAM CHERRY JR., owner of WPRO, Providence, R. I., came to New York yesterday on a short business trip.

JANE PICKENS, who stars in her own show on NBC, flies to Washington today for an appearance with the National Symphony Orchestra in an all-Gershwin concert.

M. E. TOMPKINS, president of Associated Music Publishers, has returned from a three-month European trip where he visited all the music centers on the continent.

FRED MAHLSTEDT, research manager for Radio Sales, CBS, leaves today for Salt Lake City, to confer with KSL, Salt Lake City station executives on the new KSL listener diary study.

FRITZ UPDIKE, president of WRUN, Utica, arrived in Manhattan yesterday for talks at ABC headquarters.

OTTO BRANDT, ABC's national station relations director, and WILLIAM WYLIE, of the same department, are in Hershey, Pa., on network business.

JACK GROGAN, of the State Department International Broadcast Division, has returned from a two-week vacation in upstate New York.

NORMAN KNIGHT, Mutual's Eastern manager of station relations, leaves today for Cincinnati to attend opening of WCPO-TV, thence to visit other MBS affiliates in Ohio.

JACK D. GAINES, chief of production of "Voice of America," back at his desk at the State Department following a two-week vacation at Bridgeport, N. Y.

LESTER GOTTLIEB, who produces "Sing It Again" for CBS, off on a two-week vacation at Totem Lodge, N. Y.

Curtin Gets Promotion With Yankee Network

Boston—Charles W. Curtin, director of promotion and merchandising for the Yankee network in New England, will also head station relations activities, succeeding Davis Shurtleff it was announced by Linus Travers, the web's executive vice-president.

Shurtleff resigned this week to become treasurer of the Valley Trust Company, a new bank located in Penacook, New Hampshire, serving the Merrimack Valley section.

Started At CBS

Curtin, former manager of station WMTW, Portland, Maine, Yankee's first manager there, is an experienced radio career man of 16 years. He started at CBS in New York, joining the production staff of the Yankee network in Boston in 1939.

Here he handled coast-to-coast broadcasts for Mutual including the Cedric Foster and Bill Cunningham news commentaries. He also produced many special events for Yankee in connection with the aviation and automobile industries.

In 1948 Curtin was a radio and television director of John C. Dowd, Inc., a Boston advertising agency, returning to Yankee in the fall of that year to head its promotion and merchandising department.

Elders Heads AFRA In Chicago Election

(Continued from Page 1)

dent; Cliff Norton, First Vice-President; Dean Reed, Second Vice-President; Norman Pierce, Third Vice-President; Eleanor Engle, Recording Secretary; Norman Gottschalk, Treasurer; and Raymond A. Jones, Executive Secretary.

Four Million Dollars Seen As Canadian Video Cost

(Continued from Page 1)

of governors said yesterday, there should be television in Canada within 12 to 18 months, that is sometime in late 1950 or in 1951.

The government asked Commons to vote the money at the final session of the last Parliament but that was one of the things left undone.

Private Enterprise First

Interim government policy as outlined by James McCann, Revenue Minister, calls for establishment of CBC stations in Montreal and Toronto. In the great majority of Canadian communities, Mr. Dunton said, private enterprise will have prior opportunity to get into the field—if it can afford to.

Through kinescope recordings the CBC production centers in the two metropolitan centers could provide programs to private stations in other cities.

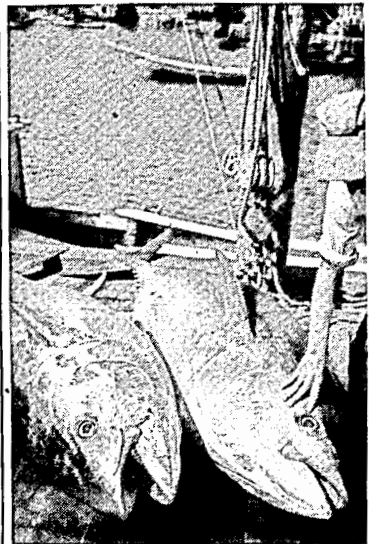
Network television, he indicated, is probably "some distance off" for Canada. Such things as that will be considered by the Massey Royal Commission which has TV down for study this year.

Ethel Merman To Star In NBC Comedy Serial

(Continued from Page 1)

will play the role of Eddie McCoy, her pianist, music arranger and good friend. Allen Drake will be cast as Homer Tubbs. Others to be heard on the first broadcast include Ethel Browning, Charles Webster, Santos Ortega and Arthur Q. Bryan.

Ken MacGregor will direct with Will Glickman and Joe Stein as writers. Music will be under the direction of Milton Katims.



Fisherman's Luck

These twin beauties have just been hauled onto the dock after a big day of tuna fishing. Sometimes, when luck is running good, as many as fifty of these giant fish are captured in one day.

But time buyers don't have to depend on luck in picking radio stations—not in Baltimore, anyway. Here there is one big bargain buy. It's W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H delivers more listeners-per-dollar than any other station in this rich city, the nation's sixth largest market. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

So if you're looking for a station that produces low-cost sales in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today!



WITH

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed



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.

**We would like to furnish you these facts.
Write or phone the Du Mont Network Research Department.*

TELEVISION
DU MONT
NETWORK

America's Window on the World

AGENCIES

CARSON - RUFF ASSOCIATES, New York public relations firm, announced yesterday the appointment of David F. Parry as West Coast representative, and the opening, August 15th, of a new Los Angeles office in the recently completed Marfay Building.

KENNETH BEIRN has been named executive vice-president of the Biow Co., Inc. He joined the firm in September, 1948, after three years with Dancer-Fitzgerald-Sample.

ST. GEORGES & KEYES' Baltimore office has been named by V. Arena & Sons, Inc., to direct advertising for Conte Luna macaroni and spaghetti products.

J. WALTER THOMPSON CO. has been named by Lever Brothers, Ltd. for Canadian advertising of Surf, effective Aug. 1.

ARRL Petitions FCC On Amateur Problems

(Continued from Page 1)

tation of amateur radio as it exists today."

The League filed its brief in response to an FCC invitation for comment from interested parties on its proposals, released April 21. The brief requests the Commission to set these proposals aside and instead call an informal engineering conference among members of the FCC staff and representatives of the radio amateurs, "to come to a common agreement on any changes in amateur regulations which might be needed . . . at this time."

In a statement explaining its stand, the League voiced the opinion that "the replacement of free enterprise by Government direction, in a field where success depends solely on personal interest and voluntary enthusiasm, would discourage the very things which have made American amateur radio great."

An estimated 75,000 amateur radio operators would be effected by the FCC proposals.

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



Windy City Wordage. . . !

● ● ● Ralph Atlas, WIND prexy, treated the trade-paper boys to a yacht trip and dinner at the Chicago Yacht Club last night. The newspaper guests met at the Belmont Harbor Yacht Club and rode in style on Mr. Atlas' yacht W-I-N-D II. The second contingent will make the same trip tomorrow (Thursday) night. . . . ABC will throw a cocktail party

tomorrow at the Cameo Room for their "Breakfast Club" singing star, ex-GI Johnny Desmond. Johnny replaces Jack Owens on the Breakfast Club. By moving here with his family, Johnny gives Chicago radio a good shot-in-the-arm. . . . Michigan Boulevard gossip has Barbara Luddy and Olan Soule, "First Nighter" stars returning to the local scenes after a Hollywood sojourn.

★ ★ ★ ★

● ● ● WBBM producer Sherman Marks is considering actress Jean Stanley for a featured role in the "Salute To Irving Berlin" show which will open at the College Inn September 1st. Marks has received national kudos for his various "Salute" shows at the Sherman Hotel's top spot. Current show is a salute to Rodgers & Hammerstein. Dick Wells is in line for the narration job for the next Marks production. . . . Top radio and movie stars are currently doing summer stock at the Chevy Chase Theater. Buster Keaton, Peggy Ann Garner and Nina Foch headed the first three weeks' production.

★ ★ ★ ★

● ● ● Florence Shefte, WBBM transcription operator, recently passed her solo test flight to become an aviatrix. . . . Vic Damone, after a smash two-week run at the B&K Chicago Theater, flies into town August 1st for a one-day personal appearance at the local Mandel Bros. department store. Damone is being featured as the teen-ager's favorite in "Seventeen" and other magazines in ads placed by the Libman Mfg. Co. of Chicago on behalf of their Claire Kay dresses. . . . Lawrence H. Whiting, president of the American Furniture Mart was made a full general recently for his services to the Armed Forces. Whiting was the youngest member of the general staff in World War I and a top man in World War II. He says radio and television will again occupy the spotlight in the next Furniture Mart convention which will be held here next January. . . . Chicago Title and Trust will resume sponsorship of the Chicago Symphony Orchestra this fall. Earle Ludgin agency handles the account. Broadcasts originate at the 8th Street Theater. . . . Andrews Sisters now at the Chicago Theater. . . . Bob Hope flew in from Minneapolis for a quick personal appearance on behalf of his "Sorrowful Jones" film now at the Chicago Theater.

★ ★ ★ ★

● ● ● Bernie Clapper, vice-president of Universal Records, passing out cigars with the birth of a son at Augustana Hospital. Youngster weighed in at 8 lbs., 13 ounces. . . . New press agent at WIND is Connie Kimball, ex-ABC publicity gal. . . . Bob Potter has resigned from the C. C. Fogarty Advertising Agency. . . . Norman Phelps, account exec. of the same ad agency is planning a campaign which includes radio for Consolidated Cosmetics. . . . Jerry Ellis' Columbia Recording studios cut the Ruby Chevrolet spots produced by the latter's ad agency, W. B. Doner Co. . . . Dennis Day comes to town August 5th to head the stage show at the Chicago Theater. . . . "Lassie," M-G-M canine star, and also star of Henri, Hurst & McDonald's radio show for "Red Heart," is doing a barking personal appearance at the Oriental Theater.

MEXICO

JAMES L. THOMPSON, former head of J. Walter Thompson in Rio De Janeiro takes over as president of agency's Mexico City branch replacing Don Thorburn who is promoted to new position in New York headquarters.

Edgar M. Huymans, Mexico director for Ruthrauff and Ryan announces his agency's appointment by Carnation Milk for intensive Mexican advertising campaign.

Emilio Azcarraga, Mexico's radio and movie czar will be luncheon host of Rotary Club at Churubusco, Mexico's largest and most modern movie studio this week. Rotarian session last week was devoted to advertising.

Will Head Conference

Kent, O.—Appointment of Charles Day, Cleveland newscaster, to direct next year's second annual Conference for Radio News Editors at Kent State University has been announced by Prof. William Taylor, chairman of KSU's school of journalism.

Meeting date for the 1950 sessions is June 17 on the Kent State campus.

Day, who is news director of station WGAR in Cleveland and president of the Ohio Association of Radio News Editors, served on the advisory council for the first conference here in June.

Available*!

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBC-KFRM "Happy Home" women's commentary program.

Gifted with a wonderful voice and a rich background, Caroline Ellis is one of the best known woman broadcasters. Repeatedly, her program has the highest rating of any woman's program in the Kansas City Primary Trade area.



Caroline Ellis

Caroline is sponsored by the Celanese Corporation of America, and has just completed a successful campaign in behalf of a regional poultry advertiser, with season business.

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

*Available Tuesday and Thursday.

KMBC
of Kansas City
KFRM
for Rural Kansas

Urges Advertising Keyed To Local Level

(Continued from Page 1)

forced to sell with more vigor and with more efficiency than heretofore and this is where advertising can help you and the entire music industry."

Hobart declared that consumer purchasing power and productivity are so far above the prewar levels that business and profits will be good, even excellent, for the companies and industries who create a demand for their products through aggressive sales and advertising efforts.

Competition Cited

"The music industry," said Hobart, "the same as other industries, is encountering more competition for the consumer dollar. You are competing with the recreation and entertainment industries, the appliance, the jewelry and hundreds of other industries. With keener competition you will be forced to sell with more vigor and more efficiency than heretofore and this is where advertising can help you and the entire music industry.

"You can make your advertising dollars pay," he continued. "It will take courageous action on your part and on the part of your industry. You can make your advertising dollars pay through the intelligent use of advertising which is tied in with well known and aggressively advertised products. Profits do not come easily in most industries, but the companies and industries that have re-learned the art of selling, merchandising and advertising will be the first to cash in on the profits from the large reservoir of spending power which the consumers of this country have right now."

Expenditures Listed

Hobart continued:

"To give you some idea of the competition you are meeting from other industries, I want to record for your information the size of personal expenditures by consumers in a number of fields. Of course, the biggest consumer expenditures go for food and household expenses, but in 1947, the most recent year for which complete personal consumption expenditures are available, consumers spent \$19 billion for clothing, accessories and shoes and other footwear; \$1.4 billion for jewelry and watches; \$2.6 billion for refrigerators, washing and sewing machines and miscellaneous electrical appliances (except radios); \$5.5 billion for automobiles. In addition, consumers spent billions for entertainment, including all types of sports, amusements and pleasure travel. All of these industries are competing with the music industry for the consumer's dollars. If we include radios, phonographs, records, etc. in the music industry, consumers spent in 1947 \$1.4 billion for the products of your industry.

Stop Radio Family Feuds, Unaffiliated Group Asks

(Continued from Page 1)

Committee is the first NAB committee to meet since that board action. "The time has come," it said, "for the components of the broadcasting industry, AM, TV and FM, to bury the hatchet and take out its constructive tools from their hiding places. Attacks by one segment of broadcasting on others is not only bad taste but bad salesmanship. Each of these forms of broadcasting, as a public interest and advertising medium, has its place and must continue to earn its way by constructive and positive action, rather than destructive and negative selling tactics.

"It is evident that each element supplements the others and can exist most successfully without destroying those engaged in the same art. These family feuds are the fuel upon which outside competition lives and they dilute the energy which should be expended to make each form of broadcasting better and stronger.

"This is the time for the industry to move ahead and not stand still and certainly not slip back. All forms of broadcasting must continue to carry on their services with dignity, courage and optimism. Anything else will result in fratricide.

"The committee expresses the feeling that the realignment of NAB was a milestone and a point at which the aforementioned cementing of factors of the industry should take place and that NAB should be the focal point for unity. Television is here; FM is here; AM is here. Let's accept the facts and pull together as America's most forceful advertising and public interest medium."

Albert Sindlinger, president of Sindlinger and Co., Philadelphia, and co-inventor with Harold R. Reiss of Radox, a method of radio audience measurement, spoke to the committee on his measurement system. He was asked by the group to make a full exposition of the method at the unaffiliated stations sessions of the 1950 NAB convention.

The committee, whose chairman is Ted Cott, WNEW, New York, also announced that a special study of radio listening outside the home will be undertaken by Dr. Sydney Roslow, director of The Pulse, Inc. He will report on this study of a previously unmeasured audience in an address at the Unaffiliated Stations' sessions of the coming NAB convention.

A subcommittee to undertake a compilation of national foreign language groups for the use of foreign language stations in the United States was appointed by Chairman Cott.

Arnold Hartley, vice-president and program director of WOV, New York, was appointed chairman of the subcommittee.

The study, first of its kind to be made under NAB auspices, will also

develop comparative coverage figures for foreign language stations and foreign language newspapers.

The new subcommittee will work, in addition, with the Voice of America, the Economic Cooperation Administration, and the United Nations, in obtaining foreign language programs for domestic use.

Increased activity in the field of radio programming was set in motion by the committee, during its two-day meeting at NAB headquarters.

The NAB group voted to launch a study of sports broadcasts, a series of public interest announcements, and a series of disc-jockey continuities for distribution to independent stations throughout the United States which are members of the NAB.

The public interest announcements, the committee said, will be designed to be available for local sponsorship, with blanks for the insertions of sponsors' names.

The disc-jockey continuities are to be prepared by Martin Block, noted originator of the "Make-Believe Ballroom" programs of recorded music. The idea, Chairman Cott said, has grown out of the committee's liaison efforts with the Advertising Council to include such un-

Magnavox Reviews New Radio-TV Line

The new line of Magnavox television receivers and combinations, with a price range of \$399 to \$799, was previewed at a press luncheon Friday in New York's Hampshire House.

The line is featured by a 16-inch tube said to produce the largest picture of any comparable set on the market—148 square inches as against the usual 126 square inches. According to Frank Freimann, Magnavox executive vice-president, the new sets offer greater picture definition and resolution of photographic quality than heretofore available.

affiliated stations in the Council's allocations plan.

Attending the meeting were Chairman Cott; Melvin Drake, WDGY, Minneapolis, Minn.; Lee W. Jacobs, KBKR, Baker, Ore.; Bob Maynard, WSVS, Creve, Va.; Patt McDonald, WWHM, Memphis, Tenn.; Ben Strouse, WWDC, Washington, D. C.; and board liaison member Frank U. Fletcher, WARL-FM, Arlington, Va.

Excused were Lawrence W. McDowell, KFOX, Long Beach, Calif.; and Glenn Shaw, KIX, Oakland, Calif., the other board liaison member.

Present for NAB were Justin Miller, president; Maurice B. Mitchell, director of the Broadcast Advertising Bureau, Kenneth H. Baker, research director and acting president of the Broadcast Measurement Bureau; and Robert K. Richards, public relations and publications department director.

C. E. Arney, Jr., NAB secretary-treasurer, acted as secretary for the committee meeting.

Get More Recording For Your Money

BY THE SENSATIONAL NEW

COLUMBIA

Lp MICROGROOVE METHOD

Savings Like This!

★ Substantially Lower Cost Per Record

★ More Program Time Per 12" Disc Than On Present 16" Record



12" Record Plays 20 Minutes, each side—
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

WRITE, CALL OR WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc. ®

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

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

(Continued from Page 1)

major networks for plugging its various brands of whiskey. Don Lee and Mutual reportedly had turned down the Schenley bid. NBC, CBS and ABC, meanwhile, are mulling over the proposition of airing whiskey commercials over their network-owned stations.

Up to the present time, distillers voluntarily had banned the use of radio for selling "hard" drinks through their own association, the Distilled Spirits Institute. Although there have been no formal rulings or declarations by either the FCC or the NAB, both have frowned upon the use of whiskey radio commercials.

A RADIO DAILY survey indicated, however, that station sales managers are "eyeing" the lucrative advertising budgets of the distillers and are giving serious consideration to the Schenley bid for time. In order to avoid one of the objectionable features of whiskey commercials, i.e., selling drinks of alcoholic content to children, Biow Co. has been telephoning New York indies, as well as the station reps, with requests for time after 10:30 p.m. when children supposedly are in bed.

Others Might Follow

With Schenley launching the opening wedge into radio, it is expected that the other eight major firms (which have suffered 10 per cent drops in business this year) will follow suit.

Such a parade into radio would mean a sizeable slice of the advertising budget of the nine distillers. The newspaper and magazine advertising expenditures of the companies follow:

American Distilling Co.	no record
Brown Forman Distillers Corp.	\$1,122,757
Distillers Corp.—Seagrams Ltd.	10,009,967
Glenmore Distilleries Co.	1,629,815
Mohawk Liqueur Corp.	no record
National Distillers (Products Corp.)	6,290,477
Park & Tilford, Inc.	1,905,835
Schenley Industries, Inc.	8,343,324
Hiram Walker—Gooderham & Worth, Ltd.	3,402,892

Distillers Position Explained

An industry spokesman pointed out two other reasons, in addition to the drop in business, for distillers wanting to make use of radio for advertising. He explained that distillers now have a plentiful supply

AVAILABLE SHORTLY

New York television station account executive resigning. Write Box 261, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

SOUTHWEST SIDELIGHTS

CHARLES BELFI, commercial manager of KYFM, San Antonio, has been elected commander of the Adkins Lenoir Post 565 of the American Legion in San Antonio. Post is composed entirely of local radio and theater men and meets at midnight so that its members can meet after duty hours.

Announcement has been made by the officials of KNOW, Austin, of the appointment of the John E. Pearson & Co., of New York as the outlets sales representative.

Howard Cunningham, WOAI, San Antonio, announcer who was gravely ill for more than a month, convalescing but must take it easy for a lengthy period before returning to his duties.

A series of three quarter-hour newscasts for a six weeks test campaign has been set on KTRH, Houston, by Green Spot Inc., of Los Angeles. Campaign is to introduce and promote an orangeade in a server container. Future plans call for the extension of the campaign into other markets. Philip J. Meany Co., of Los Angeles is handling the account.

Application has been made to the FCC by the Tulle Broadcasting Co., at Tulla, Tex. for a new standard broadcast outlet to be built there at an estimated cost of \$12,500 which will operate daytime hours with 250 watts on 1150 kilocycles. The group is composed of Francis D. and Francis J. Burgess each with 20 per cent interest; Robert Olin Lowery, 20 per cent, he is at present engineer of KSEL, Lubbock; Allen S. Head, 20 per cent; Walker Boones 10 per cent and Roy F. McCasland 10 per cent.

Morris C. Barton has been named chief engineer for KBTB, Dallas, which is under construction and set to go on the air with Dallas' first television programs around Sept. 1. Barton was formerly engineer for WWJ-TV, Detroit.

Dudley Daniels has been named

of four-year old whiskeys for the first time since the war when production was channelled to meet war needs. The third reason, he added, is based upon the fact that storage costs after four years make the prices rise. In order to keep prices down, therefore, distillers must use every possible media of advertising to move their four-year-old products.

ABC Declines Comment

The American Broadcasting Co. in New York refused to comment upon reports that it had come to any agreement with Schenley on use of network facilities or time on network-owned stations. RADIO DAILY learned from reliable sources, nevertheless, that ABC has sent inquiries to affiliates on their stand on liquor advertising. Upon this report, ABC officials declined comment on the ground that "it is an internal problem."

transmitter engineer for KITE, San Antonio, according to an announcement made by John Siercovich, KITE's chief engineer.

"The Clothing Dollar" will be the subject of the first of a series of weekly radio talks by Mrs. Terry Shea of Dallas' Better Business Bureau consumer service division which is to be aired over WRR, Dallas. The series is designed to assist housewives in dealing with money management problems.

Announcement has been made of the engagement of Eleanor Cooper, KTSA, San Antonio, continuity writer, and Joe Caldwell, KTSA, staff announcer, even a liberal on-the-air treatment. Don Gordon dedicated a special arrangement of "Tomorrow is My Wedding Day" to the engaged couple on his morning "Songs for You" musical, and newscaster Bob Knouse aired the announcement on his noon newscast. Wedding ceremony is planned for early fall.

Two of the staff members of KPAB, Laredo, are proud fathers this week. Larry Berg, program director of the outlet is the proud father of a baby son while K. B. Smith, KPAB chief engineer is announcing the arrival of a baby son, also.

Harold Fair To Resign As NAB Program Director

Washington Bureau of RADIO DAILY

Washington—Harold Fair, director of the NAB program department, yesterday announced his impending departure from that post.

"The recent action of the NAB board of directors, abolishing the program department, naturally resulted in some effect on me," Mr. Fair said. "I was abolished, too."

"Any announcement of my plans for the future will wait until such plans take form. My two years with the NAB have been enlightening and have certainly broadened my concept of the industry materially.

"However, after spending nearly a quarter of a century in station, network and agency operation, I anticipate with pleasure returning to industry activity."

A VITAL TELEVISION SERVICE

For Agencies, Stations, Producers, Agents

MONTHLY—Complete data on EVERY Network and Local TV Program telecast in New York . . . time, days, stations carrying, sponsor, agency, producer, director, casting, format, commercials, and/or PRODUCTION COST . . . PACKAGE PRICE.

WEEKLY—Supplements include: Talent appearing on TV programs . . . packages available . . . show arrivals, departures, futures . . . program trends . . . news review. Accurate and up-to-date information that is already servicing over 300 top trade executives.

ROSS REPORTS ON TELEVISION PROGRAMMING

150 EAST 54th STREET, NEW YORK 22, N. Y.

Wallace A. Ross, Publisher

Philco TV Antenna Encased In Receiver

(Continued from Page 1)

the Waldorf-Astoria Hotel yesterday.

In announcing the antenna innovation, Carmine stressed that the new built-in antenna would give satisfactory service in up to 80 per cent of the television areas. He also emphasized that this feature will eliminate antenna installation charges, and will make it possible for families in restricted apartment house areas to have television service without an antenna.

Eighteen models are included in the new Philco line. They range from table models to luxurious all-service combinations. All are equipped with the new built-in antennas and feature a new high gain tuner which accounts for picture perfection.

Three-Speed Changer

In their new radio-TV-phonograph combinations Philco has incorporated a three-speed automatic record changer capable of playing up to five hours of continuous music. This new changer plays up to 12 10-inch or 10 twelve-inch conventional 78 rpm records—up to 12 twelve-inch or ten-inch 33 1/3 rpm (long playing) records and up to 14 seven-inch 45 rpm records, and up to 14 seven-inch 33 1/3 rpm records.

Carmine revealed that the Philco plants are geared to produce 17,000 to 20,000 television receivers a week, and that he anticipated that the output would be needed to fill the fall demand for the new line of receivers.

Heads Women's Dept. Of Ziv Organization

Betty Green, former fashion editor of Parents' Magazine, has been named merchandising specialist and director of Women's programs by Frederick W. Ziv Company, it was announced yesterday. Mrs. Green will be active in the Ziv organization in building, promoting and merchandising radio and TV shows. For the past six years she has appeared in the Ziv-produced transcribed series, "Calling All Girls Club of the Air."

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, July 27, 1949 — TELEVISION DAILY is fully protected by register and copyright

FCC KAYOES WARNER-SCHIFF DEAL

TELE TOPICS

LARRY ON LOCATION, a new puppet show on ABC, is best described as a good imitation of "Kukla, Fran and Ollie." Like most imitations, it is not as good as the original, but it still makes a pleasant half-hour especially in the absence of Burr Tillstrom's masterpiece. For that of "Larry On Location" is strikingly similar to that of KFO. Toni Gilman, a very pretty and talented girl, stands in front of a puppet stage and ad-libs conversations with several dolls manipulated by Don Tennant, who also does their voices. The puppets produce shows—it was a musical film on the show reviewed—and sing songs, alone and in duets with Miss Gilman. Larry is a small, blonde doll with heavy jowls who sounds just like Kukla. Newt, a larger, sad-faced puppet, sounds like a cross between Ollie and Mortimer Snerd. There is also a needle-nosed mop-head named Nosmo, and one or two others. . . . Program is produced by Lew Weinrott and directed by Fred Kilian and packaged by Weinrott and Tennant. Music is by Carolyn Gilbert. Show originates at WENR-TV, Chicago.

COINCIDENT WITH the FCC allocations hearings that begin Aug. 29, RCA, 'tis said, will demonstrate some new developments in its electronic color system, but will maintain its position that color is not yet ready for commercial use. Incidentally, RCA Victor is reported about ready to break its newest receiver, a 10-inch set with all-metal cabinet, to sell for less than \$200. . . . First five shows in Hooper's network telecastings for June are Texaco Star Theater, 80.2; Godfrey and His Friends, 42.0; The Goldbergs, 41.7; Stop the Music, 40.1, and Toast of the Town, 40.0. . . . Telepix newsreel scored a neat beat on New York's afternoon papers Monday in its coverage of the holdup in the St. Regis jewelry shop. The two bandits were captured at 4:35 p.m., and at 7:15, WPIX put films of the pair, and their loot, on the air in its regular news stanza.

CBS ABOUT TO WRAP UP the sale of Dorothy Doan's "Vanity Fair" stanza. Weintraub agency is reported signing the entire half-hour show across-the-board for Air Wick, Maiden Form, Revlon and two other accounts. Program is slated to return to the air Sept. 5, 4:0 p.m., and will be carried on a four-station network. . . . James Harris and David Wolper, president and treasurer of Flamingo Films, leave Aug. 1 on a two-month sales trip during which they hope to hit every station in the country. . . . Program magazines in New York, Philadelphia, Boston, Chicago and Washington soon will adopt uniform page size and standard rate card to boost sales. . . . Allen Funt and his "Candid Camera" crew are making a series of 13 shorts for Columbia Pictures.

Producers To Adopt Programming Code

Adoption in only slightly modified form of the code of ethics drawn up and adopted by the Television Producers Association of Hollywood, will be announced this week by the Independent Television Producers Association of New York. Move is expected following a scheduled meeting in New York on Friday between Mal Boyd, prexy of the Hollywood organization, and directors of ITPA headed by president Martin Gosch. ITPA counsel James Lawrence Fly will sit in on the confab.

The TPA Code has received blanket endorsement by the full membership of the West Coast group. Complaining that the motion picture production code has frequently been ineffectual, the Hollywood video execs say that their code is founded on purely practical terms. Boyd said, "Members don't want a code that will hamper the creative growth of the new medium, but they do realize the need for self-censorship to forestall outside pressure being exerted on TV producers."

The TPA's code of ethics is not intended to be a substitute for the ITPA's proposed code of practices. The New York producers are readying a regulation code that would cover the entire industry. This docu-

Hooper's Top Ten

(New York, July)

Olsen & Johnson . . . WNB	39.0
Amateur Hour . . . WABD	23.9
Godfrey Friends . . . WCBS-TV	21.6
Kraft Theater . . . WNB	20.9
We, the People . . . WCBS-TV	18.0
Break the Bank . . . WJZ-TV	13.2
Stop the Music . . . WJZ-TV	13.2
Chev. on B'way . . . WNB	12.4
Cavalcade of Stars WABD	11.8
Your Show Time . . . WNB	10.9

FCC Okays Two More Color TV Experiments

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday granted authority for special color TV broadcasts to two additional stations. The Commission last week approved test programs by WMAR-TV, Baltimore, and WCBS-TV, New York. The FCC authorized WMAL-TV, Washington, to pick up color programs broadcast on August 17-19 by WMAR-TV and transmit them to special receivers in the National Guard Armory. WMAR-TV will scan surgical operations from Johns Hopkins Medical Center.

Special receivers and adapters will be made available to observers by the industry, said the Commission.

Theater TV Installation Sold By RCA To Fabian

(Continued from Page 1)

Brooklyn Dodgers' games, major football contests, important boxing matches, national and civic happenings of outstanding public interest and similar events.

"In the near future, steps will be taken toward experimenting with a form of televised entertainment show suitable for the theater. The selection of programs will be determined by the needs and desires of the public audience in the theater, with due regard for the differences in entertainment standards between the theater and the home.

"It is not to be expected that theater television will start off fully grown with exclusive events and large-scale entertainment shows. It will take energy and imagination and time to realize the full possibilities of the medium. But the great potential value of large-screen television, both to the public and to the

picture industry, calls for every effort that can be made in that direction."

The sale was hailed by Gael Sullivan, executive director of Theater Owners of America, and Donald E. Hyndman, chairman of the SMPE theater tele committee.

Predicting that theater TV "is surely going to spread," Sullivan said that the Fabian house will provide "the first practical laboratory where the eyes, ears and tastes of the public can be brought to bear on the remaining questions (about video in theaters) to which the theater and television industries must supply the answers."

Hyndman said the move was "a step toward an eventual theater television circuit providing opportunities to study and solve technical and programming problems to the satisfaction of theater patrons."

Rejects Petitions Of Both Parties For Hearings

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday junked, for all practical purposes, the proposed sale to Warner Bros. of KLAC-TV, Los Angeles; KLAC and KYA, San Francisco.

The Commission denied the petitions of Warners and Dorothy Schiff (Thackrey) for oral arguments on the sale application before Aug. 1, when Mrs. Schiff's contract with Warners expires.

The film company has formally notified the Commission that it will not extend the contract and, although the Commission did not officially cancel its announced plans for a hearing, there will be no basis for any hearing except in the unlikely event that Warners reverses its decision before Monday.

The Commission said it will not be able to hear oral arguments before Aug. 1, and said further that on the basis of oral arguments alone, it would not be able to determine whether Warners is properly qualified as a licensee.

To make the necessary findings, the Commission said, full consideration must be given to the effect of the film company's status as a defendant in the Paramount anti-trust case on its qualifications as a broadcasting licensee.

Commission failure to rule on the question of whether the Paramount defendant would be permitted to operate television stations has been the chief bar to completion of the Schiff-Warner agreement, filed more than a year ago.

Revlon Asks For Option On First CBS Color Show

Noran E. Kersta, vice-president in charge of radio and tele for the William H. Weintraub agency, yesterday wrote William S. Paley, CBS board chairman, asking for an option on the web's first commercial color show on behalf of Revlon nail polish and cosmetics.

The letter emphasizes Revlon's eagerness to use color TV advertising and points out the firm's extensive use of color in printed media. Kersta said also that the Weintraub agency would cooperate with CBS in the development of color programming.

At the same time, it was announced that Revlon is beginning a spot campaign on behalf of its Aquamarine hand lotion. Orders have been placed with WCBS-TV, and WNB, New York, and WBZ-TV, Boston.

NEW BUSINESS

WCBS, New York: The Whitehall Pharmacal Company, to advertise Anacin, has purchased three participations per week, Monday, Wednesday and Friday, in Jack Sterling's "Top O' the Morning" program on WCBS for the 26-week period starting mid-September.

WQXR, New York: New York, New Haven and Hartford Railroad yesterday began sponsorship of half-hour segment of "Breakfast Symphony," Monday through Friday for five weeks, through St. Georges and Keyes, Inc. . . . Chase National Bank has bought daily weather spots for 20 weeks, through Nov. 30. Albert Frank-Guenther Law placed the business. . . . A. S. Harrison Co., for "Preem" floor wax, has signed one-year contract for three quarter-hours weekly of "Luncheon Concert," starting Sept. 12, through Alfred Tokar Advertising Agency.

WQXR, New York: Kaufman Carpet Co. has signed a 17-week contract for 15-minute record programs, Monday through Saturday. Alfred F. Tokar handled the account. Doubleday & Co. inked a 13-week renewal of its daily quarter-hour "Morning Melodies" series, through Huber Hoge & Sons. The Region of Sicily in Palermo, Italy, returns to WQXR with a four-weeks series of one-minute spots, starting July 18, promoting travel in Sicily. Gotham Advertising Agency placed the business. J. and J. W. Williams, Inc., through David E. Rithchild Agency, signed a 17-week contract for one-minute spots to promote its carpet cleaning service. The Murine Co. placed a 13-week spot schedule starting July 18, through BBD&O.

Arnold & Aborn, to advertise its coffee, has purchased three participations per week, Monday, Wednesday and Friday, in the WCBS program, "Starlight Salute" for the 13-week period starting early September. The agency is French & Preston, Inc.

'A' Bomb Anniversary

NBC's new half-hour news show, "Voices and Events," will mark the 4th anniversary of the announcement of the atomic bomb, July 31, 5:30 p.m., EDT, by including the voices of President Truman and Atomic Energy Commissioner Lilienthal. The effects of the "A" bomb on the nation's folk songs will be demonstrated also.

Auditioning New Show

Paul Perez, director of TV sales for Cinemart, Inc., is negotiating with WOR, through the station's commercial director, Norman Livingston, for the sale of a 15-minute radio commentary with anecdotes, "This, Too, Is Hollywood." Perez will be the producer of the show.

COAST-TO-COAST

Cover Peach Festival

Clanton, Ala.—WKLF did its most extensive special events job in covering the recent Chilton County Peach Festival. Announcers and engineers were stationed at several different points along the route of the colorful festival parade, and at the scene of the main events. Part of the main program was fed to WAFM in Birmingham, FM outlet of the "Voice of Alabama." Special events director Paul Reid planned and supervised the broadcasts.

WKDN Claims 1st in News Break

Camden, N. J.—An anonymous phone call was WKDN's first notification on a near tragedy, when 10 month old Howard Morgan, Jr., fell into a ten foot hole on his father's farm. WKDN's news editor Arnold Snyder related the news of the child's rescue by volunteer firemen and gave a descriptive account of rescue efforts, and was first among all mass information media to tell complete story. On the basis of WKDN's information the Associated Press moved fuller and more detailed stories across the country.

Gallimore Joins WHHT

Durham, N. C.—The newest addition to the WHHT staff is Dale W. Gallimore. He was formerly on the staff of WDVA and his engineering background includes 3½ years as a Navy radar man and several years of study at the Danville Technical Institute.

Bochman New Mgr. WKIX

Columbia, S. C.—W. C. (Bill) Bochman is the new manager of CBS 1,000 watt outlet WKIX. He is a vet South Carolina broadcaster who helped put WCOS on the air in 1939. For the past 18 months he has published a "shopper's guide" which enjoys wide circulation in Richland County.

WDRG Starts Talent Hunt

Hartford, Conn.—A hunt for talent is currently being conducted by WDRG throughout the Greater Hartford area for musically talented persons. When a competent individual is found he is exploited for an entire week on all local shows. Recordings are made of the talent discoverer's voice and are played all through the schedule. Peggy Adrian of Windsor, Conn., was the week of July 18th find.

WXYZ DeeJay Cited

Detroit, Mich.—Johnny Slage, deeJay at WXYZ, was made an honorary member of the Detroit Squadron Air Force Association recently, because of his constant support in promoting the U. S. Air Force during the past year. The award, in the form of a scroll, was made by Squadron Commander Amos, in ceremonies held at the Tuller Hotel, Detroit.

Addresses K.C. Rotary Club

Kansas City, Mo.—Walter Cronkite, KMBC-KFRM Washington correspondent, spoke before more than 400 members of the Rotary Club of Kansas City recently. Cronkite, who recently returned from Europe, delivered a "Progress Report on the Cold War." The Washington correspondent interviewed high ranking government officials, business men and laborers throughout England, France, Luxembourg and Germany during his tour.

WFIL To Air Races

Philadelphia, Pa.—WFIL will broadcast the daily feature race from the Atlantic City Race Track for the duration of the track season, August 11 through October 1. The station's sports director, Tom Moorehead, will handle the broadcasting chores and vet track announcer Tom Daily will call the races.

Vandivert Joins WTOG

Savannah, Ga.—Rod Vandivert has joined the sales force of WTOG. He was formerly advertising manager of Hitching Post Foods and has been with the sales staff of Conde Nast Publications, the merchandising staff of The Florida Citrus Commission and the N. J. Journal-American.

The Mailbag

About The Joneses

I notice in your June 23rd issue that you carry an item on the Allan Jones-Irene Hervey, husband and-wife, set-up for American Broadcasting Company. May I offer a couple of corrections.

The Monday through Friday series is now being aired but is being taped largely in Great Britain although one group of shows was taped in Germany and the second will be tapen in the coming two weeks in Switzerland and France.

The Joneses tour of theaters in Great Britain will finish mid-October after which the couple will return to California and the program "Irene and Allan Jones," will become live from Hollywood.

Thanks very kindly for the "squib." The shows are scripted and taped under my supervision and because of the trials and tribulations we are meeting, I might laughingly say, I am producing same.

Yours sincerely,
London, England
DON MILOE

Gwynn To Pinch-Hit

Bill Gwynn will pinchhit for Horace Heidt on NBC's "Original Youth Opportunity Program" this Sunday and next. The latter is vacationing in Europe.

Berries

Maybe you never will have to face the problem of selling strawberry plants to New England farmers. But if you do, there's a tried-and-tested answer.. the three-letter, triple-threat answer to so many New England selling problems.. *WBZ*.

Writes one grower: "Thanks to *WBZ*, I paid my entire year's operating expenses in a matter of weeks. Radio increased my revenue over 50 percent from last year."

Whatever your product.. from berries to blankets.. you'll find *WBZ* New England's leading sales medium. For availabilities, check Herb Massé at *WBZ*, or Free & Peters.

BOSTON **WBZ**
50,000 WATTS
NBC AFFILIATE



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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 19

NEW YORK, THURSDAY, JULY 28, 1949

TEN CENTS

RADIO'S 1948 NET HIT ALL-TIME HIGH

Network Makes Plans In Event Of Strike

Indicating preparations for broadcasting in event IBEW engineers strike tomorrow night, CBS yesterday sent a telegram to sponsors and agencies outlining their plans in case of an emergency.

The text of the telegram signed by William J. Fagan of CBS follows:

"As you know, contract between CBS and IBEW covering broadcast technicians, unless renewed will terminate midnight, Friday, July 29th. Negotiations continuing in friendly atmosphere and we are very hopeful of no interruption by strike of our present technical service to you. This is to advise you in any case that we are completing

(Continued on Page 3)

Commission Declines Bid To Restudy WNEW Case

Washington Bureau of RADIO DAILY Washington—The FCC yesterday denied petition of Mariannina C. Deraczynski to reconsider its granting of a license renewal to WNEW, New York.

Her petition, said the Commission, did not show any new evidence which might warrant reopening the case.

The Commission also dismissed

(Continued from Page 2)

Asks FCC To Extend Ex-Husband's License

Washington Bureau of RADIO DAILY Washington—Louise C. Carlson yesterday told the FCC that construction of broadcasting facilities on the new transmitter site for her New Orleans radio station has not been completed, and therefore asked the Commission to extend her

(Continued on Page 2)

Getting The Range

An unassuming Texas listener who answered the telephone on NBC's "Hollywood Calling" Sunday night found himself destined to make a presentation of a new gas range to a Lutheran minister in his community the minute he identified himself as a member of that denomination. Ava Gardner, speaking for the sponsor, made the presentation.

Open House

Justin Miller, president of NAB, will hold "open house" for the radio press in his quarters at the Waldorf-Astoria Hotel in New York today. In the receiving line will be Robert Richards, director of public relations; Ken Baker, acting president of Broadcast Measurement Bureau and Maurice B. Mitchell who heads up the newly organized Broadcast Advertising Bureau. Judge Miller and company will be prepared to answer questions concerning the recent NAB reorganization, the invitation states.

CBS Promotion Clinic Opening On Monday

More than 120 promotion managers and other station executives from 110 CBS stations have registered for the two-day promotion clinic which will be held by the network on next Monday and Tuesday at the Sert Room of the Waldorf-Astoria Hotel, Victor M. Ratner, vice-president in charge of advertising and sales promotion announced yesterday.

Plans for full program promotion both in the radio and TV fields will be discussed at the clinic which will

(Continued on Page 8)

'Phone Game' To Sign For 11 ABC-TV Cities

Swift & Company is expected to sign within the next day or two a 13-week contract for the Harry S. Goodman production, "Telephone Game," over 10 additional TV sta-

(Continued on Page 8)

Radio-TV Earnings At \$37,000,000, \$3,000,000 Above Last Peak, Commerce Dept. Reports

Washington Bureau of RADIO DAILY Washington, D. C. — Radio and television broadcasting corporations netted the highest profits in their history last year, the Commerce Department reported yesterday. Combined radio-TV earnings in 1948 after Federal and state income and excess profits taxes totalled \$37,000,000 —

(Continued on Page 3)

Protests FCC Action On TV Allocations

Protesting that the FCC was inequitable in the distribution of the proposed television channels, Elias I. Godofsky, president of WHLJ and WHLI-FM, Hempstead, L. I., yesterday filed a letter with Commission headquarters in Washington.

In the letter Godofsky maintains that "to allocate TV frequencies in 436 communities with populations

(Continued on Page 7)

General Parks Returning To Army Information Post

Major General Floyd L. Parks, Deputy Commander of the Army in the Pacific, is returning to his old post as Army Chief of Information with headquarters in Washington, it was announced yesterday. General Parks will succeed the late Maj. Gen. Vernon E. Prichard who was killed on July 10 in the explosion of a cabin cruiser on Potomac River.

Sponsor Picking Up Tab On Line Charges For Tour

Old Gold, sponsors of the Original Amateur Hour on ABC, will pick up the tab on line charges aggregating \$55,000 in connection with charity performances which will be given

(Continued from Page 2)

Motorola Profits Up For 1st Half Of 1949

Motorola, Inc., yesterday reported a new peacetime sales record for the six months ending July 2 with net earnings totalling \$1,908,255.95, equal to \$2.39 per share. This compares with earnings for the corresponding period a year ago of \$1,650,039.82, equal to \$2.06 a share.

Total sales figures for the first six months of this year was \$33,822,-

(Continued on Page 3)

NAB Names McNaughten To Succeed Royal Howard

Washington Bureau of RADIO DAILY Washington — Neal McNaughten has been appointed director of the NAB engineering department, the office of NAB President Justin Miller announced yesterday.

McNaughten succeeds Royal V.

(Continued on Page 3)

Record Rivalry To Continue; Compromise Plans Collapse

Prospects of a compromise in the disc industry between RCA-Victor and Columbia Records, Inc., forecast in the trade the past two weeks in connection with the merchandising of long playing records have bogged down and spokesmen for the two companies will present their sides of the recording story before the National Association of Music Mer-

chants at the Hotel New Yorker this morning.

The music merchants, hopeful of hearing that some agreement has been worked out whereby the merchandising of 45 rpm records and 33 1/3 rpm (long playing) would be simplified by the two companies pooling their systems and cam-

(Continued on Page 8)

Music Festival

Chicago — AM, FM and TV radio facilities of the Chicago Tribune will be utilized in the presentation of the 20th annual Chagoland Music Festival, sponsored by the Chicago Tribune Charities, Inc., Phillip Maxwell, director of the festival, announced. The festival will be covered by WGN, WGN-TV and WGNB.



Vol. 48, No. 19 Thur., July 28, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

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Phone: Wisconsin 3271
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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

(July 27)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	63 1/2	63 1/8	63 1/2	- 1/8
Admiral Corp.	173 1/2	173 1/8	173 1/2	- 3/8
Am. Tel. & Tel.	142 1/4	142 1/8	142 1/4
CBS A	183 1/2	183 1/4	183 1/2
CBS B	18 1/2	18 1/2	18 1/2	- 1/8
Philco	26 3/8	25 7/8	26 3/8	+ 5/8
RCA Common	10 3/4	10 1/2	10 5/8	+ 1/8
Stewart-Warner	11 3/4	11 1/8	11 3/8
Westinghouse	24 5/8	24 3/8	24 5/8
Zenith Radio	22 3/4	22 1/2	22 1/2	+ 1/8

NEW YORK CURB EXCHANGE				
	High	Low	Close	Net Chg.
Hazeltine Corp.	12 1/2	12 1/2	12 1/2
Nat. Union Radio	23 1/2	23 1/8	23 1/2

OVER THE COUNTER			
	Bid	Asked	
DuMont Lab.	12	13	
Stromberg-Carlson	10	11 1/4	
U. S. Television	3/8	5/8	
WCAO (Baltimore)	15	20	
WJR (Detroit)	5 3/4	6 1/2	

Russ Morgan Recording

Russ Morgan and his orchestra, one of the most popular musical organizations among subscribers to the World Broadcasting Company's transcription library, will record many additional numbers on the West Coast this week for World.

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.

Sponsor Picking Up Tab On Line Charges For Tour

(Continued from Page 1)
in Syracuse, Minneapolis, Milwaukee and Philadelphia, when Ted Mack takes the program on tour of key center cities this fall.

In the past it has been industry practice for the sponsoring charity to underwrite all expenses involved in the local dates. Now Old Gold proposes to inaugurate a new deal in "philanthropy relations" designed to take the charitable organizations off the hook.

First tour date will be at Syracuse on October 6 when the Original Amateur Hour will spotlight local talent exclusively. The show plays Minneapolis on October 27, Milwaukee on Nov 17 and Philadelphia, Dec. 8. In addition to the broadcast Mack's troupe will give a 90-minute band stage featuring some of Amateur Hour touring unit talent.

Commission Declines Bid To Restudy WNEW Case

(Continued from Page 1)
without prejudice the application of the Jacksonville Broadcasting Co., for additional time to construct station WPDQ-TV, Jacksonville, Fla.

Also dismissed without prejudice was the application of the West Allis Broadcasting Co., West Allis, Wis., for a CP for a standard broadcast station; and the CP of the Rural Radio Network, WVFC, Ithaca, N. Y., for a new FM station.

The FCC also granted its 15th permanent commercial television license to WSB-TV, Atlanta, Ga. The station is operated by the Atlanta Journal.

Georgia Association Plans August Meeting

Plans for the Georgia Association of Broadcasters summer meeting which will be held at the King and Prince Hotel, St. Simon, near Brunswick, Ga., August 25th, 26th and 27th were announced yesterday by Edwin Mullinax of WLAG, La Grange, Ga., president of the association.

The three-day meeting will be a grass roots affair, Mullinax explained, "with successful broadcasters from the Southeast as principal speakers."

Members of the GAB board of directors met last weekend at Macon to complete the convention planning. Those attending the board meeting were Tom Carr of WGLS, vice-president; Ben Williams, WTOG, Savannah, secretary-treasurer, Wilton Cobb, WMAZ, Macon, director and President Mullinax. The directors were guests of Mr. and Mrs. Cobb at their summer home in Macon.

Named Personnel Director

Diane Werfel, formerly with the New York Board of Education, has been appointed personnel director for Wilbur Stark-Jerry Layton, Inc., radio and television package agency.

Asks FCC To Extend Ex-Husband's License

(Continued from Page 1)
ex-husband's temporary license of station WJBW for two more weeks.

Mrs. Carlson's station, WADW, is slated to replace WJBW, operated by Charles C. Carlson. Carlson's license was revoked by the Commission, and the action upheld by the U. S. Supreme Court last month refused to review the case, and revocation became final. In the meantime, the Commission authorized Mrs. Carlson to operate a station on the 1230 kc frequency to be vacated by WJBW.

Carlson asked that his temporary license be extended to Oct. 1, to enable him to wind up the station's affairs. The Commission extended it to July 31.

In requesting the Commission to further extend her former husband's license to Aug. 14, Mrs. Carlson said a continuity of operation on that frequency would be in the public interest, especially in regard to the many sustaining public service programs now being broadcast on WJBW, which she has agreed to continue.

However, it will be impossible to complete construction of WADW and receive authority for program tests before Aug. 14, Mrs. Carlson stated. It would be "grossly unfair" to deprive the New Orleans public of one of the two independent stations for two weeks, she declared.

COMING and GOING

GERTRUDE BERG ("The Goldbergs") and family are vacationing on their Bedford Hills, N. Y., estate.

LOUIS N. HOWARD, owner of WHIT, New Bern, N. C., and president of the Tobacco Network, is in New York on a short business trip.

MIKE DONOVAN, popular doorman at CBS New York headquarters, has returned to his post after a four-month absence due to illness.

GEORGE CRANSTON, manager of WBAP, Dallas, is en route to New York with Mrs. Cranston on a combined business and pleasure trip.

R. E. PIERCE, Altec Service Corp. representative in Boston, has arrived in the Big Town on business.

CASPER MONDELLO, engineer at WNJR, Newark, off on Monday on a three-week motor tour of Florida and other Southern states.

ALLEN FUNT, star of "Candid Camera" video series, is in Milford, Conn., with a camera crew shooting rural scenes for his NBC show.

CLAUDE BARRERE, radio consultant and artists' representative, back in harness after two weeks' sojourn at his new Eastchester home.

Wedding Bells

Bill Wood, chief announcer for KODY, North Platte, Neb., was wed Saturday to Marie Gibbs, of North Platte, They're honeymooning in Denver.

"Okay, Louie, the coast is clear..."



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

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

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

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

W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Motorola Profits Up For 1st Half Of 1949

(Continued from Page 1)

368 or nearly 7 million dollars more than that of the corresponding figure of 1948, which was \$26,918,540. Paul V. Galvin, president of Motorola, said the figures "amply supported" his earlier prediction that the company's level of business would probably increase over the 1948 level. He said the company would launch the greatest sales and merchandising campaign in Motorola's history this fall in support of their new line of television and radio receivers.

NAB Names McNaughten To Succeed Royal Howard

(Continued from Page 1)

Howard as engineering department director. Howard resigned last week to return to private engineering activity.

The new director joined the staff of the NAB Jan. 1, 1948, as assistant director of the department. Before coming to NAB, he was with the FCC for seven years. From 1945 to 1948, he was chief of the Allocation Section in the FCC's engineering department, standard broadcast division, in which position he administered the Commission's NARBA (North American Regional Broadcasting Agreement) activities.

Combined Radio-TV Profits Reached Record High In '48

(Continued from Page 1)

\$3,000,000 over the previous high of \$34,000,000 achieved in 1946, and \$4,000,000 more than in 1947.

Corporate dividend payments by radio and TV broadcasters, however, dipped to \$12,000,000 from the \$14,000,000 paid out in each of the previous two years, said the annual survey of "National Income," leaving \$25,000,000 for expansion purposes, as against \$19,000,000 in 1947. Unincorporated broadcasters earned \$3,000,000 last year, before taxes, the same as in 1947.

Federal and state income and excess profits taxes paid last year by radio and television corporations amounted to \$25,000,000, as against \$23,000,000 the previous year and a high of \$47,000,000 in 1944.

Corporate sales by the combined industries smashed all records last year, reaching \$343,000,000, \$16,000,000 more than the previous high established in 1947. Industry personnel swelled too last year. In 1948

there were 47,000 persons engaged in radio broadcasting and television—1,000, "active proprietors" and 46,000, full-time employees, an increase of 5,000 over 1947.

Average annual earnings of the full-time worker were \$3,978, a slight drop from the \$4,073 earned in 1947, peak salary year, but slightly above the \$3,972 garnered in 1946 and well above earlier years.

Total wages and salaries paid out last year amounted to \$183,000,000, still another all-time high for the broadcasting industry, and \$16,000,000 more than the \$167,000,000 paid in 1947.

"National income" of the radio and television broadcasting industries was a record \$251,000,000 in 1948, as compared to \$229,000,000 in 1947.

The Commerce Department survey defines "national income" as the "aggregate earnings of labor and property from production"—before taxes.

Stork News

Mr. and Mrs. Hull Youngblood—he's on the announcing staff of WOAI, San Antonio—announce the birth of their first child, a girl, Carolee, who made her appearance on June 27 weighing 7 lbs., 1 oz.

NBC To Air Employee Chorus

The NBC Chorus, composed of network employees, under the direction of Arthur Austin, will broadcast over the web for the first time in "Vocal Varieties," July 30, 5:30-5:45 p.m., EDT.

Network Makes Plans In Event Of Strike

(Continued from Page 1)

arrangements to continue your programs on the air in the event of emergency at any time after July 29th.

"In that event, our normal service would necessarily be affected, with quite possible limitations as to sound effects, multiple studio assignments and remote pick-ups. But we would man your studio controls with competent and experienced supervisory personnel. It is our earnest hope that there will be no disruption to your present production routine, but we will advise you promptly of any change in situation."

Cedric Foster To Tour 16 Cities In Europe

Boston—MBS commentator Cedric Foster will leave Aug. 2 on a "fact-finding" tour of Europe.

He hopes to originate most of his Monday-through-Friday news broadcasts from various European cities. When short-wave reception is below par, Lester Smith, one of Foster's news associates at Mutual headquarters here, will pinch-hit.

Foster's itinerary includes: Paris, Frankfurt, Berlin, Oslo, Stockholm, Helsinki, Vienna, Trieste, Rome, Athens, Istanbul, Ankara, Madrid, Brussels, Amsterdam and London.

great names

MAKE A GREAT STATION

... here's a sprinkling of the renowned personalities that have added lure and lustre to WOR's programming during the past twelve months. People like these have a great deal to do with the glittering results garnered by WOR's advertisers.

- | | | |
|----------------------|----------------------|--------------------------|
| Lucille Ball | Clifton Fadiman | Robert Mitchum |
| Sir Thomas Beecham | Bob Feller | Mary Pickford |
| Milton Berle | Jose Ferrer | Basil Rathbone |
| Ray Bolger | John Garfield | Irene Rich |
| James Cagney | John Gielgud | John D. Rockefeller, 3rd |
| Cab Calloway | Lillian Gish | Richard Rodgers |
| Madeleine Carroll | Rube Goldberg | Mrs. Eleanor Roosevelt |
| Jane Cowl | Helen Hayes | James Stewart |
| Russel Crouse | Arthur Garfield Hays | Maxine Sullivan |
| | | Gloria Swanson |
| | | Glady's Swarthroat |
| | | Dorothy Thompson |
| Gov. Thomas E. Dewey | Paul Henreid | Mrs. Gloria Vanderbilt |
| Melvyn Douglas | Hildegard | Nancy Walker |
| Morton Downey | John Kieran | Margaret Bourke-White |
| Eddie Duchin | Anita Loos | |
| John Foster Dulles | | |
| Faye Emerson | | |
| John Erskine | | |

—heard by the most people where the most people are

WOR

CHICAGO

By HAL TATE

ABC was host Monday afternoon to Chicago's press at an advance showing of three of the films in ABC TV's Crusade in Europe series. "Preparation for the Invasion," "D-Day," and "Beachhead and Break-through" were the three films shown of this important series. Films were screened at the ABC television studios in the Civic Opera Bldg.

Jim Wallen, MBS Treasurer, Controller and Assistant Secretary was in town recently for meetings with Central Division officials of MBS.

Hooper White, WBBM producer of "Shopping With the Missus" and "Listen to Cliff," will leave July 30th for a vacation at Rainbow Resort in Wisconsin.

NBC Chicago artists who have been commuting to Indianapolis, Ind., to appear in a motion picture, "Johnny Holiday," starring Bill Bendix and Hoagy Carmichael, being filmed there, include Alma Platts, Don Gallagher, Herbert Newcomb and Lee Curley.

John H. Kasbeer has been appointed field representative in the middle west area for Television Shares Management Co., distributors of Television Fund, Inc.

"Man on the Farm," a new variety quiz originating from a converted hen house on a farm outside Libertyville, Ill., will debut as a regular Saturday feature on WGN-Mutual, on July 30, from 12 noon to 12:30 p.m., CDT. Chuck Acree will be M.C., and the show will feature comedian Reggie Cross, singing announcer George Menard, and organist Porter Heaps. Highlights of the program will be the narrating of amusing incidents that occur to farmers on their own premises, a quiz based on daily farm activities, contests open to listeners and studio audience, and hints on farming practices.

David Kimble, of the NBC advertising and promotion staff, left July 22nd to spend two weeks on active duty as a lieutenant with the 33rd Division of the Illinois National Guard at Camp McCoy, Wis.

Station WLS, one of the leading educational broadcasters in Chicago, will include a "Citizenship Contest" in its programming this fall. Last year WLS claimed 15 hours of a total 688 hours broadcast over FM stations for educational programs, and 37 hours of a total of 97 hours broadcast over AM stations in town for the same purpose.

Testing In Stamford

Exploring the possibilities of establishing a test market close to New York, Taylor Reed Sales Corp., has bought time on WSTC and WSTC-FM, Stamford, Conn., for the ABC-Pauline Frederick co-op. Through the arrangement, Taylor-Reed is plugging Chin-Lee Chinese foods on the station on Monday, Wednesday and Friday.



Mainly About Manhattan. . . !

● ● ● General Foods will replace "Author Meets the Critic" with "The Aldrich Family," starting middle of September . . . series will be heard Sundays at 8:30 p.m. via NBC. . . Joe Fields, author of "Junior Miss," has been approached to make a musical based on the "Frank Merriwell" series . . . if deal goes thru, Dorothy Fields will collaborate on the score. . . Watch for a sensational announcement next week on Eddie Albert. . . Jane Pickens is sacrificing about two grand a week in guest shots on AM and TV in order to devote all her time to preparations for her appearance in Marc Blitzstein's musical version of "The Little Foxes," which goes into rehearsal in six weeks. . . Maestro Raymond Paige, who will conduct the Radio City Music Hall Ork, August 4, while Alexander Smallens vacations, will be seen heading his own orchestra in a TV series starting in October. . . Herb Moss and Hal Block have a rib-tickling situation-variety TV show "The Elegant One," which stars Jackie Gleason . . . belongs on a major channel. . . Local baseball circles buzzing with the gossip that New York teams won't be seen on TV next year . . . they insist TV cuts down attendance. . . Ross Wyse, Jr., who was in the last bill at the Palace Theater back in 1932, opens there tomorrow. . . Why is Fred Coe going to California in September? . . . Robert Merrill, accompanied by his manager Moe Gale, leaves for Hollywood Tuesday where he'll give a concert at the Hollywood Bowl, make a "Showboat" album with Dorothy Kirsten for Victor, broadcast with Arthur Fiedler's Orchestra for Standard Oil from San Francisco, Aug. 14 and returns to NBChant on U. S. Steel on the 21st. . . Is there any significance in Frank Mullen's visit to Mutual the other day . . . rumored MBS would like to have him as executive v.p.



● ● ● From here it looks like William Bendix may come East to star in the dual (AM and TV) versions of "Life of Riley" . . . he'll kinescope several chapters just in case picture commitments force him to return to the coast. . . Carl Stanton is being considered for a top post by a major network. . . Will Rogers, Jr., will be a participant CBSunday on "People's Platform," when discussion on the topic, "Should the United States Give Military Aid to Atlantic Pact Nations?" takes place. . . That lovely looker, invariably seen in Morey Amsterdam's TV series on WABD, is Kay Patrick, Morey's wife. . . Newspapers around the country recently printed the story that Pittsburgh's home-run king Ralph Kiner would soon wed a gal named Peggy Nilson . . . what the journalists forgot to mention is the fact that the gal is the switchboard operator for "Truth or Consequences," and the two were mutually introduced by Ralph Edwards. . . Arthur Q. Bryan of the "Fibber McGee & Molly" show, in town for a vacation, will play "Axel Bull" Friday on the CBS-TVvehicle "Mama." . . Carol Irwin, co-producer of the series was program director at WCAU when Bryan was a staff writer there back in the early thirties . . . here's one for the book. . . CBS, which fought bitterly for color TV two years ago, is now being accused by some broadcasters, of attempting to hinder adoption by FCC of color standards. . . Ink Spots sail for England Aug. 8 . . . open at the Palladium there Aug. 29. . . Doherty, Clifford & Shenfield has a top client quite sold on a new TV show "Meet Your Hero" emceed by Mel Allen. . .



● ● ● His fine work in the flicker "Lost Boundaries" has resulted in several lucrative offers but Wendell Holmes' TV commitments and his role as "Scattergood Baines" via Mutual, will keep him here. . . Hope Miller last seen on Broadway in "It's A Gift," will have the lead in WABDumont's "Dead Of Night" murder mystery.

LOS ANGELES

By AL STEEN

PRODUCER Riley Jackson is in New York to huddle on the Fall plans for the Burns and Allen show on CBS.

Also East-bound is Hal Peary for sponsor conferences in Chicago on the Gildersleeve program.

"Exploring Our Horizons" is a new public service series on KNBH, which bowed last Thursday.

Dick Haymes has been set as emcee on CBS' "Club 15," when the program returns to the air on Aug. 29.

Twenty-six television stations now are using Zoomar lenses for remote and studio telecasts, according to Jerry Fairbanks, president of Television Zoomar Corp.

Jim McCulla of KMPC adds another news program. Titled "News to You," the spot will be devoted entirely to Southern California happenings.

Greacen Mitchell has been appointed manager of the Los Angeles office of Harrington, Whitney & Hurst ad agency. He succeeds George Whitney, who resigned to become general sales manager of Don Lee-Mutual.

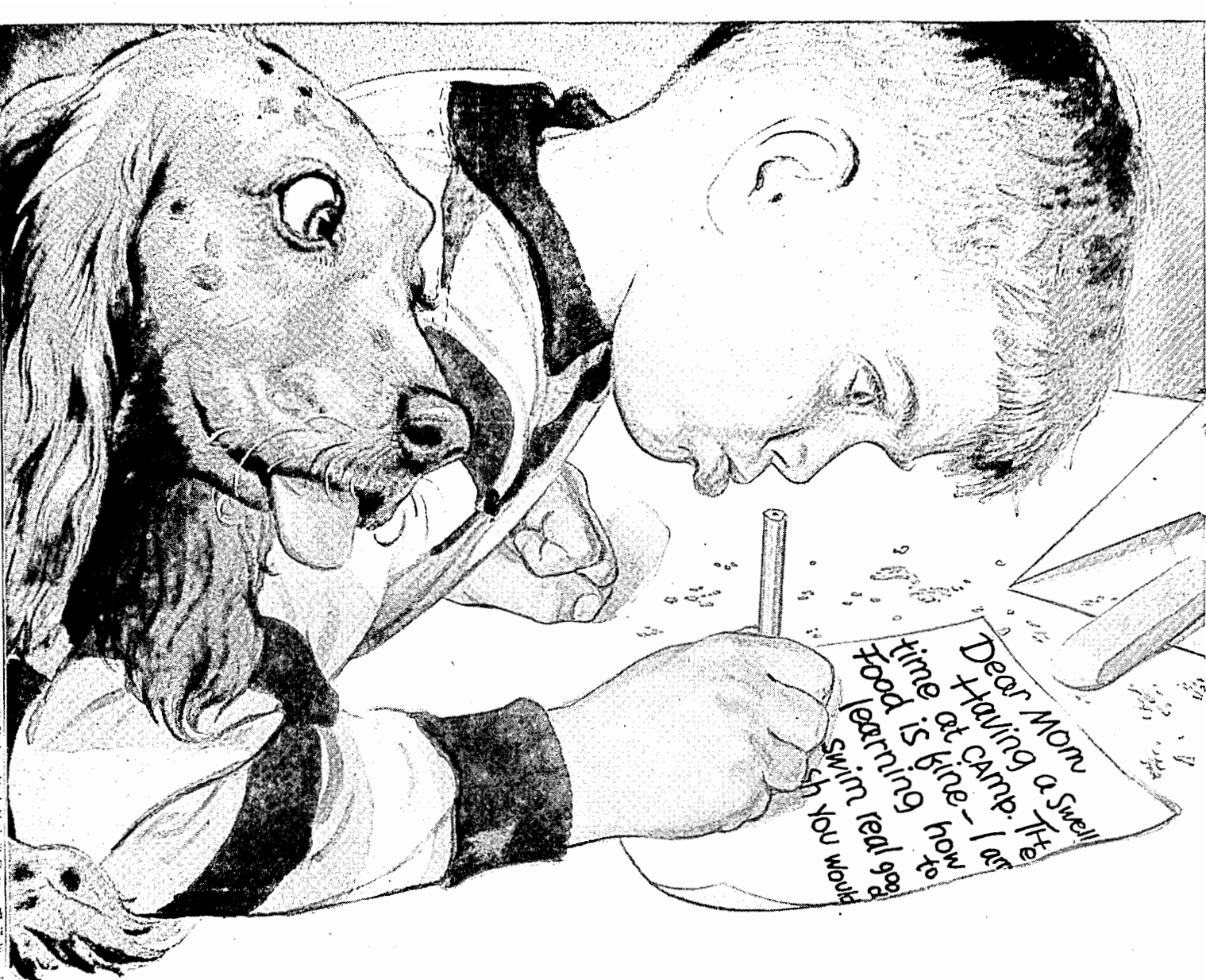
Carroll R. Hauser, owner-manager of KHUM in Eureka, is off on an 11-day Caribbean cruise, having won the ABC-General Mills "Jack Armstrong" contest. His station was selected as winner in a contest to promote the Frank Buck Sun Watch premium offer.

Bob Wolfe, head of Kenyon & Eckhardt's Hollywood office, is on a three-week vacation and is just loafing up and down the coast.

Frank Samuels and Ned Hullinger in San Francisco on ABC business.

George Fisher, movie commentator, has been signed by NBC for a weekly newscast over the Eastern stations. Fisher inaugurated the "on-the-spot" interviews out here. Hunt Club Dog Food is the sponsor.

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 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

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

EVERY TIME I MEET YOU
 from 20th Century-Fox's
 "THE BEAUTIFUL BLONDE
 FROM BASHFUL BEND"
 Starring BETTY GRABLE
 Written, Produced and Directed by
 PRESTON STURGES
 recorded by
 MARGARET WHITINGCapitol
 PERRY COMORCA Victor
 BUDDY CLARKColumbia
 DICK HAYMESDecca
 ART LUNDM-G-M
 GLORIA CARROLL ..Dance-Ton
 LEO FEIST, INC.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:** Hottest (and we're not referring to the temperature) music pubbery in the country today is Tommy Valando's Laurel Music. . . in business but two years, firm started off with "Tell Me a Story," followed with "Rambling Rose," "Faraway Places," "A-You're Adorable" and "I Don't See Me in Your Eyes Anymore" in rapid succession . . . newest ballad by Bennie Benjamin and George Weiss, "I'll Keep the Lovelight Burning" (In My Heart) sounds like another Hit Parader. . . ● Dick Howard, who wrote "Somebody Else Is Taking My Place," has collabbed with Jane Friend on a corny but commercial tear-jerker titled, "Oh What a Fooling I've Taken from You" . . . number will get a number one plug by Dubonnet Music. . . ● Bob Lewis, former station manager at WVOS, Liberty, N. Y., is now program director at WHOL, Allentown, Pa. . . ● Seeking to uncover and encourage new talent, BMI has published the scores of 61 College Musicals since February, 1948. . . ● Jesse Greer and Bert Mann have penned a torch ballad, "Two Timer" which has just been published by Adrienne Music. . . ● Bre-Bra-Brus Ska Ska—that isn't exactly double talk but rather the title of a new novelty which a quartet of songwriters, namely Joe Schuster, Eddie Michalove, Sid Friedman and Billy James, have written . . . it's good enough to have four publishers bidding for the number. . . ● Cathy Mastice, young soprano who recently scored on Milton Berle's TV program, is getting rave notices (in French and English) for her trilling at Montreal's swank Carrousel Club. . .

★ ★ ★ ★

● ● ● Massey Music has another 'Ballerina' in "Circus" written by Lou Alter and Bob Russell. . . Tony Martin's splendid Victor platter can't miss zooming the ballad into the best seller ranks. . . ● Larry (Everywhere I Go) Shay flew into town last week, placed seven songs and returned to Hollywood. . . ● Shapiro-Bernstein & Co. will activate its subsidiary, Skidmore Music in order to work on "A Dreamer's Holiday," which was composed by Kim Gannon and Mabel Wayne. . . ● John F. Royal, NBC veepee, just returned from Paris, lunched with Louiguy who composed his favorite waltz "Mademoiselle Hortensia" and Yvette Giraud, who recorded it for Victor. . . ● Local music men seen huddling with delegates to the National Association of Music Merchants Convention currently held at the New Yorker include Norman Foley (Miller Music) Jack Robbins (J. J. Robbins & Sons) George Levy (Leeds Music) Bob Gilmore (Southern Music) Max Mayer (Paull-Pioneer) Deanna Bartlett (Rytvoc) Sidney Mills (Mills Music) Garet Romero (Arch Music) Brenda Hartmann (Cherio Music). . . ● Bob Coe's package, "Ruth Mason, Star Detective," whodunit series based on actual cases, will feature a distaff gumshoe. . . ● Unexpected thrill of a lifetime happened yesterday at the NAMM meet to Maurie Hartmann . . . the publisher had been trying to get WVNJ deejay Hal Tunis to plug the Eddy Howard recording of his ballad "Tell Me Why" . . . the 'pitch' took place at the Mercury Record booth just as Harry Rosen started to tell a group of music men that Howard's new Mercury platter of "Tell Me Why" will prove as big a seller as Two Ton Baker's platter of "I'm A Lonely Little Petunia" . . . that did it . . . Tunis grabbed the record from Hartmann, proceeded to the seventh floor and programmed the disk on his daily stint (which he airs via remote from the hotel during the meet). P.S.: Hartmann's firm published both numbers, "Tell Me Why" AND "I'm A Lonely Little Petunia" (in an onion patch.) . . .

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:** Columbia has a winner in Buddy Clark's platter which pairs two ballads "You're Breaking My Heart" and "Song of Surrender" . . . assisted by a vocal group and Harry Zimmerman Ork, this item will get plenty of deejay attention. . . ● Capitol introduces its new French star Robert Clary with two oldies, "Gimme a Little Kiss, Willyα Huh?" flipped with "Cecelia." . . . Clary's got a style that the juke box ops should like.

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, July 28, 1949 — TELEVISION DAILY is fully protected by register and copyright

FILM 'NAMES' EYE TV BONANZA

TELE TOPICS

ALL DEPENDS on your outlook. To some, "Talent Jackpot," a recent arrival on DuMont, places performers in the same category as prize cattle by allowing the studio audience to determine how much the act will be paid. To others, the show is valuable in that it provides unknown acts with a showcase for their talents and pays them well. (Average pay-off is around \$125, more than several "big" shows offer.) Each act is brought on by announcer Bud Collyer and introduced to the guest show biz "wheel." On the opener was Vinton Freedley; this week it was Buddy Rogers. In the reprise, audience applause is measured on a meter calibrated from \$50 to \$250. Performer is paid according to the meter, with the difference between his take and \$250 going into the jackpot. Winner three times in a row takes home the loot. . . . Naturally, entertainment value of the show is dependent on the quality of the various acts. Only acts were outstanding this week—singer Ernie Hutchinson, two-time winner, and Madcaps, a comedy harmonica duo. That the program needs most, however, is a strong personality to hold it together week to week and improved production. Package is owned by Ed Wolf, staged by Jack Rubin, with camera direction by Bob Loewi. Ernie Evans fronts the band.

THERE'S BEEN A LOT OF TALK recently about the race of mishapen topics that will develop as a result of reviewing. Although most of these unimpeached remarks are made in jest, they can do considerable harm to the industry. It's gratifying, therefore, to see steps being taken to correct these false impressions and to get the truth before the public. The TBA sub-committee has been gathering data on the subject for some time now, and should have a report ready in the near future. Last week the Philadelphia Committee for the Prevention of Blindness stated emphatically that "television is not dangerous to vision." Yesterday, Starrett Television Corp. urged the establishment of a Bureau of Television Optical Standards to function as a continuing public relations agency "to combat any and all adverse publicity surrounding the so-called optical hazards to viewing television."

NEW WRINKLE in salesmanship—a giveaway commercial—will be led by B. F. Goodrich on "Celebrity Race" over ABC this Sunday. Cameras will pick up a Goodrich tire and Seal-O-tic tube punctured by hundreds of nails. Viewers will be asked to guess the exact number of nails, with the closest guess in each of the 15 cities carrying the show receiving a set of four tubes. This week, incidentally, show's emcee, Conrad Nagel, will switch places with panel member in Daily to give the latter a chance to get even.

RMA To Draft Stand On FCC Allocations

Washington Bureau of RADIO DAILY

Washington—The RMA TV committee has scheduled a meeting for Aug. 2 at the Roosevelt Hotel in New York to draft the organization's recommendations on channel allocations for presentation at the FCC hearings beginning Aug. 29, it was announced by chairman Max F. Balcom, vice-president of Sylvania.

The group also will receive a report on color tele drafted by a special committee appointed by Dr. W. R. G. Baker, chairman of the RMA engineering department.

R. C. Cosgrove, RMA prexy, is an ex officio member of the video committee. Other members, in addition to Balcom, are: Benjamin Abrams, of Emerson; Dr. Baker, of G. E.; W. J. Barkley, Collins Radio; H. C. Bonfig, Zenith; Dr. Allen B. DuMont; J. B. Elliott, RCA Victor; Paul V. Galvin, Motorola; W. J. Halligan, Hallicrafters, and L. F. Hardy, Philco.

Ohio Chevrolet Dealers To Sponsor Grid Pickups

Cincinnati — All home football games of Ohio State University will be telecast this fall by Crosley Broadcasting's WLW-C under sponsorship of Columbus Chevrolet Distributors, according to station manager James Leonard.

Leonard made the announcement jointly with Ohio State University athletic director Dick Larkin. WLW-C will telecast the opener with Missouri on Sept. 24, Indiana, Oct. 1, Minnesota, Oct. 15, Northwestern, Oct. 29, and Illinois, Nov. 12.

TV Boosts Viewer Interest In Sports, Survey Reports

Chicago—About 85 per cent of the respondents to a survey of set owners here reported that tele has aroused an interest in new sports, and over 52 per cent said TV influenced them to attend these events in person. Sponsored by Television Forecast, Inc., the survey was made by Ruth E. Taylor toward a master of science degree at Northwestern University.

Most of the owners queried have a ten-inch set; most were satisfied with their receivers, but "the larger

Protests FCC Action On TV Allocations

(Continued from Page 1)

between 1,000 and 5,000 and at the same time deprive Hempstead Town's 320,000 residents of a local TV service appears to be an inefficient and impractical allocation of TV frequencies, let alone an inequitable distribution of these channels."

The Hempstead radio executive questioned whether the smaller communities to which the FCC proposes to make available TV channels would ever be able to construct and operate TV stations because of the high original cost and the unavailability of sufficient advertising revenue to sustain television service in towns of 1,000 to 5,000 people.

"It seems like a waste of scarce frequencies, which can be utilized better elsewhere for the public interest as soon as equipment becomes available," Godofsky concluded.

TV On NAMM Agenda

John W. Craig, veepee and general manager of Avco's Crosley Division, will discuss the markets for consoles and table model receivers at today's business session of the NAMM convention at the Hotel New Yorker. Almost 30 video equipment manufacturers are exhibiting at the meet.

43,092 Sets In So. Ohio

Cincinnati—Survey by the Crosley research department reveals total of 43,092 receivers in the Cincinnati-Dayton-Columbus areas as of July 1. Of the total, 29,500 sets are in Cincinnati, 10,750 in Dayton and 7,500 in Columbus.

See N.Y. Programs As Showcase For Video Stardom

Influx of Hollywood name personalities into the New York TV picture this fall is gaining momentum due to slow progress of Coast video on a commercial basis and questionable quality of film recordings to the Eastern network market.

Prevalent attitude among many top movie names is one of "there's TV in your future." This has grown during recent months to the point where appearances before the mikes are musts for virtually all players not restricted by studio contracts.

Several film biggies made the rounds of the top variety shows last spring, and during the past two or three weeks the vanguard of the new exodus from West to East began to arrive. Most active has been Buddy Rogers, who has been on half-a-dozen stanzas during the past week and is now dickering for a regular series to start in the fall.

Alan Mowbray returned to Hollywood a few days ago after an appearance on "Chevrolet On Broadway." The actor stars in a show on KTTV in Los Angeles and a recording of the stanza will be pitched at CBS for a possible network spot.

Philip Reed has been inked by Goodman Ace for one of the leads in a new series slated to start on CBS next month. Reed will remain here for the next year and is arranging to lease his Hollywood home.

Boris Karloff's one-year exclusive contract with ABC announced recently was the result of pre-planned showcasing via guest shots on many top dramatic shows.

Also undergoing the showcase treatment is Garry Moore, who is hoping for a web series as a result of his two shots on the Swift show. If a deal were made, however, it is doubtful that Moore would move East, preferring instead to do a recorded show from the Coast.

TMA To Press Campaign For Standard Serv. Fee

Efforts of the Television Manufacturers Association to arrive at a standardized nominal fee basis for TV set service calls will be redoubled as a result of findings by the Attorney General of New York that present service contracts enter into the insurance province, it was stated by Michael L. Kaplan, president of TMA and president of Sightmaster Corp.

Disc Manufacturers To Continue Fight

(Continued from Page 1)

paigns, will hear that both RCA-Victor and Columbia are prepared to go their separate ways in their bid for the disc business.

Plans Advertising Campaigns

It was rumored at the convention last night that RCA-Victor is planning to spend upwards of \$2,000,000 in an advertising and promotion campaign to popularize the 45 rpm phonographs and their line of records. Likewise trade talk is that Columbia will use all the promotion and exploitation services at their command to further the sales of their long playing records which has already had trade acceptance.

Edward Wallerstein, president of Columbia Records, Inc., will present the Columbia long playing merchandising story at the convention this morning and will outline their plans for fall and winter. J. B. Elliot, executive vice-president of RCA-Victor, will represent Victor and announce the fall merchandising campaign plans for their 45 rpm service.

'Phone Game' To Sign For 11 ABC-TV Cities

(Continued from Page 1)

tions on the ABC network, beginning Sept. 6, through J. Walter Thompson, Chicago.

Swift is one of four sponsors currently carrying the tab on the "WJZ-TV Telephone Game" programs, 4:4-15 p.m. and 4:45-5 p.m., Mondays through Fridays. The other advertisers on the programs, which started on TV on June 7, 1949, are: Cannon Mills in behalf of its nylon hose, General Foods for its Grape Nuts Flakes, and Morrison Fountain Pen Co. The program has been on AM radio since 1937, and is still aired on stations in Pennsylvania.

The shows will open locally on Sept. 6 on television stations in the following cities: New York, Philadelphia, Boston, Chicago, Baltimore, Washington, Detroit, Cleveland, Los Angeles, St. Louis and Cincinnati. ABC and Goodman have a ten-year contract involving more than \$1,000,000 for the WJZ-TV telecast alone.

During the first seven weeks of the program on WJZ-TV, more than 5,000 winners have been awarded 35,770 prizes in the form of advertised merchandise, with estimated value of a little more than \$30,000. According to Goodman, an average of 1,000 telephone responses are received during and after each pair of daily strips. "The amazing thing about this," Goodman said, "is that it was presumed that not many people would be viewing television shows at this hour. But a thousand telephone calls would not indicate that to be true."

The show is in the form of a "legal bingo game" with merchandise prizes but devoid of "chance" and "consideration," Goodman pointed out, adding that the Post Office De-

COAST-TO-COAST

Dougherty Joins WSRS

Cleveland, Ohio—It has been recently announced that Willard L. Dougherty, program manager of WHHH in Warren, Ohio, resigned to take up a position as account executive with WSRS in Cleveland.

WNJR Cited by Trade Union

Newark, N. J.—WNJR was cited for its "outstanding co-operation with the trade union movement" at the quarterly convention of the Union Label Council (AFL) at the Berkeley-Carteret Hotel in Asbury Park on July 16th. Charles G. O'Neill, WNJR sales manager, accepted the award which was conferred for the "forceful, creative merchandising program originated and put into effect in connection with the pioneer union label radio series, "Turning Points."

Speedy RCA Repair Plan

A speedy repair plan for RCA microphones and transcription pickups has been announced by the RCA Service Co., Inc., in a letter sent to over 2,000 broadcast stations throughout the U. S. Time required for complete factory reconditioning from the time equipment arrives at the factory until it is shipped out, is four days for microphones and two days for transcription pickups.

Choir Hailed On 21st Anniversary

Salt Lake City, Utah—The Salt Lake Tabernacle Choir was presented with a gold-plated phonograph recording recently by Dr. Frank Stanton prexy of CBS on the occasion of the start of the Choir's 21st year of network broadcasting. Dr. Stanton in presenting the award said, "As you begin your 21st year—or your second 20 years, we at CBS want you to know that you have our affection and our sincere appreciation."

KSUN Opens New Studios

Bisbee, Arizona—Over 2,200 sight-seers toured KSUN recently at the formal opening of the new station's studios. Visiting luminaries and special programs added to the grand success of the opening. Jack Murphy is the station manager of the CBS affiliate.

Scruggs Joins WBT

Charlotte, N. C.—According to a recent announcement, William M. Scruggs, Jr., has joined the promotion staff of WBT and is working in sales promotion under Bob Covington, promotion manager.

Land Commercial Manager KCBP

Lubbock, Tex.—Leroy Land has assumed the position and duties of commercial manager at KCBP. He replaces George T. Dale, who department had permitted use of the mails for the game in 1938 and again in 1948. The contestants use either their telephone number or their social security number in playing the "game."

signed to enter the automobile business. Land has been with the station since August, 1947 as promotion manager.

Chief Announcer At WMTR

Morristown, N. J.—Ed A. Condit, Jr., who came to WMTR six months ago from Burlington, Vt., and served as a general staff member, handling disc shows, interviews, news, etc., has been promoted to the position of chief announcer.

KSAL Adds Personnel

Salina, Kans. — MBS affiliate, KSAL recently went on 5,000 watts fulltime from 1,000. As a result, the station found it necessary to add additional personnel. Pete Ihm, has replaced Bill Mathers as continuity chief. Patsy Davis and Ken Jennison are two other new additions to the station's continuity staff. J. D. Hill has taken over duties as promotion director and public service man along with Ken Rowland the new announcer formerly associated with WTUX in Delaware.

WTIC News Items

Hartford, Conn.—WTIC's assistant general manager Walter Johnson has been elected first vice-president of the Hartford Advertising Club. Leonard Patricelli the station's program manager and his family are spending a month at Hawk's Nest Beach on the Connecticut Shore and Irwin Cowper, assistant sales manager and his family are vacationing at Nantucket.

Taylor Program Director WJMO

Cleveland, O. — Brooke Taylor who has been heard hereabouts as a disc jockey has been named program director of WJMO, according to a recent announcement made by the station's general manager David Baylor.

Thornburgh Honored By CBS Staff

Los Angeles, Calif. — Columbia square executives were answering their own telephones last week as office employees gathered to honor D. W. Thornburgh, retiring veepee in charge of western division of CBS. Nancy Basche acting as chairman of the CBS Employees Club presented him with a pair of binoculars as a farewell gift. Thornburgh will become prexy of WCAU, Phila., on August 1st.

WCSS Aids Appeal For Aid

Amsterdam, N. Y.—WCSS broadcast an appeal for aid in behalf of a local family of nine who were burned out of their home and lost all of their belongings. In a three-hour period, the response resulted in donations of over 2,000 items of clothing, gifts and pledges of a considerable sum of money along with offers of houses including one ten roomer and enough furniture to neatly furnish a complete home.

CBS Promotion Clinic Opening On Monday

(Continued from Page 1)

be addressed by CBS executives. Among the speakers to be heard will be Frank Stanton, president; Hubbell Robinson, Jr., vice-president and director of programs and John Karol, sales manager.

Those registered for the clinic in clude:

Harold P. Danforth WDBO, Orlando Fla.; Nathan W. Cook, WIDB, Utica, N. Y.; J. Frank Jannun, WDNB, Durham, N. C.; Howard W. Menzie, WVA, Wheeling, W. Va.; Jack Stone, WRVA, Richmond, Va.; Bob Covington, WBT, Charlotte, N. C.; I. R. Lounsberry, William Baldwin Ross McPherson and Fred L. Lounsberry, all of WGR, Buffalo, N. Y.; Cody Pfarspiel, WTOP, Washington, D. C.; William Leach, WCUM, Cumberland, Md.; Ke Marsden, CFRB, Toronto, Canada; H. F. Brennan and J. H. Buchheit, WJAS, Pittsburgh, Pa.; G. Pearson Ward, KTTT, Springfield, Mo.; Leo F. Cole, WMT, Cedar Rapids, Iowa; Raul Oliphant, WLAC, Nashville, Tenn.; Mrs. Pearl Baum, WCSO, Charleston, S. C.; George D. Coleman, WGBI, Seranton, Pa.; Austin A. Harrison, KSWM, Joplin, Mo.; Charles H. Underwood, WMSB, Uniontown, Pa.; George J. Ketcham, KTUL, Tulsa, Okla.; Andrew J. Fuller, WTAG, Worcester, Mass.; Walter A. Sweitzer, WSBT, South Bend, Ind.; Ted Reeves and Richard A. Borrel, WBNS, Columbus Ohio; James Baker, WTRY, Albany, N. Y.; Robert M. Richmond, WCAO, Baltimore, Md.

Also, J. M. Ryder, WBRV, Waterbury Conn.; Walter Haase and William Mal WDRB, Hartford, Conn.; Ted Boynton, WGAR, Cleveland, Ohio; Roy Wood, WREC, Memphis, Tenn.; Don Shoemaker, KFAB, Omaha, Nebraska; Marvin Hue, WMBD, Peoria, Ill.; Keith Kammin at Odin Ramstad, KDAL, Duluth, Minn.; James E. Bailey and William H. McCall, WAGA, Atlanta, Ga.; Lou Peneury at Robert R. Nelson, WARD, Johnstown, Pa.; J. D. Swan, WCAU, Burlington, Vt.; E. W. Winger and Earl W. Winger, Jr., WDO, Chattanooga, Tenn.; E. Ray McCloske, WNF, Birmingham, N. Y.; Howard Rempes, WKBN, Youngstown, Ohio; Robt. Donahue, WMAS, Springfield, Mass.; R. Pryor, WCAU, Philadelphia, Pa.; George Clinton, WPAR, Parkersburg, W. Va.; R. land B. Vaile, KCMJ, Palm Springs, Calif.; Karl Koepfer, KMCB, Kansas City, Mo.; Kenyon Brown, KWFT, Wichita Falls, Tex.; S. H. McGovern and Tom Lewis Shmate, KSO, Des Moines, Iowa; Eugene Ca. WPAY, Portsmouth, Ohio; Victor Sholis, WHAS, Louisville, Ky.; M. L. McJey and Stacy Mott, WEUB, Cookeville, Tenn.

John Funk, KXLY, Spokane, Wash.; Lee Black, KIMA, Yakima, Wash.; J. Phipps and Herschel Graves, WTAL, Tallahassee, Fla.; Joel W. Stovall, WKRC, Cincinnati, Ohio; Hugh Smith, WGWG, Selma, Ala.; G. W. Covington, Jr., WCOV, Montgomery, Ala.; Bill Ball, WEOA, Evansville, Ind.; William J. Wagner, KFOD, Anchorage, Alaska; James T. Briggs, KWK, Shreveport, La.; Lincoln Dellar, KXOC, Co. Calif.; Rev. M. J. Beamy, Hayden Evans, Clair Stone, WBMY, Green Bay, Wis.; Frank Reardon, KBOW, Butte, Mont.; Arnold F. Schoen, Jr., WPRO, Providence R. I.; Robert M. Richmond and L. Watt Milbourne, WCAO, Baltimore, Md.; Gle. Marshall, Jr., WMBR, Jacksonville, Fla.; Roger A. Schaffer and Tom Fleming, WSI, Spartanburg, S. C.; Donald Harrer, KGI, Mason City, Iowa; H. Lyman Hart, Gunnar O. Wieg, WHFC, Rochester, N. Y.; Also, F. H. Farnum, Jr., WGAN, Portland, Me.; Robert C. Soule and Hendr. H. Soule, WFBL, Syracuse, N. Y.; J. H. Quello, WJR, Detroit, Mich.; L. Windmuller, WHOL, Allentown, Pa.; G. Grignon, WSN, Milwaukee, Wis.; J. Williams and Dwight Bruce, WTOG, Savannah, Ga.; Austin A. Harrison, KSWN, J. In. Mo.; Carl Bonfield, KLYN, Amarillo, Texas; E. E. Busby, WKRG, Mobile, Ala.; John Hartrader and Benton B. Bor, WDBJ, Roanoke, Va.; Joseph K. Clark, WKene, N. H.; William B. Quart, WMT, Cedar Rapids, Iowa; Harry H. Kiessling and Woody Ott, WVPA, Wheelingport, Pa.; Bill Tucker, KIRO, Seattle, Wash.; Val Lawrence, KRDD, El Paso, Texas; W. H. Summerville, WVVL, New Orleans, La.; Clyde Coombs, KROY, Sacramento, Calif.



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 48, NO. 20

NEW YORK, FRIDAY, JULY 29, 1949

TEN CENTS

U.S. RADIO FAMILIES SHOW INCREASE

Distillers Cautioned Against Radio Use

Washington Bureau of *RADIO DAILY* Washington — Senator Edwin C. Johnson, chairman of the Senate Commerce Committee, said yesterday that if distillers proceed with reported plans for network advertising of whiskey, they will assure passage of a bill which would outlaw the interstate transmission of such advertising. The measure is awaiting hearings before his committee on Jan. 20.

Johnson expressed these views in a letter to John W. Snyder, Secretary of Treasury, in which he denounced
(Continued on Page 3)

Smith Bros. Will Sponsor Segment of Stop the Music

Smith Brothers, Inc., in behalf of cough drops and cough syrup, will sponsor the second quarter-hour period of "Stop The Music," on ABC beginning with the broadcast of September 18, it was announced yesterday. The new 52-week contract covering 187 ABC radio stations was signed through Sullivan, Stauffer, Colwell & Bayles, Inc., of New York as the agency for the sponsor.

From October 3, 1948 through March 27, last, Smith Brothers, Inc.,
(Continued on Page 3)

Taylor-Boroff Signs To Handle Transit Radio

Chicago—A new twist to the sale of FM transit radio sales was announced this week by Frank E. Pellegrin, vice-president in charge of sales for Transit Radio, Inc. with the announcement here this week that a radio representative firm,
(Continued on Page 6)

Graduation

Chicago—The seventh annual NBC-Northwestern University Summer Radio Institute will officially end its six-week session in professional radio training at a banquet on August 5 when certificates will be presented to 80 students who have successfully completed the course. Certificates will be presented by Judith Waller, director of public affairs and education of NBC, Chicago, and co-director of the institute with Don Feddersen, chairman of the radio department of Northwestern's School of Speech. I. E. Showerman, NBC vice-president in charge of the Central Division, will address students and faculty members.

RCA Gross Income Up For First Six Months

An increase in gross income of \$11,178,274 for the first half of 1949 as compared with the same period a year ago was announced yesterday by Brig. General David Sarnoff, chairman of the board of Radio Corporation of America in the consolidated statement of income for the second quarter and the first six months of the year.

Total gross income from all
(Continued on Page 4)

Tobacco Co. Renews Time On Full NBC Network

The Brown and Williamson Tobacco Corporation has renewed the 9:30 to 10:00 p.m., CDT Tuesday spot on the full NBC network and ordered an additional half-hour on 17
(Continued on Page 6)

Disc Spokesmen Confirm Battle For Record Sales

The chips are down and will remain down in the all-out battle between RCA Victor's 45 r.p.m. records and Columbia Records' 33 1/3 L.P. discs, it was reiterated both by J. B. Elliott, v-p in charge of consumer products, RCA Victor Division, and Edward Wallerstein, president of Columbia Records, at

Gain Of 1,658,230 Families For 1949 Revealed In BMB Figures Given At NAB Press Conference

Postpone VHF-UHF Hearings To Sept. 26

Washington Bureau of *RADIO DAILY* Washington—The FCC yesterday postponed the hearings on new VHF and UHF frequency allocations and color TV proposals from Aug. 29 to Sept. 26.

The Commission pushed the hearing date ahead, it said, because of 14 requests for more time to prepare
(Continued on Page 3)

CBS Fall Promotion Plans Theme Of Coast Meeting

West Coast Bureau of *RADIO DAILY* Hollywood—Fall promotion plans for CBS will be outlined to the network's western division affiliates at a two-day clinic which will be held at Columbia Square August 8 and 9th. Conducting the clinic will be Louis Hausman, director of the advertising and sales promotion of CBS, and Ralph Taylor, western division sales promotion manager.

Radio Transmitters Are Flown To Cuba

Three RCA broadcast transmitters, weighing a total of 25,000 pounds, were flown yesterday to Cuba, according to H. C. Edgar, merchandising director of the RCA International Division.

The transmitters, one 10,000 watts
(Continued on Page 4)

An increase of 1,658,230 radio families in the United States for the year 1949 over the total number of families listed in 1948 was revealed at an NAB press conference at the Waldorf-Astoria yesterday in conjunction with Broadcast Measurement Bureau's release of "Radio Families-U.S.A., 1949."

The report reveals that the total
(Continued on Page 3)

Dollar Day Pitch For New Business

Calling attention to the forthcoming Dollar Day sales of merchants in the New England area as a means of stimulating some new radio spot business, John Deme, president and general manager of the Eastern Connecticut Broadcasting Company, has informed all Connecticut broadcasters of the sales
(Continued on Page 6)

FCC Rules Against WINN; Duopoly Clause Cited

Washington Bureau of *RADIO DAILY* Washington—The FCC held yesterday that a radio station cannot operate on two different frequencies at different times of day.

WINN, Louisville, Ky., had asked the Commission to permit it to
(Continued on Page 6)

Titled
"Martin Kane—Private Eye" will be the title of the new William Gargan radio and TV series which will be sponsored by the U.S. Tobacco Company on Mutual starting Sunday, August 7, and on the East-West NBC television network. Tentative starting date for the TV version is Thursday, August 18, at 10 p.m. Kudner Agency, Inc., handles it.

Child Prodigy
Detroit—Lois Carol Pachucki, 10-year-old concert pianist, will be the featured artist on the first of a series of four Summer concerts by the Detroit Symphony to be aired over the ABC network during the coming month. The child prodigy will play Mozart's "Piano Concerto in A" on the first broadcast Tuesday, August 2, from 9:45 to 10:30 p.m.,



Vol. 48, No. 20 Friday, July 29, 1949 10 Cts.

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

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

FINANCIAL

(July 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	63 3/8	61 1/4	61 1/4	- 1/8
Admiral Corp.	17 3/8	17 1/8	17 3/8	0
Am. Tel. & Tel.	142 3/8	152 1/8	142 3/8	+ 1/8
Philco	26 3/8	26 1/4	26 1/4	+ 1/8
Philco pfd.	84	84	84	+ 1
RCA Common	10 3/4	10 1/4	10 5/8	- 1/8
Stewart-Warner	11 1/4	11 1/2	11 1/2	+ 1/4
Westinghouse	24 1/2	24 1/4	24 3/8	- 1/4
Westinghouse pfd.	97	96	97	+ 1
Zenith Radio	22 7/8	22 1/2	22 1/2	0

	NEW YORK	CURB EXCHANGE
Hazeltine Corp.	12 1/2	12 1/2
Nat. Union Radio	2 3/8	2 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	12	13
Stromberg-Carlson	10 1/4	11 1/2
U. S. Television	3 3/8	3 5/8
WCAO (Baltimore)	15	20
WJR (Detroit)	5 3/4	6 1/2

Sylvania TV Plans

With the assembly line for the new Sylvania Television receiver now in its pilot run, full production is slated to begin on August 15, according to an announcement made by Larry Bagg, sales manager of Sylvania Television.

Leighton Re-elected

Schenectady — Wilslow Leighton was re-elected president and treasurer of the Western Gateway Broadcasting Corporation, operators of WSNY, at the annual directors meeting held here this week. Walter Duncan was named vice-president and James E. O'Loughlin, secretary.

Stork News

Ralph Mahoney, newscaster for WNJR, Newark, is the father of a boy, Kevin Thomas, born July 26 at Muhlenberg Hospital, Plainfield, N. J. Mrs. Mahoney is the former Barbara Stout.

Disc Spokesmen Confirm Battle For Record Sales

(Continued from Page 1)

own "evolutionary" discs as well as the standard 78 r.p.m. records. "RCA Victor is going all the way with 45 r.p.m.," Elliott declared, adding, "we will continue to promote the 45 as vigorously as we know how."

During the question-and-answer period which followed the two formal speeches, Wallerstein said that Columbia "doesn't consider making 45 r.p.m. records because we have had no requests from the public to produce such discs." Elliott, in referring to his firm's 45 r.p.m. record, said "we have a merchandisable article and don't intend to make any other type of record."

In his formal address, Elliott stressed what he called the merchandisable and saleable features of the 45 r.p.m. discs and explained a recent survey conducted by the Willmarl Research Corporation in dealer establishments from coast to coast. According to that survey, Elliott said, "more than 83% of all sales people contacted expressed by word and action a favorable attitude" toward the RCA system. Less than 2 1/2% were unfavorable, he added, "and that's about as close to perfection as you can come."

Dealers Are Polled

In referring to the survey, one merchant in the audience demanded a "show of hands" on what the dealers thought about the two rival systems. The "show of hands" indicated that about 20 to 25 times more dealers in the audience considered the 33 1/3 disc a "success" from a saleable point of view than the 45 r.p.m. system.

One merchant, in addressing both Elliott and Wallerstein, reminded the officials that "we are important to you, but you don't know how to merchandise your products. I hope that you don't mind hearing this from a small dealer," he added. "If you would only get your message to the people in our communities and not to us dealers. We know that you both have good records. There is no need for you to sell us on that point."

Wallerstein Gives Views

After another dealer asked Elliott why RCA introduced its 45 r.p.m. disc, Wallerstein defended Victor's position on the grounds that "it is the right of any manufacturer to try to improve its product. No industry can progress unless there is evolution, unless it improves. But I cannot agree entirely with Mr. Elliott that his company will continue with its new product come what may." He declared that Columbia would withdraw its 33 1/3 disc if the public had decided it didn't want it. But according to Wallerstein, the public did want the L.P.s.

The Victor representative explained in his formal address that "we don't want to kill the record

business; we want to stimulate it. We have a sound business approach. Nobody sits in an ivory tower and makes arbitrary changes." In referring to industrial progress in general, he said, "that's what made America great; somebody was always willing to take a chance. We believe in our new system and we know that the 45 can be sold because it has saleable and merchandisable features."

Elliott prefaced his speech by stating that "it certainly has been established that neither of us will revolutionize the record business. The 78 system is going to be our bread and butter for years to come. For the balance of this year, we are going to merchandise both the 45 and the 78. I don't mind admitting that we all are going to have a hell of a time of it. . . ."

200,000,000 Production Goal

"Of the slightly less than 200,000,000 records expected to be sold this year by the industry, 80% or four-fifths will be in the popular category. Another 14% will be in the children's, international and miscellaneous group. Only 6% will be in the classical field.

"Whatever your personal preference, the popular field is the mass market, and the children's market is growing. The 45 r.p.m. system is the only system that not only best serves these markets, but also offers advantages to the classical market."

On the same subject, Wallerstein expressed the belief that the record business "is strictly a classical business when it is a sound business. The record business was brought back from the depression (early 1930's) with classical music," He explained that popular-music buying is spasmodic, lasting from a few weeks to several months at best for individual records.

Elliott disclosed, in response to a question from the audience, that RCA has no plans for a 78 r.p.m. vinylite disc to compete with the same size shellac records. "We shall continue to manufacture 78 shellacs," he said.

Jewish Agency Sponsors Series from Israel

The first and only series of regular broadcasts from Tel Aviv, Israel, currently heard 5 nights a week over WMCA, New York, at 10:30 p.m., and previously sponsored by the Zionist Organization of America, is now under the auspices of The Jewish Agency for Palestine.

The Jewish Agency for Palestine is also arranging to platter Holzman's featured reports for distribution among Jewish communities throughout the U. S., where they can be rebroadcast over local stations. Prudential Advertising Agency of New York is handling the account.



On Guard!

This little pussycat, mascot in a New York station house, proudly guards the cop's hat and "persuader." And, come to think of it, those possessions of the policeman are symbols of the force that guards the whole community.

Time buyers are good guards too—guards of the money their clients spend on radio advertising. They make sure they get full value for every dollar spent.

It's easy to do that in Baltimore, sixth largest market in the U. S. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H delivers more listeners-per-dollar than any other station in town, covers 92.3% of all radio homes in the Baltimore trading area. So if you're looking for low-cost sales, call in your Headley-Reed man today and get the full W-I-T-H story.



AM WITH FM

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Postpone VHF-UHF Hearings To Sept. 26

(Continued from Page 1)

testimony. The Commission changed the deadline for filing comment on the proposals from Aug. 8 to Aug. 26, and that for submitting opposition or counterproposals from Aug. 19 to Sept. 12.

ABC, in its request, indicated that it would oppose the proposed allocations. It has come to the conclusions, said ABC, that a combined VHF-UHF allocation in the same city would produce a "disjointed system" and create "indeterminate problems"; that additional VHF service can be provided in many markets if "power assignments based on the needs of the area to be served, carrier offset, directional transmitting antennas, and revised adjacent channel protection ratios" are considered. More time is required, said the network, to complete its study of these matters.

Requests by the other 13 were confined entirely to the time necessary for full study and completion of statements, as was that of TBA, filed today.

The others requesting continuance of the hearings included: Federal Communications Bar Association; Pennsylvania Broadcasting Co., Philadelphia; WKLO, Louisville; Independent Broadcasting Co., Des Moines; Allegheny Broadcasting Co., (KQV), Pittsburgh; Radio-Television of Baltimore (WAAM); Pittsburgh Radio Supply House, an applicant; and Haley McKenna and Wilkinson, Washington attorneys.

Smith Bros. Will Sponsor Segment of Stop the Music

(Continued from Page 1)

sponsored the initial 15-minutes of Stop The Music which is heard over ABC Sunday nights from 8 to 9 p.m., EDT.

P. Lorillard Company, on behalf of Old Gold cigarettes, currently sponsors both the first and final quarter-hour segments of Stop The Music, with Eversharp, Inc., presenting the second 15-minute portion of the popular audience participation program and the Speidel Company sponsoring the 8:30 to 8:45 p.m., EDT, portion of the Sunday broadcasts.

Will Premiere Drama

"The Peach Tree," a drama written as a class project by the drama writing class of the NBC-Northwestern University summer radio institute, will be presented Saturday, July 30, on NBC, 2:00-2:30 p.m., EDT.

The story concerns a middle-aged couple seeking to readjust their lives after their children reach adulthood and set up their own homes. The program will be supervised by Homer Heck, NBC Central Division production manager.

U.S. Radio Families Grow, According To BMB Report

(Continued from Page 1)

radio families in the U.S. is 39,281,230 against a total of 37,623,000 families listed in 1948. In arriving at the figure BMB points out that "against the total family population, this means that 94.2% of the nation's homes are equipped with at least one radio receiver in working order."

Dr. Kenneth Baker, acting president of BMB, in terming the radio families survey as a "work book" said the report gives the following figures for the nation's counties and for almost 1,500 cities: total families (as provided by Sales Management), the percentage of these families having radios in working order as determined through independent BMB research and the total number of radio families.

601 BMB Subscribers

BMB's participation in the press conferences arranged by Robert Richards, NAB public relations director, for Justin Miller, president of the industry association, was not confined to the report on radio families. It was announced at the meeting that the total number of subscribers to BMB's Second Study is 601 broadcasters. This is a decline in the number who subscribed to the First Study which totalled 750 subscribers. At one point Dr. Baker said that the date of release for the Second Study has not been determined. He said however, that it would be released to the subscribers this fall.

In announcing the 601 subscribers, Baker emphasized that this figure included signed contracts only, and did not include FM outlets operated by owners who subscribe as AM broadcasters.

BAB Progress Report Given

A report on the progress of organizing Broadcast Advertising Bureau under the direction of Maurice Mitchell also was given at the press conference. Mitchell said that the New York headquarters of BAB had already been established and that Charles Batson, heading the TV section would arrive from Washington Monday to take up his duties here. Lee Hart, another NAB executive, will join the BAB executive staff here upon completion of her vacation.

New Assistant Named

It was also revealed by Mitchell that Robert M. McGredy would join the staff of BAB on August 1st as assistant director. He will be assigned to the national spot field and will also be responsible for spearheading the Bureau's activities in certain chain store fields.

McGredy comes to BAB from WTOP, Washington, where he served as sales manager. He at one time was associated with WPAT, Paterson, N. J., and has had experience in the fields of newspaper and transit advertising.

Mitchell reported he was pleased with the broadcaster acceptance of

slide film produced to aid in radio sales. Already 100 stations have ordered the film and it is estimated that 500 stations will have subscribed for it within the next few weeks.

It was announced that the BAB executive committee would meet with President Miller of NAB in New York today to discuss the proposed separation of BAB from the association. Mitchell indicated that progress was being made to that end and that within six months BAB will be a separate corporation.

Robert Enoch, KTOK, Oklahoma City, BAB Committee Chairman, will preside. Other members of the committee are Frank U. Fletcher, WARL-FM, Arlington, Va., Howard Lane, WJJD, Chicago, G. Richard Shafto, WIS, Columbia, S. C., and John J. Gillin, Jr., WOW, Omaha.

Judge Miller, Don Petty, General Counsel, C. E. Arney, Jr., Secretary-Treasurer, and Maurice B. Mitchell, BAB Director, will represent the association.

Later in the conference Judge Miller gave a chalk talk on the re-organization of NAB and the different functions of each department.

Distillers Cautioned Against Radio Use

(Continued from Page 1)

radio plans of "certain large distillers" as "vicious" and "reckless," and characterized as "stupid" station owners who may be considering the acceptance of liquor advertising.

He added that the Treasury Department's Alcoholic Tax Unit "now has the legal authority and the responsibility" to nip in the bud "this reckless plan to invade the privacy of the home with liquor sales talk."

Takes Muzak Post

Ralph J. Roberts has been appointed national sales promotion and publicity director of the Muzak Corp. He was formerly with Aitkin-Kynett Advertising, Philadelphia.

Joins WNYC Staff

Martin Bush, formerly with WBYD and WGHF, New York, has joined the announcing staff of WNYC, New York.

The spirit of the press conference indicated that the format would be followed in the NAB district meetings which will follow soon.

• 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

COMING and GOING

ELLIOTT M. SANGER, executive vice-president of WQXR, New York, and MRS. SANGER, WQXR program director, sailed yesterday on the Queen Mary for a combined business and pleasure trip of one month in England and France.

JERRY LAYTON, vice-president of Wilbur Stark-Jerry Layton, Inc., off for a week's vacation at Youngstown, O.

CAMPBELL ARNOUX, general manager of WTAR, Norfolk, and JOHN PEPPER, chief engineer, journeyed to Camden, N. J., this week for a final check of equipment ordered for WTAR-TV.

EDMUND CHESTER, CBS director of news, off on a month's vacation amid his Florida orange grove.

G. RICHARD SWIFT, general manager of WCBS, New York, due back from his vacation on Monday.

ETHEL MERMAN, who will star in a new NBC dramatic series starting July 31, arrives today from Hollywood on the 20th Century.

RCA Gross Income Up For First Six Months

(Continued from Page 1)

sources amounted to \$187,257,987 in the first half of 1949, compared with \$176,079,713 in the same period in 1948, an increase of \$11,178,274.

Net income, after all charges and taxes, was \$10,122,049 for the first six months of 1949, compared with \$10,850,288 in 1948, a decrease of \$728,239.

After payment of Preferred dividends, net earnings applicable to the Common stock for the first six months of 1949 were 61.6 cents per share, compared with 66.8 cents per share in the first half of 1948.

'Cinemascope' Shown By KLAC, Los Angeles

West Coast Bureau of RADIO DAILY
Los Angeles—KLAC and Television Recorders yesterday gave first press demonstration of Cinemascope, designed as improvement over Kinescope. Process is exclusive technique developed by KLAC-TV and Television Recorders and derived from special development of various motion picture operations. It makes use of techniques from special lighting of show at studio down through final processing at laboratory.

A test print was used on the Don Otis show, chosen to show perspective, dancing, highlighting, etc. Some dancing shots were taken from a mirror previously thought impossible. Print was processed at standard density. Cost estimated at \$235 for 15-minute show plus \$21 per print. Press reaction is favorable.

Banghart Subs Set

WNBC's newscaster Kenneth Banghart will leave tomorrow on a two-week vacation in Cape Cod, Mass. Until his return to the air on Aug. 15, he will be replaced on his 6 p.m. and 11 p.m. newscasts by an alternate staff composed of Peter Roberts, Robert Denton, Don Pardo and Lionel Ricau.



Mainly About Manhattan. . . !

● ● ● If other major companies emulate Paramount, the picture industry will spend more money for radio spots and special tie-ins in AM and TV. Max Youngstein, new Paramount Director of Advertising, Publicity and Exploitation has expanded the radio and TV departments coverage. . . . Maestro Toscanini, currently in Italy where he will conduct two concerts in the next three weeks, will return home Sept. 8. He'll resume his NBC Concerts October 29. . . . Pillsbury Mills will pick up the tab when Art Linkletter's "House Party" goes back on the ABC Cycles Monday Sept. 19. Program will be slotted at noon. . . . Joe Franklin, whose daily WMC Antique Record Shop is one of the bright spots these mornings, has just cut his 52nd ET for Fine-Nelson which are now heard on 98 outlets. . . . ABC Chieftains viewed a film last Tuesday of a new comedy-situation program, "Pibby Houlihan," starring Arthur Shields (Barry Fitzgerald's brother). Consensus is that this TV series will be sold—but fast. . . . Marie Wilson, who, according to reports has turned in a whale of a job in Paramount's flicker "My Friend Irma," will spend a two week vacation in town starting August 10th. Picture will be released October 1 which ties in well with the return of the CBSeries on the air. . . . In a round table discussion on the future of TV Henry Morgan said, "Television—it's here to go." (We hasten to add the word "places.") . . . Yesterday we heard Bill Slater chatting with Ben Grauer on the "Luncheon At Sardi's" program via WOR. Both lads have come a long way since they worked together covering sports for NBC back in 1937. . . .

★ ★ ★ ★

● ● ● In yesterday's pillar we said to watch for sensational announcement on former film star Eddie Albert. Albert has been signed to star in a five-days-a-week series of programs on NBC starting next month. The program will be a music show and Eddie will be the singer. Yes, we said, SINGER. Folks who've heard him say his singing is slightly sensational. . . . U.S. Tobacco who MBSwitched from "Take A Number" to a straight dramatic series starring William Gargan, has also changed the time from Saturday-at 8:30 p.m. to Sunday-at 4:30. They've decided on "Martin Kane-Private Eye," for the title of the series which stays on Mutual. . . . ABC will toss a shindig for the press when it formally opens its TV studios on W. 66th st. end of next month. . . . About 30 delegates will leave New York to attend the four-day AFRA convention which takes place in Hollywood Aug 24. . . . We hear that Petri Wines will once again MBSponsor "Sherlock Holmes." . . . John J. Anthony will make a movie short based on his WPIX series, "Your Problem Please." . . . Bill Harrington, vocal star and Mark Warnow, Ork Pilot of the "Hit Parade" program, are composing the score of a musical. Bill has written over two hundred songs since he came to New York from WLW three years ago. . . .

★ ★ ★ ★

● ● ● A major film company has hired Spot Check, Inc. to make a national survey of the effect of TV on the public's theatre-going habits. . . . World-Telegram columnist Frank Farrell starts Saturday as successor to the late H. R. Knickerbocker as WOR newscaster. . . . "Deadly Fare," recently heard on the CBS net's "Inner Sanctum" was written by Hank Warner of that outfit's press department. . . . Universal-International is releasing the film short, "What Do You Say?" starring Herb Sheldon. . . . NBC execs were quite excited about the possibilities of the new Hank Ladd-Gordon Jenkins audition, with Herb Moss handling the reins. Hundreds of local TV set owners have written to CBS asking to be permitted to act as guinea pigs in the current TV-Color tests but CBSolons have nixed all offers. . . . Another Network seems to be wooing NBC's Washington songster Johnny Bradford.

CHICAGO

By HAL TATE

JOE BOLAND, former Notre Dame star and later coach of the Irish, and currently sports broadcaster for station WSBT, South Bend, Ind., has again been selected to broadcast Chicago Cardinals games both at home and on the road. Chicago outlet will be WCFL, and the weekly program is sponsored by Atlas Prager.

Bob Wilson, MBS Central Division office account executive, is back at work after a bout with the mumps.

Directors of Television Fund, Inc., have declared a dividend of six cents a share, payable August 15, 1949, to shareholders of record July 29, 1949.

Hal Rorke, radio director of J. Walter Thompson Co. in Chicago, and James L. Stirton, general manager of the ABC Central Division, will be guest speakers before the radio sales class of the NBC-Northwestern University Summer Radio Institute. Rorke will speak on "Advertising Agencies" on July 27, and Stirton will discuss "The General Aspects of Television" on July 29.

Chuck Wiley of the WBBM publicity department and Ed Wojtal, Chief Sound Technician, and their families are vacationing at Rainbow Resort in Wisconsin.

Chicago AFRA has established the following rule: "Where one member substitutes for another, the substitute shall receive the per diem or one time rate, or the discount prorated fee as the case may be, and that this shall apply except where a member requires a substitute because he or she has accepted other employment at a higher rate of pay, in which case the per diem or one time rate shall apply. . . ."

Radio Transmitters Are Flown To Cuba

(Continued from Page 1)

and two 1,000 watts, are for Union Radio and are being consigned to this network through Humara y Lastra, RCA distributors for Cuba. Mr. Edgar stated, National Airlines carried the transmitters out of Philadelphia's Southwest Air Port in what is believed to be the largest commercial shipment of this type of equipment in air transport.

Heifetz On Phone Hour

Jascha Heifetz will be soloist with the Bell Symphonic Orchestra on the "Telephone Hour" Monday, Aug 1, NBC, 9:00 p.m., EDT, for the second time this summer.

The violin virtuoso has chosen as his major selection Tchaikovsky's "Serenade Melancholique," which he has never played in his many appearances with this orchestra. The work was first performed in 1875 the same year in which the premier of the "Piano Concerto No 1" was heard.

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, July 29, 1949

Zenith To Introduce 'Black' TV Tube

Chicago—Zenith stockholders were told at their annual meeting this week that on August 1 Zenith will introduce a new TV picture tube called Glare-Ban "Black" Tube which will increase picture clarity in lighted rooms by 60 per cent, and that it produces a picture with contrasting tone values equal to a fine photographic print, with "all shades from dead black to brilliant white." Announcement of this latest Zenith development was made by Comdr. E. F. McDonald, Jr., president, who stated that the tube will be included in all new Zenith TV models, but purchasers would be able to buy the same models with the conventional white tube for \$10 less. In addition, McDonald said that all new Zenith sets would be able to tune in both the present 12 channels and the 42 JHF channels recently announced by the FCC to be opened this fall.

Name Rauland Corp. V-P.

Willis E. Phillips has been named vice-president and general manager of The Rauland Corporation, Chicago, manufacturers of TV picture tubes, according to E. N. Rauland, president. Phillips was previously assistant to the president of the corporation to which position he came from Motorola where he was division chief engineer.

PICTURE OF THE WEEK



Edward Wallerstein, president of Columbia Records, and J. B. Elliott, RCA-Victor Division v-p in charge of consumer products, hold a friendly but serious discussion at yesterday's session at the Music Industry Trade Show and Convention at which they reaffirmed their firms' stand to continue the "battle of the discs."

Easier Selling Seen Via New Philco Line

Philco Corp. unveiled its 1950 line of 18 new TV receivers this week to 125 national distributors, the press and Metropolitan New York distributors in showings at the Waldorf-Astoria Hotel.

In announcing the new TV receivers, James H. Carmine, executive vice-president, revealed that the new models all contain a "new system (which) will obviate the necessity for all external antennas, either outdoor or indoor, in up to 80 per cent of all television areas.

The elimination of an outdoor or indoor antenna installation is due to a complete self-contained electronic aerial system, encased in the receiver. This new development will permit salesmen to sell TV receivers on a door-to-door basis according to Raymond B. George, sales promotion manager. George pointed out that "it will now be possible for salesmen to give a demonstration by merely using a wall socket." From that point he can easily suggest that the set be kept overnight to test the evening reception."

Prices on the new TV table models were announced to range from \$199.95 for a seven-inch-tube set to \$329.95 for a twelve-and-a-half-inch tube with a ninety-seven-square-inch picture. The ten-inch-tube models with sixty-one-square-inch pictures range from \$299.95 to \$329.95.

ENGINEERS—CONSULTANTS

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WASHINGTON, D. C.

PRODUCTION PARADE

TV Linearity Pattern Generator

A new, portable linearity pattern generator, designed to provide an independent video pattern at any time for TV receiver screen alignment and servicing has been announced by the Hickok Electrical Instrument Co., Cleveland, O. Main feature of the new instrument is that technicians can now rapidly and more accurately service in borderline fringe areas where good broadcast reception is often unpredictable.

TV Antenna—Push Button Control

Communication Measurements Laboratory, Inc., N. Y., has announced a new Select-O-Vision Antenna Switching System which makes it possible to secure peak performance on all TV and FM channels with push button control. Any combination of antennas up to a maximum of 12 can be used.

Meck 16-Inch TV Set

New manufacturing facilities have resulted in production of three new TV sets, including a 16-inch model retailing at \$279 according to an announcement by John Meck Industries, Inc., Plymouth, Ind. Other prices for new sets include a 12-inch receiver, retailing at \$219, and a 10-inch set at \$179. Company has set up a conveyor-belt system from stock room to loading platform, thus making possible the low-priced 16-inch set.

New Panoramic Instrument

Panoramic Radio Products, Inc. has added a new instrument to their line of panoramic analyzers called the Panoramic Ultrasonic Analyzer, Model SB-7. The instrument provides the engineer, researcher and technician with a simple, fast and direct means for ultrasonic spectrum analysis.

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PROMOTION

Corny Approach

A thousand boxes of Kellogg's Corn Flakes were mailed recently to radio stations and juke box operators all over the United States through a unique exchange of publicity between the Kellogg Company of Battle Creek, Mich. and The Korn Kobblers Orchestra to promote their recently released MGM record, "San" together with the breakfast food. Mailing was concentrated most heavily in the vicinity of Covington, Ky., where The Korn Kobblers will appear for a 4-week engagement at The Lookout House, starting August 15. A number of local tie-ups to herald the homecoming of the unit to this Cincinnati area, where they were organized in 1939, have also been arranged.

Both Kellogg and MGM local outlets all over the country are participating in the national promotion. Kellogg is tying it up to a special drive they are currently conducting within their organization on corn flakes, and have mailed records of "San" to all their divisional managers to hypo the drive. The records have already been distributed to radio stations by the local MGM distributors.

Stunt was rigged up by Albert Millet, record promotion man, for his clients, The Korn Kobblers, with the co-operation of Hal Davis, publicity director of Kenyon & Eckhardt advertising agency, in behalf of their Kellogg account, who furnished the corn flakes, and Sol Handwerger, advertising and publicity director of MGM Records, who mailed them.

Tobacco Co. Renews Time On Full NBC Network

(Continued from Page 1)

stations for duplicate airing of the People Are Funny show, it was announced yesterday by Paul McCluer, manager of the NBC Central Division network sales department.

The 52-week renewal contract is effective September 6. A Life In Your Hands, currently heard in the 9:30 spot, will be aired for the last time on September 13, and Art Linkletter's People Are Funny show returns on September 20.

The new order for 17 eastern basic stations represents an innovation in network broadcasting because the stations will be airing the program twice. Starting Saturday, Sept. 24, recordings of the previous Tuesday night People Are Funny programs will be broadcast on the eastern stations at 9:30 a.m. eastern time. The repeat broadcasts are planned to reach an audience not available for the evening programs.

Russel M. Seeds Co., Inc., is the agency, and Gene Hoge, NBC Chicago, account executive, handled the deal.

★ **AGENCY NEWSCAST** ★

F. C. & B. agency reported relinquishing the "Chuckles" candy account on September 1. The Fred W. Amend Company of Danville, Ill., manufacturer of the candies, is studying the presentations of several agencies and will announce a new agency soon. Account has a \$400,000 budget for all media for 1950 with radio and TV getting a quarter of the budget.

EMERSON RADIO AND PHONOGRAPH CORP. has announced plans for the largest national advertising campaign in its history, to break July 31 on behalf of its 1950 television line. A large-scale local advertising campaign by video-radio dealers will tie in with the national drive. Foote, Cone & Belding is the agency.

McCANN-ERICKSON'S Caracas office has been appointed by Ray-O-Vac Co. for local advertising of flashlight batteries. Radio spots and newspapers will be used.

BERNARD DUDLEY, free lance announcer, has joined MPO Productions Inc., New York, as director of sales and chief of television development. The firm's TV department will specialize in short video films.

FCC Rules Against WINN; Duopoly Clause Cited

(Continued from Page 1)

broadcast on 1350 kc during the day and on 1240 kc at night, pending authorization for full-time operation on 1350 kc.

WINN wrote the Commission that it was considering purchase of the facilities of WLOU, Louisville, which operates on 1350 kc, 1 kw, daytime only. WINN now operates on 1240 kc, 250 watts unlimited time.

If it purchases WLOU, WINN said, it would stop operating on 1240 kc once approval of full-time operation on 1350 kc was secured. However, it pointed out, full-time operation must be continued if it is to retain its affiliation with ABC. It therefore suggested the split-shift arrangement, in the event it purchases WLOU's facilities.

In ruling against the proposal, the FCC wrote WINN that under the so-called "Duopoly" regulation, when a licensee of one station acquires another in the same city, he is required to give up the first before he begins operation of the second.

Other FCC Actions

In other actions yesterday, the FCC granted CP's for new standard stations to:

- James L. Killian, Fort Payne, Ala., to operate on 1290 kc, 500 W, daytime only, estimated cost, \$10,875;
- Claude H. Craig, El Paso, Texas, to operate on 860 kc, 500 W, daytime only, estimated cost, \$24,276;
- The Montana Network, Billings,

KAL, EHRLICH & MERRICK ADVERTISING, INC., Washington, has been named to handle advertising for the Washington, D. C. Automotive Trade Assn. Radio will be used.

WILLIAM A. YOELL, who formerly headed his own research firm, has joined the Harry B. Cohen Advertising Co., New York, as director of research and marketing.

FORJOE & CO., INC., radio and television representatives, have moved their Atlanta office to larger quarters at 319 Mortgage Guarantee Bldg. Mrs. Dora Dodson is in charge.

LOCKWOOD - SHACKELFORD will take over the accounts of Gardner & Giesecke, San Francisco on Aug. 1. MacAlan Gardner will serve as vice-president and Albert S. Giesecke as manager of the San Francisco office.

GARRY J. CARTER, INC., distributors of the Happy Gang transcribed show, announce the removal of their offices to 366 Madison Avenue on August 1st. Their new telephone number will be VAnderbilt 6-3417. To more effectively service central New York and midwestern states, a branch office will be opened in Buffalo.

Taylor-Borroff Signs To Handle Transit Radio

(Continued from Page 1)

Taylor-Borroff, Inc. will handle all the firm's deals in the south and southwest.

Transit Radio will continue to maintain its offices in Chicago, New York and Cincinnati, Pellegrin said, while Taylor-Borroff will handle south and southwest sales out of the rep firm's Atlanta and Dallas offices.

Pellegrin said the appointment was prompted by the fact that 15 cities now have Transit Radio in operation or are actually installing equipment, and that many cities are actively negotiating for franchises.

Clyde Melville is manager of Taylor-Borroff, Inc. and Tony West is manager of the Atlanta office.

Mont., to operate on 970 kc, 5 kw, unlimited time, estimated cost, \$53,200.

In other actions, the Commission yesterday: granted a further temporary extension of license of WJBW, New Orleans, to Aug. 14. Present operator, Charles C. Carlson, had his license revoked by the Commission, effective July 31. But his ex-wife, Louise, who has been given a construction permit for a new station on the same facilities as WJBW, asked for a two-week delay because she would not be ready to begin operations before Aug. 14, and felt it would not be in the public interest to disrupt operations on that frequency, especially since she had arranged to take over.

The Mailbag

Reports Business Good

"Back from three weeks of sitting on a front porch in Vermont, the first thing I did was read through the accumulated RADIO DAILIES to find out what had happened in radio during my vacation.

"And there, in the July 12 issue, was the box on Bill Clark's good news about business being great on WJEF and in Grand Rapids in general.

"Business is so good in Washington, D. C., that for two months we have been sending individual letters to hundreds of advertisers and advertising people, citing one fact each, all proving that 'Business Always Better In Washington.'

"Almost everywhere we look this town we find that Business Better this year, This May, compared with last May, for instance government employment is up 1 per cent, telephones in service, 6 meters in service, power sales, up. Bank clearings (always a good indication) are up 14 per cent, department store sales index is up 6 per cent, postal receipts up 6.6 per cent. . . .

"Could go on for hours. Anywhere business in the Capital is wonderful which means that business WTOP is wonderful, too."

Cody Pfanstiehl,
Director of Promotion
WTOP, Washington, D. C.

Dollar Day Pitch For New Business

(Continued from Page 1)

approach of WICH in seeking to business at Norwich, Conn.

Using as a theme, "For Dollar Days or any day Use Radio," Deme prepared a circular for distribution to merchants in the area of WICH. In the circular, Deme made the following points:

- "Radio will bring more traffic to your store.
- "Radio will personalize your store.
- "Radio will give you more coverage at less cost.
- "Radio will bring the store to your merchandise into the home.
- "Radio will provide entertainment while it sells."

Ziv Recorded Programs Sold to Mich. Stations

New package contracts with stations in Michigan have been announced by the Frederic W. Company, Cincinnati, with 16 produced shows being signed by stations. WCEN, Mount Pleasant, purchased nine shows, including Ronald Colman's Favorite Story, Guy Lombardo Show, Wayne Barlow Show, Sincerely Kenny Barlow, Barry Wood Show, Showtime Hollywood, Pleasure Parade, Corral, and Korn Kobblers.

TELEVISION DAILY

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CRAIG SCORES 'COLOR NOW' TALK

TELE TOPICS

THE FABULOUS "Pot 'O Gold" show, which made radio giveaway - happy back in 1939, has been revived by its owners, Bob Brilmayer and Hayden Evans, and dressed up in a spanking new TV format. Program reportedly has a price tag substantially lower than is usual for its type. . . . Irving Leos, of Official Television, suggests "kinestat" as substitute for kine-scope recording. He writes, "The name derives from the photostat used in the graphic arts fields and would lend itself early to use of the last syllable alone, 'stat,' an expression whose meaning in television would be parallel to its meaning in printing and publishing fields." . . . Tony Lavelli, Yale basketball star now playing show dates in the East, is working with Ray Nelson on a new show aimed at the young 'uns. An accomplished musician and composer, Lavelli has made guest appearances on the Swift show and Toast of the Town. Mace Neufeld, of the Nelson office, is scripting the new stanza.

HOLLYWOOD SCREEN TEST, talent showcase stanza on ABC, has landed a movie contract for its fourth entertainer. Latest is Jean McBride, now in Hollywood working on Eagle-Lion's "Port of New York." The day after her appearance on the show, June 5, Miss McBride was contacted by film producer Bryan Foy, and the E-L pact followed. First artist to reach Hollywood via the show was Rita Polton, now with Film Classics. Joel Marlon was signed by Allied Artists, and Christine Lynn was contracted by Paramount. Program is a Lester Lewis package. . . . Preview of Goodman Ace's new rip, "Ruthie On The Telephone" and a demonstration of Zenith's Phonovision will be seen on the Tex McCrary-Jinx Falkenburg show Monday nite over CBS. . . . G. M. Karagheusian planning to enter the this Fall as part of a campaign for cellulose carpets. . . . The prop automobile taken apart by Olsen & Johnson on their show this week was tagged for a parking violation when it was standing outside the theater before it went on the air.

FIRST USE OF split screen technique for an entire half-hour show will occur Tuesday nite on NBC's "Lights Out" seconds. Play will be an adaptation by Douglas Gibson of Harry Junkin's "Long Distance," with Jan Miner in the lead. For the first time, scenes will be cut in and out within the split screen. . . . Finals of the Mrs. America contest in Asbury Park Sept. 11 will be scanned by ABC. World Radio holds TV rights to the event. . . . A new version of Theodore Granik's American drum folds after this Sunday's airing on BC. . . . Those stop-motion animation shots for Swift's peanut butter made by McCann-Erickson zoomed sales of the product 300 per cent in cities carrying.

Crosley Manager Says Uninformed Individuals Are Stumping For Color; Warns Against Adoption Of System That "Might Shackle" Future Development

John W. Craig, vice-president and general manager of Avco's Crosley division, yesterday scored "a few vocal individuals who, either not knowing or not wanting to know the facts, make it a point to harass the industry by insisting that steps be taken in color television which the industry is not yet technically prepared to take."

Speaking at the NAMM convention at the Hotel New Yorker, Craig warned against hasty adoption of a system which, "passable for the moment, might shackle future color development." Both color and UHF are now in purely experimental stages, he said, and will require extensive development work and field testing before they will be ready for general service.

The Crosley exec emphasized that when "the first commercial UHF transmitter and the first commercial color transmitter go on the air, simple and inexpensive adapters for their reception will be available to the millions already owning television receivers."

Pointing out the FCC hearings on UHF slated for Aug. 29, Craig advised the music merchants not to look for UHF stations to go on the air "right after these hearings end, or any time soon thereafter." He added that no experimental UHF transmitters exist at present having the qualifications necessary for commercial use.

"In other words," he said, "any-

one who wants a receiver now and delays its purchase to wait for either of these developments is needlessly denying himself and his family years of television entertainment in his home. You can have television now, and UHF and color programs when they come along."

The industry's long range future is "bright," he said, reporting that more than one million sets were turned out during the first half of this year, equalling production for all of 1948. It is now likely, he continued, that the industry will meet the two million receiver mark forecast at the beginning of the year.

"Here is an enterprise which promises gross sales of \$750 million in the fourth year of its life, and looks forward from this point upon a vast market now only four and one-half per cent saturated," he said.

Turning to the retail side of the business, Craig said that "we are fast approaching the point where television production and selling costs" will level out.

"We are nearing that point in retail price-cutting as well," he continued. "The 'suicide' dealers who have been sacrificing their normal profits, and forcing others to do so, by senseless price cutting, will soon face the choice of either selling for profit or getting out of the television business. This hour of decision, in my opinion, will come this fall. At that time, the price of sets of good quality will become firmer."

Press-Time Paragraphs

Emerson Sets Largest Ad Campaign

Emerson Radio & Phonograph Corp. has joined the list of manufacturers using national media to advertise TV sets. Firm has set the largest national ad campaign in its history and plans pages and double-trucks in full color in national circulation magazines, as well as newspaper space. It was reported yesterday that the firm plans to return to TV advertising via a network show for fall presentation. Foote, Cone & Belding is the agency.

TBA Publishes Second "Status" Report

Television Broadcasters Association yesterday published its second quarterly "Status of the Television Industry" report. Edited by Richard Ives and supervised by Will Balin, the 40-page booklet covers operating stations, set production statistics, receiver ownership figures, audience surveys, programming, business and advertising.

Iowa College Buys Transmitter Equipment

Ames, Iowa—Iowa State College, the first U.S. educational institution with a TV permit, has purchased transmitter equipment from GE for its station, WOIT-TV, it was announced yesterday by Dr. Charles E. Friley, college president. Station will operate on Channel 4 and will supplement existing AM and FM facilities.

New Ascap Deadline Pushed To Sept. 1

At its regular monthly meeting yesterday, the Ascap board of directors again extended its agreement with the industry covering use of its members' music on TV. The August 1 deadline was pushed ahead to Sept. 1.

Original Ascap agreement expired on Dec. 31, 1948, and has since been extended on a month-to-month basis during negotiations with the networks on a contract covering terms of usage and payment.

After the last extension, the networks were to present to Ascap details of a long-term agreement, which would necessitate a poll of the Society's membership. The web demands included rights not now assigned to Ascap by its members and the poll would ask the membership to assign these rights to the society.

New TV Series Based On USMC War Action

"The Marines' War," a 13-week series based on official films by Marine combat photographers and on captured Japanese footage is being produced by United Videogram, Inc. in cooperation with the U. S. Marine Corps, it was revealed yesterday.

Series will cover USMC actions during the late war in the Pacific. More than 9,000,000 feet of film were made available by the Marine Corps in addition to the captured reels, many of which have never been seen in this country.

Scripts for the series were prepared under the supervision of Fletcher Pratt, military and naval authority, who is serving as technical advisor on the production. Pratt also selected footage used with Otis Carney, United Videogram prexy.

Atlas Film Corp., of Oak Park, Ill., is handling production.

To Discuss TV Directing

Wynn Wright, producer of NBC's "My Good Wife," will lead a discussion on television directing at a summer seminar at the Centre of Garden City, L. I., tomorrow, 1 p.m. Creative Arts, Adelphi College.

Garod Distributor for L. A.

L. K. Franklin Co., Inc., Los Angeles, has been appointed exclusive distributors for Garod television and radio products in the southern Calif. area, according to Louis Silver, v-p and sales manager of Garod Electronic Corp., Brooklyn, N. Y.

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