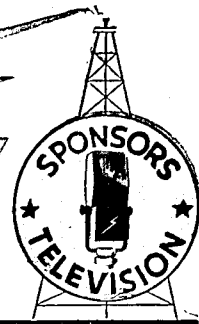


# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 43

NEW YORK, WEDNESDAY, JUNE 1, 1949

TEN CENTS

## BILL WOULD SPEED UP FCC PROCEDURE

### Sell Americanism, Harper Tells AFA

Houston, Tex.—Marion Harper, Jr., president of McCann-Erickson, Inc., called upon the annual convention of the Advertising Federation of America to undertake "advertising's hard new job" of selling the American "phenomenon" to the American people so that they "may better recognize that the American process is man's best and most hopeful accomplishment."

In a speech delivered by Albert W. Sherer, v-p of the agency, for Harper in his absence on Monday, Harper declared that the job of selling the "essential American mes-

(Continued on Page 3)

### 352 Stations Equipped For Microgroove Records

A total of 652 AM stations in the United States are equipped to play microgroove transcriptions, according to a survey conducted by Robert I. Clarkson, general manager of Columbia Transcriptions. Another 85 plan to install microgroove ET pickups within the next two or three months, the survey added.

Clarkson polled 2,100 AM stations in the United States. He received 37 favorable replies and 175 indi-

(Continued on Page 2)

### No Significant Changes Noted In Latest Hoopers

"Radio Theater" continues at the top of the latest Hooperatings week of May 15-21) with 21.7, followed by Walter Winchell (18.7) and "My Friend Irma" (18.3). For the most part, ratings listed in Hooper's "First Fifteen" are close

(Continued on Page 4)

### Premiere

Arlene Francis and John Conte will be co-starred in "My Good Wife," new comedy series about a happy marriage, starting on NBC Friday, 9:30 p.m., EDT. Sam Taylor, author of many radio comedies, will write the series, assisted by Russell Beggs. Music will be by Norman Cloutier and his orchestra. Wynn Wright will direct.

### Honored

Houston—Mrs. Marjorie Child Husted, consultant in all services to women, General Mills, Inc., Minneapolis, last night was named Advertising Woman of the Year for 1949-50 by the Council on Women's Advertising Clubs of the Advertising Federation of America. The award was presented by Mary McClung, general manager New York Post-Home News and AFA secretary, at a banquet and ball during the Federation's 45th annual convention at the Rice Hotel here.

### 42,000 Radio Fans Attend McBride Party

More than 42,000 radio fans, opera, film and radio stars, and radio and government officials attended the hour-long broadcast of Mary Margaret McBride at Yankee Stadium, yesterday, 1-2 p.m., WNBC and 1-1:30 p.m., EDT, NBC network.

Participating in the broadcast honoring the 15th anniversary in radio of Miss McBride were Lawrence Tibbett; Melvyn Douglas;

(Continued on Page 3)

### Procter & Gamble Co. Renews 3 CBS Shows

Procter & Gamble Co., Cincinnati, yesterday renewed three programs on the CBS network effective June 27. William C. Gittinger, OBS vice-president in charge of sales, announced. The programs are Lowell Thomas, "Beulah" and "The Jack

(Continued on Page 4)

## TV Manufacturers Urge Less Emphasis On Color

Apparently concerned over the possible effects on receiver sales of the FCC statement on color, manufacturers are beginning to emphasize in their sales messages that practical commercial color is a long way off and that present receivers will be good for many years.

Zenith, which created considerable stir in the trade several months ago when it placed full page "obsolescence" ads in major markets,

## More Efficiency, Speed In Processing Of Applications Object Of Measure Written By Sen. McFarland

### Southwest Network To Launch New Series

Amarillo, Texas—A network of 14 stations in three southwest states has been organized to handle a new series of programs which will originate here starting on June 5 in the studios of KGNC. Broadcasts are to be sponsored by the Southwestern Public Service Co., with headquarters here.

The network will be known as "Your Public Service Co. Network"

(Continued on Page 6)

### New Philco TV Receivers Offered At Low Prices

Philco's bid for a share of the present day competitive television receiver market was made yesterday with the announcement that the company has produced five new lower priced television receivers.

Declaring the receivers to be "the

(Continued on Page 2)

### Pays Tribute To Radio In Mass Education

Montreal—Dr. J. H. Cody, president of the Canadian Association for Adult Education and director of extension at St. Francis Xavier University, Antigonish, Nova Scotia,

(Continued on Page 6)

Washington Bureau of RADIO DAILY

Washington—Greater speed and efficiency in the processing of applications before the FCC are the primary objectives of a bill introduced yesterday by Sen. Ernest McFarland, Arizona Democrat and member of the Interstate Commerce Committee. McFarland plans a meeting later

(Continued on Page 3)

## Philip Morris Sales Hit All Time High

An increase of approximately 33 per cent in sales for the year ending March 31 was reported yesterday by Philip Morris, & Company, heavy users of radio time. In making the announcement Alfred E. Lyons, chairman of the board, said that the sales totaled \$228,000,000 in comparison with \$171,000,000 in the preceding year.

"Sales increases continued

(Continued on Page 2)

## Only 64 Ohio Communities Adopt Daylight Savings

Columbus, O.—Only 64 Ohio communities out of the hundreds in Ohio have adopted Daylight Saving Time this summer, according to a thorough survey made by the Ohio Chamber of Commerce. The 64 Ohio

(Continued on Page 6)

### Benefactor

Father Patrick Peyton, producer of "The Family Theater" on the Mutual network, will get a vacation trip to Portugal, France, Rome and Ireland next month because a Jewish benefactor at Fall River, Mass., was moved by the broadcast of "Our Lady of Fatima." A native of Portugal, he invited the priest to make the trip by air at his expense.

(Continued on Page 7)



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate
360 No. Michigan Ave.
Phone: Randolph 6-6650

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FINANCIAL

(May 31)

NEW YORK STOCK EXCHANGE

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

652 Stations Equipped For Microgroove Records

(Continued from Page 1)

cating no definite plans as yet. The percentage of FM stations equipped for long playing records is higher than in the AM group, he added.

Will Broadcast Address

Gen. Dwight D. Eisenhower's first address at the annual exercises of Columbia University, today, 4:30 p.m., will be carried by the Mutual network and fed locally to the New York indie, WQXR.

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

★ COMING AND GOING ★

J. L. VAN VOLKENBURG, vice-president and director of television operations for CBS, is back in New York following a two-week business trip to the West Coast.

REMY FARKAS, whose "Record Rarities" is a WQXR feature, has returned from a two-month trip to Europe, where he supervised recording in various countries. His program will be back on the air tomorrow.

WELLS CHURCH, the Columbia network's director of news broadcasts, has returned from Europe, where he visited London, England, and Frankfurt, Germany.

BENNET KORN, account executive at WQXR, arrived yesterday by plane from Paris. He also visited Prague, where he attended the International Music Festival.

PAUL HEINECKE, president of SESAC, Inc., and MRS. HEINECKE, treasurer of the organization, left yesterday for a two-week vacation at Saratoga Spa.

JEAN HERSHOLT, of the Columbia network's "Dr. Christian" program, has returned to Hollywood following a six-week sojourn in New York, during which time his program emanated from the CBS studios.

ROY STEVENS and his WOR orchestra are opening at the Million Dollar Pier in Atlantic City. GEORGE MYSELS, publicist, goes down there today to arrange appropriate exploitation.

LARRY WALKER, assistant manager in charge of television programming at WBT, Charlotte, N. C., spent the week-end in Atlanta observing video shows.

ARTHUR TOLCHIN, assistant sales manager at WMGM, is back from a vacation spent in Bermuda. LONA PUSCHETT, of the record library, and SANDRA SCHUDT, receptionist, are holidaying.

GENE ATRY on Sunday was in Minneapolis, where he presented a show before 300 members of the Midwest Association of News Editors.

Philip Morris Sales Hit All Time High

(Continued from Page 1) throughout our fiscal year at the rate reminiscent of our pre-war growth," Lyons said. "The number of Philip Morris cigarettes sold in the domestic market exceeded by a substantial margin any previous peak in our history."

Earnings Doubled

Net earnings, after taxes, totaled \$12,498,058, compared with \$6,035,278 in the preceding year. Dividends per share of common stock were raised from \$1.50 to \$2.00 per annum in March, 1949, and an extra dividend of \$1.00 per share of common stock was paid.

Basil Loughrane

Basil Loughrane, 48, radio director and producer, died Sunday of a heart ailment at his home in the Shores Acres section of Mamaroneck, N. Y.

Mr. Loughrane had been producer and director of 31 radio programs, among them "Sherlock Holmes" on MBS and "Light of the World" on NBC. He directed the first "Amos 'n Andy" series and later the "Lum 'n Abner" program in Chicago during the days when he served as director of radio for Lord and Thomas agency.

Funeral services were held Tuesday morning from the Holy Trinity Roman Catholic church in Mamaroneck. Burial was in St. Mary's cemetery, Rye, N. Y.

HARRY MAIZLISH, general manager of KFVB, Warner Brothers station in Hollywood, is in town on a business trip.

IRVING WEILL, account executive of Basch Radio and Television Productions, is back from a one-week vacation, which he spent in Miami.

EDWARD R. MURROW, news analyst heard on CBS, has returned from Atlantic City, where he spoke at the convention of the National Restaurant Assn.

WILLIAM R. TRAUM, business manager of "American Town Meeting On the Air," and MRS. ELIZABETH S. COLCLOUGH, program director of the ABC network feature, left Saturday by plane for London. They comprise the advance guard of the program company which will tour the world.

JILL JACKSON, women's commentator on WWL, American network outlet in New Orleans, La., is visiting in Gotham.

LILIAN OKUN next Saturday will leave by plane for Europe, where she'll study children's programs for radio and television. She'll be gone a month.

JOHNNY LONG and the members of his band will return tomorrow from a series of one-night stands. They open shortly at Frank Dailey's Meadowbrook.

JAMES FONDA, Columbia network producer, is here from Hollywood for a visit of three weeks at the New York studios.

DAVID E. KAHN, chairman of the board for the Brunswick division of Radio and Television, Inc., arrived Sunday aboard the S. S. America, marking completion of a six-week video-observation tour of England, France, Germany and Israel.

RAY HEATHERTON, master of ceremonies on CBS, spent Saturday in Portland, Me., where he officiated at the broadcast of the National Guard Military Ball.

New Philco TV Receivers Offered At Low Prices

(Continued from Page 1)

greatest television values in the history of the industry," James H. Carmine, vice-president for distribution, said that each receiver was equipped with 20 tubes and two rectifiers.

One Priced at \$249

One model priced at \$100 under previous 10-inch receivers is listed as Model 1104E. The set includes a new channel selector covering all channels, increased selectivity and an improved automatic gain control circuit. This set, housed in an ebony plastic cabinet, is priced at \$249.95.

Other new models include a plastic table set, model 1104M, at \$259.95; model 1105M, a table receiver in mahogany, at \$269.95, and a similar set in blond mahogany at \$279.95. Another model called "eye-level" console in mahogany wood is priced to sell for \$299.95.

Heidy Completes ET Series

Heidy, of WOR's Sunday morning kiddie show, has completed a series of 15-minute transcriptions for the Jewish Book Council of America in connection with National Jewish Book Month, (November).

The transcriptions, titled "Americans All," was adapted and narrated by Heidy. Original music was by Lew White. The platters will be syndicated to stations throughout the country sometime in August.



"Say! Whose nest is this?"

It looks as if this hen has to find another nest. The cat just moved in and is rapidly taking over.

The cat is behaving exactly like a lot of smart advertisers these days. They are moving into tough, competitive markets and taking over, too.

And to do this in Baltimore, they are using W-I-T-H. You see, you can do MORE on W-I-T-H for LESS money than on any other station in town.

W-I-T-H regularly delivers the LARGEST number of listeners-per-dollar. That makes it the big bargain buy in this rich market.

So if you're looking for low-cost results from radio, call in your Headley-Reed man today and get the whole W-I-T-H story.

AM W-I-T-H FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

## Sell Americanism, Harper Tells AFA

(Continued from Page 1)  
 sage" will challenge the abilities and ingenuities of all of us in advertising.

"Until recently it was possible for the American process to operate and develop without being clearly understood because it had no active competition here. Today this is no longer true. Today this American process is under pressure, under attack, if you will, both directly and indirectly from many directions."

Harper expressed the belief that "once the American people see clearly what they have, nothing else can stand much chance. If there is danger, it lies in ignorance, the cure for which is information. . . .

### Sees Value as Defense

"Advertising's hard, new job, the packaging and merchandising of 'The American Message' to the American people, is therefore important. It is important both to implement the American process for further progress and to defend it against attack. And the importance of that job increasingly is recognized."

He pointed out that the "American message" advertising is in many ways a special kind of advertising. He described it as a form of mass communication in which are many considerations different from the familiar forms of product and service advertising. The convention was cautioned that the "American message" advertising is not only different from but may also be harder than the problems met heretofore in other uses of advertising in this country. He cited eight "working principles" which he believed are basic for the "message" advertising:

### Eight Principles

- "1. Generate an area of self-interest in the audience, against which to make your point or points.
- "2. To offer facts alone, no matter how accurate they may be, is generally not enough to achieve maximum interest or conviction.
- "3. Don't let your audience take you wrong. It will if it possibly can.
- "4. Too-familiar symbols and phrases won't touch off a process of re-thinking about the American scene.
- "5. Mere logic, reason, and argument are largely inadequate to this job.
- "6. Keep your message simple.
- "7. Leave your audience clear about what it's supposed to do.
- "8. The impact of ideas may not be easy to measure, but must be measured."

## ACTIVE PR GROUP

will manage artists, producers, writers, etc. Also new talent and ideas. For appointment without obligation—Call

MU. 7-6495

## Speeding Of FCC Procedure Object Of Measure In Senate

(Continued from Page 1)

this week of the communications sub-committee of that body, at which it will be decided if hearings are to be held.

McFarland's bill omitted all policy changes in the Communications Act, in an effort to get legislative action this year on the procedural changes sought. Highly controversial policy matters have been credited with major responsibility in the burying of a series of Communications Act revisions proposed in the past.

The procedural changes in the bill were taken over from previous measures offered by Senator White and Senator Johnson, most recent and present committee chairmen. They would divide the Commission into two panels—one to handle broadcast matters only and one all other matters—with three members on each. In addition, the staff would be divided functionally.

Provision is made for the issuance of declaratory rulings, and there is a clarification of the sections of the Act dealing with hearings and appeals. It is provided that after one year from the enactment of the Act no Commission members shall "during the term for which they are appointed and qualified, irrespective of their term of actual service, engage in any business, profession or employment the compensation for which is derived from or paid by any person, including all persons under common control, subject to the provisions of this Act."

Salaries of \$15,000 annually for Commission members are called for, with adjustment of pay for other top-ranking Commission personnel.

Indicative of the continued interest of the Senate in how the Commission is meeting its heavy workload, the bill calls upon the Commission to include in the two annual reports following passage of the bill full statistics on cases filed, pending, and disposed of. Detailed information on all Commission personnel is also asked.

McFarland told the Senate yesterday he is not committed personally to all the proposals in the bill, but that they are included simply to insure that they will be fully studied by the committee. He said, for instance, that he is not convinced

### Henry J. Nolan

Henry J. Nolan, 40, assistant comptroller of McCann-Erickson, Inc., advertising agency, died unexpectedly of a heart attack May 25, at his home in Richmond Hill, Queens. A native of New York, he had been with McCann-Erickson for twenty-five years.

Surviving are his wife, Mrs. Helen G. Nolan; a son, James A. Nolan; his mother, Mrs. Jennie Nolan; two brothers, Joseph F. and John F. Nolan and three sisters, the Misses Margaret M. and Genevieve and Sister Mary Clara, of the Sisters of Mercy.

that the division of the Commission into panels proposed in his bill is the answer to the current confusion and slowness.

"On the other hand," he added, "there appears to be almost unanimous agreement for the enactment of a provision which makes mandatory the horizontal reorganization of the Commission along lines of its principal workload, provides for an independent legal-engineering-accounting review staff divorced from the Commission's prosecutory functions, and generally gives the Commission some flexibility in meeting its case load and rule-making problems. I have drafted such a provision after consultation with Commissioners. My personal opinion is that it must be a part of any bill enacted.

"Whether panels should be provided for in addition is a question I believe our committee can settle with little delay. . . . There can be little doubt, however, that administrative and procedural amendments to the existing Communications Act are badly needed. It is my hope that our committee can and will consider this bill rather promptly, even though some hearings may be necessary, in an effort to enact legislation in this session of Congress."

## 42,000 Radio Fans Attend McBride Party

(Continued from Page 1)

Niles Trammell, president of NBC; Theodore Streibert, chairman of the Board of Mutual Broadcasting System and president of WOR, New York; H. V. Kaltenborn, NBC commentator; City Councilwoman Bertha Schwartz; Mrs. Eleanor Roosevelt; Ben Gross of the New York Daily News, and Fred Waring, his orchestra and choir.

Other participants and guests were: Acting mayor of New York, Vincent Impellitteri; Herman L. Desir, first vice-consul of Haiti; Pearl Buck; Faith Baldwin; Norman Brokenshire; Will Cuppy; Homer Croy; Russel Crouse; Eddie Condon; Frank Connelly; Ernestine Gilbreth Carey; George Fielding Eliot; Ed and Pegeen Fitzgerald; Louis Fischer; Betty Forsling; Fannie Hurst; Walter Hampden; Harry Hershfield; Grace Hartman, and Gerald Kersh.

## Hickenlooper-Lilienthal On Mutual Web Today

Washington—The opening session of the Congressional atomic committee hearings into the charges of Sen. Bourke Hickenlooper against atomic energy commission chairman David E. Lilienthal will be carried by MBS, today, 10:30-11 a.m., EDT.

# Diapers\$

Here's another KYW success story! A diaper manufacturer (through Jackson & Co., N. Y.) bought participating spots on KYW's "Home Forum Program." *No other advertising was used in the Philadelphia area. But in just nine weeks, sales in this great market showed a walloping 52 percent increase!*\* For availabilities on the "Home Forum Program" and on other sales-pulling KYW shows, check Harvey McCall at KYW, or Free & Peters.

\*During the same period, national sales were up 38 percent.

**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

## SOUTHWEST

**JAMES W. BRADNER, JR.**, operator of KGBC, Galveston, has been given authority for fulltime operation. Outlet has been authorized daytime hours on 1540 kilocycles with 1,000 watts, with which it will continue operation and operate with 250 watts nights.

Red River Dave, WOAI, San Antonio, western singing star, accompanied San Antonio businessmen on their annual spring Chamber of Commerce Farm and Ranch Tour. Following completion of tour which wound up on the farm of Mayor-Elect Jack White, Dave sang a group of songs as the guests ate barbecue.

The "Radio Frolics" heard each Saturday morning over WFAA and WFAA-FM, Dallas, and which features youngsters in this area is to be heard at a new time spot this Saturday. It will be heard at 9:30 a.m.

Approval has been granted by the FCC for the assignment of the license of KEPO, El Paso, from H. J. Griffith, sole owner, to a new group in which Griffith will retain 52.25 per cent interest. Griffith is said to have received in excess of \$345,000. Kenyon Brown and others associated with Griffith in KWFT, Wichita Falls, are new shareholders in KEPO.

Charles Lutz, manager of KYFM, San Antonio, spoke on "Why I Stake My Future In FM" as part of a one-day meeting here in San Antonio of Zenith dealers and sales representatives and service men.

Arrangements have been completed for the weekly series of "fireside" chats to be made to San Antonio citizens by mayor-elect Jack White. Series will start on June 12 and will originate in the studios of KITE, San Antonio, and will be carried by KMAC and KCOR with the programs to be made available to the other local outlets if they so desire to carry them.

Hugh Dewitt Landis and Ross B. McAlister have made application to the FCC for a new standard broadcast station at Pampa, which they would operate full time with 250 watts on 1230 kilocycles.

A recent visitor to the WOAI, San Antonio newsroom was James A. Howell, brother of Henry Howell, weather and newscaster. James is of the United States Foreign Service stopping briefly after changing stations. He has been with the U. S. Legation in Berne, Switzerland, and goes to the U. S. Embassy in Jeddah, Saudi Arabia.

## "JINGLES

that don't

## JANGLE!"

LANNY &amp; GINGER GREY

Radio-Video Programs-Jingles

1350 Madison Ave. N. Y. 28

ATwater 9-4020



## Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Every time Bing Crosby hits this town, the first guy they call to learn his whereabouts is his old playmate, Herb Polesie. But this time even Herb doesn't know where the Groaner is. However he's got it pretty well doped out. "As soon as the Pirates start winning," he sez, "Bing'll come out of hiding!" . . . March of Time releasing a two-reeler glorifying Tin Pan Alley. . . . Ted Steele's five-a-week daytimer switches to CBS next week. . . . Jame Pickens turned down a film role to accept the lead in Marc Blitzstein's musical version of "The Little Foxes." . . . Mari Yanofsky, writer of the Robert Merrill show, among others, leaves today on a 10-week tour of France, Germany, Italy, Belgium, England and Switzerland. . . . Marilyn Maxwell being groomed for the femme lead in the proposed musical based on Damon Runyon stories. . . . Basil Rathbone may star in a Sherlock Holmes series on TV this summer. . . . Leo Durocher has been approached by a H'wood producer and may co-star with his wife, Lorraine Day, in a film to be shot in the fall. . . . Irving Berlin's "Miss Liberty," due July 7th, may top the record half million dollar advance sale racked by by "So. Pacific." . . . Fred Finkelhoffe will employ the original cast in his film version of "At War With The Army." . . . Sign on the wall of a B'way dance hall: In case of fire, waltz—do not run—to the nearest exit.

★ ★ ★ ★ ★

● ● ● A fan grabbed Jimmy Durante after his "Theater, USA" broadcast and said, "Jimmy, I remember you 30 years ago before you were a success." "Yeah," rasped the Schnoz, "but will you remember me 30 minutes after I flop?"

★ ★ ★ ★ ★

● ● ● **SMALL TALK:** Bob (American Institute of Food Products) Bories handing out cigars because his latest baby, the Prince Charming show with Johnny Olsen, has leaped 67 per cent on the Hooper chart in the past two months. . . . Bill (County Fair) Germann in town. (And it's true about the expected heir!) . . . Leo Talent, publisher of "Missouri Walkin' Preacher," denying reports that the tune has been banned on the nets. . . . Jack Eigen may land Gladys Shelley's newest tune, "Take It Easy, Arthur," into the hit class single-handedly. . . . Jeanne Harrison, director of "Boston Blackie," and Hank Sylvem, its musical director, have recorded two kiddie discs for Caravan Records. . . . Jim Boles playing the lead on Kraft Tele Theater tonight. . . . Danny Webb, who reads the comics daily to kids via WPIX, was startled to see the station flash an old gangster flicker, "I Stand Accused," right after his stanza. In the film, Danny has a stand-out part—as a ruthless killer!

★ ★ ★ ★ ★

● ● ● **FILLER-DILLERS:** Radio comedy, observes Jackson (Philo Vance) Beck, is strictly a matter of laugh or death. . . . Will Murtagh start investigating the ticket situation to the Berle show, wonders actor Geo. Petrie. . . . With jackpot quiz shows so popular, Steve Gibson thinks it's about time for some manufacturer to start selling a combination radio-telephone set. . . . Stan Freeman thinks that more ladies would look spick in slacks if they didn't have quite so much span.

★ ★ ★ ★ ★

● ● ● **THE MORNING MAIL:** "Dear Sid," affectionately writes Geo. (The Real) McCoy. "With everybody complaining about show biz, radio droll-drums, etc., I have a chump, no, no, I mean client, who probly worked harder over this past week-end than any other AFRA boy. Let's to begin: His name is Walter Vaughn (watch that spelling, lad) and his five shows over the week-end makes him a candidate for the busiest man in town dep't. Among other things, he opened in two films Saturday, did 'Gangbusters' Sat. night, the Hank Morgan show Sunday p.m. and last night was starred on WNBT's Fireside Theater." And how've you been, by the way?"

## LOS ANGELES

By AL STEEN

**FULLER PAINT CO.** has renewed the Frank Goss news show on KNX for 52 weeks.

Radio production-direction will be one of the 10 accredited Summer classes offered when NBC and the University of California cooperate for the seventh session this year, starting June 20.

Lewis Allen Weiss will be the principal speaker at the annual convention of the Pacific Coast Electrical Association at Coronado on Friday.

Don Thornburgh, CBS western division vice-president, is back from two weeks in New York. J. L. Van Volkenburg, vice prexy and television operations chief, was here for parleys with the CBS execs.

The Carnation Co. is about to enter television with a series of spot commercials on film. The spots will be tested in various parts of the country, although specific programming details have not been completed.

## No Significant Changes Noted In Latest Hoopers

(Continued from Page 1)

to what they were in the previous report.

Here are the other "First Fifteen" programs starting with fourth position:

(4) Arthur Godfrey's Talent Scouts 16.8; (5) Jack Benny 16.6; (6) Fibber McGee & Molly 16.2; (7) Suspense 14.2; (8) Bob Hope 13.9; (9) Bob Hawk 12.9; (10) Mr. Keen 12.7; (11) People Are Funny 12.6; (12) Crime Photographer 12.4; (13) Mr. District Attorney 12.3; (14) Duffy's Tavern 12.1; (15) Stop the Music 11.8.

## Procter &amp; Gamble Co. Renews 3 CBS Shows

(Continued from Page 1)

Smith Show." They are heard, respectively, Monday through Friday, 6:45-7:00 p.m., 7:00-7:15 p.m., and 7:15-7:30 p.m., EDT. All three programs will take a 7-week summer hiatus starting Monday, July 4, returning to the airwaves on Monday, Aug. 22.

1906 1949

Henri  
CONFISEURFRENCH RESTAURANT  
LUNCHEON from \$2.00  
DINNER from \$3.00  
COCKTAIL BARFamous French Candies  
15 East 52nd St.  
AIR CONDITIONED



**Congratulations**  
to our good friend,  
**HAL TATE**  
from  
**JACK FULTON**  
**JOE BIANCALANA**  
**CASA BIANCA**  
RESTAURANT  
72 E. South Water Street  
Right off Michigan Blvd.  
(Across the street from WJJD)  
**WHERE RADIOITES**  
**MEET—AND EAT**

Good luck to  
**"RADIO DAILY"**  
and their new Chicago  
representative, Hal Tate  
from  
**Jerry Berryman**  
**ALLIED**  
**RECORDING STUDIOS**  
55 W. WACKER  
CORNER DEARBORN  
Chicago 1, Illinois  
Phone: DEarborn 2-4078  
REASONABLE HIGHEST  
RATES QUALITY

Good luck to "Radio Daily"  
on opening their expanded  
new Chicago offices at 360  
N. Michigan Ave. today . . .  
and to their new Chicago  
representative—Hal Tate.  
From Paul Pace  
**QUANTITY**  
**PHOTO CORP.**  
119 W. Hubbard St.  
CHICAGO 10, ILLINOIS  
REPRODUCTIONS OF  
GLOSSY PHOTOS AT  
LOWEST PRICES . . .  
FASTEST SERVICE . . .  
8x10 PHOTOS—6½c EACH  
(In Quantities of 100)

**Hal Tate Takes Chi. Post;  
Heads Radio Daily Office**

Hal Tate, widely known trade paper representative, radio producer, writer and commentator, today succeeds Nat Green as Chicago representative of RADIO DAILY. Green has resigned to devote full time to his post as midwest representative of the Ringling Brothers & Barnum and Bailey circus.

In becoming associated with RADIO DAILY, Tate will have full charge of all news, advertising and circulation in the Chicago area. He will be assisted by Vickie Hebbard.

The new offices of RADIO DAILY will be in suite 1803, 360 North Michigan Avenue, telephone, Randolph 6-6650. RADIO DAILY's offices formerly were at 139 North Clark Street.

Tate, known to the trade for his versatility as a writer, producer and microphone personality is president of Hal Tate Radio Productions. He has a wide acquaintance in network and independent radio circles and has been active in the television field.

**Produce New Series**

Chicago—Green Associates, radio and television producers, have completed a musical identification radio series for the Greyhound Corporation through their agency, Beaumont & Hohman. The master recording includes two one-minute spots, one 20-second and two 15-second chain breaks, and one 20-second musical band for use with local tie-in spot announcements. The talent used was the Jack Fascinato Trio, the Honey Dreamers, Don Moreland, soloist, and Bob Murphy, announcer. Music, lyrics and production were handled by Lew Green.

**New Cowan Package**

Chicago—"The Pet Shop," a Louis G. Cowan package, will be given a trial run on tele station WNBQ in the period formerly occupied by the "Quiz Kids." The program will feature Gail Compton and George Cooks.

**Stewart-Warner Dividend**

Chicago—A 25c per share cash dividend on the \$5 par value common stock was declared by Stewart-Warner Corporation directors. The dividend is payable on July 9, 1949 to stock of record at the close of business June 17, 1949. Similar dividends were paid January 8 and April 9.

**Plan FM Campaign**

Chicago—Zenith Radio Corp. is launching its new super-sensitive straight FM receiver, The Major, with a \$350,000 advertising campaign; the largest appropriation the company has ever used to introduce a model in this price market, it is announced by H. C. Bonfig, vice-president. The new Major is priced at \$39.95, which Bonfig said is the lowest price ever quoted on an Armstrong FM receiver.

**Special Documentary**

Chicago—As a climax to the observance of the 400th anniversary of the Book of Common Prayer, the Episcopal churches in the diocese of Chicago will present a special documentary-dramatic program, titled "When Free Men Pray," over WGN on June 3, from the stage of the Medinah Temple before 4,000 clergymen and laymen.

**"Theater Guild" Exits**

"Theater Guild on the Air" makes its final appearance on ABC next Sunday, June 5, at 9:30 p.m., EDT, when it presents Robert Cummings and Ann Blyth in "John Loves Mary." Program will resume Sept. 12 over NBC under the continuing sponsorship of U. S. Steel through BBD&O. ABC has not announced what programming will replace the full hour time period being vacated.

**Congratulations**  
**HAL TATE**  
from  
**R. P. BANKS & CO.**  
106 E. Hubbard St.  
Chicago 11, Illinois  
**Whitehall 4-3355**  
\* \* \*  
SPECIALISTS IN  
**MAIL ADVERTISING**  
**FOR THE RADIO AND**  
**TELEVISION TRADES**

**GOOD LUCK, HAL**  
from your hosts at the  
**London House**  
George & Oscar  
Marienthal  
In the heart of  
Chicago's Radio Row  
**London House**  
Michigan Ave &  
Walker Drive  
At the Bridge  
"Make a date with a  
steak to-nite."

**Best of luck to our  
good friend**  
**HAL TATE** from  
Bill Putnam, Bernie  
Clapper and the rest of  
the gang at  
**"Universal"**  
We, too, are in our new  
home today  
**Universal**  
RECORDING CORP.  
100 E. Ohio St.  
Chicago 11, Illinois  
New Phone:

Best of luck to our good  
friend, Hal Tate . . .  
Radio Daily's new Chi-  
cago representative  
from  
**GIBBY'S**  
192 N. CLARK at LAKE  
ANdover 3-8181  
\* \* \*  
CONSTANTLY  
*the Best Food in Town*

**To Hal Tate**  
Welcome "back home" to  
360 N. Michigan Ave. and  
best of luck to Radio  
Daily's expanded new Chi-  
cago offices  
From  
**The Chicago Office**  
**STANDARD**  
**RADIO**  
360 N. Michigan Ave.  
CHICAGO 1, ILL.

# MEXICO

ADVERTISING delegates from USA, Canada, Cuba, Brazil, Argentine, Guatemala and Uruguay are expected to participate in first Interamerican Advertising conference opening June 2nd, in convention headquarters, Hotel Del Prado.

Xeoy, radio Mil, Mexico City starting its new service newspaper of the air. In future will carry no more music or any other type of program other than uninterrupted news services.

Radio Programas De Mexico observes eighth anniversary, as staff and guests attend a banquet Saturday night at Circula Rodem. Employees with five years of service will be awarded commemorative gold rings.

## Only 64 Ohio Communities Adopt Daylight Savings

(Continued from Page 1)

municipalities which have adopted "fast" time for the summer months, however, include a few of the state's largest cities. They are:

Angola, Akron, Alliance, Ashtabula, Barberton, Barnesville, Berea, Bellaire, Bergholz, Burton, Canton, Chardon, Chester, Cleveland, Cleveland Heights, Columbiana, Conneaut, Cuyahoga Falls, Dennison, Dover, Dillonville, Doylestown.  
 East Liverpool, East Palestine, Elyria, Geneva, Hudson, Huron, Jefferson, Kent, Lakewood, Leetonia, Lisbon, Lodi, Lorain, Louisville, Martins Ferry, Massillon, Medina, Minerva, Mingo Junction.  
 New Philadelphia, Niles, Norwalk, Oberlin, Painesville, Ravenna, Rittman, Salem, Sandusky, Scio, Seville, Steubenville, Strasburg, Toronto, Uhrichsville, Union City, Wadsworth, Warren, Wellington, Wellsville, Willoughby, Wooster, and Youngstown.

## Philco Dividend

The Board of Directors of Philco Corporation on May 26th declared the regular quarterly dividend of 50 cents per share on the Corporation's Common Stock, payable June 14th to holders of record June 6th.

The Board also declared the regular quarterly dividend of 93 3/4 cents per share on the Corporation's Preferred Stock, 3 3/4 per cent Series A, payable July 1st to holders of record June 15th.

## Paent Gets Appointment

Louis G. Paent, president and technical director of Paent Engineering Corporation, New York City, has been made a member of the American Standards Association. He has been appointed a member of the American Standards Association Sectional Committee on Acoustical Measurements and Terminology, Z24, as a representative of the American Institute of Electrical Engineers.

## Returns To Work

Varian Fry, president and executive producer of Cinemart, Inc., is back on the job after being hospitalized following an accident about two weeks ago. He fell off a bicycle on Long Island.

# 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 May 20-May 26, 1949

TITLE	PUBLISHER
A Chapter In My Life Called Mary	Shapiro-Bernstein
A Wonderful Guy	Chappell
"A"—You're Adorable	Laurel
Again	Robbins
Bali Ha'i	Chappell
Candy Kisses	Hill & Range
Careless Hands	Melrose
Comme Ci Comme Ca	Leeds
Cruising Down The River	Henry Spitzer
Everywhere You Go	Lombardo
Five Foot Two, Eyes Of Blue	Feist
Forever And Ever	Robbins
Harvin' A Wonderful Wish	Paramount
How It Lies, How It Lies, How It Lies	E. H. Morris
Hurry Hurry Hurry	Dreyer
I Don't See Me In Your Eyes Anymore	Laurel
If You Stub Your Toe On The Moon	Mayfair
It's A Big Wide Wonderful World	Broadcast Music
Johnny Get Your Girl	Bourne
Kiss Me Sweet	Advanced
Little Old Church Near Leicester Square	Oxford
My One And Only Highland Fling	Harry Warren
Red Roses For A Blue Lady	Mills
Riders In The Sky	E. H. Morris
So In Love	T. B. Harms
Some Enchanted Evening	Chappell
Someone Like You	Harms
Someone To Love	Warren Publications
Sunflower	Famous
While The Angelus Was Ringing	Chas. K. Harris

## Second Group

TITLE	PUBLISHER
Baby It's Cold Outside	E. H. Morris
Ballin' The Jack	E. B. Marks
Beautiful Blonde From Bashful Bend	Miller
Don't Cry, Cry Baby	Santly-Joy
Dreamer With A Penny	George Simon
Dreamy Old New England Moon	Leeds
Everytime I Meet You	Feist
I'll String Along With You	Witmark
I'm Beginning To Miss You	Berlin
Just In Case	Beacon
Lora Belle Lee	Santly-Joy
Maybe It's Because	Bregman-Vocco-Conn
My Dream Is Yours	Witmark
Need You	Choice Music
Perhaps, Perhaps, Perhaps	Caribbean
Portrait Of Jennie	Chappell
Streets Of Laredo	Famous
Underneath The Linden Tree	La Salle
Weddin' Day	Famous
While We're Young	Regent
You're Heartless	Mills

Copyright, 1949 by Office of Research, Inc.)

# NEW BUSINESS

WMCA, New York: Eight new participations on "Fishermen's Guide" supplementing the regular full-hour sponsorship of the daily early-morning program by Fairbanks-Moore Diesel Engines, have been signed. The new accounts were handled by Tom Delaney, account executive at the station.

New contracts for the WMCA program were signed by Montauk Point Harbor Club, Anzac House, Lakeview Inn, Montauk Bait and Tackle Shop and Bill's Inn, all located at Montauk Point, on the far tip of Long Island.

The other participations negotiated were: The Fishing Boats Theresa "L" and Theresa "L-III," Cal Reiter's Fishing station and the Fishing Boat Victory of Sheepshead Bay.

## Southwest Network To Launch New Series

(Continued from Page 1)

and will present the transcribed program "Hymns of the World" which features John Charles Thomas and the Kings Men. Mon Rosenwald of the Southwest Advertising Agency will announce the series and the commercials which will be done "live" from the studios of KGNC.

The following will air the broadcasts, KGNC, here; KIHU, Borge KXII, Dalhart; KDDD, Dumas; KFYO, Lubbock; KPND, Pampa; KPAN, Hereford; KVOP, Plainview and KVOW, Littlefield, Texas. In New Mexico, KIC, Clovis; KGFL, Roswell; KSV, Artesia, and KAVE, Carlsbad, will carry the programs. KGYN, Guadalupe, Okla., rounds out the group.

## Pays Tribute To Radio In Mass Education

(Continued from Page 1)

told the ninth National Farm Radio Forum conference at Macdonald College that radio is the greatest instrument of mass education for the world's peoples, making it much easier to encourage discussion in small groups. But for proper discussion and later action, people must be organized, he said.

The best plans are of little use, people have not the courage to carry them out, he contended, and it is a waste of time to talk about improving social and recreational conditions for people until they have some leisure time.

## Radio Minded

Callander, Ont. — The Dionno Quintuplets, who celebrated their 15th birthday Saturday received as a birthday gift from their father identical mantle radio receiving sets.

# TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, June 1, 1949 — TELEVISION DAILY is fully protected by register and copyright

## MFRS. TO SOFT-PEDAL COLOR

### TELE TOPICS

**RETURN TO THE AIR** this week of "Candid Camera" revealed the Allen Funt production to be vastly improved over its previous attempt at tele. Basic ingredient is the same—highly imaginative, amusing situations which Funt records with hidden camera and sound equipment—but the techniques have been polished and the addition of a studio audience has been most helpful. Sound and picture quality of the film also have been improved and now are just a shade below that of live material. . . . Introduction of celebs in the audience is a gimmick that is seen much too often and the spot on the opener Sunday was too long as five "names" took bows. As Funt explained each spot to the studio audience, main camera angle as a long-shot from the side. This should have been varied with more close-ups and lead-on shots. . . . Good human interest material was the presence in the audience of two persons who had been "caught" by the camera. One, an 86-year-old woman, received a handbag containing \$86, and the other, a photographer who had been placed in an embarrassing position on the film, received a camera. Both seemed quite at ease and not at all bothered by the fact that candid films of them had just been shown on the air. . . . Larry Schwab, Jr., produced for NBC.

**CHARLES HARRELL** checks out as an ABC producer today. . . . Herbert Mayard Swope, Jr., former CBS director, reported to be joining NBC. . . . Ely andau, former TV head of Moss Associates, has formed his own package house and has signed for production of a kids' series with Children's World Theater Corp. . . . Bill McGraw takes over the male singing lead on "Fashions On Parade" to replace Bob Douglas. . . . First station in Alabama, WBRC-TV, Birmingham, will go on the air July 1 with a 10 p. m. program sked. . . . John Arthur Stone, formerly with Warner Brothers and other pix studios, has joined the FI-TV staff. . . . Featured on the Saturday debut of "Cavalcade of Stars" over DuMont will be Joan Edwards, Peter Lorre, McCarthy and Farrell and the Arnaut brothers and the original announcement of the show said it would use acts never before seen on network TV.

**JOYOUS TIDINGS DEPT.:** Press release from a new station informs that "it is expected that (receiver) sales will rapidly exhilarate with the opening" of the city's second station. . . . New sports show with Bob Elson bows over WENR-TV Monday during the Summer hiatus of "Uncle Mistletoe." . . . Jerry Fairbanks, Ben Finney, Stanley Rubin and Harlan Thompson will be panel members of the next session of the Screen Publicists Guild TV Institute tomorrow nite. Hal Roach, Jr., will act as chairman.

### Scores Pix Producers For Tele Film Attitude

Norman Livingston, director of commercial operations for WOR, scored film producers for their refusal to take financial risk in development of films for TV. Speaking at a meeting of the National Television Film Council, he said also that no films being made today are suitable for airing, despite the fact that film could command from 30 to 50 per cent of the tele market if production of acceptable films were begun immediately.

TV stations are increasing in number although sustaining heavy losses, Livingston said. By contrast, he claimed, producers may invest a few thousand dollars in a single program and ask the stations to finance production of the balance of the series. In most cases, he added, they ask stations to financially underwrite cost of production.

Stations will buy only completed series and will not speculate with sample reels, Livingston said. He pointed out that "angels" might be induced to finance complete series, and that several banks have already indicated a willingness to match producers' money in such an investment.

### MOT Promotes Shea

Frank Shea, who has been with The March of Time for eight years in office management, has been promoted to direct MOT sales in the commercial and television fields. He will be attached to the office of Richard de Rochemont, producer.

### Five N. D. Grid Games Landed By DuMont

Exclusive rights to five University of Notre Dame football games—four at home and one at Yankee Stadium, N. Y.—have been acquired by the DuMont net for the coming fall season. Web is now trying to line up five additional college games to complete a package of ten contests for sponsorship.

In addition to the live rights, DuM obtained also film-recording rights for post-game showing over the air and in theaters.

The four games to be played at Notre Dame are with Indiana, Tulane, Iowa and Southern California. The Irish will play North Carolina at Yankee Stadium Nov. 12. Conspicuously absent from the DuM schedule is the Notre Dame-Navy game at Baltimore, Oct. 29.

According to Leslie Arries, web's sports director, games will be aired live by a minimum of 16 stations with an additional 12 to 15 outlets airing the film recordings the following day.

Contract was negotiated by Arries; the Rev. John H. Murphy, of Notre Dame; Paul Fogarty, of WGN-TV, DuM Chicago affiliate, and John Mitchell, of WBKB. Latter two outlets will alternate in picking up the South Bend games.

### Peter Pan 'Cap' On NBC

The Peter Pan Handicap at Belmont Park will be simulcast on the NBC radio and television, 4:15 p. m., Saturday, June 4, with Clem McCarthy announcing.

### RMA Upset Over Color Pickups By CBS And Zenith

(Continued from Page 1)

stations, Zenith prexy E. F. McDonald, Jr., said that the subject was discussed at the annual RMA meeting and that "the RMA directors are very much disturbed for fear inaccurate stories of this demonstration might . . . do untold injury to the television industry and mislead the public."

Yesterday, a preview of the color pickup was held at the University of Pennsylvania Hospital in Philadelphia and physicians present said it was highly successful. Pickups of two surgical operations were received on specially-built Zenith consoles.

After the preview, Dr. Peter Goldmark, of CBS, said that the color system demonstrated could be used in substantially the same way as black-and-white video. Yesterday's demonstration was also on a closed circuit.

### Philco Writes Distributors

Another major manufacturer, Philco, sent a letter to its distributors stating that the FCC "will permit new types of television broadcasting only when techniques are perfected so that UHF or color will not obsolete present television receivers."

The letter, signed by Philco veepee James H. Carmine, continued: "We believe that, because of the many technical problems which still must be solved, the actual commercial introduction of UHF black-and-white or color television is a considerable time away. When either of these new services does become commercial, the owners of present television sets will be protected by FCC standards against obsolescence."

### Allison And Callahan Resigning From WLW-T

Cincinnati—The resignations of Milton F. Allison, sales manager of WLW-T, and Walter Callahan, member of the station's sales staff, were announced this week. With WLW-T for a year and a half, Allison came to Cincinnati from WPEN, Philadelphia. Earlier, from 1940 to 1944, he was sales promotion manager of WLW.

Callahan was a member of the WPOO sales staff before joining WSAI in 1937. Later he served with WLW in administrative and sales capacities in Cincinnati and Chicago.

## Press-Time Paragraphs

### Sharp Increase In Kinescope Sales

Washington—Sales of cathode ray tubes rose 71 per cent in the first quarter of this year over the last quarter of last year and were 382 per cent higher in money value than the total for the first quarter of 1948, RMA reported. First quarter 1949 sales totaled 686,620 units valued at \$21,971,869 compared with 475,728 units valued at \$12,816,631 in the last quarter of 1948 and 170,430 tubes valued at \$4,555,476 during the first 1948 quarter.

### Rogers Named Manager of WSAZ-TV

Huntington, W. Va.—Laurence H. Rogers II, sales promotion manager of WSAZ, has been named manager of WSAZ-TV, slated to go on the air here before the end of the year. Station has just signed a contract with RCA for all pickup and transmitting equipment. John A. Kennedy, publisher of the San Diego, Cal., Daily Journal, is president of the outlets and Leroy Kilpatrick is chief engineer.

### Brewery Places Sports Series On WXYZ-TV

Detroit—Altus Brewing Co., through McCann-Erickson, has signed with WXYZ-TV for sponsorship of a series of National Fastball League games from Braun Park. Contests will be aired Saturdays at 9 p. m. beginning June 11.

## AGENCIES

**WALTER Kaner Associates** have been named to handle publicity for the annual convention of the department of New York, Jewish War Veterans, to be held at Swan Lake, N. Y., June 10-12. The department embraces 285 JWV posts throughout the state.

**PHILADELPHIA CLUB OF ADVERTISING WOMEN** has elected as president Miss Alice Lynne Mooney (Lawrence Everling). Other officers elected include: Mrs. Jerrie C. Rosenberg, (Lavenson Bureau), first vice-president; Miss Ann La Mott (Ford Bros. & Co.), second vice-president; Miss Marie Kerrigan (A. Pomerantz & Co.), recording secretary; Mrs. Mary Beiler Whitmore (Accurate Addressing Co.), corresponding secretary; Miss Gladys N. Mornan (S. E. Roberts, Inc.), treasurer.

**PRIVETT MANUFACTURING COMPANY**, Oakland, California, manufacturers of "Thermette" (a new hot lunch box) have appointed Ad Fried Advertising Agency, Oakland. Campaign will start with Trade and Industrial publications, supplemented with direct mail.

### Trans-Quebec Radio Unit

Montreal, Canada—A group of privately owned Quebec province radio stations recently announced the formation of a body to be known as Trans-Quebec Radio Group, Inc. It comprises three basic stations; CKAC, Montreal; CHRC, Quebec; and CKRS, Jonquiere. Affiliated stations include CHNC, New Carlisle; CJFP, Riviere du Loup, and CKBL, Matane. The group will work together on such matters as advertising and diversity of programs.

### WMBO New FM'er

Auburn, New York—WMBO officially opened its 18,000 watt FM station recently with a special edition of its parent newspaper heralding the event. During open house which was held on Friday and Saturday, May 20 and 21, several hundred listeners visited the station. During the opening day leading officials of the General Electric Co. and business and civic leaders joined stations officials in a special dedication broadcast.

### Seasonable Platter

With the advent of June and its traditional weddings, WMGM's John J. Anthony, human relations counselor, has recorded his "Ten Commandments of Wedded Bliss." The marital "do's-and-don'ts" platter was released last week by M-G-M records.

### Recuperating

WMGM staff announcer Dick DeFreitas is recuperating from an operation at Stamford Hospital in Connecticut.

## COAST-TO-COAST

### WPIT Second Anniversary

Pittsburgh, Pa.—WPIT on May 18th marked its second year of broadcasting service to Pittsburgh and the five-state industrial area which surrounds it. The station's management sponsored birthday parties for all of its friends in the advertising and allied fields, by sending out packages containing all the necessary ingredients that go to make up a birthday feast.

### Segal Joins WCOP Sales

Boston, Mass.—According to a recent announcement, Harold H. Segal has joined the sales force of WCOP, ABC outlet. He was formerly associated with WTAO in Cambridge, where he also served in the sales department.

### Yoder Pres. Denver R. C.

Denver, Colo.—Lloyd E. Yoder, general manager of KOA, NBC's 50,000 watt has been re-elected president of the Denver chapter of the American Red Cross for 1949-50. Yoder, who was 1947 Red Cross fund chairman, was named president of the chapter in 1948 succeeding Donald C. Bromfield.

### Burns Joins Staff of WTTT

Coral Gables, Fla.—Stanley Burns, former deejay with WINS recently joined the announcing staff of WTTT, Greater Miami's only 24-hour station. He will be featured on two morning disc jockey shows, "Wake Up and Live" and the "149 Special." Burns will air pop records interwoven with hints to housewives, weather reports from "Clancy the Weatherman," time signals from "Jock the Clock" and town gossip from "Grapevine Gus."

### WLCS Golf Tournament

Baton Rouge, La.—WLCS conducts an annual hole-in-one golf tournament. A championship prize is awarded the winner, who in this case was one Morris Kreulen, left-handed swinger. Prize was a set of right-handed clubs. However, it all ended happily as tournament officials arranged for a swap. Over 600 entrants participated in trying to win the half-dozen other prizes.

### Bondurant Manager of KFBI

Wichita, Kans.—Hale Bondurant of WHO and more recently of WJBC has been named to the post of manager of KFBI, ABC affiliate. He will assume his new position on July 1st. He is the present secretary-treasurer of the Illinois Broadcasters Association.

### Haase on Publicity Comm.

Hartford, Conn.—Walter Haase, station manager of WDRC, has been appointed to serve on the publicity committee for "Million Dollar Hartford Days," July 12 and 13, arranged by the Hartford Chamber of Commerce. Haase is the only radio man on the committee.

### Gunzendorfer on NAB Ed Comm.

Oakland, Calif.—Wilt Gunzendorfer, general manager of KROW, has been appointed member of the Educational Standards Committee of the National Association of Broadcasters for 1949-50. He has been interested in educational work for the past several years, having taught radio advertising and selling for the extension division of the "U" of Calif. He has also served two years on the Legislative Committee of the NAB.

### WSFA Staff Activities

Montgomery, Ala.—It is now a "family affair" on WSFA with John Allen Wolf acting as staff announcer and emcee of the "Sports Forum" and "Cook's Houseparty" and his wife, Alva Craig Wolf who is heard as hostess on her own WSFA program, "Listen Ladies." . . . Howard E. Pill, aside from his duties as the station's proxy doubles as a performer. He is heard as one of the sports "experts" on the "Sports Forum."

### Arvin WREN Dir. of News

Topeka, Kans.—Ray Arvin has joined ABC affiliates WREN as director of news. In addition to directing the stations news policy, Arvin will read the 6:15 p.m. and 10:00 p.m. newscasts, according to announcement.

## BEHIND THE MIKE

**TELEVISION** and radio talent scouts had a field day looking over new talent when they attended the Ann H. Zayde pupil recital, Carnegie Hall Sat., which was a mighty good news to Jacques Zayde, the champ concert master of many network commercial orks. Ann's sister.

Three Suns getting three NAB wires a week when they open at Roosevelt on the 10th.

Herb Sheldon tells of the radio comic who won't wear a toupee, but refuses to let anyone top him.

Stan Freeman at the Blue Angel with a flock of new material written by himself.

Georgia Gibbs flying to London for personal appearances.

Demand for tickets to the WHOM foreign language broadcasts so great that Fortune Pope has assigned a special staff to handle requests.

Bob King Dizzy Gillespie and son return to the met area for a week's engagement at the Apollo Theater this week.

Page Morton, singing pianist at the King Edward Hotel's Ball Room, has been signed for a series of TV shorts. Hildreth Films will produce.

Ted Brown will emcee a 15-minute half-hour musical variety series, "The High Life Revue," on ABC, featuring Lawrence Welk and his Champagne Music.

## Do you BELIEVE in your radio operation!

I do. Despite the pessimistic oratory and scare-head statements of so-called TV "experts," Aural radio is not doomed. Quite the contrary, what appears to be a temporary setback handed radio by TV actually is your blessing in disguise.

I can show you *how* and *why* I believe in radio. Yes, I'm seeking a top spot where I can prove my belief in radio by building your station's revenue.

My record speaks for itself. Will go anywhere but prefer midwest, southwest or far west. Let's get together.

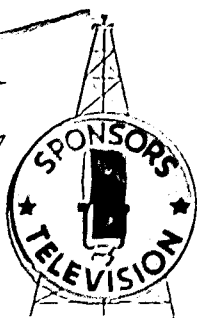
Address Box 246, Radio Daily, 1501 Broadway, New York City.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 44

NEW YORK, THURSDAY, JUNE 2, 1949

TEN CENTS

## BMB'S SECOND STUDY ASSURED BY NAB

### Week Open Hearing On Bulova Stations

Washington Bureau of RADIO DAILY  
Washington—Court airing of the radio activities of Arde Bulova resumed yesterday as the FCC reported receipt of a petition from Mrs. Mariannina C. Deraczynski for reconsideration of the Commission's decision of last month to renew the licenses of WNEW and WOV, New York, without public hearing. Mrs. Deraczynski is the daughter of the late John Traci, who was associated with Bulova in radio dealings in New York and Philadelphia.

The petition was filed by Charles (Continued on Page 3)

### FCC Seeks Dismissal Of 'Skyways' Court Appeal

Washington Bureau of RADIO DAILY  
Washington—FCC yesterday asked the Court of Appeals to dismiss the appeal of Skyway Broadcasting Corp., Columbus, Ohio, from a Commission decision granting a new station on the 150 band with one kilowatt unlimited to Northwestern Ohio Broadcasting Corporation, Lima, O., and at the same time striking down Skyway's try for the same frequency. The appeal alleges that the Commission violated the (Continued on Page 3)

### Michigan AP Members Form Own Association

Kalamazoo, Mich.—A new regional association of AP radio members throughout the state of Michigan has been formed with F. Granger Feil, general manager of WWTH, Port Huron, as president.

Vice-presidents of the new unit, the 31st such organization to be (Continued on Page 2)

### Anniversary

Horn & Hardart's "Children's Hour" will celebrate its 20th anniversary on radio with a special program featuring "famous graduates." June 5, 10:30-11:30 a.m., over WNBC & WNBT. Participants include: Ralph Edwards, Ezra Stone, Allen Shackner, Arnold Stand, Eileen Barton, Elliot Lawrence, Fosse & Niles, Gene Martin, Kitty Kallen, etc.

### Interference

Toronto—Atmospheric conditions last night confused police radio cruiser car operations in Ontario and as far away as Missouri. Police officials here said provincial police cars were receiving calls from the Missouri dispatcher, and vice-versa. The mix-up came to a climax when Ontario police officers, trying to contact Aurora, Ontario, yelled: "The Yanks are blanketing me out."

### Use Of Electronics In Medicine Urged

The use and coordination of atomic energy, radiation and electronics in medical and social studies into the human mind, body and behavior were urged by RCA board chairman David Sarnoff in an address before the International Congress on Rheumatic Diseases at the Waldorf-Astoria Hotel last night.

In warning that "the human race remains in dangerous ignorance of itself" and is "threatened with violence, hunger and desolation" des-

(Continued on Page 3)

### Associated Libraries For So. African Stations

The shipment of three Associated transcription libraries, to the South African Broadcasting Corp., was announced yesterday by Richard S. Testut, vice-president and general manager, of Associated Program Service.

Gideon Roos, director general of (Continued on Page 2)

### Ass'n Financial Guarantee Bolstered By Waivers Of 404 Subscribers; "Crisis Over," Says Baker

#### Plan Adv. Campaign For Amer. Heritage

Radio and newspapers will spearhead the Advertising Council—American Heritage Foundation campaign to highlight "the rights and duties of good citizens" during the five national holidays of the next nine months, beginning with July 4, 1949.

In addition to Independence Day, the radio and newspaper messages, designed to raise the level of active (Continued on Page 2)

#### 'Voice' Budget Reduced By Another \$2,000,000

Washington Bureau of RADIO DAILY  
Washington—The new budget for Voice of America, cut by the House from the requested \$36 million to \$34 million, has been scaled down another two million dollars, Senator Kenneth Wherry said yesterday. (Continued on Page 4)

#### Hill Named Chairman Of Sterling Drug Board

James Hill, Jr., president of Sterling Drug, Inc., was elected to the additional office of chairman of the board, succeeding the late Edward S. Rogers, at the annual meeting of (Continued on Page 2)

Any question as to whether Broadcast Measurement Bureau's second nationwide study would be completed and delivered to subscribers came to rest yesterday when NAB announced its guarantee that the job would be carried out in full. Decision by NAB to underwrite the project is based (Continued on Page 3)

#### News Internships Set By 5 Stations, Schools

Washington Bureau of RADIO DAILY  
Washington—NAB yesterday announced that five station newsrooms and five prominent colleges and universities will conduct radio news internships this summer. This will be the fifth consecutive summer that educators and broadcasters, under the auspices of the Council on Radio Journalism, have pooled re- (Continued on Page 8)

#### California Broadcasters Move Into New Quarters

West Coast Bureau, RADIO DAILY  
Hollywood—The Southern California Broadcasters Association has moved into new quarters in the Equitable Building, Hollywood and Vine, with Robert J. McAndrews, managing director, and Arlette Bartley, assistant.

The move was authorized at the (Continued on Page 2)

## Ten Advertising Pioneers Named To "Hall Of Fame"

Houston, Tex.—The first ten individuals to be named to advertising's "Hall of Fame" for their "special achievement and service in the upbuilding and advancement of the social and economic values of advertising" were announced Tuesday at 45th convention of Advertising Federation of America.

The newly-created "Hall of Fame" is sponsored and conducted by the A. F. of A. Each year, hence-

forth, a committee of judges may add not more than two names to the honor roll until a total of 52 has been reached by the year 2000. Nominations may be submitted to the A. F. of A. by any advertising group or individual for consideration by the judges. All nominees to be eligible must have been deceased at least two years.

The first ten to be named to the (Continued on Page 8)

### Homecoming

WOR's John B. Gambling leaves his morning programs, "Rambling With Gambling" and "Gambling's Musical Clock," for his first visit to his native England since 1934 on Thursday, June 9. The veteran WOR figure who joined the station 24 years ago will spend his three-week vacation visiting his birthplace, Cambridge, where his parents are living.



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

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 360 No. Michigan Ave.  
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**FINANCIAL**

(June 1)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	6 1/2	5 1/2	6 1/8	—
Admiral Corp.	18 7/8	18 3/8	18 3/4	+ 1/8
Am. Tel. & Tel.	140 1/2	140 1/8	140 3/8	—
CBS A	17 5/8	17 1/2	17 1/2	— 1/8
Philco	27 1/8	26 7/8	27 1/8	+ 1/8
Philco pfd.	81 3/4	81 3/4	81 3/4	— 1/4
RCA Common	10 3/4	10 3/8	10 3/4	+ 3/8
RCA 1st pfd.	68 5/8	68 3/8	68 5/8	+ 3/8
Stewart-Warner	10 3/8	10 1/8	10 1/4	— 1/8
Westinghouse	21 3/8	20 3/4	21 1/4	+ 5/8
Zenith Radio	27	26 5/8	27	—

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	11 3/4	11 3/4	11 3/4	+ 1/4
Nat. Union Radio	2 5/8	2 1/2	2 5/8	+ 1/8

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	11 1/4	12 1/4
U. S. Television	1/4	1/2
WCAO (Baltimore)	18	22
WJR (Detroit)	7	7 3/4

**Associated Libraries For So. African Stations**

(Continued from Page 1)  
 the South African chain, will use the libraries for stations in Johannesburg, Transvaal; Durban, Natal and Capetown, C. P.



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**"I Like It Here"**

When author James Hilton undertook his chores as host and narrator on "Hallmark Playhouse" 52 weeks ago, he was reportedly skeptical about his "liking CBS" or any radio network or station. His present feelings will be accentuated by his final presentation of the season of "I Like It Here," starring Paul Lukas, tonight, 10 p.m., EDT.

**California Broadcasters Move Into New Quarters**

(Continued from Page 1)  
 recent annual meeting at which William J. Beaton, manager of KWKW, Pasadena, was re-elected president of the association for the third successive term. Also starting a third stanza as vice-president is Ernest L. Spencer, manager of KVOE, Santa Ana. A. E. Joscelyn, director of KNX and the Columbia Pacific network, is the new secretary-treasurer succeeding Thelma Kirchner who has retired.

All four remaining members of the seven man board were re-elected. They are Calvin J. Smith, manager, KFAC, Los Angeles; Robert O. Reynolds, manager, KMPC, Los Angeles; Harry Witt, general manager, KTTV, Hollywood television station; and Jennings Pierce, manager of station relations and public affairs & education, NBC, Hollywood.

**Hill Named Chairman Of Sterling Drug Board**

(Continued from Page 1)  
 the board held in New York on Tuesday. J. Mark Hiebert was elected a director filling a vacancy on the board. At the same time, the board elected James F. Thompson as vice-president of Sterling Drug, Inc., in charge of the Hilton-Davis Chemical Co., division, Cincinnati.

**New Television Cabinet In Production At Admiral**

Ross D. Siragusa, president of Admiral Corp., Chicago, announced the production of a 35-pound plastic cabinet last week, housing a full-length, 24-tube plastic console with a 10-inch picture screen, to retail for \$249.95.

Dom Siragusa, president of Molded Products Corp., Chicago, together with his brother Ross, spent over a quarter of a million dollars in order to develop the new cabinet. When full specifications had been worked out, a 2000-ton press, built by Bethlehem Steel for the Russian government for drawing huge shell casings, which the Russians never got around to picking up, was purchased by the Siragusa brothers, after the 250,000 pound machine had served the U. S. government for two years at Blairsville, Pa., turning out shell casings. A mold was designed which was built at Molded Products Corp., consisting of seven main sections and weighing 16,000 pounds.

**Plan Adv. Campaign For Amer. Heritage**

(Continued from Page 1)  
 citizenship, will focus around Labor Day, Thanksgiving, New Year's Day and Washington's birthday. D. B. Hause, advertising manager of Armour & Co., Chicago, has been named volunteer coordinator of the "revised" American Heritage campaign.

Radio will cooperate on the holiday advertising by giving intensive support for two weeks before each celebration through the Advertising Council's radio allocation plan.

The American Heritage Foundation played a major part in the operation of the nationwide tour of the Freedom Train.

**Michigan AP Members Form Own Association**

(Continued from Page 1)  
 formed to study the news reports of member stations, are: Jim Corbett of WFDF, Flint; Bob Geerdes of WFUR, Grand Rapids, and Les Biederman, WTCM, Traverse City.

**Shouse To Be Honored**

Cincinnati — James D. Shouse, president of the Crosley Broadcasting Corporation, will receive an honorary doctor of laws degree at the 82nd annual commencement exercises at the University of Kentucky, Friday, June 3, in Lexington.

**COMING and GOING**

**FRANK McCALL**, director of news and special events for NBC, has returned from a week-end in London.

**JOHN REED KING**, master of ceremonies of "Give and Take" over CBS, and **JACK CARNEY**, producer of the program, tomorrow will go down to Lancaster, N. C., where on Saturday they will broadcast the show from the Grecian Theater.

**JOHN H. NORTON, JR.**, vice-president of ABC in charge of the central division, is in town on business.

**MURRAY ARNOLD**, program director of WIP, Philadelphia, is coming to New York today for conferences at Mutual, BMI and offices of his station reps.

**LOWELL THOMAS**, Columbia network commentator, is in Tampa, Fla. Tonight's program will originate at WDAE.

**MARGARET CUTHBERT**, director of public affairs at NBC, is in Washington to attend the President's Highway Safety Conference. She is vice-chairman of the organization's Committee on Public Information.

**DONALD HAMILTON**, assistant program director at WOR, on Saturday will leave by plane for Paris. With **MRS. HAMILTON** he will visit Nice and Italy. They'll be back in New York July 5.

**Le ROY MOFFETT**, staff engineer with the NBC development group, off for Mt. Rose, N. J., where he will check on the network's television relay facilities.

**JOSEPH ARNONE**, of the NBC engineering department, will leave today for Chicago and will spend the remainder of the week in the Windy City making an inspection of video facilities.

**JOHN DERR**, assistant director of sports at CBS, has left for a one-week vacation in Burlington and Gastonia, N. C.

**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

## Use Of Electronics In Medicine Urged

(Continued from Page 1)

pite the great advances of science and technology, Sarnoff declared it is only through such a concerted scientific study of man, as well as of machines, that we can make "full use of our God-given powers to improve man's mental capabilities and his spiritual outlook."

He expressed the belief that controlled atomic energy, coupled with electronics, offers "vast opportunities to look inside of man" and "perhaps to discover what makes him function and why he behaves as he does."

### Urges "New Tools"

He concluded his speech with the suggestion that the new tools, including electronics and atomic energy, which science continues to make available put us on the threshold of new opportunities. Likewise, he said, the new tools "impose upon us great obligations to use them constructively. The hour has come to bring their vast potential benefits to humanity through concerted and systematic research for the development of man himself."

Earlier in his long speech, Sarnoff emphasized the challenge which faces scientists in solving the physical and emotional problems of man himself. "After 43 years in radio," he admitted, "I do not mind confessing that I am still an amateur. Despite many great achievements in the science of radio and electronics, what we know today is far less than what we have still to learn."

## FCC Seeks Dismissal Of 'Skyways' Court Appeal

(Continued from Page 1)

due process clause of the constitution in its handling of the case, and that it has not demonstrated the need for additional radio service in Lima.

The question of need was stressed in the Easton decision by the Court of Appeals last month, when the court said it is not enough for the Commission to choose between applications on an arbitrary basis of need. The need of one community for additional service over another community must be proved, the court held.

Oral argument in the case is set for June 9, with the question of proving need certain to be stressed. In its brief yesterday the Commission defended its decision on the basis of geographical distribution of facilities, holding that a second station was more important in Lima (population 45,000) than a fifth sta-

## BMB Second Study Assured By NAB Grant And Waivers

(Continued from Page 1)

on the fact that Kenneth Baker, acting president of BMB, has notified Justin Miller that income from cancellation waivers and new subscribers is sufficient to insure repayment of the \$75,000 loan made to BMB by NAB.

By latest count, 404 BMB subscribers have signed waivers which commit them to continue paying BMB dues until June 1, 1950. In answer to questioning at a press conference yesterday, Baker said this represented an estimated income for BMB of around \$315,000 during the next 12 months period. He emphasized, however, that this is based on the waivers already signed, sealed and delivered and he anticipated that other waivers will be forthcoming. The two national networks which have committed themselves are NBC and ABC. While CBS has not yet signed its waiver, there is every reason to believe that it will go along with the other 404 members who have signed to date.

### Letter by Miller

Judge Miller's letter to Baker, in which he guaranteed NAB's financial support for the second nationwide study of audiences, reads in part as follows:

"Your report covering the current financial status of the Broadcast Measurement Bureau indicates fulfillment of NAB's requirements—as set forth in our board's action at Chicago — and satisfies me that BMB has secured sufficient waivers and new subscribers to give reasonable assurance that the Bureau's Study No. 2 will be completed. This letter constitutes official assurance that the National Association of Broadcasters guarantees the completion of the Bureau's Study No. 2." Commenting on Miller's letter, Baker said: "The NAB guarantee, made possible by the continuing support of BMB's subscribers, means simply that the crisis days in Study No. 2 are over. We have survived the troublesome period which has characterized similar development in every medium."

Baker said that the results of tion in Columbus (population 306,000.)

Commissioner Robert F. Jones, who hails from Lima, has not participated in the deliberations on the case, since he was a member of the Northwestern Ohio group until his nomination to serve on the FCC.

Still pending before the Commission is the charge of Skyway that Northwestern was willing to peddle its construction permit last year at a good price. It is alleged that a broker inadvertently offered the Lima assignment to Skyway, and Northwestern has denied that the offer was ever authorized. Commission investigation was asked last winter, but there is no indication that anything has yet been done on the matter.

BMB's 1949 audience study will be in the hands of stations and subscribers in the fall. He could not give a specific date but pointed out that in 1946 the individual station reports were delivered in November. To date, 318,000 ballots have been returned from the sampling that was first begun in March and Baker said this was larger than the 1946 sample. He said he hopes for a final total of 335,000 ballots when all the returns are in. Tracers and follow ups are being sent out in the next few weeks.

### Sees AM Still Strong

Baker commented that in his opinion BMB's second nationwide study will show that "there is still a huge amount of AM listening going on around the country." In 1946 there was no question, he said, but today the second study will calm any fears about AM having passed into obscurity.

Baker also stated that the \$15,000 loan made last week by the American Association of Advertising Agencies to BMB had not been touched. He said this money is being held in reserve and he hopes that it will not have to be used to meet current BMB operating expenses.

## Seek Open Hearing On Bulova Stations

(Continued from Page 1)

Digangi of New York. If granted it would withhold the turnover of WOV to the Victory Broadcasting Corporation, which includes Arnold Hartley and Ralph Weil, present operating heads of the station.

Digangi relied liberally upon the dissenting report in the case filed by FCC Chairman Wayne Coy and Commissioner Robert F. Jones, both of whom felt that a public investigation of Bulova was definitely called for. They said that "in the light of the information obtained in the investigation we do not see how the Commission can place any confidence in the statements or representations of the parties concerned. This being so, we are unable to see how the Commission can conclude that Mr. Bulova is qualified to be the licensee of a broadcast station."

### Experts To Speak

Two European acoustics authorities will be guest speakers at a forum on motion picture theater acoustics sponsored jointly by the Atlantic Coast Section of SMPTE and the Atlantic Coast membership of the Acoustical Society of America to be held June 7, at 2:00 p.m. at the Engineering Societies Building, 29 West 39th Street, New York.

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# RADIO DAILY

## SAN FRANCISCO

By NOEL CORBETT

**JACK WILLEN**, erstwhile **RADIO DAILY** Hollywood scribe, was guest on Bill Baldwin's final broadcast on KSFO. Willen is here plugging "Champion," picture in which Baldwin is fight announcer. Baldwin sets up in the film city next week for radio, TV and more of those picture parts.

Bob Laws, new ABC division sales manager, started the "Bob Franklin" paid ad radio columns. Blurbs are run in Met dailies to stimulate listener interest to KGO and KGO-TV.

Harry Wickersham's "Wicks Wax Works," new two-hour show on KSAN is catching on with listeners between 6 and 8 ayem. Program features popular music, time signals, weather reports and news.

Every kid in the Bay Area knows "Jolly Bill" from his regular Monday thru Friday KNBC programs at 5. This week two to three hundred had the chance to meet him in person when he put on his program from a local drive-in.

Ann Holden, who for 27 years has been a commentator in the Bay Area, made her television debut this week. . . . Examiner Librarian and emcee of "Quizdown" had two clowns from the Shrine Circus to help him entertain kids on his regular Saturday morning KGO program from the stage of the United Artists Theater.

**HERE 'N' THERE** . . . Chronicle's columnist and author Herb Caen was guest on Ken Carnahan's new KGO program, a kaleidoscope of California past and present . . . Bank of America has bought eighteen time signals a week for evening listeners of KGO to plug Timeplan services. Starts June 5 for 26 weeks. Agency is Charles R. Stuart with Henry Buccello the account executive.

### 'Voice' Budget Reduced By Another \$2,000,000

(Continued from Page 1)

terday. The Nebraska Republican said the appropriations subcommittee of the Senate has agreed to cut the additional two million of the Voice funds—which include outlay for publications and films as well as radio—with the full committee and the full Senate yet to vote on it.

The full Senate Appropriations Committee later announced that it has voted the sum of \$32,343,900 for Voice of America—which is slightly more generous than the figure Wherry had heard.

### SALES MANAGER

1 kw Southern station, newspaper-owned, seeks aggressive salesman to whom job of Sales Manager will be available after he proves himself. Liberal commission, plenty prospects. Market 150,000. Want man capable of quickly overcoming fact he is out-of-towner. Write in full box 247, Radio DAILY, 1501 Broadway, New York City.



### Mainly About Manhattan. . . !

● ● ● **PERSONAL POSTCARDS:** MILTON BERLE: Since you've been plugging Henny Youngman each and every week on your Texaco telestanzza, he now tags himself as "the invisible star of the Berle show."

. . . **LOU BOUDREAU:** Buys on TV sets in Cleveland are dropping since the Indians' slump. . . . **LEE COOLEY:** What's this about oil being discovered on your Calif. property? . . . **DOROTHY KILGALEN:** Lisa Kirk and her brand new hubby, Bob Wells, are plotting a Mr. & Missus series which they claim will be completely 'different', if such a thing is possible. . . . **JACK MILLS:** With the music biz ailing as it is, Bob Monroe suggests calling it Tin Pain Alley. . . . **ED SULLIVAN:** Ever since his click on your stanza, "Toast of the Town," Al Bernie has been going places in a hurry. He starts tonight on CBS' "54th St. Playhouse Revue."

. . . **JERRY DEVINE:** Peter Donald, discussing a B'way welcher at the Leslie House the other p.m., said: "You've heard of the radio show, 'This Is Your FBI'. Well, this guy's readying one called 'This Is Your I.O.U.'"

. . . **LEE SHUBERT:** Our favorite wit, Eli Lloyd Hoffman, observes that ticket scalpers are finding out that they can't get away with Murltagh.



● ● ● Welcome news, for this dep't, at any rate, is Mark Warnow's return to the Hit Parade this Saturday, as well as his return to Gotham. Mark originally conducted the Hit Parade in 1937, when it was the bankroller's policy to switch leaders every few weeks. In 1940 he was signed up as permanent maestro and remained with the show for 7 years when Frank Sinatra joined, the series and insisted on Alex Stordahl as his baton boy. With Bill Harrington replacing Sinatra, the sponsor lost little time grabbing Warnow back. Latter is enlarging his orchestra to 40 musicians and has also organized a choir of 12 voices. His return to the Hit Parade is a lucky strike for the listeners as well as the sponsor.



● ● ● **THE MORNING MAIL:** "Dear Sid," writes our traveling friend, Walter Kaner. "Touring Canada with a Montreal stopover reveals some interesting items radio-wise. Montreal stations sign off with name credits to announcer, studio and transmitter engineers. Dailies give ample space to radio listings of local stations plus carrying WNBC, WOR and WJZ, but radio columns or notes are absent. Canada slaps a 38 per cent tax on American radios sold here or brought across as gifts. No television operations here but plenty of queries from the locals on how it's doing in the States. No. 1 platter up here right now is Vaughn Monroe's 'Riders in the Sky.' Tex Beneke, Guy Kibbee, Jan Peerce and even Menasha Skulnick in town playing dates. Just about every local nitery thrush bills herself as 'Singing Star of NBC' (or CBS), while every emcee is a 'Broadway Comedy Sensation.' However, radio or otherwise, there's only one New York."



● ● ● **AROUND TOWN:** Every big comic in town has been at the Carnival ringside since its opening last week to catch the new wonder boy, Leo De Lyon, touted by this col'm many months ago. Jackie Miles pulled Leo aside and patty-caked: "Kid, you'll never have anything to worry about. Your stuff is so out-of-this-world that nobody could ever steal it." . . . Film director-producer, Arthur Leonard, opens his own night club tonight out in Kew Gardens, N. Y. . . . Life mag using Guy Lebow for assistance on a wrestling layout. . . . America's Town Hall Meeting tried to arrange a broadcast from Warsaw, Poland—but ran smack right into the Iron Curtain. . . . Shorehaven Beach Club dickering with Herb Sheldon to emcee a Sat. afternoon audience participation show from there.

## SOUTHWEST

**KCONY**, San Amarcos, owned and operated by the Hayes County Broadcasting Co., has applied to the FCC for permission to operate full time. Outlet is licensed now to operate with 250 watts daytime on 1470 kilocycles and is asking for nighttime power of 100 watts.

Hugh Waddill, ace organist heard over WFAA and WFAA-FM, Dallas, will be heard in a new series of programs of organ music each Saturday morning.

With the closing of the current school season the final "Quizdown," a regular Saturday morning feature, heard over WFAA and WFAA-FM, has been brought to a close. Norvel Slater was "quizmaster" with broadcast emanating from various schools here. Broadcasts were sponsored on the two stations by the Dallas News.

The recent broadcast of Mrs. Tucker's Smile Programs over WOAI, San Antonio, and other Texas outlets was dedicated to the city of Cuero, known as the turkey capital of the world. The salute included a description of the famed "Turkey Trot," and a salute to the citizens of the city.

### Bishop Shiel, Rabbi Mann In Salute To Lujack Show

ABC last night scheduled a special program to be broadcast today as a "warmup" for the "Johnny Lujack of Notre Dame" series which will be heard three weekly starting next Monday. For today's program 10-10:30 a.m., the network obtained as special speakers Bishop Bernard Shiel of Chicago, Rabbi Louis Mann of Chicago and Frank Leahy, football coach of Notre Dame University.

Lujack star of the series, also will speak.

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
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• JEWISH  
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Hundreds of thousands would buy it, because constant worry over money literally makes sufferers *sick!*

It's a sickness, however, that miracle drugs cannot cure.

Yet . . . something 'way short of a

miracle *can* cure it!

That's saving! Saving money . . . the surest, wisest way. With U. S. Savings Bonds.

**All you do**—if you're on payroll—is join your company's Payroll Savings Plan.

Or, if you're in business or a profes-

sion, enroll in the Bond-A-Month Plan at your local bank.

You'll be pleased to see those savings grow. Ten years from now, when your Bonds reach maturity, you'll get back \$40 for every \$30 you invested!

Is it peace of mind you want?

*Start buying Bonds today!*

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# RADIO DAILY

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**TELL ME WHY**  
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 Margaret Whiting (Capitol)  
 John Laurenz (Mercury)  
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You'll LUV this novelty!  
**IT MUST BE L U V**  
 MANOR MUSIC COMPANY  
 1619 Broadway New York City

On Records and Transcriptions  
**"HEY! MAMA"**  
 (He's Tryin' To Kiss Me)  
 ROYAL MUSIC CORP.  
 1587 Broadway New York, N. Y.

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 M U S I C  
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## MY ONE AND ONLY HIGHLAND FLING

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 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:** With "It's A Big, Wide, Wonderful World" safely launched in Hit Heaven, BMIntimates it has another smash in "Ev'ry Night Is Saturday Night," written by Harry Shane and Harold Josephs. . . ● Bob Savini, who has added music publishing to his manifold enterprises, is quite excited about his firm's (Astor Song Pub. Co.) newest number, "Sugie," written by the lads who wrote "Need You," Lew Porter and Teepee Mitchell. . . ● The whole town's talking about the great performance turned in Tuesday nite by Benny Fields on Milton Berle's NBTexaco program . . . watch some smart sponsor grab the songster for a TV series. . . ● At the Gateway in the RKO Bldg. yesterday, we noticed a bandaged finger on Lanny Ross' hand and politely asked about same . . . "nothing much," answered Lanny, "it happened while I was fishing up at St. Agathe in Canada . . . a trout bit me" (honest fellers, he even described the piscatorial bandit). . . ● Songstress Eileen Barton makes her Nite Club debut tonite at the Copacabana. . . ● If Bert Parks should phone you Sunday and ask you to name the "Mystery Melody," take a chance with this one . . . "Cavalry Charge." It was published by the John Church Co. back in 1892. . . ● George and Norah Monaghan (she is Norah May, NBC's beautiful gift to American Radio) are now doing a "Mister & Missus" series at WKNB, New Britain, Conn. . . ● Jim Boles' splendid characterization of "Fu Manchu" on the "Author Meets Critic" program NBTelcast last month, should land the lead role for him when that series goes on regularly. . . ● Mohawk Carpet has renewed Roberta Quinlan for another 13 weeks on its Tues. and Thurs. video slots via NBT. . . ● Blossom Music may come up with a surprise click in the novelty, "Hohokus, N. J." which the Andrews Sisters recorded on Decca. . . ● Dick Dudley's WNBC Chatter and platter series, which starts Monday will be heard five days a week. . .

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● ● ● Robbins Music staff started on a clever novelty, "Who Do You Know In Heaven" (That Made You The Angel You Are) scribbled by Al Stillman and Peter DeRose. . . ● Ben Bloom Music clicking with a philosophical ditty, "You Can't Buy Happiness," penned by Gene Schwartz, Pat Noto and Ed Scalzi. . . ● Ronson has picked up the option on Johnny Desmond for the third time . . . baritone is heard MBSundays at 7:55 p.m. . . ● Cherio Music finds itself with an unexpected triple-break . . . three of its oldies have just been released on platters . . . "Strictly Instrumental," Harry James on Columbia; "I Don't Want To Set The World On Fire," Ink Spots on Decca; "Cancel The Flowers," Tony Martin on Coral . . . and with "Mademoiselle Hortensia" climbing for Rytvoc, the publishing team of Deanna Bartlett and Maurice Hartman, doing plenty okay. . . ● The Carl Sigmans (he's the hit songwriter and she's Terry Berk, formerly secretary to Louis Prima) expect a visit from Sir Stork end of the month. . . ● Gene West, who wrote "Broadway Rose," "You Know You Belong To Somebody Else" and "Roll On Mississippi," passed away last week . . . he'll be missed by the 'Brill Building Balladeers' and by the songwriting hopefuls whom he advised and encouraged.

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● ● ● **ON AND OFF THE RECORD:**—Elliott Lawrence's latest waxing is commercial item for Columbia which pairs "Gigolette" and "Elevation" . . . latter is an instrumental that moves, however, the ballad, with a fine vocal rendition by Jack Hunter, is the side that will get most of deejays' attention. . . ● Peggy Lee, with a vocal assist by the Conlan singers, turns out a fine effort on "Riders In The Sky" . . . the flipover on this Capitol platter is Peggy's warm rendition of "Please Love Me Tonight" . . . Dave Barbours' ork accompanies. . . ● Apollo comes up with an instrumental honey in Arnett Cobb's coupling of "Pay It No Mind" and "Cobb's Corner" . . . a natural for juke box ops. . . ● Ziggy Talent has just made four sides for Victor, supported by Vaughn Monroe's Ork. . . ● Same plattery will soon release a sensational instrumental waxed by Percy Faith . . . number is titled, "Perpetual Notion" . . .

## PLUG TUNES

A H-I-T!  
**"A"—You're Adorable**  
 (The Alphabet Song)  
 LAUREL MUSIC CO.  
 1619 Broadway, New York 19, N. Y.

7  
D  
I  
S  
K  
S  
 Dick Haymes Says:  
**COMME CI, COMME CA**  
 (Come See, Come Sah)  
 LEEDS MUSIC CORPORATION

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

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

A Swell New Rhumba-Boogie  
**SOMEBODY'S MISSIN'**  
 keeps you jumpin'  
 JESTER MUSIC CO.  
 1674 BROADWAY NEW YORK CITY

## My Heart Goes With You

by Thomas G. Meehan

— ◆ — ◆ —

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

On Records and Transcriptions  
*The Lively and Sparkling*

## "MADEMOISELLE HORTENSIA"

RYTVOG, Inc., 1585 Broadway, N. Y.

# TELEVISION DAILY

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

## EUROPE TV SEEN LONG WAY OFF

### TELE TOPICS

**IN CONCEPT**, "Through The Crystal Ball," on CBS, is one of the most daring and stimulating shows yet to be placed before the ikes. Unfortunately, its early airings were not up to par and suffered from the mis-use of Jimmy Savo. Now Savo is out and the program has been steadily improving. Its producers have rectified all of its early mistakes and the show has become one of the best on the air. "Fiesta," which was done this week, was an exciting half-hour of Latin American dance which, through an exacting combination of choreography, settings, costumes, direction and camera work, provided a feeling of sweeping motion seldom, if ever, achieved previously on the small TV screen. Story line was weak, but was not missed at all. . . . Choreography was by Anna Sokolow. Lead dancers, all excellent, were Anita Alvarez, Boris Runanin, Clara Cordery and Coby Ruskin. There were two specialties, a torrid Haitian number by Janet Collins, and an outstanding tap routine by Danny Daniels. . . . Producer Paul Belanger's direction reached a new peak, marked by split-second timing and tasteful use of an elevated camera position. Fine sets were by Lawrence Goldwasser. J. Walter Thompson is the agency for Ford.

**IT IS NOW OFFICIAL** that "Crystal Ball" will go off the air after next week's program. Reason given for the action is that the show is "not commercial enough." Just what this means is not quite clear. Its New York Hooper for May is 23.5, with 26.4 per cent share of audience. This probably would have increased as the quality of the program improved. . . . It is discouraging that a sponsor should yank a show like "Crystal Ball," one of the few original ideas presented on TV, without giving it a chance to develop. The program might have been able to attract and to hold a sizeable audience, and of course, it might not. But it is too early to tell now. The trade generally agrees that even 13 weeks is too short a time to test the effectiveness of a show, and "Crystal Ball" will have done seven programs when it goes off. Television is in need of good adult programming, and "Crystal Ball" will be sadly missed.

**CUT,** a Wilbur Stark-Jerry Layton giveaway, bows in over DuMont Saturday nite, 8-9 p.m. Carl Caruso will emcee. . . . Imogene Coca will repeat her hilarious "Nite Life Of A Faun" on the final Admiral stanza tomorrow. Sid Caesar and the Champions also will repeat their best numbers. . . . As might be expected, the NBC handout announcing Bill Lawrence's stint as replacement for Perry Como on the "Chesterfield Supper Club" very obviously omits any mention of the Godfrey shows, where Lawrence got his biggest boost.

### Top Ten Pulse Ratings For May

NEW YORK			PHILADELPHIA			CHICAGO		
Texaso Theater	WNBT	67.0	Texaso Theater	WPTZ	69.5	Texaso Theater	WNBQ	56.3
B'way Revue	WARD-		Talent Scouts	WCAU-TV	60.7	Godfrey Friends	WGN-TV	45.8
	WNBT	57.7	Godfrey Friends	WCAU-TV	56.2	Baseball	3 Stas.	34.7
Talent Scouts	WCBS-TV	62.4	Toast Of Town	WCAU-TV	51.8	Fred Waring	WGN-TV	34.5
The Goldbergs	WCBS-TV	50.4	B'way Revue	WFIL-TV-		Suspense	WGN-TV	32.4
Godfrey Friends	WCBS-TV	50.2		WPTZ	48.0	Super Circus	WGN-TV	32.0
Toast Of Town	WCBS-TV	46.5	The Goldbergs	WCAU-TV	46.7	B'way Revue	WGN-TV-	
Kraft Theater	WNBT	41.8	Stop The Music	WFIL-TV	40.0		WNBQ	32.0
Boxing	WNBT	35.3	Baseball	WFIL-TV-		Quiz Kids	WNBQ	31.4
Fred Waring	WCBS-TV	31.8		WPTZ	39.7	Break The Bank	WGN-TV	31.0
Suspense	WCBS-TV	30.4	Amateur Hour	WFIL-TV	36.0	The Goldbergs	WGN-TV	30.7
			Kraft Theater	WPTZ	35.0			

### TV Pickups Aiding Roller Derby Gate

TV coverage of the Roller Derby is continuing to build a paying audience for the sport, two recent surveys taken at the Derby have revealed. One check was made during a night when the Derby was scanned by WJZ-TV and the second during a non-video performance.

Both surveys showed that tele has been invaluable in luring paying guests to the Roller Derby, which has just concluded a highly successful 18-day run at the 22nd Regiment Armory, during which it played to some 110,000 persons, including 96,374 paid attendance.

On May 11, when the Derby was not picked up, survey of 5,000 persons in the audience, with one out of three responding, showed that 1,056 persons first found out about the event through tele. Two days later, when it was aired by WJZ-TV, a check of 6,000, with one out of three responding, showed that 1,432 were introduced to the sport through tele.

### RCA Victor To Open New Receiver Plant

Extension of TV set production to a third plant of RCA-Victor was begun this week with the installation of new equipment and conversion of other facilities at the firm's Bloomington, Indiana, factory, it was announced yesterday by H. G. Baker, general manager of the company's home instrument department.

Approximately one-third of the 226,000 square feet of manufacturing space in the modern one-story Bloomington plant will be initially devoted to TV set production. This extension supplements present operations in Camden and Indianapolis, with provisions for radio expansion of the Bloomington space as required.

Production lines are scheduled to begin rolling by August, and are expected to reach full speed by September. The entire operation will be automatic, with conveyors used to facilitate the handling of material.

### Combined AM-TV Labor Pacts Would Aid Stas., NAB Says

Washington—Negotiations of "a supplemental or integrated television coverage agreement" with unions already contracted for corresponding AM-FM operations was urged upon radio broadcasters now in tele or about to enter the field to minimize "the possibilities of eventual jurisdictional strife."

Advice was offered by Richard Doherty, NAB director of employer-employee relations in a paper titled "Television Jurisdictional Strife" which was sent to NAB members this week.

Five major points are made in the paper. They are: (1) "Jurisdictional conflict . . . will give every operator many very bad headaches," it will increase costs and will hamper operations;

(2) "To encourage it . . . is to jeopardize the future efficiency of television operations;"

(3) "Where an AM-television broadcaster does not now have a union, he would be very unwise to foster its development. . . ."

(4) "Where a union has already achieved representation within some appropriate AM unit of the station . . . the broadcaster has nothing to lose, and undoubtedly much to gain, by agreeing to the extension of this coverage to the corresponding unit in television;"

(5) "Where combined AM-FM-TV agreements are negotiated, it is economically and operationally sound to provide for interchangeability of personnel and integration of AM and television work tasks."

### Lack Of Standards, Economic Probs. Main Factors

Paris—Full development of television on a large scale in Western Europe is regarded by informed circles as a project of the far distant future, mainly because of the considerable economic problems involved. However, the question of standards also is highly important and may still prove a deterrent even after the financial situation is eased.

Because of the relatively small area involved, transmissions from one country are very likely to be receivable in neighboring nations. (Dutch amateurs are already picking up BBC programs from London, for example.) It is generally agreed, therefore, that a standardized system of transmission is necessary.

Three major European forces are plugging for general adoption of their respective systems. One group is made up of British manufacturers who are offering the BBC 405-line system. French firms are pushing their country's 819-line screen, and the Dutch favor the 625-line system of Philips, Eindhoven. In addition, certain American groups are working to promote the 525-line system in use in the U. S.

In the Low Countries, the economic problem is heightened by the small populations. The Netherlands has about ten million and Belgium about six million. Both are quite flat and would require many relay stations for complete coverage.

There are three wave bands available for video on the continent—41 to 68; 78.5 to 100, and 174 to 216 megacycles.

### WFBM-TV Sells Newsreel

Across-the-board sponsorship of the Teleneess-INS daily newsreel on WFBM-TV, Indianapolis, was announced coincident with that station's kick-off on Decoration Day. The Union Federal Savings and Loan Company picks up the check for the daily newsreel Mondays, Wednesdays, and Fridays while the Ohio Oil Company, through its local dealer, Marathon Gasoline, sponsors on Tuesdays and Thursdays.

### WPIX Wrestling Sold

Ripley Clothes, metropolitan area retail chain, has signed a 52-week contract with WPIX for a weekly two-hour wrestling pickup from Queensboro Arena in the summer and from Ridgewood Grove in winter. Placed through the Bobley agency, pact is an extension of a weekly series which began Oct. 21, 1948. Guy Lebow will describe the matches.

## PROMOTION

### New ABC Contest

A new identification and essay contest in four separate parts, with prizes totaling \$21,000 in cash, will be sponsored by General Mills, Inc., on the ABC broadcasts of the Lone Ranger.

Each of the four separate contests will offer a \$1,000 first prize, 10 second place prizes of \$100, and 250 third prizes of \$10. In addition, a grand prize of \$3,000 will be awarded to the best all-around entry.

The contest dates run from June 13 to June 21, June 27 to July 5, July 11 to July 19 and the final contest from July 25 to August 2.

Contestants will be required to identify a "Mystery Deputy" who will appear on the Lone Ranger program. A different "Mystery Deputy" will be heard for each of the four contests. Along with his identification the entrant must complete in 25 words or less, the sentence: "This Lone Ranger mystery deputy deserves this honor because. . ." A Cheerios boxtop must be enclosed with each entry.

Listeners may submit their entries on a blank sheet of paper or on an entry blank which can be procured from the neighborhood grocery store. If the grocer assists the contestant in preparing the winning entry he also will win a prize.

### DAV Series Available

A second series of five minute radio transcription programs which features Ralph Bellamy, stage and screen star, and General Jonathan M. Wainwright, DAV National Commander, has been produced by the Disabled American Veterans and is available to all radio stations as a public service.

On transcription, the five minute show features each week "The Story of the Week" about the "Hero of the Week" as selected by the DAV. The first series was used by approximately 800 radio stations. Irvé Tunick of New York has scripted the shows. Hank Sylvern is featured at the organ.

Full information on the series can be obtained from Julian J. Jackson, Director DAV Publicity, Room 2801, 11 South La Salle St., Chicago 3, Illinois.

## CHICAGO

By HAL TATE

DAN LAFFER, WIND staff announcer, joins the announcing staff of FM station WMOR this week.

Milt Wolken, WMOR sports director, on two-week leave of absence on active duty with the Navy on Long Island, N. Y., as a public relations officer.

Jim Lounsbury, formerly with WLEX, Lexington, Ky., and Fred Darwin, formerly with WINS, New York, joining the WIND announcing staff.

# Ten Advertising Pioneers Named To "Hall Of Fame"

(Continued from Page 1)

"Hall of Fame" yesterday by the Federation are:

John Wanamaker, Philadelphia merchant who pioneered in the large use of newspaper advertising; John Irving Romer, who played a major part in establishment of "Truth in Advertising" through the Printers' Ink Model Statute which he activated;

Cyrus H. K. Curtis, founder of the publishing enterprise under his name and developer of magazine advertising;

William H. Johns, advertising agency pioneer noted for his work for standards in advertising;

Alfred W. Erickson, advertising agency pioneer who helped found Audit Bureau of Circulations and American Association of Advertising Agencies;

Lewis B. Jones, who as advertising manager of Eastman Kodak Co. led the way in the large and effective use of advertising by manufacturers;

E. T. Meredith, whose publishing enterprises have been major influences in advertising progress;

Rollin C. Ayres, whose early work in organized advertising on the West Coast helped establish advertising groups;

Theodore F. McManus, copywriter and agency executive who was identified with motor car advertising from its early stages to the major position it occupies today, and

Walter A. Strong, Chicago newspaper publisher who worked indefatigably for strong advertising organizations.

Judges who made the selection

## New Internships Set By 5 Stations, Schools

(Continued from Page 1)

sources to raise the standards of radio news. The internship program was launched in 1945 when the council was founded by NAB and the American Association of Schools and departments of journalism in the colleges.

Internships are financed by cash grants to the council by co-operating stations. All 1949 interns have been assigned to stations in cities outside their own state. They include the following stations, student "interns" and colleges:

KCMO, Kansas City, Mo., Chas. O. Voight, Jr., Washington & Lee University.

WDUZ, Green Bay, Wis., Bruce W. Smith, University of Colorado.

WJOB Hammond, Ind., James R. Young, Ohio State University.

WLW, Cincinnati, Ohio, Edward C. Jones, Syracuse University.

WMAZ, Macon, Ga., Robert M. Pockrass, Pennsylvania State College.

At the end of this year's program a total of 34 internships will have been completed.

for the Federation 1949 choices were.

John Benson, Chairman, committee on Consumer Relations in Advertising; Ralph Starr Butler, consultant, General Foods Corp.; Henry Ewald, president and board chairman, Campbell-Ewald Co.; Edgar Kobak, former president, Mutual Broadcasting System; Andrew J. Haire, Sr., president, Haire Publishing Co.; Gilbert T. Hodges, chairman, exec. committee, New York Sun; H. J. Kenner, former manager, Better Business Bureau of New York; Carroll B. Larrabee, publisher, Printers' Ink; Allen T. Preyer, chairman, Morse International, Inc.; Philip L. Thomson, president, Audit Bureau of Circulations, and C. King Woodridge, chairman, Dictaphone Corp.

Earlier, the A. F. of A. elected as new directors the following: Arthur W. Kohler, advertising director of Curtis Publishing Co.; Chester W. Ruth, advertising director at the Republic Steel Co., and Dr. Daniel Starch of Daniel Starch and Staff, New York.

George S. McMillan, v-p of Bristol-Myers Co., was re-elected chairman of the board. Mary McClung, general manager of the New York Post Home News, was re-elected secretary.

## AGENCIES

PEDLAR & RYAN, INC., has appointed Wilfred S. Roberts as its director of radio and television, effective immediately.

He has been director of television for the agency. His previous employment includes such positions as national production manager of the commercial department of NBC and chief of the New York radio section of the Nelson Rockefeller International American Group for War Work.

THE GREAT ATLANTIC & PACIFIC TEA CO., through its agency Paris & Peart, has signed with WABD for daily participations in "Your Television Shopper," daytime stanza with Kathi Norris. Commercials will be for the firm's National Bakery Division products.

### Three Sign On WGYN

Ben Scott, sales promotion manager of WGYN, New York, reports three new participating sponsors signed for 13 weeks; General Electric Frigidaire and Thor Washing Machines.

### KPIX Holds Preview

San Francisco—KPIX held a special preview of "Macbeth" in the studios this week. The NBC television feature presented by the Players Club of New York, was late telecast for the Bay Area.

## Do you BELIEVE in your radio operation?

I do. Despite the pessimistic oratory and scare-head statements of so-called TV "experts," Aural radio is not doomed. Quite the contrary, what appears to be a temporary setback handed radio by TV actually is your blessing in disguise.

I can show you *how* and *why* I believe in radio. Yes, I'm seeking a top spot where I can prove my belief in radio by building your station's revenue.

My record speaks for itself. Will go anywhere but prefer midwest, southwest or far west. Let's get together.

Address Box 246, Radio Daily, 1501 Broadway, New York City.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 45

NEW YORK, FRIDAY, JUNE 3, 1949

TEN CENTS

## NO BAN ON 'EDITORIALIZING,' SAYS FCC

### Ware Sees FM Tops For 'Next Year Or So'

Washington Bureau of RADIO DAILY  
Washington — FMA president, William E. Ware, said yesterday that FM and TV have doomed AM-only broadcast operations to "slow but certain death." With the present freeze on TV, he added, "FM is the only expandable product on the radio market for the next year or so." He expressed the belief that new TV channels will not be opened up before the end of this year and probably not until next March.

But even though the TV audience-  
(Continued on Page 4)

### Emerson Profits Up For 26-Week Period

Emerson Radio and Phonograph Corporation and subscribers report a consolidated net profit, after taxes, for the twenty-six week period ended April 30, 1949, of \$1,896,126.62, equal to \$2.37 per share on the 800,000 shares outstanding. For the like period ended May 11, 1948, the consolidated net profit, after taxes, amounted to \$1,139,244.03, equal to \$1.42 per share on 800,000 shares outstanding.

### 'Rating' Survey By WOR Compares City, Nation

In an effort to smack advertisers with the theory that network radio alone is not enough, WOR's research department, headed by Robert Hoffman, has come up with figures showing that New York City Hooperatings averaged 23.5 per cent less than network ratings from last November through February. In the nation's number one market, according to WOR, almost 90 per cent  
(Continued on Page 4)

### Return Trip

Six radio war correspondents: George Hicks, NBC; Larry Lesueur, CBS; Ted Malone, ABC; John McVane, NBC; Walter Cronkite, Jr., WMBS, Kansas City, and Harry Butcher, KIST, Santa Barbara, were among 45 newsmen who left yesterday for a 10-day re-visit of France on occasion of the 5th anniversary of D-Day.

### New Regional Web Formed In Florida

Formation of a new regional network in Florida to be known as the Peninsula Group was announced yesterday by George Thorpe of WVCG, Coral Gables, general manager of the new chain. Stations included in the group are WSWN, Belle Glade; WJVB, Jacksonville and WDLF, De Land. The regional web will be presented by Ashcroft & Banninger, New York station reps.

### Freedom Foundation, Inc. To Include Radio Awards

A new non-profit organization called Freedom's Foundation, Inc., was announced yesterday for the purpose of annually making cash awards to those Americans who have contributed most greatly to the better understanding of the American way of life. Award winners will be classified in 15 different categories such as the best in radio programs, advertising campaigns, movies and newspaper editorials. Announcement of the Foundation,  
(Continued on Page 6)

## Urges Intensified Advertising For Current Buyer's Market

Houston, Tex.—Selling, promotion and advertising must once again take up in earnest the task of maintaining a rapid turnover of goods and expanding markets which have "a potential such as we have never known before," Don Francisco, v-p of J. Walter Thompson Co., said in a paper presented before the 45th annual convention of the Advertising Federation of America on Wednesday.

### Commission Vote Is 4-1 To 'Relax, But Not Reverse' Mayflower Decision; Trade Executives Hail Ruling

### Four Net Programs Scheduled To Tour

Plans to send four CBS network discussion programs on a two months tour covering cities in the middle west and the Pacific coast were announced yesterday by Davidson Taylor, vice-president and director of public affairs for the network. The programs, "People's Platform," "Invitation to Learning," "Cross-Section U.S.A." and "You and I," will be produced in Chicago, Des Moines, Portland, Ore., San Francisco, Los Angeles and Salt  
(Continued on Page 2)

### Ronson Renews Program On Full Mutual Web

The Ronson Art Metal Works Co., Inc., has renewed its sponsorship for the fourth year of "Twenty Questions" over the full MBS network, Saturdays, 8-8:30 p.m., EDT. Grey Advertising Agency, Inc.,  
(Continued on Page 2)

### Campbell Soup Renews Two Network Programs

Renewal of two CBS network commercial programs by the Campbell Soup Company, Camden, N. J., was announced yesterday by Will-  
(Continued on Page 2)

Washington Bureau of RADIO DAILY  
Washington—As it issued what Commissioner Robert F. Jones termed a "formless policy statement in the mold of a report" on the so-called Mayflower decision, the FCC said yesterday that editorialization by licensees is not prohibited. The new statement, in the words of Commissioner Ed-  
(Continued on Page 6)

### Carolina Newsmen Meeting In Charlotte

Charlotte, N. C.—The Carolinas Radio News Directors Association will hold its second annual meeting at the Ocean Forrest Hotel, Myrtle Beach, S. C., today and tomorrow. Speakers include NBC news commentator Richard Harkness; Harold Essex, president of the North Carolina Assn. of Broadcasters, and Bevo Whitmire, president of the South Carolina Assn. of Broadcast-  
(Continued on Page 3)

### Trailer Company Buys 97 Stations On ABC

Fruehauf Trailer Co. has signed a 52-week renewal contract for Harrison Wood's Sunday news commentary, "This Changing World," over 97 ABC stations, effective June 19. Zimmer-Keller, Inc., Detroit, is the agency.

### Air Minded

Enid Day, of the WSB, Atlanta, "Davison-Paxon Time" program, became the first broadcaster to originate a program from the U.S. Navy's new transport plane, the Constitution, this past week. Utilizing WSB's remote facilities, Miss Day presented an entire 15-minute show from the cabin of the giant aircraft. Special guest was Charles "Buddy" Rogers.

### Rotary Feature

ABC's "America's Town Meeting of the Air" will originate from the 40th annual Rotary International Convention at Madison Square Garden, June 14, 8:30 p.m., EDT. The program on the subject of "How can the free people of the world best share peace and well-being?" will be carried by 264 AM stations on the ABC net and televised by ABC-TV web,



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

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**WEST COAST OFFICES**  
**Al Steen, Manager**  
 6425 Hollywood Blvd. Phone: Gladstone 8436  
**WASHINGTON BUREAU**  
 Andrew H. Older, Chief 6417 Dahlonega Rd.  
 Phone: Wisconsin 3271  
**CHICAGO BUREAU**  
 Hal Tate  
 360 No. Michigan Ave.  
 Phone: Randolph 6-6650

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# FINANCIAL

(June 2)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 1/4	5 7/8	5 7/8	- 1/4
Admiral Corp.	19	18 1/2	18 1/2	- 1/4
Am. Tel. & Tel.	140 7/8	140 5/8	140 7/8	+ 1/2
CBS A	17 3/4	17 1/2	17 3/4	+ 1/4
CBS B	17 1/2	17 1/2	17 1/2	+ 1/8
Philco	27	26 3/4	26 3/4	- 1/4
RCA Common	10 3/4	10 1/2	10 5/8	- 1/8
Stewart-Warner	10 1/4	10 1/8	10 1/8	- 1/8
Westinghouse	21 3/4	21 1/4	21 3/8	+ 1/8
Westinghouse pfd.	92	92	92	.....
Zenith Radio	27 3/8	27	27	.....

## NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 1/2	2 1/2
OVER THE COUNTER		
DuMont Lab.	11 1/4	12 1/4
Stromberg-Carlson	10	11 3/4
U. S. Television	1/4	1/2
WCAO (Baltimore)	18	22
WJR (Detroit)	7	7 3/4

## Ronson Renews Program On Full Mutual Web

(Continued from Page 1)

handled the renewal for the manufacturer of Ronson lighters and accessories. The program features a guest panelist each week with Fred VanDeventer, Florence Rinard, Bobby McGuire and Herb Polesie as regulars. Bill Slater is emcee.

## ACTIVE PR GROUP

will manage artists, producers, writers, etc. Also new talent and ideas. For appointment without obligation—Call

MU. 7-6495

# ★ COMING AND GOING ★

**R. E. DUNVILLE**, vice-president and general manager of WLW, Cincinnati, is spending a few days in New York on business. Visited for a while yesterday at the NBC headquarters.

**BEN GRAUER**, announcer and commentator on NBC, will leave New York following the "Americana Quiz" next Monday. He'll go to Lancaster, Pa., for NBC-TV special events and will be back in Gotham a week from today.

**DON McNEILL**, whose "Breakfast Club" is heard on ABC, will leave for Chicago over the week-end following two weeks in New York. Yesterday he exchanged quips with Arthur Godfrey on the Chesterfield man's CBS show.

**EDWARD R. MURROW**, Columbia network commentator and analyst, is flying to Pensacola, Fla., where tomorrow he will observe Navy aircraft carrier training maneuvers. His broadcast next Monday will be aired from the flat-top U.S.S. Cabot in the Gulf of Mexico.

**PRISCILLA BLACKSTONE**, chief of the record library at WMGM, will leave tomorrow for a two-week vacation in Florida.

**ARTHUR GODFREY**, accompanied by his CBS program personnel, tomorrow goes down to Washington to do a special show in aid of the campaign to combat juvenile delinquency. It will be held at the National Guard Armory.

**C. P. MacGREGOR**, president of the Hollywood transcription organization bearing his name, is here on a combined business-and-pleasure trip during which he'll attend the Rotary convention. He's president of the Los Angeles Rotary.

**HARRY WISMER**, sports director at ABC, is in Washington after having covered the Cleebrities Golf Tournament in Virginia. His program tomorrow night will come from the Nation's Capitol.

**RUTH TREXLER**, manager of ABC's religious and educational activities, is in Washington for the meeting of the executive committee of Assn. of Women Broadcasters. She represents the network in an advisory capacity on the committee.

## Campbell Soup Renews Two Network Programs

(Continued from Page 1)

**iam C. Gittinger**, network vice-president in charge of sales. The two programs renewed are "Club 15" and "Edward R. Murrow and the News."

"Club 15" heard Monday through Friday, 7:30 to 7:45 p.m., EDT, and Murrow from 7:45 to 8:00 p.m., EDT. The programs will take an eight week summer hiatus starting July 4 and will return to the air on August 29.

**Ward Wheelock Company**, Philadelphia, is the agency for the Campbell Soup Company.

## 27 States Represented In Radio Enrollment

Chicago — Twenty-seven states and Canada will be represented in the eighth annual NBC-Northwestern University Summer Radio Institute, which will open its six-week session Monday, June 27.

A total enrollment of 63 men and 14 women, all associated with radio and allied industries, has been announced by Don Feddersen, chairman of the Radio Department of the Northwestern School of Speech, and Judith Waller, director of Public Affairs and Education of the NBC Central Division co-directors, of the institute.

Thirty radio stations are represented in the group.

Classes will be held in the NBC Chicago studios and the Northwestern University campus at Evanston, Ill.

### Twelve Courses Offered

Twelve courses, all at the graduate level, will be offered: station management, station publicity and promotion, sales, announcing, directing, techniques, music for radio, dramatic writing, continuity writing, production techniques, program planning and building, public service broadcasting, and news and special events broadcasting. There also will be lectures by guest speakers with emphasis on television.

## Four Web Programs Scheduled To Tour

(Continued from Page 1)

Lake City, with **Leon Levine** in charge of production.

The production schedule to date is as follows:

June 11 "Cross-Section, U.S.A.," Chicago; 12 "People's Platform," Des Moines; 18 "Cross-Section, U.S.A.," Portland; 19 "People's Platform," Portland; 20-24 "You and San Francisco," San Francisco; 25 "Cross-Section, U.S.A.," San Francisco; 26 "People's Platform," San Francisco.

July 3 "People's Platform," Los Angeles; 10 "Invitation to Learning," San Francisco; 17 "Invitation to Learning," San Francisco; 24 "Invitation to Learning," Los Angeles; 24 "People's Platform," Los Angeles; 31 "Invitation to Learning," Los Angeles; 25-29 "You and Hollywood," Los Angeles; 31 "People's Platform," Salt Lake City.

Arrangements for broadcasts of "Cross-Section, U.S.A." after June 25 and of "People's Platform" between July 3 and July 24 are not definite at this time.

## 10 YEARS AGO TODAY

From the Files of Radio Daily

A check-up by RADIO DAILY revealed that at most southwestern radio stations, summer business has shown an increase, particularly in new spot announcement business. . . . American Television Co., aiming at the popular priced television market is preparing to sell an assembled table model sound-sight machine at \$185.00. . . . The advance reservations for the Radio Manufacturers convention and for the National Radio Parts show, indicate the largest industry gathering in a decade. . . . According to report, CBS has offered short-wave facilities to major motion picture companies, permitting them to broadcast to Europe 15 minutes daily, five days a week.



# Bored to tears

Whatever that book is, it doesn't seem to be making much of a hit with the silver fox. From the looks of that big yawn, he seems bored to tears with the whole thing.

We'll try not to bore you in this ad for W-I-T-H. We'll just give you a few fast facts:

W-I-T-H is the **BIG BARGAIN BUY** in the rich Baltimore market. Why? Because **W-I-T-H delivers more regular listeners-per-dollar than any other station in town.**

This means that a **LITTLE** bit of money goes a **LONG** way on W-I-T-H. You can get big results from small appropriations on this station.

So don't put off this important move another day—call in your Headley-Reed man and get him to tell you the whole W-I-T-H story.



# W-I-T-H

Baltimore 3, Maryland

**TOM TINSLEY, President**  
 Represented by Headley-Reed

# AGENCIES

**WILFRED S. ROBERTS**, formerly of NBC, has been named director of radio and television at Pedlar & Ryan, Inc.

**OLSON & CO., INC.**, exclusive distributors of DuMont Telesets in the Philadelphia area (includes eastern Pennsylvania and southern New Jersey), has appointed Elliott Nonas, advertising, New York City, as its agency.

**JAMES M. JEWELL**, for the past three years copy chief in the advertising department of the Kelvinator division, Nash-Kelvinator Corp., Detroit, has been appointed advertising manager of Noblitt-Sparks Industries, Inc., Columbus, Ind., it has been announced by Glenn W. Thompson, president of the company. Jewell has already assumed the duties formerly administered by Guy C. Cyr whose resignation was announced recently. He will co-ordinate his efforts with those of Glenn Mills, sales promotion manager, and both will be assisted by Henry Rea, who is in charge of direct mail activities.

## Stork News

Mr. and Mrs. Martin Harrison are the parents of their second child, a 10 pound, 10 ounce boy, Stephen Andrew, born May 31. Father is a member of the DuMont sales staff.

## Send Birthday Greetings To—

- |                         |                 |
|-------------------------|-----------------|
| June 3                  |                 |
| Ruth Carhart            | Bob Hutton      |
| Herman Larson           | Joey Nash       |
| Ian Pearce              | Dave Rose       |
| Warren Sweeney          |                 |
| June 4                  |                 |
| Jack Hollister          | Marvin Kirsch   |
| Carlton E. Morse        |                 |
| Charley Urquhart        |                 |
| Ed Lindstrom            | Robert Merrill  |
| June 5                  |                 |
| Herbert Petley          | Merle Pitt      |
| Charles A. Schenck, Jr. |                 |
| June 6                  |                 |
| Dick Barrie             | Zac Freedman    |
| Jimmie Lunceford        | R. G. Pratt     |
| Charles Vanda           | Peter Donald    |
| Julius P. Witmark, Jr.  |                 |
| June 7                  |                 |
| Glen Gray               | Alois Havrilla  |
| Mann Holiner            | Reed Snyder     |
| Tom Slater              | Hope Summers    |
| Leonard Kapner          |                 |
| June 8                  |                 |
| Ruth Bailey             | Jack W. Lavin   |
| June Meredith           | James F. Nutt   |
| Sylvia Carr             |                 |
| June 9                  |                 |
| Cole Porter             | Ralph Rose      |
| Fred Waring             | Charles Webster |
| Paul W. White           | George Bryan    |
| George T. Case          |                 |

# Urges Intensified Advertising For Current Buyer's Market

(Continued from Page 1)

again today but that it is, nevertheless, the biggest and richest market ever known. Each advertiser, he continued, must ask himself the question: "Can I meet the resistances of today, or capitalize the potentials of today with my 1940 appropriation?"

He cited the fact that capacity production and distribution in this country always have been based on demand created through the generation of desires, not the mere satisfaction of needs. In this connection, he expressed the belief that the wartime needs for goods have been largely satisfied.

"During and since the war millions of families have moved up into higher income brackets and have more money to spend. But even though people have money, they must also have the desire to purchase.

"These millions of families that have moved into higher income groups have not automatically taken on the living standards of those groups. In fact, experience shows that such families tend to retain their old living standards until they are influenced to attain something better.

"Whether they buy their full share of your merchandise and services, or spend their new surplus in other ways, will be largely determined by the influence of advertising and the aggressiveness with

which you go after business. . . .

"There are only two reasons why customers stop buying: either they are not able to buy or they are not willing to buy.

"Today the public is able but has apparently decided to spend less and save more. The extent to which people are holding back can be measured by the increase in savings.

"During the first quarter of 1949 savings were at the rate of 21 billion dollars a year or almost double the rate of 11 billion for the same period a year ago. Savings in 1940 were only 3.7 billion.

"Or to put it another way, during the first quarter of this year people saved 10.7 per cent of their disposable income (after taxes) as contrasted with only 6.2 per cent a year ago, and 4.9 per cent in 1940.

"This may be due in part to the fact that many of the unsatisfied wants of the war years have now been filled. Some people are resisting current prices, or anticipating lower ones. Some feel uncertain of the future. But these figures raise the question of whether we are doing enough to convert purchasing power into purchases."

# The Mailbag

## Somebody's Error

"Your box on page 1 of RADIO DAILY's May 27th issue indicating that the new edition of 'An ABC of the FCC' is outdated is due to some slip up or other.

"Either you came into possession of a copy of an early issue or you were unaware of the revised edition. A check with the Commission would have obviated your incorrect statement.

"For the sake of the record, I am enclosing a copy of the third—and present—edition which is just off the press."

George O. Gillingham,  
Director of Information, FCC

## Carolina Newsmen Meeting In Charlotte

(Continued from Page 1)

ers. Some 50 radio newsmen are expected to attend.

Jack Knell, WBT news director, will preside as president of the group. Gren Seibels, news director of WIS, Columbia, S. C., is vice-president; Marjorie Jordan, news editor, WFNC, Fayetteville, N. C., secretary; and Bob Truere, news director of WCSC, Charleston, S. C., treasurer.

## Selden Leaves WNEW For Chesterfield Post

Jeff Selden, scripter for NBC's across-the-board "Chesterfield Supper Club," has resigned from his post as continuity director at WNEW in order to devote his full time to the AM and TV versions of the cigaret musical strip, effective June 10. He has been with WNEW since 1945.

Bob Stewart has been promoted to fill the position vacated by Selden. Richard Kane, former assistant publicity director, has been promoted to the continuity department as script writer. Elsie Rubinstein has been promoted to assistant to Dick Pack, WNEW publicity director.

## WTAL Will Join CBS As Affiliate August 1

WTAL, Tallahassee, Fla., will become an affiliate of CBS effective August 1, it was announced by William A. Schudt, Jr., CBS director of station relations. This brings the total number of CBS affiliates to 184.

WTAL, owned and operated by John H. Phipps Radio Stations, operates with 5,000 watts unlimited time on 1270 kilocycles. L. Herschel Graves is general manager.

• faces • facts • figures • wins •

faces • facts • figures • wins •



COST  
\$1850

wins • faces • facts • figures •

That's just what listeners paid out in post-card ballots to select "Miss Hello of 1949." Yes, Art Scanlon got 185,000 pieces of mail in three weeks. All of these were votes in the contest to select the telephone operator with the most pleasing voice.

Art Scanlon is an old hand at getting the vote out, but you ought to see him get the shoppers out.

Why not call Bill Losee at BR 9-6000 and ask him about availabilities on Art Scanlon's morning show.

WINS

50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

## WOR 'Rating' Survey Compares City, Nation

(Continued from Page 1)

of the 175 programs checked had lower ratings in New York than throughout the country as a whole.

The issue of such a report, which is aimed at stimulating local and regional advertising, is not a common occurrence for a key network station which WOR happens to be. However, the greater portion of WOR's gross sales come from local spot business and not MBS accounts.

The research study includes what is termed an "audience differential"—a percentage comparison of the New York City Hooperating against the network average. In other words, a program with a network rating of 8.0 and a 4.0 in New York means that program popularity in New York is 50 per cent below the network average.

### Top Web Spenders Studied

For programs of the top 10 network advertisers, who together spent more than \$74,000,000 for radio in 1948, the New York audience differential ranged from minus 17 per cent to minus 44.9 per cent. Average network Hooperatings for 175 sponsored programs was 8.5 while the New York average was 6.5. Out of the 175 programs, 155 had New York City ratings below the network average.

Significance of the study, Hoffman said, is that "while a program may have a big audience, network-wise, its appeal may vary considerably from city to city." He added: "A sponsor who overlooks the need for regional advertising to offset below-average ratings in major markets won't get his share of the consumer dollar in these areas."

### Wedding Bells

Two members of the glee club of the "Fred Waring Show" have just taken brides. Ross Park married Mary Dawson, a non-professional of Tyrone, Pa. and Jack Best married Ruth Cottingham, who was formerly a singer with Waring's Pennsylvanians.

Nat V. Donato, eastern sales manager of C. P. MacGregor, transcription producers, will marry Jean M. Pippa, textile designer Sunday, June 5th. Couple will honeymoon in the Pocono Mountains.

## ARTHUR EDDY

Public Relations — Publicity

812 Taft Building  
Hollywood

GLadstone 5305 — GLadstone 9082



### Mainly About Manhattan. . . !

• • • Jess Willard, NAB veepee, reported undecided whether or not to accept the post as head of the TV dep't of the industry organization. (In his present position, Willard ranks second to Justin Miller, president). . . WIS, in Columbia, S. C., publishes a house organ called WIS-DOM. Current issue quotes Chas. R. Denny, as chairman of the FCC, stressing the potentialities of FM radio. Payoff is that WIS is an NBC affiliate—and Denny is now executive vice-president of the net. . . Radio execs about to start calling a halt to free commercial plugs that have nothing to do with the sponsor. . . ABC setting up a co-op deal for a daily strip for Gladys Swarthout. . . Vaughn Monroe came out of his recent operation with flying biceps and will be back on the air again next Sat. . . FCC meeting with mounting opposition to any plans calling for color TV this year. A number of manufacturers are appealing to their Congressmen to pressure the Commission against this move. . . Jo Lyons moves from Woody Klose's "Best Girl" and General Mills' "Betty Crocker" shows to a TV director's post at ABC. Best of luck, Jo. . . Jackie Miles has a new headache thanx to his TV set. Now neighbors call up and ask "What's playing?" . . . NBC denies the report of their banning Ray McKinley's recording of "Missouri Walkin' Preacher."

★ ★ ★ ★

• • • MAIN STREET SEEN-ery: Wry-bred Fred Allen munching rye bread at the swank Leslie House. . . Hildegard, the Milwaukee-taikie, dining solo at Bertolotti's. . . Shirley Eder Fireside Intertaining Kathryn Grayson, who just returned from a London date. . . Story-teller Jack Gilford fable-hopping at the Chat Noir. . . Jackie Coogan, the Kid, and gorgeous Gregg Sherwood, the Oh-You-Kid, among the intermissionaries at "So Pacific". . .

★ ★ ★ ★

• • • AROUND TOWN: Delmar's Revels, which provided the original springboard for Bert Lahr's bid for stardom, returns to TV late in Aug. with Lahr doing a Berle routine. . . Dick Mooney, one of the ablest of the local publicists (formerly with Earle Ferris and Steve Hannegan) now handling promotion for Evans Case Co. (Which is the reason you hear something about Evans handbags, automatic lighters or compacts whenever you tune in on a radio or TV giveaway stanza). . . CBS-TV's "Winner Take All" installing a telephone gimmick this week. Which reminds us that Dennis James has an invention that should revolutionize the industry. It's a teletet with a built-in slot machine for people who can't wait for their phone to ring. . . Linking of N.Y. and L.A. by coaxial cable is closer than most of us suspect. According to an A.T.&T. spokesman, the cable line has been completed and all that remains is the completion of additional booster stations. . . Jeff Clark's most ardent fan is the daughter of a Latin-American diplomat who phones him every day from Washington and speaks for hours. . . Maurice Mitchell, of the Broadcast Advtg. Bureau, has worked out a deal with O'Brien & Dorrance for industry promotional pieces. . . Ted Steele met a former big time vaudevillian who was booked into the Palace and asked him how it felt to be back there. "I feel like a murderer returning to the scene of his crime," was the retort.

★ ★ ★ ★

• • • MAIN STREET TREATS: "Theater, USA," the ANTA army recruiting show. (A TV natural, as well). . . Juanita Hall's toying with "Bali Ha'i" at Cafe Society. . . Lenny Bruce, a recent Godfrey winner, at the Strand Theater. . . Ted Granik's moderating on NBC's "American Television Forum". . . Stan Freeman's pianistics at the Blue Angel. . . Cathy Mastice's soprano'ing on recent guest shots.

## Ware Sees FM Tops For 'Next Year Or So'

(Continued from Page 1)

building has been slowed down, Ware said advertisers are frequently asking AM stations to lower their time rates. Advertisers, he stated, claim that TV is attracting segments of the AM audience and accordingly AM's coverage is decreased. The FMA executive said cuts sought range from one to 20 per cent.

FM, said Ware, is the means to offset the threat of diminishing revenue for AM stations which would be effected by a forced reduction in advertising rates. "Where an operator has both AM and FM facilities," he said, "it is FM's opportunity to prove itself a paying proposition. Through an AM station's FM outlet the audience is, if anything, increased. The station owner should be able to prove to the advertiser's satisfaction that he is getting more for his money than ever before because of the superior characteristics of FM broadcasting."

"In other words," Ware observed, "the relationship of an FM station to its sister AM station should mean expanded income for the operator."

### Takes WINS Publicity Post

Betty Tevis has been transferred from WLW, Cincinnati, to WINS, Crosley's New York outlet, as publicity manager. She was previously local news editor at WLAP, Lexington, Ky.

### Kirkman Signs On WMCA

Kirkman & Sons (Kirkman flakes) has signed a 13-week contract for daily spot announcements, on WMCA. The Newell-Emmett Co. handled the deal for the sponsor with John J. McSweeney, WMCA account executive.

## TELEVISION FM • RADIO • ELECTRONICS ENGINEERS AVAILABLE

We have a number of exceptionally well trained and qualified graduates who having completed advanced training in F.M. and Television and hold first class radio-telephone licenses are available for immediate employment. For information, write, wire or call Employment Director.

"operated by leaders of the radio and television industry"

Visit the School or write for free catalog  
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OF NEW YORK**  
52 BROADWAY, NEW YORK 4, N.Y.  
Bowling Green 9-1120



# AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, June 3, 1949

## Emerson May Build Israel Radio Plant

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., revealed plans this week of the possibility of Emerson setting up the first radio manufacturing plant in Israel.

Having returned from a six weeks tour to England, France, Holland, Germany and Israel, Abrams described the new state as "the brightest spot I visited" from the viewpoint of business activity. He pointed out however, that plans for the establishment of a radio factory in Israel are only in the discussion stage and that no site or financial arrangement has yet been determined. Abrams told RADIO DAILY that until peace terms are established with the Arabs, nothing further could be done with respect to planning such a venture.

He also discussed the television receiver market and video signal reception in Britain.

## Low-Cost Multicoupler Accommodates 24 TV Sets

A new television antenna multicoupler, providing a simple low-cost means for operating a large number of TV sets from a single antenna is being produced by Television Equipment Corp., New York. As many as 24 TV sets may be accommodated by a single antenna, eliminating the need for antenna arrays. Unit sells for under \$100.

## WHO'S WHO IN RMA RAYMOND C. COSGROVE

HAVING served as president of the Radio Manufacturers Association for three consecutive terms (1944-45-46) and just recently elected president of RMA for 1949, Raymond C. Cosgrove, executive vice-president and a director of Avco Manufacturing Corp. has been allied with the radio-electronics industry for many years.

A native New Yorker, born June 5, 1895, he graduated from Carnegie Institute of Technology and served in the first World War, after which time he was associated with Jones & Laughlin Steel Corp., Pittsburgh, and later with Westinghouse Electric Co. He joined the Crosley Corp. as vice-pres. and general manager in January, 1940, shortly after which time the company became an Avco Associated Company and, in 1945, he also became vice-pres. in charge of sales for Avco. Continuing as a vice-pres. of Avco and Crosley general manager when Crosley became a division in 1946, he was elected to the corporation's board of directors in 1947. In June, 1948, Cosgrove was elected executive vice-pres. and became a group executive over the Crosley, American Central and New Idea Div. In October, 1948, his duties were expanded to include supervision of all Avco divisions engaged in manufacturing operations.

Among his club memberships are the Metropolitan Club of New York City, Wings Club, N. Y.; Newcomen Society of England, Fir'n Feather Club, Chicago; Queen City Club of Cincinnati, the Historical and Philosophical Society of Ohio, and Tau Beta Pi Fraternity.



RMA President

## Radio Pioneer Elected Chairman N. Y. IRE

Harry F. Dart, office manager of the Westinghouse electronics dept., Bloomfield, N. J., has been elected chairman of the New York section, Institute of Radio Engineers, it was announced this week. Dart served as secretary-treasurer of the section in 1943 and before joining Westinghouse in 1922, prepared radio correspondence school courses, also taught at Rice Institute and Harvard.

## Andrea To Show New Video Line At Waldorf

Frank A. D. Andrea, president of Andrea Radio Corp., Long Island City, announced a trade showing to all Andrea dealers and the press, of the entire new 1949-1950 Andrea television line at the Pilliment Suite of the Waldorf-Astoria, June 7 and 8. Showing will include exhibition and demonstration of the new 12½-inch, 15½-inch and 16-inch tube models.

## PRODUCTION PARADE

**Highly Sensitive Cathode-Ray Tube**  
Allen B. DuMont Laboratories, Inc., have announced the development of a new multiple-intensifier-type cathode-ray tube, featuring a highly-sensitive vertical-deflection system and known as the Type 5XP. This latest development in cathode-ray tube design is the result of a new type of deflection plate structure in which the length of one pair of plates is considerably increased while the width is decreased.

**Garrard Three-Speed Record Changer**  
A moderately priced, completely automatic record changer, accommodating every type of record has been announced by the Garrard Sales Corp., New York. A feature of the new changer is the simplicity of operation and of switching from one turntable speed and size of record to another. The new changer will be available around July 1.

**Three New TV Antennae**  
Vidi-Master Television antennae, manufactured by Communications Measurement Laboratory, Inc., New York, are now available in three new models; 72, 74 and 88, designed for use singly or in combination to provide ghost-free performance and adequate signal level to the outer fringe of every television service area. Antennae have been field tested at various ranges and in the worst reception areas.

**Hytron Manufacturing TV Tubes**  
Hytron Radio & Electronics Corp. has been producing TV picture tubes since the early part of this year in steadily increasing numbers. Shipments are now being made to a broadly representative group of leading manufacturers of TV receivers. Manufacturing program is supplemented to include all popular receiver type tubes for TV.

## Record Radio Relay Completed To D. C.

The longest single microwave relay ever attempted for an actual telecast for public reception was completed through the use of Raytheon's microwave television relay equipment when the Apple Blossom Festival in Winchester, Va., in April, enabled officials and engineers of The Evening Star's TV station, WMAL-TV, some 70 miles away in Washington, to stage a history-making event in the video field.

Climaxing a month of preparation both in Washington and Winchester, station experts provided TV viewers in the Washington area with nearly four hours of festivities, including a parade and an interview with Bob Hope, grand marshal of the parade. Hookup was completed with a 57-mile relay between a fire lookout station atop Signal Mountain, 17 miles from Winchester, and the station's transmitter on American University campus, a high point in the Washington area.

## Westinghouse Opens TV Installation School

The first of a series of continuous TV service schools was started June 1 at the Westinghouse Home Radio Div. plant at Sunbury, Pa. A new five-day school will start each Monday, providing advanced training for all interested TV servicemen.

## ENGINEERS—CONSULTANTS

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TOLEDO 6, OHIO  
Tel.: Kingswood 7631

### WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.

927 15th St., N.W. REpublic 3883  
WASHINGTON, D. C.

# No Ban On 'Editorializing,' Says FCC, But Definite Ruling Still Is Lacking

(Continued from Page 1)

ward M. Webster, "still leaves a licensee in a quandary and a state of confusion, in that he must follow with his own interpretation an involved academic legal treatise to determine what he can or can not do in his day-to-day operation."

What is clear is that Commissioners Webster, Jones, Hyde and Sterling agree that licensees may use their facilities for "overt editorialization," provided they take care to operate on an overall standard of fairness. Chairman Wayne Coy and Commissioner Paul Walker—out of the country for the final two weeks of the 14 months since the close of the hearings on the matter—did not participate. Commissioner Frieda B. Hennock opposed the majority decision on the ground that the standard of fairness the Commission wants "is virtually impossible of enforcement by the Commission with our present lack of policing methods and with the sanctions given us by law."

## No Full Reversal Seen

A high staff official termed yesterday's report by the majority "a relaxation but not a reversal" of the Mayflower decision. Although it was not clearly stated, the majority appeared to be implying that the Mayflower decision has never actually banned editorials by licensees. There was no admission that the policy set forth in the Mayflower ban has been reversed.

Miss Hennock, however, seemed to feel otherwise, as she said that without greater policing authority by the Commission, "it seems foolhardy to permit editorialization by licensees themselves. I believe that we should have such a prohibition, unless we can substitute for it some more effective method of insuring fairness. There would be no inherent evil in the presentation of a licensee's viewpoint if fairness could be guaranteed. In the present circumstances, prohibiting it is our only instrument for insuring the proper use of radio in the public interest."

## Comment by Jones

Jones wrote that the Mayflower decision had "fully and completely suppressed and prohibited the licensee from speaking in the future over his facilities in behalf of any cause," and that all licensees had definitely considered this ban applicable to them.

A summary of the majority position is included in the following paragraph:

"... The Commission believes that under the American system of broadcasting the individual licensees of radio stations have the responsibility for determining the specific program material to be broadcast over their stations. This choice, however, must be exercised in a manner consistent with the basic policy of the Congress that radio be

maintained as a medium of free speech for the general public as a whole rather than as an outlet for the purely personal or private interests of the licensee.

"This requires that licensees devote a reasonable percentage of their time to the discussion of public issues of interest in the community served by their stations and that such programs be designed so that the public has a reasonable opportunity to hear different opposing positions on the public issues of interest and importance in the community.

## Ask Caution by Licensee

"The particular format best suited for the presentation of such programs in a manner consistent with the public interest must be determined by the licensee in the light of the facts of each individual situation. Such presentation may include the identified expression of the licensee's personal viewpoint as part of the more general presentation of views or comments on the various issues, but the opportunity of licensees to present such views as they may have on matters of controversy may not be utilized to achieve a partisan or one-sided presentation of issues.

"Licensee editorializing is but one aspect of freedom of expression by means of radio. Only insofar as it is exercised in conformity with the paramount right of the public to hear a reasonably balanced presentation of all responsible viewpoints on particular issues can such editorialization be considered to be consistent with the licensee's duty to operate in the public interest. For the licensee is a trustee impressed with the duty of preserving for the public generally radio as a medium of free expression and fair presentation."

## Sees 'Honest Errors' Natural

The majority statement adhered strictly to the concept that achievement of a reasonably fair approach to the presentation of public issues is within the province of the broadcasters. At the same time it recognized that "over a period of time some licensees may make honest errors of judgment. But there can be no doubt that any licensee honestly desiring to live up to its obligation to do so, will be able to achieve a fair and satisfactory resolution of these problems in the light of the specific facts."

There can be, the Commission said, "no one all-embracing formula which licensees can hope to apply to insure the fair and balanced presentation of all public issues. . . . The licensee will in each instance be called upon to exercise his best judgment and good sense in determining what subjects should be considered, the particular format of the programs to be devoted to each subject, the different shades of opinion to be presented and the

spokesmen for each point of view."

It was significant that in this section of the report the Commissioner referred with apparent full confidence to its controversial Scott decision, which held that advocates of atheism should not be denied access to the air because atheism is an unpopular belief.

The Commission declared that "certainly the public has less to fear from the open partisan than from the covert propagandist." In this point it was in momentary agreement with Jones, who devoted much of his additional views to a discussion of Commission responsibility in regard to news commentators.

In another pertinent observation, the Commission held that "it is not a sufficient answer to state that a licensee should occupy the position of an impartial umpire where the licensee is in fact partial."

Jones accused his colleagues of "gagging at a gnat" in confining their discussion to "the licensee's personal use of his own microphone to advocate the causes of the licensee." Although not overtly editorializing, he said, "many licensees, including network licensees who operate the most valuable radio facilities, selected commentators to do their editorializing for them." The power of these commentators is today so great, he said, that newspapers owning network affiliates are in some cases forced "to carry regular broadcasts which they apparently reject and ridicule as proper news or comment for the newspaper columns."

## Commentators a Problem

The "vice" in the commentator situation, Jones said, is "the failure of many such programs to represent themselves (to the public) as 'loaded' news programs." He struck out against the use of misleading datelines, or of newsroom sound effects. He charged frequent and widespread irresponsibility by commentators, declaring that such irresponsibility "of necessity reflects upon the qualifications of the licensee who permits such commentators regularly to use his facilities."

Jones said the Commission clearly has power to act in such cases—it "is not required to renew licenses of persons who permit irresponsible professional editorialists to broadcast false news and to make continued attacks upon person after person without foundation in fact. . . . Where a network permits the continued use of its facilities by irresponsible commentators, this fact should be considered by the Commission as evidence of the network's lack of qualification to hold a radio station license."

Latest episode in the Mayflower decision brought some quick response from the industry in New York. William S. Paley, CBS board chairman, issued a statement heralding the FCC's reversal as "a

# Freedom Foundation Plans Radio Awards

(Continued from Page 1)

which will make a great effort to get hundreds of thousands of people to contribute their dollar to the awards, was made by Kenneth J. Wells, executive vice-president and acting treasurer.

Don Belding, board chairman of the Freedom's Foundation executive committee and also acting chairman. Other members include Lew H. Brown, board chairman of John Manville, vice-chairman; Guy M. Rush, president of Guy M. Rush Co. vice-chairman; Kenneth Akers, president of Griswald Eshleman Co. E. F. Hutton of E. F. Hutton & Co.

One aim of Freedom's Foundation is "to inform and enlighten the American people to a better understanding of their individual responsibility in this republic." Nominations for awards each year will be judged against a "credo" entitled "The American Way of Life."

## Presentation Nov. 21

Upwards of \$40,000 in awards will be made for 1949 on next Nov. 21 at a ceremony in Boston. On that occasion it is proposed to stage a reenactment of the First Thanksgiving to attract the interests of the entire American people. The grand award each year will be \$10,000, presented to one individual chosen from among winners in each category.

Dr. Harold E. Stassen, president of the University of Pennsylvania will serve as the first chairman of the awards jury. Actual selection of award recipients will rest with a jury of 21 men and women picked from a panel composed equally of 20 representatives of leading service clubs such as the Rotary, Kiwanis, Lions Club; 20 justices of State Supreme Courts; and 20 elected officers from patriotic and military societies.

Temporary headquarters is 342 Madison Avenue, New York.

great forward step for broadcasting in this country." Paley said that Columbia "intends from time to time to broadcast radio editorials in its name." He commented that within the last year CBS has publicly and repeatedly advocated the right of broadcasters to editorialize in their own name over their own radio facilities.

WOR, via Lyle Van's 6 p.m. newscast, pointed out to listeners that they had been getting editorials all along. "Whereas others may have stayed away from controversial matters," Van proudly reported, "WOR has continually used this program to express its own editorial viewpoints. And we like to feel that our conduct has been at least partially responsible for the Commission at long last issuing a clarification of editorializing by broadcasters." Van added: "We will continue to take a swipe at injustices and matters we feel are not in the public interest—just as we have in the past, only now with the blessing of the FCC."

# TELEVISION DAILY

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

## INT'L SILVER ALL OUT FOR TV

### TELE TOPICS

**THE BLACK ROBE,"** a new Phillips H. Lord show on NBC, is the most unusual and one of the most gripping programs on the air. It is set in a night court in New York and parades before Frank Thomas, as judge, a succession of characters picked up off the streets in recreations of what are alleged to be actual court cases. Effectiveness of the show lies in the stark realism of these characters, some of whom represent the lowest forms of human life, and in the earthy language they use. As they stand before the bench, their faces are seen in extreme closeup and most of them stare blankly at the camera as they relate their stories. Almost without exception they arouse the viewer's notions, from sympathy to outright hatred. Occasionally there is a touch of genuine humor. Although disposition of the cases also is supposedly taken from fact, the judge and some of his decisions seemed overly lenient. His exchange of meetings with six or eight assorted characters during "recess" also seemed a bit out of line.

**THERE IS VIRTUALLY** no movement on the show, with the screen occupied about 90 per cent of the time by headshots of defendants or complainants. But it aids the program by accentuating the authenticity of the characters. . . . Besides Thomas, the only professional actor on the show is John Green as a policeman on the court. Eddie Sutherland directs for NBC. . . . The various persons on the show are picked up by the Lord office from the streets of New York, obviously including the Bowery and dock areas. They are given a resume of the case they are to portray and familiarize themselves with all details, but they do not memorize an actual script. Instead they are put through their appearances in lengthy and repeated rehearsals. It all pays off excellently.

**WORD THEATER"** will wind up its season on the 13th with the Broadway hit "Edward, My Son," starring Robert Morley and four other members of the original cast: Ian Hunter, Leucen McGrath, Erin Thatcher and D. A. Clarke-Smith.rol Goodner will play the mother. When the show returns to CBS in the fall, it will be on bi-weekly, instead of its present e-a-month, with tentative plans for a weekly sked beginning in January. . . . The WOR-TV tower reached 600 ft. yesterday, with 160 feet to go, plus the antenna. . . . The gang over at Campbellfield is mucho happy over the ratings trend by their two shows since they snagged time spots. "Winner Take All" jumped to 273 to land in the top ten, and "Hercules On Broadway" climbed to 283. . . . An eight-foot square opening has been cut in the north wall of WXYZ-TV's radio B to allow automobiles to be driven through for live commercials.

### Indep't Kinescoping Shown In Hollywood

West Coast Bureau, RADIO DAILY  
Hollywood—In the first demonstration of independent kinescoping presented to television executives yesterday by Television Recorders, Inc., the consensus was that images and sound is better than those of eastern shows telecast by local stations.

Don Lee's "Sleepy Joe"  
The program was Don Lee's "Sleepy Joe" and was recorded by Eastman 16mm cameras, Glenn-Glenn sound, 32mm sound track and Consolidated Processing.

Prices will range from \$200 for 14-minute shows to \$237 for hour shows.

Meanwhile, CBS announced it would start construction for television and tape recording equipment on Monday. Equipment will include eight video recording machines.

### Helen Powers Named To WAAM Exec. Post

Baltimore—Appointment of Helen Powers as administrative director of WAAM, effective June 6, was announced yesterday by Samuel Carlner, executive vice-president of the outlet.

For the past two years, Mrs. Powers has been head of the Powers Productions, radio-tele package house. For six years previous she was assistant manager of WITH (AM) here.

Mrs. Powers began her career in 1931 in the program department of WCAO, and later spent four years with WFBR. Before joining WITH, she was radio supervisor of the Henry J. Kaufman agency in Washington.

## NFL To Maintain Neutrality In Controversy Over Video

Despite the ban on TV pickups of home games announced this week by the Philadelphia Eagles, the National Football League is remaining strictly neutral in the dispute over whether or not tele coverage hurts gate receipts. The entire question, NFL Commissioner Bert Bell said, is "up to the individual clubs."

The Eagles, NFL champions, said that cameras will be barred from Shibe Park as a move to increase attendance. According to James P. Clark, president of the club, "great

### TV Billboards

Boston—John Donnelly & Sons, outdoor advertising agency, has retained an engineering consultant to work on a system of billboard video. Project will undergo thorough trial when color tele is available. Prexy Edward C. Donnelly said, "A central television transmitter, for example, could beam a local department store's one-day special to billboards on the morning of the sale."

## NBC-Stanford Inst. Place Emphasis On TV

Stanford Univ., Calif.—Emphasis will be on tele at the 1949 Stanford-NBC Summer Radio Institute, June 23-August 20, with at least three original TV plays to be written, produced and broadcast as part of the program. Dr. Stanley T. Donner, Stanford radio director, has announced.

### KNBC Exec. On Faculty

Featured course will be titled "Problems of Television" and will be offered by Dr. Donner, George Greaves, assistant general manager of KNBC, and Ray Sanders, engineer. There will also be several guest lecturers.

The course will include a study of production and direction methods, staging, set construction and lighting. Also to be covered will be problems of programming and writing.

Institute, which will include members from 11 western states, will offer 13 courses in all covering all major fields of radio. Work may be taken for academic credit, if desired, Donner said.

## Major Fall Drive Will Cover All Tele Markets

International Silver Company has notified all silverware dealers throughout the country that it sees television as being the greatest of all media for advertising its product and that major campaigns will be launched in the fall in every city where a TV station exists.

International Silver thus becomes possibly the first national advertiser to go on record as being whole hog for television. Last week the Ford Motor Co. revealed some of its thinking on the impact of television, saying it would drop radio for more emphasis on TV, but Ford was not so outspoken and specific as a letter from Craig D. Munson, vicepres and general sales manager for International, to all silverware dealers.

In his letter, which reveals a major shift in advertising strategy, Munson comments on the company's decision to withdraw from network radio after a 12 year period. "Ozzie and Harriet," now sponsored by International over CBS, will not be renewed when it completes its cycle July 10.

Munson said that the company finds no fault with radio or its current program and admits that International has benefited by AM activity. However, he sees a new era when ad strategy must be revamped to meet changing conditions.

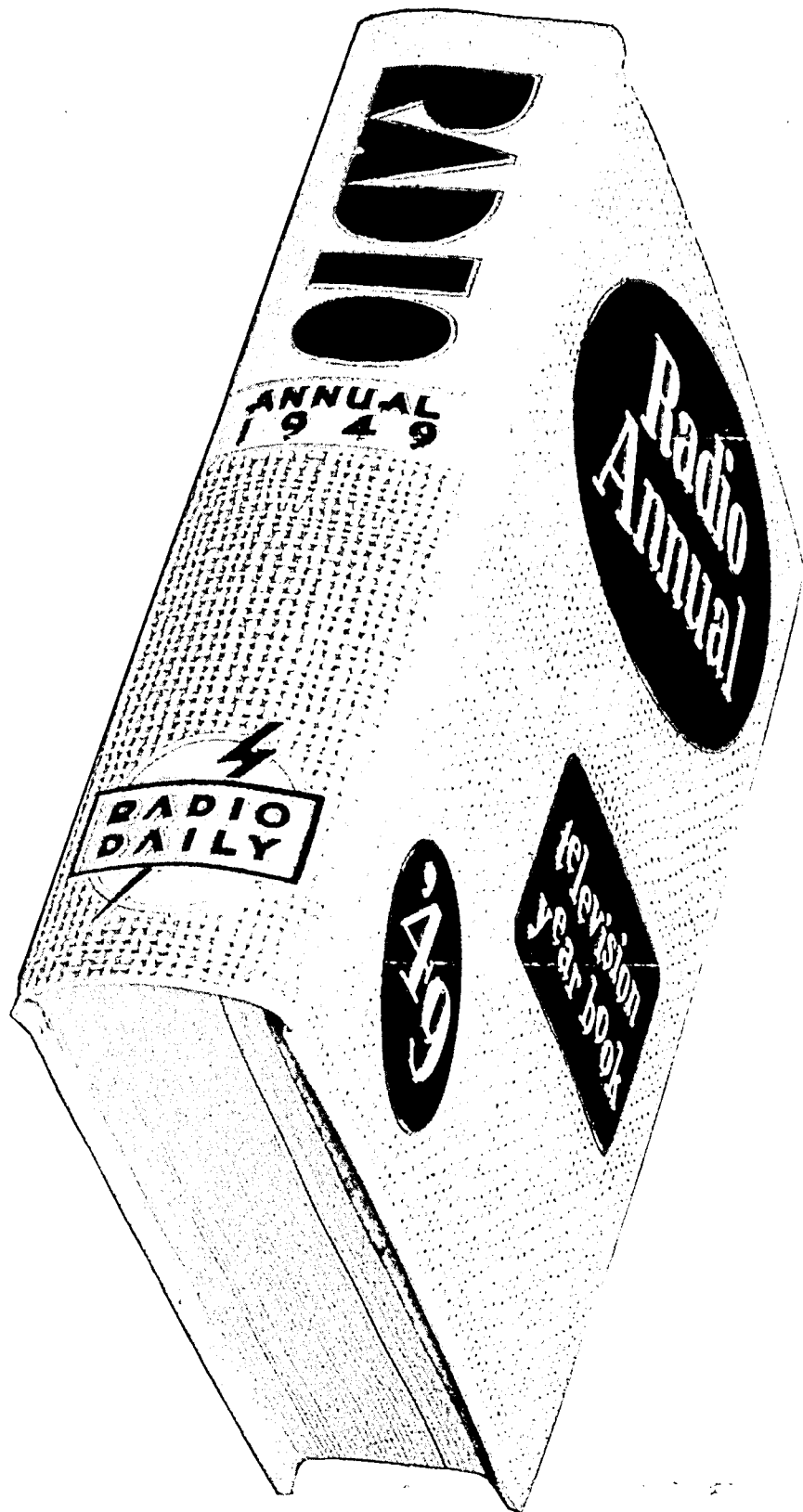
Two reasons are given by Munson for the strategy shift: "(1) Our feeling that radio as an advertising medium for our product is declining in value; (2) The rapid growth and development of television which we believe bears great promise as the best of all media for advertising silverware."

Munson said the company's ad budget for the remainder of the year will go into magazines and television. He did not reveal how it will be split between the two media but he said International plans a major video campaign in the fall for every TV market in the country. Munson emphasized that the cancelling out of radio was not a retrenchment in advertising expenditures but merely a change of approach.

Young & Rubicam is the agency for the silverware account.

### WMAR-TV Sells Regatta

Baltimore—Chesapeake Cadillac-Oldsmobile Co. through St. Georges & Keyes will sponsor opening ceremonies and regatta of the Maryland Yacht Club over WMAR-TV Sunday. Three-hour pickup will include selection and crowning of the "Queen Of The Chesapeake."



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# HEARING-PROCEDURE REVISED BY FCC

## Miller Hails Easing Of Editorializing Ban

Washington Bureau of RADIO DAILY  
 Washington—While radio circles here were still generally uncertain about the FCC statement of last week on the matter of editorializing by broadcasters, NAB President Justin Miller hailed it as "the greatest single victory in behalf of freedom of expression in this nation since the Zenger case confirming the editorial freedom of newspapers over a century ago." He termed the Commission report just-

(Continued on Page 3)

## Ralston Renews Program On Full Mutual Network

Renewal of "Checkerboard Jam-boree" on the Mutual network for another 52 weeks by the Ralston Purina Company of St. Louis, was announced Friday by Jess Barnes, MBS vice-president in charge of sales. The renewal is effective September 26 with the program being heard Monday through Fridays, 12:15 to 12:30 p.m., EDT.

The daytime strip, which features folk dance music and songs by

(Continued on Page 8)

## Giveaway Gimmick Set For Don McNeill Program

Latest network program to include a giveaway gimmick is the Don McNeill "Breakfast Club" show on the ABC network with the announcement that a charm bracelet will be passed out by General Mills, Inc., in the interest of their product Kix.

Plan calls for a special 12 day offer during the 9 to 9:15 a.m., EDT, (Continued on Page 2)

## Seek Sponsors

Two name radio programs acquired by the CBS network during their talent raids on NBC are without full sponsorship at this time and CBS sales executives are intensifying their efforts to get them placed. The programs for which the officials are seeking sponsorship are Burns and Allen and the Ozzie Nelson-Harriet Hilliard shows.

## Presidential Pickup

The four major networks will carry the address of President Harry S. Truman on the occasion of the annual reunion of the 35th Division at Little Rock, Ark., on Saturday, June 11, from 4:30 to 5:00 p.m., EDT.

## Mobile FM Channels Doubled In RCA Test

Using specially designed VHF transmitters with low spurious emission to keep signals in channel, the RCA Engineering Products Department last week staged a demonstration at Camden, N. J., in which they doubled the available FM frequency channels for mobile radio communications without increasing frequency allocations, it was announced Friday. The demonstrations were conducted before engineers of the FCC, U. S. Army Signal Corps and representatives of the public utility and transportation industry.

Limited selectivity of convention-

(Continued on Page 3)

## Wire-Services Officials Sked For Program Clinic

Best ways to use the news wire services for increased sales through better news and feature programming will be discussed at the NAB program directors clinic June 27-29 in Chicago. Tom O'Neil, AP radio news editor; John M. Cooper, INS radio department director, and Phil Newsom, UP radio news manager,

(Continued on Page 3)

## RMA Reveals Attitude On Future Of Color TV

Warning that color TV is still far in the future, regardless of FCC optimism, RMA said Friday in a press statement that it agrees the current VHF channels are not sufficient for nationwide TV service. The RMA statement said "the industry concurs . . . with the Commission's proposal that television broadcasting service be expanded by the addition of channels in the ultra high frequency area."

## Legal, Technical Assistants Named To Work Under Commissioners, Ending 'Proposed' Decisions

## Dyke Resigns NBC Program V-P Job

Another major change in the executive set-up at NBC has occurred in the resignation of Ken R. Dyke who quietly walked out last week after ten years with the company. His resignation had been anticipated several months but NBC has made no announcement.

At the time of his resignation,

(Continued on Page 3)

## ABC Sales Executives Win Network Contest

Ten account executives and sales managers of ABC stations who ranked highest in a contest to stimulate sales on the network's co-op programs will go to Bermuda on an expense-free vacation during the week of June 20th.

The winners are: Bob Walker,

(Continued on Page 2)

## Vaudeville Revival Linked To TV Shows

Success of the revival of vaudeville at New York's Palace theater has resulted in talent booking agencies offering touring vaudeville units for appearances in theaters and on television stations in key

(Continued on Page 3)

Washington Bureau of RADIO DAILY  
 Washington—The FCC announced Friday a revision of its hearing procedure designed to save time and reinforce the separation of investigatory and hearing functions. Staff members doing hearing and opinion work are removed by this action from any supervision or control by Com-

(Continued on Page 3)

## Plan Spot Campaign In 300 Major Cities

Chicago—Bell & Howell Co., manufacturer of photographic equipment, has entered radio advertising for the first time with a promotional tie-in with its dealers in 300 major cities for the broadcasting of 15 one-minute spots and 15 fifteen-minute spots, each with suggested announcer copy.

The manufacturer is supplying its dealers with the recorded package,

(Continued on Page 2)

## FCC Amends FM Ruling On Emergency Antennae

Washington Bureau of RADIO DAILY  
 Washington—The FCC last week proposed an addition to its FM rules requiring notice to the Commission of any emergency antenna operation and limiting such operation to 10 days in the absence of express

(Continued on Page 8)

## Relief Gesture

The first carload of soap contributed to the CARE campaign, plugged by the Bob Hope program on NBC, Tuesdays, has started its trip to Europe's needy. The Lever Brothers plug provides that for every two Swan soap wrappers sent to CARE, Boston 1, or an NBC station, delivery of a bar of Swan soap to needy children overseas is guaranteed.

(Continued on Page 7)



Vol. 47, No. 46 Monday, June 6, 1949 10 Cts.

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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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CHICAGO BUREAU Hal Tate

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

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FINANCIAL

(June 3)

NEW YORK STOCK EXCHANGE

Table with columns: ABC, Admiral Corp., Am. Tel. & Tel., CB5 A, CB5 B, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio. Includes High, Low, Close, Net Chg. columns.

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., OVER THE COUNTER. Includes Bid, Asked columns.

Declares RCA Dividend

Following the meeting of the Board of Directors of the Radio Corporation of America held Friday in New York, Brig. General David Sarnoff, Chairman of the Board, announced that a dividend of 87 1/2 cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from April 1 to June 30, 1949. The dividend is payable July 1, 1949, to holders of record at the close of business June 13, 1949.

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

★ COMING AND GOING ★

JO DINE, publicity director of the NBC press department, left Friday for a one-week vacation in Worcester, Mass.

JOHN DERR, assistant sports director at CBS, returned from a trip to Burlington and Gastonia, N. C.

KATE SMITH has arrived at her Lake Placid Summer home, from which point she will broadcast her Mutual programs for the duration of the season. She is accompanied by TED COLLINS, her manager, and ED BOQUIST, of the WOR engineering department.

MAGGI McNELLIS, of "Private Wire" and "Leave It to the Girls" on NBC, vacationed in her home town, Chicago.

FRAN ALLISON, of "Kukla, Fran and Ollie" on WNBC, left New York last week for Chicago.

WILLIAM G. HETHERINGTON, news commentator on WJNR, Newark, left for Europe last week on a tour of displaced-person camps in Austria and Germany. The trip was arranged by the International Refugee Organization. He'll return with a DP group bound for Jersey.

ED GREIF, of Banner & Greif, publicists, has returned from St. Louis, where he spent a week on business.

EDWARD R. MURROW, Columbia network news analyst, will broadcast tomorrow from WWL in New Orleans.

HAROLD E. FELLOWS, general manager of WEEL, Boston, visited for a while last Friday at the New York headquarters of the Columbia network.

JOHN J. GILLIN, JR., president and general manager of WOW, Omaha, Neb., is in town on business. Conferred Friday at the NBC offices.

RALPH BARUCH, of the SESAC transcription department, this week is in New England visiting stations in Rhode Island and Massachusetts.

TEX BENEKE and PETER LORRE to Minneapolis for a theater engagement. BUDDY BASCH, their ubiquitous Boswell, preceded them to Minnesota to set the publicity stage for their appearance.

CLARENCE WORDEN, director of special events and public services at WCBS, is spending his vacation motoring through New England. He plans to be away about three weeks.

BEATRICE KAY, vocalist currently on tour in Canada, will return to New York Wednesday for an engagement at the Patio Theater in Brooklyn. She'll also complete plans for her new television series, kinescoping of which will commence July 17 at NBC.

SID CAESAR, star of "Admiral Broadway Revue" on NBC-TV, left for Florida following the program of last Friday. It's his first vacation in three years. He'll be back in New York June 12.

Plan Spot Campaign In 300 Major Cities

(Continued from Page 1)

"Hollywood Heritage," at a cost of \$5. The dealers, in turn, are paying for the radio time. Currently, the firm is promoting wider distribution of the records to its dealers through literature pointing out "sales results." The radio campaign has been in preparation for the past two and one-half months.

Features Testimonials

The one-minute spot announcements consist of testimonials by 15 Hollywood stars telling how they use Bell & Howell's "Filmo" cameras for their home movie-making. "We find that the movie star testimonials, which include such top-ranking stars as Gregory Peck, Susan Hayward and Bob Hope, carry over into the home movie field the accepted leadership and prestige which Bell & Howell has held for years in the professional photographic industry." Mrs. Margaret Ostrom, advertising manager of the company, commented in announcing the current campaign.

Giveaway Gimmick Set For Don McNeill Program

(Continued from Page 1)

portion of the program starting June 16th. Listeners will be asked to send in 50 cents and a Kix box top to obtain a charm bracelet with charms representing principals of the program.

Guest Vocalists

Nancy Donovan and Larry Douglas have been signed for a one-week engagement as guest vocalists on WMGM's "Accent on Music" program, beginning today.

ABC Sales Executives Win Network Contest

(Continued from Page 1)

account executive, WCHV, Charlottesville, Va.; Fred Elsethagen, assistant sales manager, KVOS, Bellingham, Wash.; Dennis Gerken, account executive, WCRO, Johnstown, Pa.; E. P. Mills, Jr., commercial manager WELI, Battle Creek, Mich.; Harold Vigue, account executive, WTIV, Waterville, Me.; Harmon Duncan, manager, WDUK, Durham, N. C.; Pat O'Halloran, account executive, KPQ, Wenatchee, Wash.; Thomas G. Nelson, account executive, KGA, Spokane, Wash.; John A. Lang, sales manager, KWRN, Reno, Nev., and Bill Hower, assistant manager, KADA, Ada, Okla.

The contest was conducted by ABC's co-operative program department from March 6 through April 30, last.

10 YEARS AGO TODAY

From the Files of Radio Daily

Recommending that President Roosevelt demand the resignation of the entire FCC, Rep. McLeod (R., Mich.) attacked the FCC's rulings governing international radio programs as censorship of speech. . . . Procter & Gamble, General Mills and Socony-Vacuum received an offer of \$100,000 from the Yankee and Giant managements to break their contracts. Poor attendance is said to be responsible. . . . RCA announced that attendance at its television exhibits at both the San Francisco and N.Y. World's Fairs has surpassed the 1,000,000 mark, an all-time high.



"Just watching my weight..."

Jocko is taking no chances of his waistline. He checks up every day to make sure he's in good shape.

It's a good idea to keep a close check on your weight. It's a still better idea to keep a close check on your sales and profits these days.

Time buyers know one good way to keep sales and profits in good shape in Baltimore. They use W-I-T-H, the BIG independent with the BIG audience.

For W-I-T-H is the big bargain buy in this rich market. It delivers more listeners-per-dollar than any other station in town. And that means that you get BIG results from a LITTLE money on W-I-T-H.

So call in your Headley-Reed man today. Get him to give you the whole W-I-T-H story.

AM W.I.T.H. FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

# Commission Revises Hearing Procedure

(Continued from Page 1)  
 Commission officers with prosecutory or investigative functions and placed under the immediate supervision and direction of the Commissioners. At the same time, a group of special legal and technical assistants was named to work on hearing matters under supervision of the Commissioners. It includes Parker Hancock, Horace E. Sloan, Robert Alfrod, Frederick W. Ford and Charles S. Borum.

An important change incorporated in this action is that hereafter initial decisions can be issued by hearing examiners or commissioners who have presided at hearings, whereas in the past these initial examiner recommendations have been gone over by the Commission and issued together with proposed decisions by the full Commission.

The new procedure will eliminate the proposed Commission decisions, with exceptions to be filed to the initial decisions. Final decisions will be issued from the Commission.

Another change is that motions which have until now had to be heard by motions commissioners in most instances, when a part of a hearing is in progress, be acted on by hearing examiners.

## Glickman Cited

Marty Glickman, WMGM sports-caster, will be honored for "outstanding contributions to sports broadcasting" by the Men's Club of Temple Beth Emeth, Brooklyn, on June 8.

He was honored several weeks ago for similar "accomplishments" at his alma mater, Syracuse University.

# AGENCIES

MARY DUNLAVEY has joined Newell-Emmett Company as buyer of radio and television spot network time. She previously was engaged in radio media work with Pedlar & Ryan and Ruthrauff & Han.

JAMES N. MANILLA, formerly television director of Robert F. Lynch, Inc., and manager of the television department at the Comp-Advertising Agency, has joined television staff of Newell-Emmett Co., it has been announced. George F. Foley, Jr., Newell-Emmett television director. Mr. Manilla, a graduate of Yale University, was previously with NBC, General Electric and The Eastman Kodak Company.

YOUNG & RUBICAM has been engaged to prepare the advertising campaign for Mission Bell Wines, produced by K. Arakelian, Inc., of Madera, California.

## D-Day Saluted

The fifth anniversary of D-Day, today, was saluted by the "Air Force Hour" on Thursday, 8-8:30 p.m., EDT, over Mutual, and again yesterday by the net's New York affiliate, WOR. The weekly program, carried for several weeks by the indie, WMGM, henceforth will be carried exclusively in the New York area by WOR as a re-broadcast, Sundays, 1 p.m.

## Miller Hails FCC Easing Of Editorializing Ban

(Continued from Page 1)

Miller's justification "at long last" of NAB's contention that the Mayflower decision "represented an unwarranted invasion of freedom of speech."

Meantime lawyers here were recalling the position of Morris Novik, New York radio consultant, during the hearings on the Mayflower decision last year. Novik maintained that the Mayflower decision did not ban editorializing by broadcasters, but merely provided that the total effect of a broadcaster's programming could not be one-sided.

This is the position which the Commission has apparently adopted, it was believed by many, and explains the refusal of the majority to consider the report a reversal of the Mayflower policy.

In fact, there is a disposition in some quarters to look upon the report as a strengthening of the Mayflower decision.

Miller continued, in his statement, that while "the Commission's action does not in terms reverse the Mayflower case, nevertheless, it nullifies the uncertain language and faulty reasoning contained in that decision."

"The concurring observations of Commissioner Robert Jones with respect to the gobbledygook woven into the Commission's majority report, demonstrates the danger of establishing policy through the use of dicta.

"Now that the broadcasters' right to free speech has been recognized by the FCC, I suggest that broadcasters be clearer and more specific in their editorializing than the Commission has been in this vague and wandering report—or they will fail to fulfill the Commission's new dicta concerning 'the right of the public to be informed (fairly).'"

## Personalized Invitation

Pressed for time in getting a turnout for a cocktail party, a New York press agent Friday came up with the following personalized telegram to the radio, TV and movie trade:

"Would like very much to have you drop in for cocktails with us this afternoon after 5:15 at the Warwick Hotel, Pine Room, 54th Street and Sixth Avenue. Please forgive last minute invitation. We arrived last night at midnight. Do come."

The telegram bore the signature of Roy Rogers and Dale Evans.

## Mobile FM Channels Doubled In RCA Test

(Continued from Page 1)

al mobile radio receivers, it was explained, has made it impracticable for the FCC to assign adjacent channels to users in any one community or area. Thus, among four of the channels used in the test—152.21, 152.27, 152.33, and 152.39 megacycles, respectively—it has not been feasible to assign 152.21 mc and 152.27 mc in the same community. Instead, it has been necessary to stagger them—alternate channels 152.21 and 152.33 mc to one city, 152.27 and 152.39 mc to another.

The selectivity achieved in the new RCA "Carfone" receiver, used with VHF transmitters specially designed with low spurious emission to keep signals in channel, was shown to make possible clear reception on the four adjacent channels, even in vehicles lined up side by side.

In addition to making possible adjacent channel operation, the company stated, Carfone equipment is able to receive messages in a given channel even when the vehicle is within 0.4-mile of land stations transmitting on other channels, whereas inter-modulation interference normally cuts off communications with such vehicles when they move within a radius of 1½ miles of other stations.

Among those present at the demonstration were: Daniel H. Arnold and William S. Grenfell, of the FCC; J. H. Durrer, S. Zalesky, and F. Niedt, of the Coles Signal Laboratory, Red Bank, N. J.; Horace Gwilym, of Cleveland, Ohio, secretary of the National Association of Taxicab Owners; R. M. Malcolm of Philadelphia; Franklin Smith, of Chicago, secretary of the American Taxicab Association, and Mrs. Smith; W. E. Darnell, C. R. Krause, and C. H. Horn, engineers of the Bell Telephone Company of Pennsylvania; Jerry Courtney, attorney, of Washington, D. C.; William Rothman, of Baltimore; Frank DeBrouse, of Baltimore; Raymond E. Simonds, of the RCA Frequency Bureau, Washington, D. C.; Robert R. Welsh, manager of the RCA Communications and Aviation Section; and A. D. Zappacosta, J. C. Fields, R. A. Beers, and W. A. Harris, all of RCA, Camden.

## Wire-Services Officials Sked For Program Clinic

(Continued from Page 1)

will join with E. R. Vadeboncoeur, of WSYR, Syracuse, N. Y., in pointing out methods by which local stations can capitalize on special feature program material provided by the wire services.

## 'County Fair' Moving

CBS network's "County Fair," sponsored by the Borden Co., now aired Wednesdays, 9:00-9:30 p.m., EDT, will switch to Saturdays, 2:00-2:30 p.m., on July 9. Last Wednesday broadcast of "County Fair" will be on June 29. Kenyon & Eckhardt is the agency for Borden Co.

# Dyke Resigns NBC Program V-P Job

(Continued from Page 1)

Dyke was administrative veepee in charge of programs. It's understood that no decision has been reached on his successor although his duties would seem to fall on the shoulders of Thomas McCray, national program director. McCray himself has been the basis of strong trade reports in recent months which have had him stepping up as the successor to Dyke.



DYKE

Dyke's future plans have not been made known. It is possible that he will return to advertising or sales promotion work in a field other than broadcasting. Before joining NBC he was assistant advertising manager for the U. S. Rubber Co. At other times he was veepee and sales promotion director of Johns-Manville and advertising director of the Colgate-Palmolive-Peet Co.

Joined Web in 1939

Dyke joined NBC in 1939 as eastern sales manager and two months later became director of sales promotion and research, a job he held until he entered government service in 1942. During the war he became a brigadier general on the staff of Gen. MacArthur. Dyke returned to NBC in 1946 with the new title of veepee and director of broadcast standards and practices.

## Vaudeville Revival Linked To TV Shows

(Continued from Page 1)

center cities, RADIO DAILY learned Friday.

It is reported that both the William Morris agency and Music Corporation of America are preparing touring unit shows which will be offered to theaters and TV stations. Plans call for the units playing a full week in each city and making a TV station appearance on the closing day under commercial sponsorship.

B & K Making Plans

In Chicago, Balaban and Katz theaters are reported about ready to conduct some experimentation of picking up stage shows on TV and the Fox theaters on the west coast are also considering the use of live stage talent in connection with television broadcasts.

The revival of vaudeville is credited in New York to have stemmed from the popularity of the television variety shows emceed by Milton Berle and Ed Sullivan. Ted Mack's amateur hour has also aided the revival. The Amateur Hour, incidentally, now has some touring road units.



### California Commentary . . .!

• • • Inability to raise enough capital may see the collapse of plans for a television station in Portland. Masterson, Reddy & Nelson, which has the construction permit, will seek an extension of time from the FCC. But Charles Brown, who was associated

Hollywood in the venture, has bowed out. . . . It's a girl for the William Frougs. He's the scripter of the CBS "Green Lama" series. . . . And William Forward, assistant program director of KTTV, is passing out cigars because of the arrival of a second son. . . . The Valley station KWIK has moved the broadcast of the Dave Ward Show to Music City's store window at Sunset and Vine. Dot Meyberg does a movie chatter chore on the show which is on for two hours Monday through Saturday. . . . "Cafe Comedy," a new KLAC-TV show, is combing the town for vaudeville acts. The video show originates at Manny King's and Jean Carter's night club. . . . Stanley Neal and Ricardo Cortez are motoring to New York where Neal is slated for TV parleys. Neal heads Stanley Neal Productions on the Hal Roach lot. . . .

☆ ☆ ☆ ☆

• • • Bob Hall, former publicity chief for ABC here, is vacationing in the Northwest, following his resignation last week. Ned Hullinger, assistant sales promotion manager, succeeds Hall as publicity manager. Ned was a member of the publicity staff until he transferred to sales promotion last February. . . . Dr. Ross Dog Food will sponsor "Hopalong Cassidy" on the full Don Lee network, plus KOOL in Phoenix, starting June 23. Deal is for 52 weeks. . . . Bill Haworth has joined KFI as a vacation relief announcer. . . . Ed Thompson and Heil McDonald have resigned from the Bernie Milligan office to open their own publicity shop, handling radio, television and industrials. . . . Ben Blue and Sid Fields are cooking up a big TV deal. . . . Liberace, the hit pianist at Mocambo, has been ticketed to a term recording deal by Decca and an important role in Universal-International's "Java." . . . John Claar and Del Sharbutt are organizing their own video company within the Century Theater Group to present television adaptations of plays and originals by group members. . . . A half-hour situation comedy is being prepped by Joe Bigelow for the Wesson Bros. . . . Veloz and Yolanda are launching a campaign of one-minute spot announcements on all local tele stations for their dance schools. . . . Capitol Records preparing a flash on a big tie-up with Bill Boyd and his "Hopalong Cassidy" character, involving sponsorship of a big television show. . . .

☆ ☆ ☆ ☆

• • • A personnel retrenchment program was put into effect last week by ABC here and in San Francisco. Between 20 and 25 persons in various departments were laid off in Hollywood and a half-dozen in S.F. . . . Thrifty Drug Stores will sponsor "Mr. President" locally over KECA. . . . Each member of the "One Man's Family" cast will be written out of the script by Carlton Morse at intervals during the summer to allow the players to take vacations, as the show will continue through the hot months. . . . Billie Burke did a guest TV appearance on "Bozo's Circus" yesterday. And Edgar Bergen did likewise on Mal Boyd's "Hollywood in Three Dimensions" Friday. Both are KTTV programs. . . .

### Joins Mutual Staff

Hollywood—Howard Wheeler has joined Mutual Don Lee Network sales staff in Hollywood as radio account executive. Wheeler was formerly assistant advertising and sales promotion manager for Douglas Aircraft in Santa Monica, Calif.

### Decca Dividend

Directors of Decca Records, Inc., at a meeting on June 2 declared a regular quarterly dividend of 12½ cents per share on the capital stock. The dividend is payable June 30, 1949, to stockholders of record June 16, 1949.

OPEN  
LETTER  
TO  
MEMBER  
STATIONS,  
BROADCASTERS  
PROGRAM  
SYNDICATE





# BROADCASTERS PROGRAM SYNDICATE

UNDER DIRECTION OF

BRUCE BELLS & ASSOCIATES

2217 MARAVILLA DRIVE, HOLLYWOOD 28, CALIFORNIA

TELEPHONE HOLLYWOOD 5889

June 6, 1949

TO ALL BPS STATION MEMBERS:

A thousand thanks for the volume of heart-warming messages congratulating us on the big "windfall!"

Rather than thank you individually, we want to say - in this open letter - that we are just as thrilled and happy as you are. Thanking you in an open letter also gives us an additional opportunity to let hundreds of non-member stations - which will inevitably join our ranks - know about the "windfall" we are sharing, and which awaits them, too.

One of you used the term "shockingly pleasant surprise" when referring to our notification that, about June 30th, every member will receive his choice of any or all of 73 additional transcribed program series (in every category) -- totalling over 3300 sides -- over 800 hours -- original talent costs of which exceeded \$1,000,000 -- for pressing costs only! The term is more than apt!

Our acquisition of this tremendous group of proven shows for exclusive use of Broadcasters Program Syndicate members constitutes the largest single transaction in the 20-year history of the transcribed program industry. A great tribute to the great purchasing power of station operators working together!

Full details on the shows and complete information has just been sent to every non-member station eligible for membership (from a standpoint of coverage over-lap). It's all pretty fabulous, and we'll expect your assistance in eliminating that "too good to be true" feeling it could inspire in non-member station men who might not realize the full significance of the information sent them - unnecessarily delaying their own profit potential.

Again thanks very much for your most welcome congratulations.

Sincerely,

Bruce Bells

# Roster Of Nation's Leading Radio-TV Editors

## ALABAMA

Birmingham Age-Herald & News: Lily May Caldwell.  
Birmingham Post: Clark J. Stallworth, Jr.  
The Mobile Press: Don Costa.  
The Mobile Register: Mike McEvoy.

## ARIZONA

Arizona Times (Phoenix): John Johns.  
Republic & Gazette (Phoenix): Julian De Vries, Ralph Mahoney.

## ARKANSAS

Arkansas Gazette (Little Rock): Gad Canby.  
Arkansas Democrat (Little Rock): Beverly Boyd.

## CALIFORNIA

Fresno Bee: John Strothair.  
Hollywood Citizen-News: Zuma Palmer.  
The Mirror (Los Angeles): Lou Larkin.  
Valley Times (No. Hollywood): Allen Riel.  
Pasadena Star News: C. D. Perlee.  
Pasadena Independent: Bill Bird.  
Shopping News (Oakland): Tom Tyrrell.  
Union-Tribune Sun (San Diego): Dorothy Mahoney.  
San Diego Daily Journal: Peg White, Neil Morgan.  
San Francisco Chronicle: Paul Speegle.  
San Francisco Shopping News: Tom Tyrrell, Tom Foster.

## COLORADO

Denver Post: Ken White.  
Rocky Mountain News (Denver): Barry Morrison.

## CONNECTICUT

Bridgeport Post: Roeky Clark.  
Bridgeport Herald: Leo Miller.  
Hartford Courant: M. Oakley Stafford, Eleanor Hunt.  
Hartford Times: Charles Niles, Art McGinley, Phyllis Cureau.  
New Britain Herald: K. J. Saunders.  
Republican & American (Waterbury): E. Christy Erk.

## DISTRICT OF COLUMBIA

The Evening Star (Wash., D. C.): Harry McArthur, Margaret Child.  
The Washington Post: Sonia Stein, Georgeann Williamson, Nicha Soure.  
Times-Herald (Wash., D. C.): Tom Elliston.  
Daily News (Wash., D. C.): Ralph E. Worsham.

## FLORIDA

Jacksonville Journal: Hinton Bradbury, Fred Harrell.  
Florida Times-Union (Jacksonville): Mr. Woodrich.  
The Herald (So. Jacksonville): Joe Cauthern.  
Miami Herald: Marian Aitchison.  
Miami Daily News: Louise Leyton.  
Florida Sun (Miami): Loyal Compton.  
Miami Beach Sun-Star: Dema Rubinsteln.  
Ybor City Sunday News (Tampa): Rubin Fabello.  
Tampa Daily Times: Hampton Dunn, Alice Krupa.  
Tampa Morning Tribune: Phil Barnoy.

## GEORGIA

The Atlanta Journal: Lauren Norvell.  
The Atlanta Constitution: Rita Van Pelt.  
North DeKalb Record-Norcross News (Atlanta): Dan Bailey.  
Augusta Chronicle: Ashley C. Smith, Louis C. Harris.  
Augusta Herald: J. H. Samuel.  
Morning News (Savannah): J. P. Miller.  
Evening Press (Savannah): John Suttive.

## ILLINOIS

Tribune (Chicago): Larry Walters.  
Sun Times (Chicago): Ulmer Turner, Bill Irvin.  
News (Chicago): Sam Lesner.  
Federation News (Chicago): L. P. Straube.  
Peoria Journal: R. M. Shepherdson.  
Peoria Star: Theo Jean Alrends.  
Labor Temple News (Peoria): Lou Betts.  
Peoria News: Bill Oakley.  
Rock Island Argus: Frank Harrington.

## INDIANA

News-Sentinel (Ft. Wayne): Bud Manth.  
Journal-Gazette (Ft. Wayne): Cliff Milnor.  
Indianapolis News: Martha McInatton.  
Indianapolis Star: Beatrice Hynes.  
Indianapolis Times: Marjorie Foster.

## Revised Roll Call of Editors

Increasing importance of radio and TV news in dailies is revealed in the revised list of daily newspapers devoting space to radio and television news, prepared by RADIO DAILY through the co-operation of the nation's broadcasters. The list is published for the convenience of networks, agencies, public relations offices, and other allied agencies interested in contacting the press.

## IOWA

Cedar Rapids Gazette: Nadine Subotnik.  
Democrat & Leader (Davenport): Ina Wickham.  
Daily Times (Davenport): Jennie Strezlocki.  
Register & Tribune (Des Moines): Joe Hudgens.

## KANSAS

Kansas City Kansan: Martin Markula.  
Kansas City Star: Bob Hoyland.  
Topeka Daily Capital: Milton Tabor, Ray Morgan.  
Topeka State Journal: Tom Kiency.  
Wichita Eagle: Peter Wyden, Geraldino Day, Marsh Murdock.  
Wichita Beacon: Al Bence, Sidney Coleman.  
Downtown Wichita: Charles Jones.

## KENTUCKY

Ashland Daily Independent: J. T. Norris.  
Courier Journal (Louisville): Bill Ladd.  
Louisville Times: Angelo Preis.

## LOUISIANA

Morning Advocate (Baton Rouge): Jean Moyer, Margaret Dixon.  
State-Times (Baton Rouge): Ernest Guyemard, C. P. Lighter.  
North Baton Rouge Journal: Rolf McCollister.

## MAINE

Press Herald-Express (Portland): Dwight Sargent.

## MARYLAND

Baltimore Morning Sun: Robert Snyder.  
Baltimore Evening Sun: Raymond Pryde.  
Baltimore News-Post & American: J. Hammond Brown.  
Baltimore Sunday Sun: Martha Millsaugh.

## MASSACHUSETTS

Boston Herald-Traveler: Alyce Quinlan.  
Boston Globe: Elizabeth Sullivan.  
Boston Post: Howard Fitzpatrick.  
Christian Science Monitor (Boston): Albert Hughes.  
Boston Record-American: Joseph Anderson.  
Transcript-Telegram (Holyoke): Richard Murphy.  
Springfield Union: Thomas J. O'Neill.  
Springfield Daily News: W. Harley Rudkin.  
Worcester Telegram: Frederick L. Rushton.  
Evening Gazette (Worcester): James Gratton.  
Sunday Telegram (Worcester): Don Williams.

## MICHIGAN

Bay City Times: Glen MacDonald.  
Detroit News: Herschel Hart.  
Detroit Free Press: Mark Belaire.  
Flint Journal: Anita Clever.  
Grand Rapids Press: Florence Kasprzak.  
Grand Rapids Herald: Carolina Godley.  
Saginaw News: Irving Wahl, Otto Presprich.

## MINNESOTA

Minneapolis Morning Tribune: Will Jones.  
The Minneapolis Star: Bob Murphy.  
St. Paul Dispatch: Virginia Hoffstrom.

## MISSISSIPPI

Jackson Daily News: Max Smythe.

## MISSOURI

Kansas City Star: R. J. Hoyland.  
Post-Dispatch (St. Louis): Jim Spencer.  
Globe-Democrat (St. Louis): Harry LaMertha.

Star-Times (St. Louis): Ralph Gentles.  
Springfield News & Leader: Georg Olds.

## MONTANA

Midland Review (Billings): L. R. Prill.  
Great Falls Tribune: Bill Zadick.  
Montana Farmer-Stockman (Great Falls): Don Bosley.

## NEBRASKA

Lincoln Star Journal: Marcella Slajehert.  
Lincoln Star: Rex Gribble.  
World-Herald (Omaha): Jake Rachman.

## NEVADA

Las Vegas Evening Review Journal: John F. Cahlan.  
Boulder City News: M. M. Zenoff.  
Reno Shopping News: Rex Holloway.  
Nevada State Labor News (Reno): Joe Cleary.  
Nevada State Journal (Reno): Frank Sullivan.  
Reno Evening Gazette: Joe Jackson.

## NEW HAMPSHIRE

Keene Evening Sentinel: C. C. Buckman.  
Manchester Union-Leader: Walter Murlagh.  
Rochester Courier: Samuel Seavey.  
Somersworth Free Press: Buddy Jenkins.  
Portsmouth Herald: Bob Kennedy.

## NEW JERSEY

Press-Union Newspapers (Atlantic City): Dorothy Yetter.  
Atlantic City Daily World: Red Ritson.  
Newark News: Robert Taylor.  
Evening News (Paterson): Henry Schwartz.  
Morning Call (Paterson): Jean McCullough.

## NEW YORK

Times Union (Albany): John Archer, Edgar Van Olinda, George Williams.  
Knickerbocker News (Albany): Lovina Reedy.  
The Gazette (Schenectady): Dudley T. Hill, Paul Jackson.  
Troy Observer Budget: Helen Collins.  
Binghamton Sun: Sally Gardner.  
Binghamton Press: Fred Romeo, R. Fitchenburg.  
Knickerbocker Press (Albany): Cliff Bradt.  
Buffalo Evening News: James Tranter.  
Buffalo Courier Express: Don Tranter.  
N. Y. Daily News: Ben Gross.  
N. Y. Herald-Tribune: John Crosby.  
N. Y. Mirror: Nick Kenny.  
N. Y. Sun: Gertrude Connelly.  
N. Y. Times: Jack Gould.  
N. Y. World Telegram: Harriet Van Horn.  
N. Y. Compass: Paul Denis.  
Niagara Falls Gazette: Thomas Berrigan.  
Rochester Times-Union: Don Yerger, Joseph T. Adams.  
Rochester Democrat & Chronicle: George Shoals.  
Rochester Sun: Curt Gerling.  
Herald Journal (Syracuse): Tom Coolican.  
Rome Daily Sentinel: Conso De Luti.

## NORTH CAROLINA

News & Observer (Raleigh): Dan Hodges.  
The Raleigh Times: Larry Aydette.  
Durham Sun: John R. Barry.  
Durham Herald: C. Sylvester Green.  
The Democrat (Greensboro): Carson Deal.  
The Sun (Greensboro): T. E. Warg.  
Greensboro Daily News: Jack Abernathy.  
Courier-Tribune (Asheboro): Roy Cox, Walter Hargett.  
Charlotte Observer: Dick Pitts.  
Charlotte News: Emery Wister, Tom Fesperman.

## NORTH DAKOTA

Fargo Forum: Sid Hooper, Stan Cowan, Roy Johnson.

## OHIO

Akron Beacon Journal: Bee Offinere.  
Canton Repository: John Crosby, Rose Kesel.  
TimesStar (Cincinnati): Frances Raine.  
Post (Cincinnati): Mary Woods.  
Enquirer (Cincinnati): John Caldwell, Maggie Adams.  
Plain Dealer (Cleveland): Robert Stephan.  
Cleveland Press: Stanley Anderson.  
Cleveland News: Elmore Bacon.  
Columbus Dispatch: Dean Myers.  
Columbus Citizen: Jo Bradley Reed.  
Ohio State Journal (Columbus): Mary McGavran.  
Columbus Star: Joe R. Mills.  
Dayton Daily News: Bill Barton.  
Dayton Herald: Jim Marine.  
Dayton Journal: Jessie Neodumen.  
Toledo Blade: Ruth Driftmeyer.  
Toledo Times: Dee Rush.  
Youngstown Vindicator: Virginia Hurray.

## OKLAHOMA

Tulsa Tribune: Roger Devlin.  
Tulsa World: Russell Gideon.  
Oklahoma City Times: Paul Hood.

## OREGON

The Oregonian (Portland): William Moyes.  
Oregon Journal (Portland): Jeanne Yount.

## PENNSYLVANIA

Chester Times: Bob Finucane.  
Erie Dispatch Herald: Wesley First, Claire Swisher, A. J. White.  
Daily Times (Erie): Charles Wells.  
Pittsburgh Press: Si Steinhauser.  
Pittsburgh Post-Gazette: Charles Danver, Harold Cohen.  
Johnstown Observer: Lou Perry.  
The Inquirer (Phila.): Pat Wilson, Frank Brookhouser.  
Evening Bulletin (Phila.): Elmer Cull.  
Daily News (Phila.): Jerry Gaghan.  
Philadelphia Tribune: Ernest Gay.  
Pittsburgh Courier: Norris West.  
Pittsburgh Sun-Telegraph: Frank Smith.

## RHODE ISLAND

Bulletin (Providence): Maurice Dolbier.

## SOUTH CAROLINA

News & Courier (Charleston): Tom Peck.  
The State (Columbia): John Montgomery.  
Columbia Record: George Buchanan.  
Greenville Piedmont: Gil Rowland, Ben Lever.  
The Greenville News: N. P. Mitchell, Carl Weimer.

## SOUTH DAKOTA

American News (Aberdeen): Leif Johnson.  
Sioux Falls Forum: York Sampson.

## TENNESSEE

Chattanooga Times: Janet Patten.  
Knoxville News Sentinel: Hugh Allen.  
Knoxville Journal: Juanita Glenn.  
Press Scimitar (Memphis): Louise Nolan.  
Commercial Appeal (Memphis): Mike McGee, W. C. Teague.  
Nashville Tennessean: Nellie Bizzell.  
Nashville Banner: Milton Randolph.  
Good News Weekly (Nashville): Milton Randolph.

## TEXAS

Austin American-Statesman: Steve Perkins.  
Beaumont Journal: W. W. Ward.  
Beaumont Enterprise: R. L. Akers.  
Dallas Morning News: Peggy Louise Jones, Fairfax Nisbet.  
Dallas Times-Herald: Doug Hawley.  
Fort Worth Press: Jack Gordon.  
Fort Worth Star Telegram: Gita Bumpass.  
Houston Press: William Roberts, Vance Trimble, Tom Hammond.  
Houston Chronicle: Mildred Stockard.  
Houston Post: Jane Bronstein.

## UTAH

Ogden Standard Examiner: Clarence Stewart.  
Salt Lake Tribune-Telegram: Jack Goodman.  
The Deseret News (Salt Lake City): Howard Pearson.

## VIRGINIA

Daily Press (Newport News): Fred Naff.  
Times Herald (Newport News): William M. Harrison.  
Norfolk Ledger: W. Twyford.  
Virginian Pilot (Norfolk): W. Twyford.

(Continued on Page 8)

# TELEVISION DAILY

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

## RMA SEES COLOR LONG WAY OFF

### TELE TOPICS

**NEW YORK CHEVROLET DEALERS' ASSOCIATION** would like to buy local sponsorship of the Notre Dame football games in the fall, but DuMont wants to sell the package on a network basis. The Chevy agency, Campbell-Ewald, is reported to be contacting dealer groups in other cities to line them up for a web deal. . . . James N. Manilla, formerly with Robert F. Branch, Inc., and the Compton agency, has joined George Foley's TV staff at Newell-Emmett. . . . After an appearance on "People's Platform" over CBS, James S. Martin, former decartelization chief of AMG, wrote producer Robert Allison: "Sitting in front of all that equipment is something like being the sacrificial goat in a Buck Rogers model of the Spanish Inquisition."

**APPOINTMENT** of Bob Hope's Quality Electric Television Corp. as DuMont receivers distributor for Southern California will be announced today. Hope, who is chairman of the board, will throw a cocktail party for dealers on the 14th and then will take them to an airing of his NBC show during which he will try to throw in some plugs for DuM. . . . The annual report of Baltimore's Mayor Thomas D'Alesandro will be delivered to the residents of the city this year through a series of eight broadcasts on WBAL-TV. D'Alesandro and heads of the various city departments will appear on the program, which will be titled "Your City Government." At the conclusion of the series the report will be published. . . . "Weather Or Not," five-minute strip with Dr. James Austin, of MIT, has been placed on WBZ-TV by the First National Bank of Boston, through BBD&O. Bank also sponsors sign-off weather reports on the station.

**DR. ALLEN B. DUMONT**, Larry Lowman, of CBS; Lee Jahncke, of ABC, and Commissioner George E. Sterling will be on hand at the dedication of WHEN in Syracuse today. Opening of a new 537-foot tower will place the Meredith station on full power. . . . Dunninger will attempt his most ambitious stunt to date on the Bigelow show this week when he tries to read the mind of Rep. Aime J. Forand, of Rhode Island. Dunninger will be in New York and the Congressman, who will issue an affidavit that he has never met Dunninger and that nothing had been arranged, will be seen via a special pickup from Washington. . . . WMAR-TV's "The Sports Parade," daily two-and-a-half hour stanza, will be fed to WMAL-TV, Washington, beginning today. Jim McManus and Bailey Goss emcee the show, assisted by Joan Coale. National Brewing sponsors an hour a day and two hours on Saturdays, with remaining portions sold on participating basis.

### WHAM-TV Sets Plans For June 11 Debut

Rochester, N. Y.—Plans for the June 11 debut of WHAM-TV, Stromberg-Carlson outlet here, were announced over the weekend by William Fay, S-C veepee in charge of broadcasting. Justin Miller, NAB prexy, will be principal speaker at opening of Television Luncheon sponsored by the Chamber of Commerce. Other speakers include S-C president Robert C. Tait and Mayor Samuel B. Dicker.



FAY

Simultaneously, the Electrical Association of Rochester will launch an eight-day tele exhibition which is expected to attract 75,000 visitors. A second show will be sponsored by retailers the following week. A basic NBC affiliate, WHAM-TV will carry also programs from ABC and CBS. To bring in network shows, the station has built its own microwave relay station near LeRoy, N. Y. to pickup the signal of WBEN-TV, Buffalo. An AT&T relay to Rochester is slated for October. Station, which is the first in this city, will be on the air from 2 to 10 p.m. during the opening week, operating thereafter from three to four hours a night.

### Reptile's Roost

Davenport, Ia.—Workmen dismantling the top of one of WOC's towers to make room for installation of the station's tele antenna, found a large bull snake cozily coiled some 80 feet from the top of the 370-foot high mast. Perched 290 feet above the ground, the snake measured five feet, one inch in length. Chief engineer Paul Arvidson is scratching his head trying to figure out how the snake got on the tower without being electrocuted, and how it managed to climb nearly 300 feet to its roost.

### Saints And Sinners To Be CBS-TV Series

Negotiations for airing of a weekly half-hour program based on the Circus Saints and Sinners luncheons have been completed by CBS and Harvey Marlowe Television Associates. Starting date and time slot for the show have not yet been decided.

Program will be titled "Circus Saints and Sinners—Meet The Fall Guy." Celebrities from various fields will be chosen as "fall guys" and put on trial, with Tex O'Rourke as "prosecuting attorney," and former Gov. Harold G. Hoffman, of New Jersey, as "defense attorney." Hoffman, who is president of Circus Saints and Sinners, will emcee the show.

Marlowe will produce and direct the series.

### The Week In Television

#### Manufacturers Would Play Down Color Angle

*On the heels of the FCC statement on UHF and color, receiver manufacturers began a drive to play down the possibility of polychrome in the near future for fear public concern over the matter would slow down sale of sets. At the same time, it was reliably reported that CBS has developed a color converter for present receivers and plans transmissions in the fall. . . . International Silver Co. dropped radio in favor of a large scale TV campaign to begin in the fall. Firm's sales manager said TV "bears great promise as the best of all media for advertising silverware." . . . Widespread development of video in Western Europe was seen to be a long way off mainly because of economic problems and lack of standards. . . . Exclusive rights to five Notre Dame football games—four in South Bend and one in Yankee Stadium—were landed by the DuMont net. . . . Charles L. Glett, movie exec, was appointed veepee in charge of TV for Don Lee. . . . Philadelphia Eagles banned TV pickups of their home games, but NFL Commissioner Bert Bell said the league would remain neutral on the matter.*

### Hails FCC's Stand On UHF; Scores Zenith Again

(Continued from Page 1)

vidence that they will continue to give satisfactory service to the purchaser," RMA said.

"When new channels are allocated present receivers can be adapted to receive broadcasts from the new channels in addition to the present channels through the use of a simple and inexpensive converter."

Regarding color, RMA had the following to say:

"There has been much discussion of color television. The industry has been and still is engaged in research on the various proposed systems of color television which are still in the laboratory stage. When and if one of these systems is accepted by the FCC and the industry as standard, it must be thoroughly field-tested and proven under practical broadcasting conditions. The industry is in accord with the policy expressed by the FCC that any future color system must be capable of being received on present sets with only minor modifications."

The Commission's statement on color and UHF, issued May 26, said that provision would be made for color if transmissions could be made on a six-megacycle channel "in such a way as to permit reception on the ordinary television receiver with relatively minor modifications. . . . when it is shown that sufficient receivers and parts are available to permit adapting monochrome receivers for color reception."

Industry sources, however, reported that color could not be satisfactory in so narrow a band-width. Many feel that a band of 15 megacycles or more is essential to superior polychrome.

### TV Surgery Pickups In Canada Set By RCA

Camden, N. J.—About \$100,000 worth of TV equipment will leave here today by rail for Saskatoon, Canada, where RCA, in co-operation with the Squibb Co., will put on a demonstration of TV's role in surgical instruction before a convention of the Canadian Medical Association.

The demonstration will take place June 13-15 and will be the first in Canadian history. Black-and-white pickups will be fed on closed circuit from the Saskatoon City Hospital to the Bessboro Hotel.

Fifteen RCA technicians will leave Camden by air tomorrow to begin work on the project.

## RADIO EDITORS OF NATION

(Continued from Page 6)  
Richmond Times-Dispatch: Norman Rowe.  
Richmond News-Leader: John Stratton.

### WASHINGTON

Spokane Daily Chronicle: Bob Emahiser,  
Betty Hamman.  
Spokane-Review (Spokane): Grace Mc-  
Ghee, Margaret Bean, Hazel Barnes.  
Tacoma Sunday Times: Paul Busselle.

### WEST VIRGINIA

Daily Mail (Charleston): Arnold Knapp.  
Gazette (Charleston): Edith Graham.

### WISCONSIN

Press-Gazette (Green Bay): John B. To-  
rrens.  
The Capital Times (Madison): Jeanne  
Remus.  
Wisconsin State Journal (Madison): Wil-  
liam L. Doudna.  
Milwaukee Journal: Ray McBride.  
Milwaukee Sentinel: Buck Herzog.  
North Shore Publications (Milwaukee):  
Bob Weyher.  
Racine Journal-Times: Estelle Nelson.

### WYOMING

Wyoming State Tribune (Cheyenne): Lewis  
E. Bates.  
Wyoming Eagle (Cheyenne): R. F. Mac-  
Pherson.

### HAWAII

Garden Island Weekly (Lihue, Kauai): Bar-  
low Hardy, Michael Fern.  
Honolulu Star Bulletin: Paul Fendelsen.  
Honolulu Advertiser: Raymond Coll. Sr.  
The Maui News (Wailuku, Maui): William  
Belknap.

## FCC Amends FM Ruling On Emergency Antennae

(Continued from Page 1)  
authorization. Comment is invited,  
to be filed by June 30. Other objec-  
tives of the proposed change are as  
follows:

(1) To clarify operating log re-  
quirements where RF transmission  
line meters with other than absolute  
scale readings are used.

(2) To show change in price and  
availability of maps required to be  
supplied with applications for new  
or changed facilities.

(3) To make provision whereby  
half-wave dipole receiving antennas  
may be used in field intensity mea-  
surements.

(4) To amend the requirements  
for supplying original data in field  
intensity measurement reports.

(5) To amend the table of stand-  
ard power ratings of approved trans-  
mitters and delete the previous pro-  
visions for non-conforming power  
ratings (except for composite trans-  
mitters).

(6) To amend the standards on  
output noise level so as to include  
a reference frequency of 400 cycles.

(7) To add 1000 cycles to the audio  
frequency measurement frequencies.

(8) To make minor editorial  
changes.

### Lynn Knight To VanCar

Lynn Knight, who has been the  
supervisor of student affairs at the  
Television Workshop for the past  
year, has moved to VanCar Produc-  
tions to specialize in program devel-  
opment.

## ★ THE WEEK IN RADIO ★

### FCC Says No Ban On Editorializing

By VAL ADAMS

**I**N EFFORT to clarify the May-  
flower decision, FCC said there is  
no ban on editorializing provided  
broadcasters take care to operate on  
an overall standard of fairness. Vote  
was 4 to 1 in favor to relax but not  
reverse Mayflower decision. Com-  
missioners Webster, Jones, Hyde  
and Sterling agreed but Frieda Hen-  
nock dissented. Jones, however,  
termed the FCC's position as a  
"formless policy statement in the  
mold of a report."

President Justin Miller of NAB  
officially notified Ken Baker that  
NAB now guarantees the comple-  
tion and delivery of BMB's second  
nationwide audience study. BMB  
has 404 waivers from subscribers  
committing them to continue BMB  
payments until next June. . . .  
Donald W. Thornburgh, CBS vee-  
pee in charge of the western divi-  
sion, resigning August 1 to become  
president of WCAU, Philadelphia.

Greater speed and efficiency in  
processing FCC applications are  
aims of bill introduced by Sen.  
Ernest McFarland, Arizona Demo-  
crat. Bill omits all policy changes  
in Communications Act in effort to  
get legislative action this year. . . .  
Philip Morris, heavy user of radio,  
reported 33 per cent sales increase  
for year ending March 31.

TV has cut average daily AM lis-  
tening by only 15 minutes after a  
lapse of from nine to 12 months  
from the time the television set was  
purchased, according to survey of  
TV homes by Sherman & Marquette.  
Poll was supervised by Sam Gill,  
S&M research director. . . . Robert  
Ripley died from heart attack in  
New York at age of 55. He started  
in radio in 1931. . . . Dennis Day  
show remaining with NBC next  
season under continued sponsorship  
of Colgate.

Bruce Eells & Associates, directors  
of Broadcasters Program Syndicate,  
purchased over 800 hours of trans-  
cribed programs for \$150,000 which  
originally cost \$1,000,000. Deal ne-  
gotiated through Lou R. Winston,  
president of Radio Producers of  
Hollywood. . . . Bendix Home Ap-  
pliances, in cooperation with deal-  
ers, signed for 1,720 spot announce-  
ments over 86 stations during one-  
week period starting June 13.  
Agency is Tatham Laird, Inc., Chi-  
cago.

FCC petitioned by daughter of  
former Arde Bulova partner to re-  
consider its decision of last month  
renewing licenses of WOV and  
WNEW, New York. Petitioner is  
Mrs. Mariannina C. Deraczynski. If  
open hearing is granted it would  
hold up transfer of WOV to Victory  
Broadcasting Corp. . . . David Sar-  
noff of RCA urged use of atomic  
energy, radiation and electronics in  
medical and social studies into the  
human mind, body and behavior.

NAB announced five station news-  
rooms and five colleges will con-  
duct radio news internships this  
summer. . . . James Hill, Jr., presi-  
dent of Sterling Drug, elected to ad-

ditional job of board chairman suc-  
ceeding the late Edward S. Rogers.  
. . . Senate appropriations subcom-  
mittee cut Voice of America budget  
another \$2,000,000.

New regional network established  
in Florida under the name Penin-  
sular Group. Web is represented by  
Ashcroft & Banninger. . . . FMA  
President William Ware said FM  
and TV have doomed AM-only  
broadcasting to "slow but certain  
death." He claimed FM is the only  
expandable product on the radio  
market for the next year or so. . . .  
Emerson's net was up over three-  
quarters of a million for the 26-  
week period ending last April 30.  
. . . . WOR issued research study  
showing New York City Hooper-  
ratings average 23.5 per cent less than  
network ratings. This indicates,  
says WOR, that network radio alone  
is not enough for advertisers.

Freedom's Foundation, Inc., or-  
ganized to make cash awards an-  
nually to Americans who contribute  
most greatly to better understand-  
ing of American way of life. Don  
Belding of FC&B is president. . . .  
Four CBS discussion programs will  
make a two months tour in the mid-  
west and Pacific coast. . . . Equip-  
ment for playing microwave trans-  
criptions now installed in 652 sta-  
tions, said Robert J. Clarkson, gen-  
eral manager of Columbia Trans-  
criptions.

Don Francisco, veepee of J.  
Walter Thompson, stumped for in-  
tensified ad campaigns to meet  
buyer's market at annual conven-  
tion in Houston, Tex. . . . Some  
42,000 radio fans attended Mary  
Margaret McBride's 15th radio an-  
niversary celebration held in Yan-  
kee Stadium. . . . Southern Califor-  
nia Broadcasters Association moved  
into new headquarters in Equitable  
Building at Hollywood and Vine.

FCC asked Court of Appeals to  
dismiss appeal of Skyway Broad-  
casting Corp., Columbus, Ohio. Sky-  
way wanted a frequency which FCC  
granted to a new licensee. . . . New  
regional association of AP radio  
members set up in Michigan.  
F. Ganger Weil of WWTH, Port  
Huron, is president.

### Ralston Renews Program On Full Mutual Network

(Continued from Page 1)  
Eddie Arnold, Judy Perkins and  
the Old Hickory Singers, is broad-  
cast from MBS affiliate WMAK,  
Nashville, Tenn., and was first pre-  
sented over Mutual by the Ralston  
firm for its Feed Division products  
on November 17, 1945, as the "Opry  
House Matinee." On January 6, 1947,  
the title was changed to "Checker-  
board Jamboree" to tie in with the  
trade-marked packaging formula of  
the Ralston Purina Company.

Brown & Bowers, Inc., of Nash-  
ville, is the advertising agency hand-  
ling the Ralston Purina Chow  
products.

## CONSTRUCTION PERMITS

Construction permits for six new  
AM stations and six new FM sta-  
tions were authorized the past week  
in action by the FCC. Following  
a list of the new CP's granted:

### AM Stations

Peoples Broadcasting Co., Minneapo-  
Minn. New station to operate on 980 k  
500 watts, daytime only; estimated c  
\$53,850.

Cecil W. Roberts, Nevada, Mo. New s-  
tation to operate on 1240 kc., 250 wa-  
unlimited time; estimated cost \$12,5  
exclusive of land and building.

Wythe County Broadcasting Co., Wyt-  
ville, Va. New station to operate on 12  
kc., 1 KW, daytime only; estimated co  
\$21,955.

Blake-Formby Broadcasting Co., Snyder  
Tex. New station to operate on 1280 k  
500 watts, daytime only; estimated co  
\$24,222.

Chester County Broadcasting Co., Cont-  
ville, Pa. New station to operate on 14  
kc., 1 KW, daytime; estimated co  
\$40,000.

The W. H. Greenlow Co., Inc., Horn-  
N. Y. New station to operate on 15  
kc., 1 KW, daytime only; estimated co  
\$14,459, exclusive of land and stu-  
equipment.

### FM Stations

Cornbelt Broadcasting Co., Storm Lal-  
lowa.—New Class B station, frequency 101  
mc. (channel 268), 3.0 KW, antenna 3  
feet; estimated cost, \$13,400, exclusive  
land and building.

Mayo Broadcasting Corp., Mayodon, N.—  
New Class A station frequency 93.5 m  
(channel 228), 380 watts, antenna 1  
feet; estimated cost, \$13,195 exclusive  
land and building.

The Voice of Cullman, Alabama—  
New Class A station frequency 100.0 m  
(channel 265) 300 watts antenna 10  
feet; estimated cost \$6,950, exclusive  
land and building.

P. G. Beauregard School, New Orleans  
La.—New non-commercial FM station; fr-  
quency 89.3 mc. (channel 207); 10 wa-  
power; estimated cost, \$2,150, exclus-  
of land and building.

Ithaca College, Ithaca, N. Y.—New no  
commercial FM station; frequency 88.1 m  
(channel 201); 10 watts power; estimat-  
cost, \$2,850, exclusive of land and buil-  
ing.

The Gila Junior College of Grah-  
County, Thatcher, Ariz.—New non-comm-  
cial FM station; frequency 88.1 mc. (chan-  
nel 201); 10 watts power; estimated cos  
\$2,000, exclusive of land and building.

## Sons of Pioneers Set For TV Movie Series

West Coast Bureau, RADIO DAILY  
Hollywood — The Sons of the  
Pioneers will be put on film for  
new TV series, it was reported by  
Carl F. Kraatz, president of Tele  
ways Radio Productions, Inc.

Kraatz and Stanley Neal, head o  
Associated Filmmakers, Inc., an  
the musical group will form a three  
way partnership for the new series  
The films are slated for production  
in Pioneertown, California, recentl  
established as a location site fo  
Westerns, near Palm Springs.

Teleways has the Sons of the  
Pioneers under exclusive contrac  
for radio transcriptions which the  
have been distributing for the pas  
three years.

Neal is en route to New York with  
stopovers in Kansas City, St. Loui  
and Chicago, and will complete the  
deal on his return from a month's  
business trip to the East.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 47

NEW YORK, TUESDAY, JUNE 7, 1949

TEN CENTS

## FCC DECISION CHALLENGED BY COURT

### Urges Gov't Subsidy For Radio Overseas

Washington Bureau of RADIO DAILY  
Washington—Timidity in government information output and stinginess in budget were hit in a report on the United States information service abroad filed yesterday by Rep. John Davis Lodge, R., Conn. He called for outright Federal subsidy of foreign radio and press.

At the same time, Lodge declared that the Voice of America programs are "most effective when you can detect them least. There is an instinctive resistance to Government

(Continued on Page 8)

### Safety Theme Planned For Children's Day

Albany — "National Children's Day," will be observed in the Capital District of upstate New York with the staging of a Child Safety Rally at the State Army in Schenectady, on Sunday, June 12 at 3:30 p.m. The entertainment attraction will be "Hildegard," with her complete show and orchestra. Hildegard is contributing her services free of charge to the safety organizations of the Capital District.

Two of the most outstanding children

(Continued on Page 6)

### Kenway Named Director Of Salvation Army Ass'n

Ivor Kenway, vice-president of ABC, has been elected to the Board of Directors of The Salvation Army Association of New York, it was announced yesterday by Walter Hoving, president of the association.

Mr. Kenway has been active as a volunteer worker on the last two

(Continued on Page 2)

**Scoop**  
Without meaning to do so, ABC scooped NBC by a full week Sunday with a recorded commercial by George Hicks put on after the first act of "Theater Guild." The ET allowed Hicks to say in essence "this is the first in a new series of summer concerts sponsored by U. S. Steel over NBC." The symphony series doesn't begin until June 12.

### Mullen To Resign?

Frank E. Mullen, president of the Good Will stations, WJR, Detroit; WGAR, Cleveland and KMPC, Los Angeles, is reported resigning with the resignation to become effective in the fall.

Mr. Mullen, formerly executive vice-president of the National Broadcasting Company, and one of the most widely known radio and TV executives, joined the G. A. Richards stations in June of last year.

Confirmation of his resignation could not be obtained last night. It was reported in New York radio and TV circles, however, that Mr. Mullen might return here to head up the television department of NBC and that he has been proposed as president of the Television Broadcasters Association.

### Quiz Kids Renewed For Both Radio, TV

Chicago—Quashing rumors that Miles Laboratories would discontinue sponsorship of the NBC "Quiz Kids" Sunday afternoon program in order to divert the budget to TV advertising, the Miles firm has signed a 52-week contract to sponsor

(Continued on Page 8)

### McFarland-Bill Hearings Scheduled For Next Week

Washington Bureau of RADIO DAILY  
Washington—Sen. Ernest McFarland, chairman of the Senate Interstate Commerce Committee's communications sub-committee, announced

(Continued on Page 4)

## Switcheroo: CBS Web Talent Raids Send "Spade" To NBC

Chain reaction of last winter's talent raids by CBS on NBC will result in the "Adventures of Sam Spade," now heard every Sunday on Columbia, switching to NBC next fall. The sponsor—Wildroot Co.—will continue the program in the same 8 p.m., EST, slot on Sunday. Agency is BBD&O.

In effect, "Sam Spade" and Edgar

### State Of Georgia Asks Supreme Court To Weigh Edicts Of FCC And State Court In WGST, Atlanta, Case

### FCC Refusal To WJR Upheld By High Court

Washington—Without a dissenting voice, the Supreme Court yesterday reversed the lower courts and upheld the FCC in its 1946 denial of an application by WJR, Detroit, to intervene against a grant of a construction permit to the Coast Plains Broadcasting Company for a station in Tarboro, N. C., on the 760 band. Justice Frank Murphy, erstwhile Detroit mayor and Michigan Governor, did not participate.

The important question in the

(Continued on Page 2)

### ABC Signs Kate Smith For New Co-op Program

Kate Smith, currently heard on Mutual in a mid-day news and song program, will take on another program starting Monday, July 4, when ABC will offer her in a two-hour Monday night show from 9 to 11 p.m., EDT, titled Kate Smith's Music Room. The new ABC program

(Continued on Page 6)

### AM-FM Stations Plug Coming Of TV Outlet

Charlotte—WBT-AM and FM will broadcast a 15-minute round-table discussion program in the public interest entitled "Let's Talk TV" to

(Continued on Page 8)

Washington Bureau of RADIO DAILY  
Washington—The Supreme Court was asked yesterday to determine the relative weight of decisions by the FCC and state courts. In a case which may be of extreme importance to broadcasters, the State of Georgia appealed to the high tribunal to upset a state court award of damages

(Continued on Page 6)

### American Advertisers On Honduras Station

Tegucigalpa, Honduras—La Voz de Lempira (HRA) has gone commercial for the first time after two years of operation with Sidney Ross, Esso, Prell Shampoo, Sterling Products, Canada Dry, Vitavosa, Borden's, Camay soap and Chiclets among its first sponsors.

The station's programs, all in Spanish, follow the pattern of

(Continued on Page 6)

### New Vice-Presidents Named By Philco Corp.

Philadelphia — Philco Corp. has established a separate divisional organization for each major division of the business because of the firm's "growth in television and other fields," it was announced yesterday by William Balderston, president. The Television and Radio Divi-

(Continued on Page 2)

**Fish Story**  
Montauk, L. I.—Ship to ship radio is being used effectively by the fishing boats which carry anglers to the fishing grounds off the tip of Long Island. Ten-watt radio transmitters and receivers aboard the boats keep the deep sea fishing parties in touch with each other and unlucky anglers are directed to areas where the biggest catches are being made.



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

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WEST COAST OFFICES
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WASHINGTON BUREAU
Oliver, Chief 6417 Dahloanea Rd.
Andrew H. 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 (June 6)

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

Stork News
Mr. and Mrs. Michael R. Hanna of Ithaca, New York, are the parents of a 7 1/2 pound son, Anthony Michael, born Sunday, June 5, at the Memorial Hospital. Father is general manager of WHCU, Itacha.

For SALES MAGIC in the "MAGIC CIRCLE" Hire WIBW The Voice of Kansas TOPEKA - BEN LUDY, General Manager

FCC's Refusal To WJR Upheld By High Court

(Continued from Page 1) case, wrote Justice Wiley Rutledge, "is the extent to which due process of law, as guaranteed by the Fifth Amendment, requires Federal administrative tribunals to accord the right of oral argument to one claiming to be adversely affected by their action." The lower court ruling, Rutledge held for himself and his seven colleagues, "would require oral argument upon every question of law, apart from excluded interlocutory matters, arising in administrative proceedings of every sort . . . regardless of whether the legal question were substantial or insubstantial; of the substantive nature of the asserted right of interest involved; of whether Congress had provided a procedure, relating to the particular interest, requiring oral argument or allowing it to be dispensed with; and regardless of the fact that full opportunity for judicial review may be available."

Sees "Due Process" Confined
The principle of due process, he said, "has never been cast in so rigid and all-inclusive confinement." The court held also—and this is of particular interest in the light of changes in the FCC hearing regulations proposed in pending legislation—that there is no deficiency in present procedures from the standpoint of due process and protection of rights. Congress, wrote Rutledge, "has committed to the Commission's discretion . . . the questions whether and under what circumstances it will allow or require oral argument, except where the act itself expressly requires it. . . . "It is hardly to be taken that Congress intended the 'reasonable opportunity to show cause' always to include opportunity for oral argument." The case was remanded to the Court of Appeals, with the high court holding that further consideration of the substantive right of WJR for protection against the Tarboro grant might be studied on the merits of the particular case.

Kenway Named Director Of Salvation Army Ass'n

(Continued from Page 1) Salvation Army Campaigns in Greater New York. During The Army's 1949 Appeal, he served as chairman of the Campaign Publicity Committee which marshaled support in radio, television, newspapers, magazines, motion picture theaters and other media. The Salvation Army Association includes 12,000 New Yorkers who are especially interested in the work of the organization.

New Vice-Presidents Named By Philco Corp.

(Continued from Page 1) sion will be headed by Larry F. Hardy as its v-p and by Joseph H. Gillies, v-p in charge of operations. William H. Chaffee has been appointed v-p of refrigeration operations. Samuel N. Regenstrief has been named v-p of refrigeration production. W. Paul Jones is v-p of the refrigeration division, which includes household refrigerators, freezers and single-room air conditioners.

Agency Promotes Brady
Francis X. Brady has been appointed research director of the Chicago office of McCann-Erickson, Inc. He was formerly an account research executive.

COMING and GOING

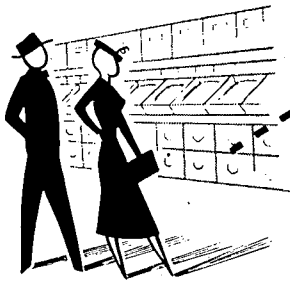
JOHN H. MITCHELL, general manager of WBKB, Chicago, and STERLING C. "RED" QUINLAN, publicity director of the station, have checked in at the Astor. LEE COOLEY, producer of the Lanny Ross show on NBC-TV for McCann-Erickson, is en route to Proberta, Cal., to spend six weeks on his ranch. E. W. BUCKALEW, manager of station relations in the western division of CBS, is in Denver today on business. His next stop will be Salt Lake City to attend the christening of KSL-TV. He'll be back in Hollywood June 15. JACK POPPELE, president of TBA, is expected back today from Syracuse, where he attended the dedication ceremonies for WHEN. CHARLES COLLINGWOOD, White House correspondent for CBS, back from a recent trip to Germany, today will address the Advertising Club of Washington, D. C. JERRY FAIRBANKS will arrive by plane today for a week of meetings with NBC video executives and heads of the producer's Manhattan offices. ERNEST L. JAHNCKE, JR., vice-president of the American network in charge of station relations, is in Syracuse for the unveiling of WHEN, the Salt Lake video outlet of ABC. WILLIAM DUTTERA, of the NBC engineering department, will leave today on a business trip to Los Angeles. HENRY FLYNN, manager of CBS Radio Sales in Los Angeles, is in Salt Lake City on business. AL CAMMAN, of the NBC press department, accompanied by MRS. CAMMAN, is vacationing in Ohio. JOHN REED KING and JACK CARNEY, of "Give and Take" on CBS, have returned from Lancaster, N. C.

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. 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



10 YEARS AGO TODAY
From the Files of Radio Daily
The annual report of the Zenith Radio Corp. ending April 30, 1949 shows net profit for the year increased to \$1,075,254 from \$701,477 the previous year. . . . Belmont Radio Corp. announced that it would market a \$600 tele-radio combination in the near future. . . . The California Radio System conducting extensive surveys to determine "reader" preferences in facsimile broadcasts. . . . Using all-star announcer casts, the major networks gave complete coverage to the arrival of the King and Queen of England at Union Station, Washington, the reception there and subsequent 2-mile ride to the White House.

# the Easiest way...



Are you wondering what Mr. & Mrs. America really think of your product? Your package? Your price?

The easiest way to find out is through a test in WLW-land . . . proving ground for America.

Here is a true cross-section of our country—a mirror of America. And WLW is thoroughly equipped to help you study this market of nearly fourteen million people. It has the manpower to do the job, the "know-how" peculiar to this vast territory that embraces parts of seven states. It can ease the way in gaining distribution—winning dealer cooperation—getting consumer reactions.

Yes, The Nation's Station has found that advertising alone rarely supplies all the answers to sales problems. That's why WLW's service to advertisers often goes far beyond merely providing time-on-the-air.

If you have a sales problem, talk it over first with The Nation's Most Merchandise-Able Station. And when you've learned what will work in WLW-land, you'll have a good idea what will work throughout America.

## INCLUDED IN WLW'S SERVICE FACILITIES . . .

### People's Advisory Council

to determine program preference and for general consumer market studies.

### Consumer's Foundation

to determine consumer reaction on products and packaging.

### Merchandising Departments

to stimulate dealer cooperation, check distribution, report attitudes, etc.

### Test Stores

to check potential buying responses, effectiveness of new packaging, displays, etc.

### Buy Way

monthly merchandising newspaper for retailers and wholesalers.

# WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

*Crosley Broadcasting Corporation*

## LOS ANGELES

By AL STEEN

**E**D NELSON has been appointed to KMPC's sales staff. He formerly was account executive for KGFJ, KCWL and San Francisco's KYA. William Rambo, Jr., has resigned from KMPC as account executive to join KLAC in a similar capacity.

Annual two-week vacation at Jerry Fairbanks Productions started Monday. Only a skeleton staff is on hand to take care of routine business. Fairbanks is in New York for a week of parleys with NBC video executives.

Haan Tyler, manager of KFI-TV, has been elected first vice-president of the Los Angeles Advertising Club.

Bill Shaw, CBS Pacific Network assistant sales manager, is back at his desk after a month in New York and Chicago.

KFMV is broadcasting a series of programs produced in Paris by the French Broadcasting System.

Jo Stafford, having completed her fourth year on the Chesterfield Supper Club, is vacationing at Alisal Ranch near Santa Barbara.

Shirley Powell, singing star of the Mickey O'Day KLAC TV show, has been signed by MGM for "Nancy Goes to Rio," marking her film debut in Hollywood.

Two new account executives have been added to the sales staff of KFI and KFI-TV. Arnold Kapan, formerly with KLAC and Life Magazine in Detroit, replaces Roland Kay, who is returning to CBS. George Ledell moves up from assistant promotion and publicity director.

Edgar Bergen revealed on the "Hollywood in Three Dimensions" show last Friday that he would have his own once-a-month tele show starting in October and once-a-week show by the following October. He's off for Europe in a couple of weeks.

"Barnaby," John Brown-Dean Elliott package based on the comic strip by Crockett Johnson, was auditioned last week at NBC and is being built for conversion to television.

### Named Musical Director

R. D. Wilber has been appointed musical director of WINS, where he will supervise, as well as conduct and play in, all "live" music shows including the daily "Bushels of Fun" program.

He was transferred last week from Crosley's Cincinnati station. WLW, where he was conductor and staff clarinetist-saxophonist for the past five years.

### Advertising Agency

seeks Radio Station tie-up to test "Per Inquiry" deals. Excellent profit possibilities. Write "Advertising Agency," Box 248, Radio Daily, 1501 Broadway, N. Y. C.



### Mainly About Manhattan. . . !

• • • Bankrollers who have deserted radio for video, with an eye to hopping on the coaxial bandwagon when it hits both coasts, may do a fast backtrack when they learn what the coaxial costs will amount to. (Hear they'll be fantastic). . . Ben Gross' Sunday News interview with Ted Granik has been reprinted in the Congressional Record due to its public interest. . . Giveaway packagers mulling a plan to interview contestants at home, via tape-recording, then edit the results into a regular series. . . Henny Youngman wires that he was very successful in Chicago, Detroit and Pittsburgh—but his getaway car broke down in Philly. . . Ginny Simms may return to the B'way scene in "Gentlemen Prefer Blondes." . . Agnes Moorehead booked for "Suspense" on the 16th—her 15th visit to the stanza. . . Constance Bennett has cut a record as narrator of planned CBS dramatic series, "Make Believe Town." . . Aside to Irene Wicker Hammer: Your astute public relations representative did a highly successful job in getting a turnout for your Sunday night supper but went a step too far in using your personal stationery and good name to convey the impression it was going to be an intimate little chitchatty affair. Many of your 100 or more guests didn't get to meet you, your husband or the Wallisers.

★ ★ ★ ★

• • • Stan Freeman reports that in a radio address made by the mayor of a small town, the official made charges and accusations against an opponent which he himself soon realized could not be sustained. Questioned by the press about this after the meeting, the mayor denied having said what he said. Being pushed further, he replied angrily: "Then the radio misquoted me!"

★ ★ ★ ★

• • • The Boston Globe's Elizabeth Sullivan, on May 22nd, devoted a full column to Gene King's 8-year-old daughter, Besty, who conducts a full-hour show every Sunday morning tagged "Let's Have Fun" for the kiddie trade on WCOP. Gene himself originated the idea last fall when the popular "Coast to Coast on a Bus" stanza went off the air. As WCOP's program manager, Gene realized this hour vacancy would seriously discommode the listening habits of the young fry, so he set out to pattern a new show for a ready-made audience. After a number of auditions, during which the youngsters either became frightened or else "froze" before the mike, Gene happened to think of his own little moppet, who was brought up in a radio atmosphere and was deeply interested in music and story telling. The kid became an immediate click up in Boston with ABC asking for the show on the net. Gene's old pals down here at WOR are all wishing the best of luck to Gene King and the little Princess.

★ ★ ★ ★

• • • AROUND TOWN: Dennis Day tees off on his personal appearance tour with his package show at the State Theater in Hartford, Conn., on the 28th. . . Producer Ezra Stone flew to Indianapolis over the week-end with writers Arnold Horwitt and Leonard Holton to confer with Olsen & Johnson on their new TVariety show. . . The dansational Marge & Gower Champion headline the new show at the Riviera. . . According to Harold Goldman, there are plenty of opportunities in television, providing you happen to be a wrestler, a horse, an acrobat, a puppet or a trained kangaroo. Which reminds us of Geo. Petrie's description of TV: Very high frequency, very low salary. . . Wm. Gargan signed to guest with Bing Crosby on a series of "Minute Maid" shows in N.Y. Bill Morrow planed here to supervise the transcriptions. . . Carleton E. Morse is arranging to give the cast of "One Man's Family" vacations via storyline of the show, since it's scheduled to remain on NBC during the summer. . .

## AGENCIES

**B**URDETT COLLEGE, a Boston business school, is including radio in the media to be used for its forthcoming advertising campaign which will be prepared by L. Richard Guylay and Associates.

G. M. BASFORD COMPANY has named Allan Shaw as art director of the agency.

LOCKWOOD AGENCY, Inc., has named Arnold Copeland, Jr., to the post of art director in charge of television and visual aids.

WBIR, Knoxville, Tenn., has engaged The Bolling Co., Inc., as national representative for the station. The appointment is effective immediately.

J. R. KUPSICK ADVERTISING AGENCY, Inc., effective immediately, has resigned the accounts of A. C. Simonson, Inc., and Waterproof Construction Material Corporation.

LEWIS & GILMAN, Inc., Philadelphia, has been engaged as advertising agency for William S. Scull Co., Camden, N. J., dealers in food products.

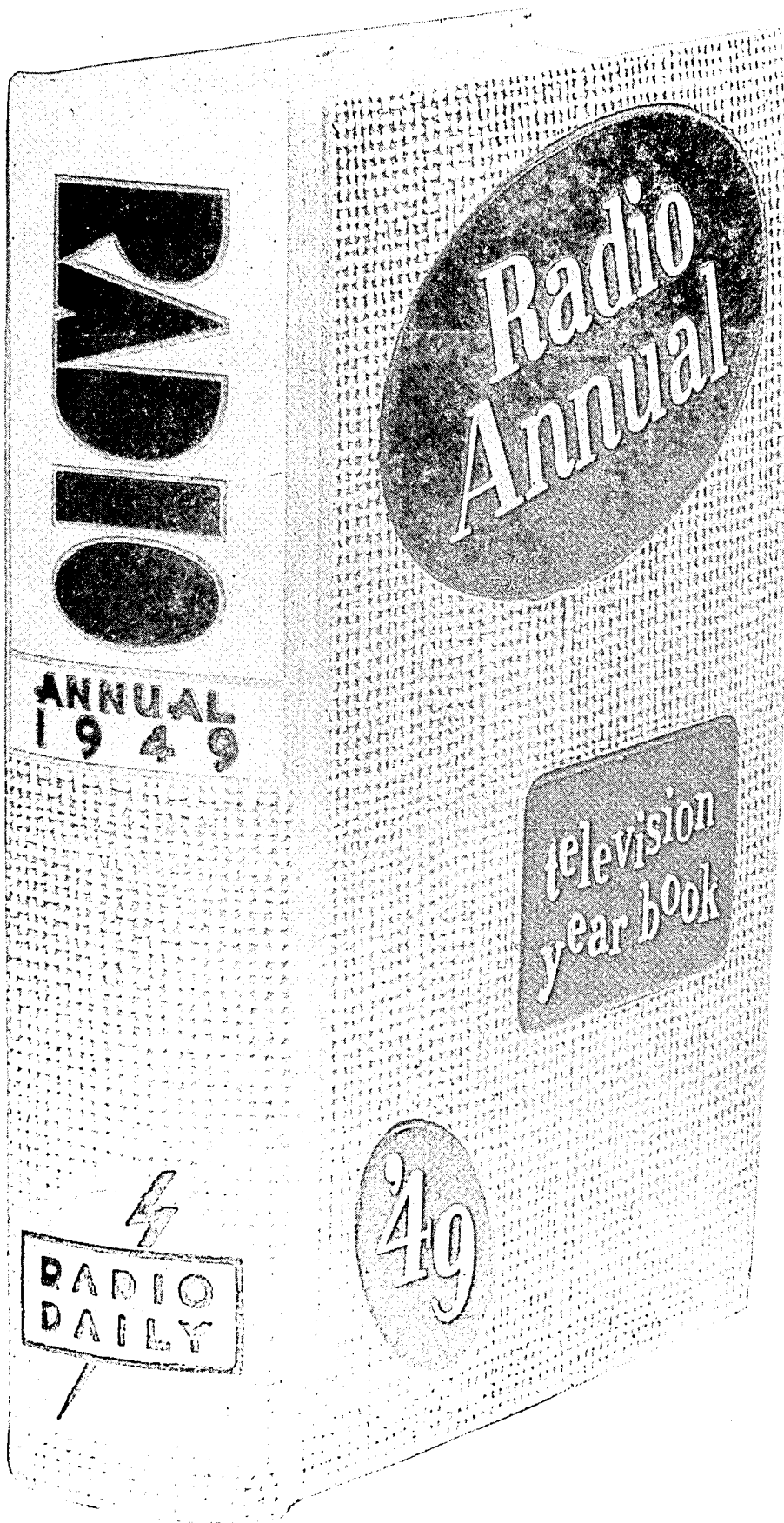
### McFarland-Bill Hearings Scheduled For Next Week

(Continued from Page 1)  
nounced at the weekend that there will be two days of hearings this month on his bill which would alter aspects of the Communications Act procedures. He specified that appearances would be limited to Thursday and Friday of next week, with oral presentations to be brief summaries of longer written statements which may be submitted for the record.

Would-be witnesses are urged to contact the committee at once.

**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





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WANT TO KNOW  
ABOUT**

**ADVERTISING  
AGENCIES?**

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ADVERTISING AGENCIES  
SHOWING MEMBERSHIP  
PERSONNEL, ADDRESSES  
PHONE NUMBERS  
RADIO &  
TELEVISION ACCOUNTS  
PLACED

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NATIONAL & LOCAL  
SPOT BUSINESS

— • —  
AGENCY NETWORK  
EXPENDITURES

— • —  
ARE CONTAINED IN  
THE  
1949 RADIO ANNUAL  
AND TELEVISION YEARBOOK

ONE OF 1001  
SUBJECTS COVERED  
IN THE

**RADIO ANNUAL  
for 1949**

## Commission Decision Challenged By Court

(Continued from Page 1)

to Southern Broadcasting Stations, Inc., because of an FCC order ending a management contract between SBS and the regents of Georgia Institute of Technology for operation of WGST, Atlanta.

The Commission found the management contract not in the public interest and in 1943 ruled that the school had to offer assurance it was prepared to assume full license responsibility. The FCC in 1945 found that a plan whereby the school would buy out SBS, paying the stockholders 15 per cent of all gross receipts until 1950, "would jeopardize the licensee's financial ability to conduct the future operation of the station in the public interest" and would hamper possible future moves by the station to enter FM and TV. The Commission thought such an agreement was actually an attempt to evade the Commission requirements as set forth in 1943.

Then on the ground that the FCC had rendered the contract impossible of fulfillment, the board of regents directed that the contract no longer be complied with. In October, 1947, the court of Fulton County found the FCC without jurisdiction to nullify, change or otherwise modify the 1943 contract. This ruling was later upheld by the State Court of Appeals, and in March the State Supreme Court refused to hear it.

The brief by Georgia Attorney General Eugene Cook holds the Commission decision to be binding, and argues that if the Georgia court ruling is permitted to stand, it "will not only destroy the power of the FCC to effectively control the business of radio broadcasting as contemplated by the Congress, but it will at the same time undermine the validity, dignity and effectiveness of all decisions and rulings of administrative agencies enforcing federal laws."

### Furniture Firm On WNJR

Borok Furniture Company of Newark has purchased a program of Latin American music on WNJR, Newark, for fifteen-minutes across the board from 9:45 until 10:00 p.m., daily.

### Spokesman

Charles Luckman, president of Lever Brothers Company, will speak on the Bob Hope-Swan Soap radio program, tonight over NBC, 9 to 9:30 p.m., EDT. Luckman's appearance will be in connection with the current CARE campaign to bring soap to Europe's 30,000,000 children. He will discuss his recent trips overseas, talk of the need for soap in Europe and thank the American people for their continuing generosity.

# PROMOTION

### About Music

WQXR, the New York Times Station, has mailed to some 3,000 advertisers and advertising agency executives a bound book, titled: "Of Minds and Music and Profits too," promoting the classical music programs of the station as a selling medium.

The book of 24 pages contains pen-and-ink stylized sketches of and quotations from sixteen immortals, such as Longfellow, Browning, Cowper, Goethe, Milton, Tennyson, etc., all attesting to the charm and power of "good music." The book is a recapitulation of the theme of the station's advertising campaign which was begun in April, 1948, and is reprinted without the commercial copy which accompanied the quotations when they appeared in various publications.

The title page, a take-off on books of the last century or two, announces it is "a quaint assembly of some sentimental gentlemen with uncommonly good sense about that Most Mighty Mover of Men & Merchandise: Good Music."

### Documentary Brochure

"Mind in the Shadow," CBS Documentary Unit Production presented Feb. 2 and rebroadcast on Feb. 20, is the subject of a promotion piece mailed to the network's list of opinion leaders, public officials, stations, agencies, clients and prospects.

The 20-page booklet, illustrated by Ben Shahn, describes "Mind in the Shadow," a documentary on mental health, as "a broadcast which underscores the power of CBS to hold the loyalty and confidence of its vast audience."

The booklet reprints comments from Luther M. Youngdahl, Governor of Minnesota; Dr. William C. Menninger, leading authority on mental illness; Irwin Edman, noted

### Educational Tieup

The Encyclopedia Britannica organization has joined forces with NBC and three universities to promote adult education by radio through NBC's "University of the Air" programs.

The network and the Britannica announced that sets of Encyclopedia Britannica would be awarded as prizes to students who most successfully complete the radio home-study courses offered by three universities associated with the NBC "University of the Air" series. The plan may be extended later to include other universities and other NBC home-study-by-radio programs.

The University of Chicago, the University of Louisville, and Kansas State Teachers College will each select outstanding students who complete the radio home-study courses each institution offers. These top-ranking students will be awarded sets of the 24-volume encyclopedia by the Britannica organization.

### Plug Disc Jockey

WINS, Crosley outlet in New York, has begun preparation of a six-by-nine-inch card promoting the Art Scanlon Show and pointing out that his "Miss Hello Contest of 1949" drew 185,000 pieces of mail in three weeks.

The promotion piece highlights the sentence: "We could hardly believe our eyes."

More than 200 copies of the promotion card will be mailed out by the end of this week to radio time buyers at New York agencies alone. Fifty copies will be mailed out to each WINS-Crosley sales office throughout the country for distribution in various areas.

author and philosopher; and quotes from critical acclaim in newspapers, magazines and the trade press.

### ABC Signs Kate Smith For New Co-op Program

(Continued from Page 1)

will be offered as a network show for sale in either 15-minute or half-hour segments.

For several weeks during the summer months the Kate Smith's Music Room program will originate from her summer home at Lake Placid, N. Y. In the fall it will be produced in the New York studios of ABC.

The new ABC program will be built primarily around a recorded theme with both Kate Smith and Ted Collins participating in the selection of music to play "for all ages, all moods, all times."

At present Miss Smith is heard on Mutual from noon to 12:15 p.m., EDT, in a co-op program titled "Kate Smith Speaks" which is carried by 300 stations. From 12:15 p.m. to 12:30 p.m., Miss Smith is presented in a sustaining song program.

### American Advertisers On Honduras Station

(Continued from Page 1)

American broadcasting and consist of such shows as soap operas, live musical remotes from night clubs, sportscasts and recorded popular and classical music. La Voz de Lempira broadcasts on one AM frequency and two short-wave frequencies.

The station has appointed Pan American Broadcasting Co., international radio station representatives of New York, as its exclusive American and Canadian agents.

### Campion At WDRC 7 Years

Hartford, Conn.—John Campion, transmitter engineer for WDRC, is observing his seventh anniversary with that station during June. He joined the outlet in 1942 as a control room operator and was transferred to the Bloomfield transmitter about two years ago.

## Plan Safety Theme For Children's Day

(Continued from Page 1)

dreh's programs on Capital District radio stations, the Walrath Family and Uncle Pete's Fairy Tales, have been asked to participate with H. degarde on the Child Safety Rally. The Walrath Family and Uncle Pete's Fairy Tales are heard regularly over WPTR, Albany, and WBCA-FM, Schenectady, 10,000 Watt Capital District independent station.

The two WPTR children's features—the Walrath Family and Uncle Pete's Fairy Tales—have drawn over 3,000 cards and letters in the past six months. The two programs are expected to draw thousands of their fans to the State Armory on June 12. Upwards of 8,000 youngsters will be on hand for the Child Safety Rally.

### Alfred L. Gray, Jr.

Richmond, Va.—Funeral services were held last Friday for Alfred Gray, Jr., 42, a control room engineer at WRVA.

He died of injuries received in an automobile accident on his return from his summer home. He is survived by his wife, Mrs. Susan Cameron Gray; two sons, Cameron and Leigh; and a brother, E. Emer Gray, all of this city.



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, June 7, 1949 — TELEVISION DAILY is fully protected by register and copyright

## NEW TREND NOTED IN WEB SALES

### TELE TOPICS

**M**OST STRAIGHT VARIETY SHOWS, by their structure, tend to be rather potty affairs. This is especially true of "Cavalcade Of Stars," which bowed over DuMont Saturday sponsored cooperatively by ten retail drug chains. Emcee Jack Carter's opening monologue was very weak, although a few of his gags later on in the show were much better. The Fonaines, two men and a girl, offered an exciting acrobatic dance routine. The Arnaut brothers did their bird number, which was okay the first time but has long since worn out its welcome through repeated airings. Joan Edwards did a fine job with a cute novelty titled "Television's Tough In Love," but her duet with Carter was no obviously an attempt to duplicate a routine performed with great success by Milton Berle. More than once, incidentally, Carter's delivery and mannerisms were strikingly reminiscent of Berle. Gene McCarthy and Tommy Farrell are bright new personalities in the comedy field, but their material on the show was not, by a long way, up to their usual standard. Peter Lorre's recitation of "The Tell-Tale Heart" was excellent, but it was out of place, I think. Had it been done on radio it would have allowed its listeners to use their imagination in creating mental images, but more in close-up on the screen precluded this. His skit with Carter that closed the show was merely wasted effort. . . . Of the four film commercials thrown in, all were unimaginative and unappetizing, and one, for a deodorant, was decidedly in bad taste. . . . Program is produced and directed by Milton Douglas. Stanton Fisher is the agency.

**"PHILCO PLAYHOUSE,"** which went off the air this Spring after a 26-week run, is reportedly returning to NBC July 17 in the same time spot, 9-10 p.m., Sunday. . . . Distributors of motion pictures in Canada are becoming increasingly burned over what they call infringement of their territory by U. S. tele stations near the border (Detroit, Buffalo, etc.) Their beef is that receivers are selling by the thousands in Canadian cities within range of the stations and that the stations are airing films to which the distributors have exclusive north-of-the-border rights, including in most cases, theatrical, non-theatrical and TV. . . . Paul Perez, director of TV sales for Cinemat, negotiating with Albert B. Earl, of Columbia Records, to produce silent films to be synchronized with platters for TV disc jockey shows.

**THE ENTIRE** Monday-thru-Friday afternoon lineup of WNBT (with the exception of racing pickups carried by the NBC web) goes off the air for the Summer June 17. Plan is to give talent a rest and management a chance to decide on Fall programming.

### WKY-TV Goes On Air, Grid Giants Announce First Station In Okla. Ban On TV Coverage

Oklahoma City—Television came to Oklahoma yesterday at 6:30 p.m. with the debut of WKY-TV, owned by Oklahoma Publishing Company here.

Governor Roy J. Turner; E. K. Gaylord, president of the Oklahoma Publishing Company; Dr. H. G. Bennett, president of Oklahoma A&M College and other state and church notables spoke briefly on the initial telecast.

The station has been airing its channel four pattern since April.

Reports of clear reception from points as far distant as two hundred miles have been received consistently, according to P. A. Sugg, WKY and WKY-TV manager. One hotel in Fort Smith, Arkansas, has installed receivers in lobby and dining rooms to receive WKY-TV programs one hundred eighty miles away.

#### Permit Granted Last June

Station received its permit in June, 1948, less than a year ago.

WKY-TV's first program will originate in the Little Theater studio, a distance of approximately two blocks from main studios in the Skirvin Tower Hotel of WKY.

More than a half million dollars has been invested in equipment.

Two sections totaling thirty eight pages of television information regarding WKY-TV were included in Sunday issue of Daily Oklahoman. A two color cover page of illustrations showed pictures of mobile unit, 968-foot tower and studio views.

The new York Giants professional football team yesterday announced that they would ban all TV pickups from their home games at the Polo Grounds this fall. The Giants thus became the second National Football League club to take such action. The Philadelphia Eagles, league champions, announced their stand last week.

#### Plan Told Yesterday

The Giants statement was made yesterday at a luncheon meeting of the Sports Broadcasters Association, and is based on the contention that TV coverage hurts gate receipts. This thinking was also advanced by the Eagles. The Giants games were carried last year by WJZ-TV.

### Cordery Joins Nasht

Howard Cordery, former producer-director of ABC, will join John Nasht and Associates, Inc., as executive producer June 6th, it was announced by Gene Seagle, vice-president of the packaging organization. Cordery's new duties will include development of new shows and the direction of present productions.

### Bank Buys WNBK News

Cleveland — Central National Bank of Cleveland has signed with WNBK for sponsorship of a five-minute news summary across the board for 13 weeks. Agency is Fuller, Smith & Ross. Program will be titled "It Happened Today."

## Full Line Of Video Receivers Planned For Fall By Sylvania

Don G. Mitchell, president Sylvania Electric Products, Inc., announced yesterday that a full line of receivers bearing the Sylvania name will be placed on the market this fall.

Sets are expected to be available on October 1. Initially the line will feature 10 inch and 12½ inch table models, consolettes and console combinations with three-speed record changer, AM and FM radio, and also a 16-inch consolette.

#### Had Delayed Entrance

Mitchell said that Sylvania had delayed entrance into the TV set field until an extensive program of

field and laboratory engineering research in the direction of simplification, clarity of picture and minimum maintenance, had developed sufficient experience to assure quality performance.

#### Tele Headquarters in Buffalo

Firm is one of two largest manufacturers of picture tubes, with plants located at Emporium, Pa., Ottawa, Ohio and Seneca Falls, New York.

Headquarters for tele set activity will be in Buffalo, N. Y. under the direction of Edward E. Lewis. Facilities include two plants and an office building.

### Package Rates For AM-TV Programs On Upswing

With the continued growth of tele certain and the gradual decline of nighttime radio probable, web execs controlling both media are working out plans for selling both on a package basis during the transition period.

Sales toppers are faced with two major problems. One is an apathetic attitude toward radio on the part of many prospective bankrollers, and the other is their hesitant outlook on TV because of the high costs involved. Added to these is the incontrovertible fact that AM at present can deliver an audience about 20 times greater than that of video.

Since both media must be sold with equal vigor package rates are expected to become widespread network practice in the near future. The idea is not a new one, having been used in various parts of the country by radio broadcasters about to place a tele outlet in operation. Generally, sizeable discounts on TV time were offered to AM advertisers and reductions are offered to new bankrollers buying time on both stations.

Trend toward package network sales is expected to gain momentum during the summer in preparation for the fall season. One of the first such deals is the reported upcoming switch of the Old Gold Amateur Hour from DuMont to ABC. Latter web airs the show's AM version and, it was said, landed the tele stanza via an attractive package offering.

### WATV Completes Deal For 36 English Films

Contract for airing of 36 English films on WATV was completed yesterday by Robert M. Paskow, film director of the Newark indie, with Edward Sherman, president of Motion Picture Management, Hollywood. Scheduled for Wednesdays, 5:50 p.m., airings will begin June 3 with the English-Paramount release "The Man In The Mirror," starring Edward Everett Horton and Genevieve Tobin.

### WDSU-TV Sells Daytimer

New Orleans — WDSU-TV last week backed up its sign-on from 5 p.m. with the new programs, music, films and cartoons, all sponsored by the New Orleans Public Service, Inc., and eight receiver distributors. Station plans to go on the air at 3:30 p.m. beginning June 15.

# Urges Gov't Subsidy For Radio Overseas

(Continued from Page 1)

propaganda. . . . Accordingly our programs should, as much as possible, be anonymous. Where the program is used to explain United States policy, it is quite proper to announce it as Government-sponsored program. But where it is used for general propaganda purposes, anonymity is highly desirable."

He called also for wider editorializing in the spreading of information, and hit at the FBI clause in the Smith-Mundt Act as responsible for costly delays in the hiring of needed personnel for the Voice of America.

Lodge declared that the Communists "are on the offensive with all the weapons short of a shooting war which they have been able to muster or devise. These weapons are being used in a telling and effective manner. On the other hand, we are everywhere on the defensive. . . .

"It is pertinent to ask how it happens that the Soviets can openly finance the various national Communist parties, openly send their propaganda agents all over the world, publish their own Russian-language newspapers everywhere, control hundreds upon hundreds of so-called front organizations, while we do little or nothing to counteract these assaults for fear of being accused of interference in the internal affairs of other nations.

"The American army has for some time, and with good results, operated foreign-language newspapers in Germany, Austria and Trieste. Why cannot we, too, whenever it may seem advisable, openly or otherwise subsidize foreign news and radio networks? Why cannot we, too, if it should appear desirable, send lecturers abroad on avowed propaganda missions in order to stir up pro-American — pro-freedom — feeling among all groups — among farmers, among workers and among businessmen? Why must we hide our light under a bushel? Why must we be so squeamish? Why should we take fatuous satisfaction in our unwillingness to resort to the methods which could create a less precarious peace?"

# AM-FM Stations Plug Coming Of TV Outlet

(Continued from Page 1)

be aired each Monday at 8:00 p.m. Discussing the various aspects of television, especially as related to the WBTB operation scheduled to begin July 15, will be the following: WBT director of news and special events Jack Knell who will serve as moderator for the series; Larry Walker, WBT assistant general manager in charge of television programming; and M. J. Minor, WBT chief engineer, in charge of the technical side of WBTB.

# 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 May 27-June 2, 1949

TITLE	PUBLISHER
A Chapter In My Life Called Mary	Scapiro-Bernstein
A Wonderful Guy	Chappell
"A"—You're Adorable	Laurel
Again	Robbins
Baby It's Cold Outside	E. H. Morris
Bali Ha'i	Chappell
Beautiful Blonde From Bashful Bend	Miller
Cabaret	Duchess
Candy Kisses	Hill & Range
Careless Hands	Melrose
Comme Ci Comme Ca	Leeds
Cruising Down The River	Henry Spitzer
Don't Cry, Cry Baby	Santly-Joy
Everywhere You Go	Lombardo
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
Hurry Hurry Hurry	Dreyer
I Don't See Me In Your Eyes Anymore	Laurel
It's A Big Wide Wonderful World	Broadcast Music
Kiss Me Sweet	Advanced
My One And Only Highland Fling	Harry Warren
Red Roses For A Blue Lady	Mills
Riders In The Sky	E. H. Morris
So In Love	T. B. Harms
Some Enchanted Evening	Chappell
Three Wishes	Herbert Music
Weddin' Day	Famous
You Can't Buy Happiness	Ben Bloom Music

# Second Group

TITLE	PUBLISHER
Always True To You In My Fashion	T. B. Harms
Are You Kissing Someone Else	Cavalier
Galway Bay	Leeds
Heart Of Loch Lomond	Crawford
I Didn't Know The Gun Was Loaded	Lewis
If I Could Be With You	Remick
I'll String Along With You	Witmark
I'm Beginning To Miss You	Berlin
I've Got My Love To Keep Me Warm	Berlin
Just In Case	Beacon
Love Me, Love Me, Love Me (Or Leave Me Alone)	Miller
Lover's Gold	Oxford
Need You	Choice Music
Once and For Always	Melrose
Portrait Of Jennie	Chappell
Someone Like You	Harms
Someone To Love	Warren Publications
While The Angelus Was Ringing	Chas. K. Harris
While We're Young	Regent
Why Can't You Behave	T. B. Harms
You Broke Your Promise	Pic Music
You're Mine	Porgie

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

# CBS Talent Raids Send "SS" To NBC

(Continued from Page 1)

Spade" to NBC. Series has been sponsored by Wildroot on CBS since September, 1946. Its future CBS has been hanging fire since last winter when it became known that Columbia wanted to put Benjamin in the "Sam Spade" time period. Reports at that time said the agency and the sponsor were determined not to take another time period just when CBS was building up its Sunday schedule. Even against NBC's top rated Sunday night in former years, "Spade" built itself up around a 10 rating.

Incidentally, NBC's Sunday night schedule is nearing completion for next fall and at least half of it will be a complete change, both as personalities and type of programming. Here is the lineup for a three-hour block starting at 6:30 p.m.:

### Three-Hour Block

6:30-7:30 "Hollywood Calling"  
7:30-8 "Phil Harris-Alice Faye"  
8-8:30 "Sam Spade"; 8:30-9: "Theater Guild on the Air." The new giveaway show, "Hollywood Calling," is being slotted in the early part of the evening in an effort to snare a major portion of the audience and hold it for the remainder of the night.

Here is the CBS lineup for the same three hour period beginning next fall:

6:30-7 "Our Miss Brooks"; 7-7:30 Jack Benny; 7:30-8 "Amos 'n' Andy"; 8-8:30 Edgar Bergen-Charles McCarthy; 8:30-9 Red Skelton; 9:30 Helen Hayes. The Sunday night schedules next fall are expected to bring the hottest audience battle ever entered into between NBC and CBS. Both have formidable ammunition on hand and the outcome would seem to rest with the master minds.

# Quiz Kids Renewed For Both Radio And TV

(Continued from Page 1)

the "Quiz Kids" on both the NBC-AM network and the completely interconnected NBC-TV network.

After a summer hiatus following the June 19th broadcast, the "Quiz Kids" AM show will return on Sunday, Sept. 11 at which time they will be heard from 2:30 to 3:00 p.m. (CDST).

The "Quiz Kids" TV show will be heard starting Wednesday, Sept. 15 from 9:00 to 9:30 (CDST). While the NBC-TV interconnected network now numbers 19 stations, it is expected that many more NBC stations will be carrying the television show when it starts in the fall.

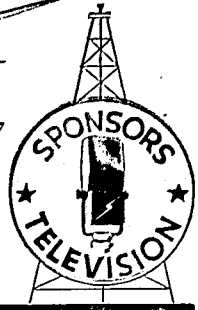
Jack Galbraith of NBC network sales, Chicago, handled the new 52 week contract for the network. The Wade Advertising Agency, Chicago, handles the account of Miles Laboratories, Inc., Elkhart, Indiana. Both the AM and TV version of "Quiz Kids" are package shows produced by Louis G. Cowan, Inc.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 48

NEW YORK, WEDNESDAY, JUNE 8, 1949

TEN CENTS

## 'VOICE' TIME-BUYS DIFFICULT ABROAD

### GOP Radio Director Defends Hoover ETs

*Washington Bureau of RADIO DAILY*  
Washington—Ed Ingle, radio director of the Republican National Committee, questioned yesterday on the controversial Hoover transcriptions offered to radio stations, said that approximately 300 stations carried the ETs and that the GOP had not taken steps to recall them. Senator J. Howard McGrath, Democratic National chairman, had charged political distortion in the rebroadcast of a series of radio talks

(Continued on Page 8)

### Heidt Leaving NBC Spot; Will Move To CBS In Fall

Horace Heidt Show, currently heard on NBC under Philip Morris sponsorship on Sundays at 10:30 p.m., is reported moving to CBS next fall under the same sponsorship. When the Heidt show moves over to CBS it will occupy the 9:30 to 10 p.m., spot. "Our Miss Brooks," currently heard at that time, will move to the 6:30 to 7 p.m., spot preceding the Jack Benny show. Acquisition of the Heidt package completes the CBS all-star lineup for Sunday nights.

### 'Americans, Speak Up' Carried On 75 Stations

First broadcasts of the transcribed series, "Americans, Speak Up" will be carried by seventy-five stations throughout the country this week with most of the programs commercially sponsored, Larry Hammond, producer of the series announced yesterday.

Major B. F. Namm, interviewed  
(Continued on Page 2)

### Elderly ET Artist

A 93-year-old grandmother completed a series of classical piano recordings at the Apex Recording Studios in New York yesterday and announced that she had made them for her grandchildren. The artist was Mrs. Helen Keating and her piano selections included Mozart, Chopin and Beethoven. Mrs. Keating also made records of some waltzes and Irish ligs.

### Little To Report

Washington—Efforts to get details of the NAB board's membership committee meeting, which ended late Monday, were productive of little yesterday. The committee discussed possible plans for a new membership campaign. It was also revealed that resignations from NAB in recent months have been, in three out of four cases, from members who went on the air since the war.

### Kraft Buys NBC Time For Daytime Serial

Plans for a new daytime serial program sponsored by Kraft to be heard Mondays through Fridays starting October 3 from 10:30 to 10:45 a.m., on the NBC network were revealed yesterday. Kraft, currently sponsors the Kraft Music Hall featuring James Melton on Thursday nights on NBC.

Another NBC development yes—  
(Continued on Page 8)

### Folsom Pays Tribute To Progress Of TV

Lancaster, Pa.—Frank M. Folsom, RCA prexy, paid tribute last night to television's technical and industrial achievements, the development of a "wide range of programs" and RCA board chairman David Sarnoff as "the man whose vision and leadership contributed immeasurably to television's rapid development as a science, art and industry."

In a talk on the "A Magic Million"  
(Continued on Page 2)

### Sharp Increase Reported In ABC's Network Sales

Three new contracts totalling nearly \$2,000,000 with two new advertisers and one previous extensive user of network facilities were reported yesterday by the American Broadcasting Co.

In a report on a "sharp upsurge in sponsored radio activity," ABC announced also that its New York key station, WJZ, showed an 11 per cent increase in national spot billings for the first four months of this year

### State Dept. Cautioned Not To Purchase Locally On Gov't-Controlled Radio; Suppression By Soviets Cited

### Foreign Language Clinic Agenda Set

Representatives of about 50 stations have registered to-date for the day-long Foreign Language Broadcasting Clinic, Hotel Roosevelt, June 15, it was announced jointly yesterday by Claude Barrere, secretary of the Radio Executives Club of New York, and WOV, the New York indie which originally proposed the clinic.

The clinic will open, according to  
(Continued on Page 3)

### FCC Asked To Act Now On Pearson-Allen-WBAL

*Washington Bureau of RADIO DAILY*  
Washington—The FCC was called upon yesterday to bring forth an immediate decision in the long-pending application of Drew Pearson and Bob Allen to take over the assignment of Hearst Radio's WBAL,  
(Continued on Page 6)

### Swiss Shortwave Service Beaming Program To U. S.

The Swiss Shortwave Service has added several new transmissions and has expanded other broadcasts beamed to the United States and other areas of the world.

There are now three transmissions  
(Continued on Page 6)

*Washington Bureau of RADIO DAILY*  
Washington—The Voice of America missions in Europe have advised against wide purchase of local radio time by the State Department "in view of the Governmental, non-commercial nature of European radio, with minor exceptions, on which time is not sold," the State Department

(Continued on Page 4)

### Petrillo Re-election Reported Assured

San Francisco—James C. Petrillo let it be known at the opening session of the 52nd annual convention of the American Federation of Musicians that he was a candidate for re-election when he said "I will keep the job so long as the delegates elect me and so long as my health permits."

During his opening address to the  
(Continued on Page 3)

### General Foods Renews "Aldrich Family" Series

General Foods will sponsor the Meredith Willson show as a short summer replacement for the "Aldrich Family" on NBC and then bring the latter back for another season starting August 25. "Aldrich Family" checks out for the summer  
(Continued on Page 2)

### New NBC Series

A series of full hour dramatizations of notable novels of the present and recent past will be presented by "NBC University Theater" in a new time period starting Saturday, June 18, at 6:30 p.m., EDT. First dramatization will be an adaptation of Budd Schulberg's "What Makes Sammy Run?" Wado Arnold will produce the series.

**RADIO DAILY**



Vol. 47, No. 48 Wed., June 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; Val Adams, Associate Editor; 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 Steam, Manager  
8425 Hollywood Blvd., Phone: Gladstone 8438

**WASHINGTON BUREAU**

Andrew H. Older, Chief 6417 Oshlonega 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**

(June 7)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	5 3/4	5 1/2	5 5/8	+ 1/8
Admiral Corp.	17 1/8	17 1/8	17 3/4	+ 1/2
Am. Tel. & Tel.	141 1/8	140 3/4	141 1/8	+ 1/4
CBS A	17 3/4	17 1/8	17 3/4	+ 1/8
CBS B	17 1/4	17 1/8	17 1/2	+ 1/4
Philco	26 1/2	26 1/4	26 1/2	+ 1/4
RCA Common	10 1/8	10	10 3/8	+ 1/4
RCA 1st pfd.	69 1/2	69	69 1/2	+ 1/2
Stewart-Warner	9 1/8	9 3/4	9 7/8	+ 1/8
Westinghouse	21 1/8	20 3/4	21	+ 1/8
Westinghouse pfd.	91 1/8	90 3/4	91 1/8	+ 1/8
Zenith Radio	26 1/4	25 3/4	26	+ 1/4

**NEW YORK CURB EXCHANGE**

Net. Union Radio	2 3/8	2 3/8	2 3/8	+ 1/4
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**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	10 3/4	11 3/4
Stromberg-Carlson	10	11 3/4
U. S. Tele(vision)	1/4	1/2
WCAO (Baltimore)	17	22
WJR (Detroit)	6 1/2	7 1/2

**First Nighter Time Switch**

"First Nighter," CBS Thursday drama series aired 10:30-11:00 p.m. EDT, under sponsorship of Campana Sales Company, will be heard 30 minutes earlier, 10:00-10:30 p.m. starting this Thursday, June 9. Series will go into the period vacated by "Hallmark Playhouse" for the summer months. "First Nighter" will go back to its original time, 10:30-11:00 p.m. on September 8 when "Hallmark Playhouse" returns to the air.

**KGW and KGW-FM**  
PORTLAND, OREGON

COMPLETE SCHEDULE  
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD TERRY & CO.

★ **COMING AND GOING** ★

**ELWOOD WHITNEY**, vice-president and senior art director of Foote, Cone & Belding, Inc., has arrived in Paris, where he is gathering ideas for Christmas-card illustrations for Hallmark Greeting Card Company.

**HOWELL C. COBB**, manager of WBRC, Birmingham, Ala., has been here since the beginning of the week for conferences at NBC. He'll leave for home tonight.

**PATTI, MAXINE and LA VERNE ANDREWS**, of "Club 15" on CBS, are expected in New York tomorrow from Hollywood. They're booked for an engagement at New York's Roxy Theater.

**CEDRIC FOSTER**, Mutual network commentator, is in St. Louis broadcasting his programs from KWK. He'll be back in Boston next Monday.

**DREW PEARSON**, American network commentator, on Sunday will be in Baton Rouge, La., where he will broadcast from the steps of the State Capitol Building as a feature of the ceremonies in connection with the placing of a French box-car on the Capitol grounds. He is accompanied by **BILL NEEL**, news editor in the Washington office of ABC.

**WALTER MYERS**, of the NBC network sales department, is spending a few days in Boston on business.

**GORDON GRAY**, vice-president of WIP, Mutual affiliate in Philadelphia, is in Gotham on business.

**WILLIAM SHAW**, assistant sales manager for the Columbia Pacific Network, who had been in New York for a month, has returned to Hollywood.

**DR. AIMA KELLY**, head of the neuro-somatic conditioning department of the Lawton Educational Foundation, is in Washington, D. C., where she will discuss physical education on a number of radio and television programs.

**HENRY J. TAYLOR**, American network commentator, is leaving on a three-month tour. He will study conditions and talk with leaders in Tokyo, Shanghai and some 15 other cities in Asia and Europe. His General Motors program will be broadcast each Monday through the use of special broadcasting facilities.

**JAMES WOOD, JR.**, manager of technical services in the engineering department of NBC, will leave today for a vacation in Europe.

**ELSIE LATZKO**, secretarial aide to Abe Burrows, of CBS, leaves tomorrow via Clipper for a vacation in Bermuda. She'll be away 10 days.

**BILL HENRY**, news analyst heard on MBS, is here from Washington. He'll fly back to the Capital tomorrow.

**JOSEPH MOSS**, president of the advertising agency bearing his name, is back from a three-day tour of Long Island in connection with promotional activities of several real estate clients.

**PAULA ARNHEIM**, account executive in the public relations office of Richard H. Roffman, has returned from Chicago, where she handled placements of Cort watches on various give-away shows.

**WALTER KANER**, publicist, will leave Friday for Swan Lake, N. Y., to handle the three-day convention of the Jewish War Veterans, department of New York.

**JEFF CLARK**, singer heard on the Henry Morgan show over NBC, will return today from Washington, D. C., where he sang at the Congressional Wives Luncheon.

**DR. DAVID F. TRACY**, whose views on hypnotism and autosuggestion have been featured on radio and television, will spend the coming week-end at the Ross Country Club in Monroe, N. Y.

**'Americans, Speak Up'**  
Carried On 75 Stations

(Continued from Page 1)  
by Bill Slater, is heard on the first recording. Other speakers to follow in the series include Eddie Rickenbacker, Clarence Birdseye, Robert Montgomery and Secretary of Commerce Charles Sawyer.

**Key Stations Listed**

Among the key stations carrying the series with local sponsors are: WGN, Chicago, Alexander Insurance Co.; KOCY, Oklahoma City, Okla., Robberson Steel Co.; KFMJ, Tulsa, Okla., Lincoln-Mercury dealers; WCHV, Charlottesville, Va., Monticello Drug Co.; KODI, Cody, Wyo., Shoshone Natl. Bank WJOL, Joliet, Ill., New Lumber Co.; WIOU, Kokomo, Indiana, Globe-American Co.; KSTT, Davenport, Ia., Austin Crabbs Inc.; WSNJ, Bridgeton, N. J., Le Sturgeon's Bakery; WKVB, Richmond, Ind., Automotive Gear Co.; KFDM, Beaumont, Texas, White House Dry Goods Co.; WSTC, Stamford, Conn., Clearing House Ass'n.; WSIX, Nashville, Tenn., Tennessee Merchants Ass'n.; KHQ, Spokane, Wash., Retail Trade Bureau; WFCI, Pawlucket, R. I., Associated Industries of Rhode Island, Inc.

**Stork News**

James Miller, column editor in the NBC press department, and his wife are parents of a son born June 7 at Lying-In Hospital, New York. Baby weighed 7 pounds, 13 ounces, and has been named Stephen.

**General Foods Renews**  
"Aldrich Family" Series

(Continued from Page 1)  
on June 16 but Willson does not come on until a month later, July 14. The GF time period is from 8:30 p.m., EDT, Thursdays.

Until a few months ago, the Willson program was sponsored by General Foods on ABC. It started its run there last fall. Willson will be heard on NBC for a five week period starting July 14. Agency is Young & Rubicam.

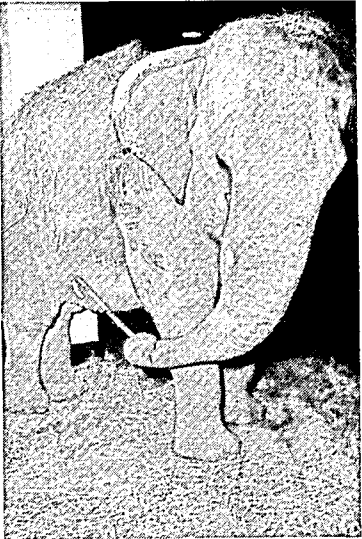
**Folsom Pays Tribute**  
To Progress Of TV

(Continued from Page 1)  
TV program on the occasion of the 1,000,000th picture tube produced at the RCA plant here. Folsom predicted that television will continue to grow and will extend its usefulness in fields other than entertainment, such as industry and education.

**Heads WTMJ Sales Staff**

Neale V. Bakke has been appointed local sales manager for WTMJ, WTMJ-FM and WTMJ-TV. The Milwaukee Journal stations. He has been employed by The Journal Company since 1927 and has been a member of the WTMJ sales staff since 1932.

Two recent additions to the WTMJ and WTMJ-FM sales staff have also been announced. They are Jim Templeton and J. G. Sandison.



**Power—**  
**under control**

Big Ruth is one of the most powerful beasts under the big top. But it's power under control. She's also one of the best trained animals in the circus.

When it comes to producing low-cost results from radio, W-I-T-H has high power, too—power to control sales and profits.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. And you can buy this BIG audience for amazing low cost. Yes, sir! W-I-T-H delivers more listeners-per-dollar than any other station in town.

That means you can get BIG results from LITTLE money on W-I-T-H. Call in your Headley-Reed man and get the full story today.



**W-I-T-H**

**Baltimore 3, Maryland**

**TOM TINSLEY, President**  
Represented by Headley-Reed

## Foreign Language Clinic Agenda Set

(Continued from Page 1)

the tentative agenda issued yesterday, with a greeting to the broadcasters at 9:45 a.m. by Ralph Weil, general manager of WOV, followed by the keynote address on "The Independent Is Growing Up" by Ted Cott, chairman of the NAB Unaffiliated Stations Committee and v-p in charge of programming at WNEW, New York. The remainder of the agenda for the day follows:

10:05 a.m.—"Foreign Communities in America—an insight into their past and a perspective on their future: Read Lewis, Director, Common Council for American Unity.

10:30 a.m.—Program Problems Panel—Moderator, Arnold Hartley, WOV; Panel Members: Robert O. Miller, WCBS—"The Multi-Lingual Operation"; Pierre Crenesse, French Broadcasting System, "Free Language Programs from Western Europe"; Pat Stanton, WJMJ, Philadelphia—"We started from Scratch"; to be announced, "Foreign Language Programs in the Small Town."

(... to be followed by discussion)

11:30 a.m.—"Publicity for Your Language Shows." What the trade paper and press at large consider news in this field. Examples from WOV and other files. Speakers to be announced.

11:45 a.m.—"TV and FM"—a brief and provocative preface to a future problem, Jess Willard, Executive Vice-President of NAB.

12:00 noon—Recess

12:30 p.m.—Luncheon. Speaker, Emil Mogul, President, Emil Mogul Co., Inc. "What the Agency Wants from The Foreign Language Station."

2:30 p.m.—"Auditing your Foreign Language Audiences"—Dr. Sidney Roslow, Director of The Pulse, Inc. Presentation of WOV audit material to illustrate what can be done in other markets.

3:30 p.m.—National Sales Panel—Ralph Weil, WOV, Moderator. Discussion of common problems with special attention to possibilities of national representation for the group. Panel members: George Lasker, WBMS; Jimmy Milne, WNHC; John Dyer, WGES; Bill Moore, WBNX; William Jory, WJLB.

### William King

William G. W. King, 42, news writer in the NBC news room and formerly music editor of the New York Sun, died in his sleep June 4 while vacationing at Fire Island, N. Y. Death was attributed to heart disease. King joined NBC early in 1948 after doing free lance writing for seven years. He was music ed of the Sun from 1934 to 1939 and feature editor and a member of the New York Post drama department from 1929 to 1933. He was contributing editor of Cue magazine at the time of his death. King was unmarried.

## ★ AGENCY NEWSCAST ★

**JACK C. ALICOATE**, who has been with the Eagle Lion home office advertising and publicity department since the inception of the company over two and a half years ago, has resigned, effective immediately. Having served in the capacity of establishing a close relationship within the trade and the handling of special assignments for the company, Alicoate expects to enter radio and television, with which he was associated prior to joining Eagle Lion.

**JOSEPH T. FAULKNER, JR.**, formerly a salesman with WGL, Fort Wayne, Ind., for the past three years, has joined the sales staff of Louis E. Wade, Inc., that city, advertising agency.

**L. J. McGRADY**, formerly with the DeVilbiss Co. nine years and later advertising manager of several other Toledo firms (Swartzbaugh Mfg. Co., Commercial Metals Treating Co., and Mellocraft Co.) has joined the Toledo, O., office of Clark & Rickerd, advertising and marketing consultants, as an assistant account executive.

**PAUL TERRY**, active in advertising circles in Hollywood, Los Angeles and Chicago for several years, has joined the Jessop Advertising Co., First National Tower Bldg., Akron, O. While on the West Coast, he wrote commercials for several national radio programs. In his new post, he will have charge of the creative advertising for the Akron agency and assist with plans for expanding its newspaper, magazine, and radio departments.

**AT THE** annual meeting of the Women's Advertising Club of Milwaukee, Inc., Ursula Wehde, American Lace Paper Co., was elected president. Other officers are: vice-president, Greta Murphy (Milw. School of Engineering); recording secretary, Frances Haggerty (WISN-Hearst Radio Inc.); corresponding secretary, Rosemary Kitzlerow (Will Ross Inc.); treasurer, Dorothy Kenealy (Commercial Letters, Inc.).

**YOUNG & RUBICAM, INC.**, has been engaged by Commonwealth Shoe and Leather Co., to place the advertising for Bostonian and Mansfield shoes.

**HENRY T. EWALD**, president of Campbell-Ewald Co., has been elected a member of the board of directors and the executive committee of the Arthritis and Rheumatism Foundation.

### Stork News

(WINS staff announcer and Mrs. Brad Phillips became the parents of a third child, Lawrence Kenneth, at Parsons Hospital, Queens, on June 6. Their new son weighed 5 lbs., 11 ounces.

**WFTW**, Fort Wayne, Ind., has appointed Independent Metropolitan Sales as its national sales representative, according to Edward G. Thomas, president and general manager of the station.

**H. W. HAUPTMAN COMPANY** has named Nat Weinstein radio director of the agency.

**BENNETT, PETESCH & O'CONNOR, INC.**, Chicago advertising agency, has changed its corporate name to Petesch, Hecht & O'Conner, Inc. There is no charge in the holding of the corporation or its officers. Albert S. Hecht, Jr., having replaced Bennett as an executive and member of the board of directors last August.

**HIRSHON-GARFIELD, INC.**, has named Lucille Goold vice-president of the agency in charge of fashion advertising and merchandising. Mrs. Goold, before joining the organization last November, was publicity director of La Salle & Koch, Toledo, and Russeks, Fifth Avenue, in New York.

**ROBERT OTTO & CO., INC.**, is preparing radio, newspaper and magazine advertising for the new campaign on Tangee cosmetics, produced by George W. Luft Co.

## Petrillo Re-election Reported Assured

(Continued from Page 1)

convention Petrillo revealed that a threat of a jurisdictional war with the American Guild of Variety Artists existed.

"All was serene," the musician's chief said, "until someone got the crazy idea that when a musician plays under a spotlight it makes him an act and he must belong to AGVA. No musician anywhere, anytime need belong to another trade union," he emphasized.

Petrillo charged AGVA with a plot to make inroads on AFM.

## Cohen Agency Named To Handle Fitch Account

The Grove Laboratories of St. Louis on Monday announced that advertising for its newly-acquired Fitch toiletries will be handled by the Harry B. Cohen Advertising Co. of New York, effective June 16. Grove's purchase of the F. W. Fitch Co. of Des Moines becomes effective on the same date. The Cohen agency will then be handling the following Grove products: 4-Way Cold Tablets, Pazo Ointment and Suppositories, Grove's Chill Tonic, Dr. Porter's Antiseptic Oil, Fitch Ideal Hair Tonic and Fitch's Dandruff Remover Shampoo.

## 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

# 'Voice' Execs. Abroad Advise On Time Buys

(Continued from Page 1)  
ment said in a report released yesterday by the Senate Foreign Relations Committee. At the same time it was said that negotiations are now under way "where feasible."  
The Italian network has agreed

## \$32 Million It Is

Washington — The Senate late yesterday voted down an attempt to restore the full \$36 million budget for the Voice of America asked by the budget bureau. The House bill provides for \$34 million, and the Senate bill for only \$32,344,000.

to use more programs relayed or recorded in New York and shipped by air, and more time has been arranged for in Austria.

"Efforts to obtain local relays in Spain have not been undertaken due to the present political situation there," it was explained.

The report also told of "Voice" broadcasts of news items favorable to this country suppressed in Soviet satellite countries. It discussed in detail efforts to counter Soviet charges concerning treatment in this country of racial minorities—particularly Negroes.

## NARSR Releases Survey On Spot Time Billings

National spot time billings by stations constitute a year-round business with a variation of less than 25 per cent between the highest month of October and the lowest in August, it was indicated in a sample taken by Price-Waterhouse for the National Association of Radio Station Representatives.

The spot time billings by months follow:

January	8.41%
February	7.92%
March	8.69%
April	8.18%
May	8.25%
June	7.80%
July	7.56%
August	7.48%
September	7.88%
October	9.32%
November	9.21%
December	9.30%

The percentages were compiled from a sample of about 75 per cent of the time billings of all stations represented by members of the NARSR. Averages were obtained from monthly time billings for the past three years.



## Mainly About Manhattan. . . !

● ● ● Coca-Cola reportedly trying to get out of its contract with Spike Jones which doesn't expire until Sept. 24th. . . CBS expects to have its own kinescope and tape-recording equipment on the west coast by July 1st. . . Meredith Willson and his old-time sponsor, General Foods, have come to terms for a 6-week NBC show starting Aug. 22nd, while the "Aldrich Family" vacations. . . Johnny Green, who goes back to the old Philip Morris shows in radio, has been appointed head musical director at MGM studios. . . Jimmy Durante and a squirrel will co-star in a new film made by Geo. Pal. Half the film will be live and the other half animated. . . Curly Harris, formerly one of Manhattan's most popular men-about-town, has settled down to become one of the town's leading Mine Hosts. Which is by way of saying that his new bistro at 500 Madison Avenue is clicking solidly with the radio crowd and any noon-time you're just as likely as not to rub elbows with Fred Allen, Abe Burrows, Galen Drake or Arturo Godfrey, not to mention the CBS execs who have 'adopted' the joint. . . Gene Aulry has changed his mind about buying that Texas station. Withdrew in favor of a publishing house. . . Mike Vallen flew into town to wrap up the Beatrice Kay-NBC video deal. . . Television, according to Fred Allen, may be the entertainment of tomorrow—but it certainly isn't the entertainment of today.



● ● ● Ben Gross recently wrote that Joe Franklin was building a network TV version of his WMCA "Antique Record Shop" for a fall debut. Projected show will in all likelihood be titled "I Came To Reminisce," and will gueststar performers whose records Joe has played on his radio stanza—Eddie Cantor, Al Jolson, Georgie Price, Paul Whiteman, Belle Baker, Sophie Tucker, etc., re-enacting highlights of their careers.



● ● ● WELL, FOR TYPING OUT LOUD: No sports broadcaster calls a homer with the suspenseful excitement of Mel Allen's voice ride on "it's going . . . going . . . going . . . it's gone!" . . . News reporters strive for, but never reach Lowell Thomas' simple, but effective sign-off: "So long until tomorrow night." . . . Get a hundred miles out of New York and citizens think every girl talks like Ann Thomas or Shirley Booth. . . In all the years of studio house bands there hasn't been any batoneer with the savvy of Freddie Rich. . . If Gershwin is your favorite composer, you must bow low to Buddy Clark for the greatest rendition of "It Ain't Necessarily So" and to Dinah Shore's purring on "Someone To Watch Over Me." . . . Listen to Kay Kyser's drawl and you want to go right out and order Southern Fried Chicken. . . If any lady of the airwaves has a road map to the fountain of youth, it must be Mary Margaret McBride. Her girlish voice and up-to-the-minute attitude on things, stuff and subjects make her as hep as a modern be-bopper. . .



● ● ● After last Saturday's "Who Said That" TV quizzer went off the air, quotemaster Bob Trout kept firing questions at the panel for the benefit of the studio audience. As he started, he said to the lads in the control room: "Make sure that the P.A. is on." "Yes," chimed in Geo. S. Kaufman, one of the gueststars, "and spell it P-A-Y."



● ● ● SMALL TALK: Henry T. Ewald, Pres. of Campbell-Ewald, has been elected to the Executive Committee and Board of Directors of the Arthritis and Rheumatism Foundation. . . Alan Sands and Jeff Martin have placed their comedy series, "Love 'em or Leave 'em" with the Wilbur Stark-Jerry Layton firm for representation. . . Harold Goldman sez if "Stop the Music" doesn't call him soon, he's gonna call them.

# Report Biz Increase For ABC And WJZ

(Continued from Page 1)  
and newspaper sponsors, 33 per cent. The two new national ABC network advertisers are Bruner-Ritter, Inc., and the Serutan Company. The former on behalf of Bretton watch bands will sponsor a half-hour audience-participation program over 187 ABC stations, beginning Sept. 4, 9:30 p.m., EDT. The 52-week contract was handled through Raymond Spector Co., Inc.

The Serutan Company contract, also a 52-week deal, calls for a new quarter-hour program presenting Victor Lindlahr, a nutrition expert, Mondays, Wednesdays and Fridays, 10:45 p.m., EDT, starting Sept. 5. The initial programs will be carried by 57 ABC stations. Roy S. Durstine, Inc., is the agency.

**Sterling Drugs Back**  
Sterling Drugs, Inc., the previous extensive user of the net's facilities, started a new 57-week contract yesterday for ABC's "My True Story" program over 204 stations. Sterling is sponsoring the show Tuesdays and Thursdays, 10-10:25 a.m., EDT. The agency is Dancer-Fitzgerald-Sample, Inc. Sterling is also the current sponsor, five times a week, of the half-hour "Bride and Groom" program over 216 ABC stations, Mondays through Fridays, 2:30 p.m., EDT.

Among ABC's co-operatively sponsored programs showing an increase in the number of advertisers at the close of May, 1949, compared to the same month of last year were: "Headline Edition," up 7 per cent; "America's Town Meeting," up 5 per cent; Elmer Davis, up 2 per cent; and Martin Agronsky, up one per cent.

## Join ABC Network

ABC has signed affiliation contracts with two Alaska radio stations—KENI in Anchorage and KFAR of Fairbanks.

Now on the air, both Alaska stations are owned by the Midnight Sun Broadcasting Company and are in full time operation. KENI in Anchorage operates with 5,000 watts power on 550 kilocycles and KFAR in Fairbanks operates with 10,000 watts power on 660 kilocycles. Alvin O. Bramstedt manages both new ABC affiliates.

.....  
**"JINGLES**  
 that don't  
**JANGLE!"**  
**LANNY & GINGER GREY**  
 Radio-Video Programs-Jingles  
 1350 Madison Ave. N. Y. 28  
 .....  
 ATwater 9-4020

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





# MIRACLE DRUGS CANNOT CURE THIS SICKNESS

We only wish there *were* a miraculous drug to stop a man from worrying.

Hundreds of thousands would buy it, because constant worry over money literally makes sufferers *sick!*

It's a sickness, however, that miracle drugs cannot cure.

Yet . . . something 'way short of a

miracle *can* cure it!

That's saving! Saving money . . . the surest, wisest way. With U. S. Savings Bonds.

**All you do**—if you're on payroll—is join your company's Payroll Savings Plan.

Or, if you're in business or a profes-

sion, enroll in the Bond-A-Month Plan at your local bank.

You'll be pleased to see those savings grow. Ten years from now, when your Bonds reach maturity, you'll get back \$40 for every \$30 you invested!

Is it peace of mind you want?

*Start buying Bonds today!*

**AUTOMATIC SAVING IS SURE SAVING —  
U.S. SAVINGS BONDS**



THIS SPACE CONTRIBUTED BY RADIO DAILY

## SOUTHWEST

**A**N honorary degree of Doctor of Music has been conferred on Max Reiter, conductor of the San Antonio Symphony Orchestra and classical disc jockey featured over WOAI, San Antonio, by Trinity University. Reiter has the distinction of being the country's first classical disc jockey being heard over WOAI since January 1946 in "Musical Interpretations" under the sponsorship of Frost Bros., local ladies specialty shop.

Karl J. Lambertz, for the past two years general manager of KFSA, Fort Smith, Ark., has been elected vice-president and general manager of Business Music, Inc., exclusive Dallas distributors of Music by Muzak. He was also a former staff member of WFAA, Dallas, prior to going to KFSA. Lambertz has purchased a majority of the interest in the company held by Ligon Smith, who has managed the business since its beginning in 1945.

Bob Shelton, WFAA, Dallas, hill-billy star, was the master of ceremonies of three special broadcasts from Athens, Tex., where the Old Time Fiddlers Contest was conducted. The airings were presented by remote control through WFAA and WFAA-FM with the winners of the various contests announced on the final broadcast.

Two newsmen of KFJZ, Fort Worth, key station of the Texas State Network will leave on a three weeks trip to England and the continent where they will interview Texans now serving in those areas with the U. S. Air Force. The duo are Porter Randall and Hal Thompson.

A new series of programs will be heard over the Texas Quality Network originating in the studios of KPRC, Houston, each Tuesday, Thursday and Saturday by the Crustene Ranch Gang, starring Curly Fox and Texas Ruby. Fox is national champion old time fiddler and Miss Fox is "Queen of the Cow-girls." The quarter hour program is sponsored for Crustene Shortening, by the South Texas Cotton Oil Co.

### Andrea Radio Unveils New TV Receiver Line

Five new receivers, ranging in price from \$389.50 to \$895.00 were previewed yesterday at the Waldorf Astoria by the Andrea Radio Corp. of Long Island City. Models shown included a table model (The Sharon) with 12½-inch screen for \$389.50; a floor model console (The Gramercy) with 12½-inch screen at \$489.50; a combination console (The Ridgeway) which houses a three speed Webster universal phonograph record changer and a 12½-inch picture tube at \$585.00; a combination console (The Caronia) with a 16-inch picture tube, 3-speed record player for \$895.00, and a floor console (The Winfield) with a 15½-inch picture tube and provision for any type record player for \$585.00.

### FCC Asked To Act Now On Pearson-Allen-WBAL

(Continued from Page 1)

Baltimore. The original application, alleging on the basis of the FCC's "blue book" discussions of WBAL programming and other observations, that the station was not programming in the public interest, was filed September 17, 1946.

The petition for immediate decision requires consideration by the full Commission, whereas other requests would go to the Commission's law department and not necessarily to the full Commission. It was filed by Attorney Marcus Cohn, who filed a similar petition last week seeking action on stations.

Hearing on the WBAL petition was closed in April, 1948, and in January of this year the Commission was reminded that financial arrangements set forth during the hearing called for payments by Pearson and Allen to a bank which had contracted to lend them the needed money. The two columnists are still paying heavy interest charges, Cohn wrote.

He declared that: "Over 14 months have passed since the record in this case was closed. A continuing policy of inaction by the Commission may conceivably have the practical effect of deciding the disposition of the two applications. How long is an applicant expected to hold itself in readiness for the day that the Commission might act? Administrative determination of cases by inaction is neither fair nor legal. Both parties at the time their respective applications were filed had a right to expect that the Commission would act within a reasonable period of time and an administrative body owes such an obligation to the industry it regulates and the parties before it. It cannot shirk this responsibility."

### Students Take Over Operations Of KRNT

Des Moines — KRNT recently turned the station over to high school students to run for a day.

In cooperation with annual High School Student Day, KRNT asked school officials to assign 13 students to take over as assistant air personalities and executives.

All 13 appeared on the various local shows, including newscasts, audience participation programs, talent show, disc jockey shows and staff announcing. Some of them held down jobs as sales manager, program director, continuity director, promotion manager, musical director, chief engineer.

### New WOR Program

A new program of song, anecdote and ad-lib, "Julia and Red," emceed by Julia Conway and Red Benson, will debut on WOR, June 11, 2-2:25 p.m., filling the time segment previously held by "Official Detective."

The "eye" show will move to Tuesdays, 8:30-8:55 p.m., effective today.

### Swiss Shortwave Service Beaming Program To U. S.

(Continued from Page 1)

daily in English to the United States; two daily to Australia, New Zealand and the Far East; and the daily broadcast to the United Kingdom and Eire has been enlarged.

Switzerland now calls the Orient with three complete transmissions a day, the first beamed to South-East Asia, the second to India and Pakistan, and the third to the Middle East. The services for Spain, Portugal and Latin America have been enlarged, while the program for Europe is now more varied and is broadcast between 5:20 a.m., GMT, and 10:00 p.m., GMT. It is beamed to Africa three times daily.

The expansion of programming has been made possible by the installation of three 100-kilowatt and two 25-kilowatt transmitters at the Swiss Shortwave Service's station at Schwarzenburg near Berne. Switzerland now calls the world on the following kc settings 24 hours a day: 6165, 9535, 15305, 17784, 11865, 11715, 15120 and 9665.

### Entertain Veterans

The entire cast of Mutual's "True or False" program, heard Saturdays, 7:30 p.m., entertained patients at the Veterans' Hospital, Northport, L. I., last Friday.

All 10 contestants scored 100 per cent and were given candy and cigarets as prizes.

## NEW BUSINESS

**KTSA, San Antonio:** Continent Air Lines, through Galen E. Broyle Co., Inc., of Denver, 26 announcements in a one month intensive campaign on the introduction of the new Convair 250 airliner. Stag Bee a five week "saturation" campaign of 13 announcements per week through Maxon, Inc., New York; Sears, Roebuck & Co., Sunday afternoon half hour transcription package "Calvalcade of Music" for a 1 week summer campaign, placed direct. Bee Brand Insecticide, through Sullivan, Stauffer, Colwell & Bayle 13 announcements per week for 13 weeks. Gold Medal Macaron through Rogers & Smith, a 52 week schedule of announcements at three per week. International Harvest a 26 announcement schedule through the Aubrey, Moore & Wallace agency.

**WMCA, New York:** Muntz Television Co. has signed a 52-week contract for daily participations in "Mr. & Mrs. Music," featuring Ted and Doris Steele, effective June. The spots will promote the sponsor's new "non-aerial" TV set with a one-knob picture control and 63-square-inch picture. The account was placed by Klinger Associate with Mort Fleischl, WMCA account executive.

# Lake-Land, U.S.A.

More than one thousand lakes dot northern Indiana! This is important to advertisers, *summer-saleswise*, because: (1) these lakes attract vacationists from all over the Midwest; (2) these happy throngs come well equipped with car radios and portable sets; and (3) they're spending holiday hours and *dollars* in WOWO's big, neighborly backyard. For information on sales-g geared WOWO programs, call 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

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, June 8, 1949 — TELEVISION DAILY is fully protected by register and copyright

## VIDEO NEWSREEL POOL PLANNED

### TELE TOPICS

**CBS HAS SIGNED** Ken Murray and his "Blackouts" to a three-year contract, with the initial 39-week cycle to begin Sept. 15, probably in the 8-9 p.m. seg. . . World Video has wrapped up exclusive V rights to "The Front Page," and is itching the package at a major ciggie company. Series will be produced by Donald Davis, with first scripts by co-author Charles MacArthur. . . The Gulf Show, with Bob Smith, folds on NBC June 30, and the Swift stanza, with Lanny Ross, also dies after its current cycle. Cancellations will provide an open hour on the web on Thursday nites, where the web producer will try to place the Olsen and Johnson show for Buick in the Fall. . . DuMont moving vaudeo seg, "Front Row Center," as replacement for the Admiral show. Bill Harmon, of the Max Gordon office, will produce and direct, and Elizabeth fears will audition acts, unknowns preferred, it says here. Jan Murray will emcee the kickoff.

**NEWS DEPARTMENT** of WPIX will be merged with the Daily News broadcast desk. Entire operation will be under Earl Warren. . . Albert McCleery, of Fordham University, who devised the arena staging for the NBC airing of "Romeo and Juliet" several weeks ago, will join the web's staff as a director. . . Add "What's Worth?" and "Kobbs Korner" to the list of CBS folderos. . . Total of 25 firms have been licensed by the Martin one office for Howdy Doody merchandise, including apparel, toys, records, books, watches, school bags and bicycle horns. . . Peggy Wood has been signed by CBS to play the title role in "Mama," new period comedy series based on Katharine Forbes' novel, "Mama's Bank Account." Ralph Nelson will produce and direct. Series starts June 17, 8-8:30 p.m., and features Judson Laire, Malcolm Keen, Rosemary Rice, Dickie Van Patten, Iris Mann and Ruth Gates.

**NIGHT ADVERTISING, INC.**, Columbus, Ohio, agency, bought spots on WLW-C to seek new clients. In a letter to the Crosley station, W. H. Kight, agency proxy, reported four direct inquiries from advertisers who know of the firm only through the spots. "Two of these are now clients," Kight said, "and know it pleases you to know that one of them is also now running on WLW-C. Either of these clients is extremely large, but both are substantial businesses and are certainly glad to get them. Both the other two inquirers are good prospects and I believe that we will be given the business of both of them. The best of our satisfaction is probably the fact that we have signed a long-term contract with you for continuation of our service."

### NBC Program Dept. Reorganization Set

Reorganization of the NBC program department and creation of four new subdivisions under supervision of Norman Blackburn, national program director, was announced yesterday by Carleton D. Smith, director of television operations.

In addition, J. Robert Myers, formerly administrative assistant to Smith, was named business manager of the department.

Robert W. Sarnoff was appointed production manager; Charles Prince was named manager of talent and program procurement, and Fred Shawn, manager of operations. Fourth subdivision will be headed by a manager of new program development to be named shortly.

Warren Wade was appointed producer, and four directors were upped to producer status—Fred Coe, Bill Garden, Roger Muir and Victor McLeod.

Also as part of the reorganization, the film division, headed by Russ Johnston, will report directly to Smith.

### New Offices For STP

Chicago — Southern Television Productions of Louisville, Ky., has opened new Knoxville studios at 2004 East Magnolia Ave. The new studios will service stations in the South on feature films, newsreels and live shows. Directors Bud Stern, Dick Troxel and Lee Murray will handle assignments at the new location.

## Divas' Charges Grab Space For Young Singer And Flack

Published charges by Met opera star Dorothy Kirsten that Milton Berle had placed on his NBC-TV show a "horrible sounding mess" and "passed her off as me," yesterday resulted in a publicity windfall for Catherine Masticie, dark-haired, 22-year-old soprano, who offered the "impression" of Miss Kirsten on the Texaco video program two weeks ago.

At what her personal manager and press agent, Jack Perlis, termed a "musical press conference" at the Hotel Biltmore yesterday, Miss Masticie sang "Sempere Libera," from La Traviata, the aria she did on the Berle show, while 15 newspaper-

### Withdrawal

Ford Motor Co., "at the request" of MGM, "has consented to withdraw" an adaptation of "Edward, My Son," scheduled for airing over CBS, June 13, it was announced yesterday. The MGM picture based on the play opened in New York last week. Substitute for the show has not been decided.

## PNYA Protests Height Of WOR-TV Towers

Washington Bureau of RADIO DAILY

Washington—The Port of New York Authority filed a lengthy petition with the FCC yesterday in opposition to an increase in tower height sought by WOR-TV for its Carteret, N. J., TV transmission towers. The petition pointed out that the Port Authority is engaged in a multi-million dollar project of enlarging and co-ordinating four New York area airports—LaGuardia, Idlewild, Newark and Teterboro—and claimed that higher towers in Carteret would add to the danger of air travel into and out of the New York area.

### N. Y. Programs Total 266

New high of 266 regularly-scheduled programs a week was reached by New York stations at the beginning of May—just before the summer hiatus period, according to a study by Ross Reports on Television Programming.

## New Plan Would Speed Broadcast Of Service Pix

Washington Bureau of RADIO DAILY

Washington—Preliminary meeting was held here yesterday between representatives of TV newsreels and public relations officials of the armed services for the purpose of establishing a distribution pool for reels originating with the services. The setup would be substantially the same as that in use by the theatrical newsreels.

Under the proposed arrangement, which would give broadcasters speedier delivery on service-provided footage, a representative of the pool would pick up films from the Department of National Defense here and place them on a plane to New York. There, editors from the participating companies could attend a single screening and decide on clips to be made up for broadcast.

All pool films would be made available to any station or newsreel firm on demand, it was said, with organizations making such requests to share in costs. Independent stations not affiliated with a newsreel firm, would be protected.

Attending yesterday's meeting were Jesse Sabin, of NBC; William Montague, of Telenews, and Harry W. Krause, of WFIL-TV, Philadelphia, representing indies.

Representatives of the national military establishment were Curtis Mitchell, Charles Dillon, Capt. Robert Keim, Lt. Ben Greenberg, Jose Yovin, Lt. Cmdr. Richard Winn, and John Adams.

## Tillstrom Signs 5-Year Pact With NBC AM-TV

Burr Tillstrom, creator of the "Kukla, Fran and Ollie" stanza, yesterday celebrated his tenth anniversary in tele by signing a five-year pact with NBC "involving the potential expenditure of more than \$1,000,000 for his talents," the web announced yesterday.

Contract covers also services of Fran Allison, the only live member of the show's cast. Pact guarantees Tillstrom's services to the web for radio and tele, with the puppeteer retaining film and recording rights.

### Cleveland Sets Up

Cleveland—Survey conducted by Bureau of Business Research of Western Reserve University in the Cleveland area during May shows 59,096 TV sets, an increase of 6,702 over April. 6,460 are in homes bringing home total to 54,983.

## GOP Radio Director Defends Hoover ETs

(Continued from Page 1)  
Herbert Hoover had made earlier on government reorganization.

The Ingle statement follows:  
"The technique employed by members of House and Senate in presentation of former President Hoover's voice is familiar in normal station program operations. Tape recording was made of Mr. Hoover's voice and cued with 'live' questions by the individual members of Congress. The members were careful in each of three programs in making it clear to listeners they were asking questions 'just as though Mr. Hoover were in the studio with me.' Mr. Hoover's tape recorded replies were not disturbed in context or completeness. They dealt with the recommendations of the Commission for the reorganization of the executive branch of the government. Each script ran approximately thirteen minutes and thirty seconds open and closed was made either in studio on Capitol Hill or left open for local announcement.

"Naturally, the purpose of this special series was aimed at developing wide public interest in the Commission's findings and the adoption of appropriate remedial legislation. It is impossible for us to know how many stations carry the transcription, although reports indicate that they have been presented in all parts of the country. Total presentation which is now concluding may run to more than 300 stations."

## Shaw Agency Awarded U. S. Army Budget In West

Chicago—Fifth Army Headquarters in Chicago which embraces 13 midwestern states have reappointed John W. Shaw Advertising, Inc., Chicago, to handle recruiting for the U. S. Army and U. S. Air Force, for the second consecutive year.

Currently, the Fifth Army is using spot announcements on 130 midwestern stations. Budget appropriations for the new campaign will be announced at a later date. The copy theme will be pointed at maintaining and increasing enlistments for both the Army and Air Force with stress laid on "security," "future possibilities" and "education."

In confirming the Shaw Agency's reappointment, L. W. Scott, Shaw account executive said:

"The account of the Fifth Army is one of the cleanest, most efficient and challenging advertising assignments ever handled by an agency. After a year on the account, we have the highest respect for the Fifth Army's advertising and public relations 'know-how'."

The Shaw Agency received its reappointment over 10 other agencies.

The Fifth Army Area embraces: Illinois, Indiana, Wisconsin, Michigan, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas, Wyoming and Colorado.

# COAST-TO-COAST

**KRNT Covers Murder Trial**  
Des Moines, Ia.—KRNT newsman Walter Shotwell was stationed at the courthouse for the daily reporting of the developments in the murder trial of Dr. Robert Rutledge in Cedar Rapids for nearly two weeks to report proceedings three times daily for KRNT newscasts. KRNT joined with WMT for a courthouse remote when the announcement of the verdict was made with a complete description of the excitement along with interviews with attorneys and jurors.

**Renfro Exec. Asst. KXOK-FM**  
St. Louis, Mo.—It has been announced that Harry K. Renfro was appointed executive assistant to C. L. Thomas, general manager of KXOK and FM. Renfro formerly the director of public relations for the two stations assumed his new duties on June 1st. He joined the KXOK staff as an announcer in 1938 when the station first went on the air.

**WHDH Airs Boston "Pops"**  
Boston, Mass.—The famed Boston "Pops" premiered recently over WHDH. Arrangements have been made to carry a schedule of eight Monday evening programs from Boston's Symphony Hall and a second group when the orchestra moves to the Esplanade for its outdoor concerts in July. In its twentieth year under the baton of Arthur Fiedler, the new Pops series will enable many more New Englanders to enjoy their favorite musical entertainment ranging from best known classics as popular and standard works.

**WJBK DeeJay Cited**  
Detroit, Mich.—Jack the Bellboy, WJBK disc jockey, has been cited for his efforts in behalf of the promotion of wholesome radio entertainment. He received the highest commendation in the latest issue of The Michigan Catholic for his attempts to play only the best in recordings on his afternoon shows over WJBK.

**Ed Ladd Fan Club Publication**  
Paterson, N. J.—A publication entitled "Laddles of News" and featuring a full-page photo of Ed Ladd, conductor of WPAT's feature program "The Ed Ladd Show" has been issued by his fan club and dedicated to the WPAT star with 20 pages devoted to complete description of his work as well as a biographical sketch.

**Bashaw Named KFH-FM Dir.**  
Wichita, Kans.—Thomas P. Bashaw has been named as program director of KFH and FM. He was formerly associated with NBC and WLS in Chicago as director, producer, writer and sales promotion man. At WLS he produced the Schooltime broadcasts which recently received the E. I. DuPont Award for 1948.

**Turner WFUV-FM Prod. Sup'vr.**  
Bronx, N. Y.—Edwin J. Turner replaces Manuel Ylanan as production supervisor at WFUV-FM. Ylanan is returning to the Philippines to re-enter commercial radio. Turner, who graduated recently from Fordham College, assumed his new duties on June 7. As a member of the WFUV staff for the past two years, he has been an announcer, director and producer as well as a writer.

**Jewish Overseas News Service**  
Philadelphia, Pa.—WDAS recently inaugurated a new exclusive overseas news service which will feature news from foreign countries and specialize in current events emanating from the Jewish State of Israel. This service will make available to the WDAS listening audience spot news from Israel all during the day in English and a summary of the day's events in Yiddish each evening. Station officials feel that this service may pave the way for similar coverage of news happenings from other European countries to be broadcast in their respective languages.

## Kraft Buys NBC Times For Daytime Series

(Continued from Page 1)  
terday was the setting of fall time for both AM and TV versions of the "Life of Riley" program which will be sponsored by Pabst. The TV version will originate in New York and will be heard Tuesday nights at 9: p.m., starting October 4th. The station cast for this program has yet to be announced.

The AM network version of the "Life of Riley" show, starring William Bendix, will continue to originate on the west coast. New series scheduled to start on October 7th.

**WMCA Cutting Air Time**  
WMCA will reduce its 24-hour operation to 20 hours daily and will drop its all-night Symphony S program, devoted exclusively "Bop," because the new type music reportedly was found to be a "faded" and lacked popular appeal, effective June 13.

Bucky Kozlow will replace Symphony Sid (Torin) with a new "personality" disc-jockey show swing and mood music, "Night Watch," 11:03 p.m.-1:57 a.m., daily after which the station will sign off with its usual hourly newscast.

# IN CHICAGO

**NBC and CBS had more audience\* BUT . . .**

**NOT PER DOLLAR SPENT**

**W-I-N-D first!\*** in circulation per dollar

**W-I-N-D third!\*** in total audience 6 AM-6 PM-7 days/week

\*PULSE—52 WEEKS, '48

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THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES





# RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 47, NO. 49

NEW YORK, THURSDAY, JUNE 9, 1949

TEN CENTS

## 'TELEVISION AUTHORITY' FOR TV TALENT

### Ask Review Of Grant To Hofheinz, Hooper

Washington Bureau of RADIO DAILY  
Washington—Reconsideration was asked of the FCC this week in two cases involving applications by Roy Hofheinz and W. N. Hooper for new stations. In a single week last month Hofheinz and Hooper—who already control stations in Houston, Birmingham and Harlingen—were okayed for new assignments in New Orleans and Dallas and turned down in San Antonio.

Bayou Broadcasting Co., which is granting KONO, San Antonio, a power shift and boost and rejecting (Continued on Page 2)

### Premium Promotions Up, Agency Exec. Reports

Premium promotions today, when an advertising agency must render more services to clients than before the war, are really "hot" in contrast to consumer contests, Robert F. Degan, account and merchandising executive for Ted Bates & Co., told the Sales Executives' Club on Tuesday.

In a talk supported by charts and graphs, Degan declared that "national advertisers are investing huge sums of money in space and radio time to advertise promotions calling (Continued on Page 3)

### Two CBS Web Programs Renewed For 52-Weeks

Renewal of two CBS network programs was announced yesterday. The Borden Co. renewed "County Fair" for another 52 weeks effective July 9 with Procter & Gamble Co., Cincinnati, signing for another year (Continued on Page 3)

### Interference

Chicago—Station WIND unceremoniously went off the air Monday morning, June 6, when an auto crashed into a telephone pole. Within a few seconds, recorded music was being played from the Gary, Ind. transmitter, near the site of the crash. Although telephone company repair crews repaired the source of the trouble in twenty minutes after arriving at the scene of the crash, emergency operations continued at WIND for an hour and five minutes.

### Radio May Benefit From Watch Battle

Battle between American watch manufacturers and importers of Swiss makes for the retail trade is expected to result in the placement of extensive spot radio campaigns by some of the leading manufacturers during the next few months, RADIO DAILY learned yesterday.

Among the leading American manufacturers who are contemplating (Continued on Page 2)

### Fashion Sponsors Lead Among Women Analysts

Fashion accounts lead in the purchase of air time among women commentators with food products running a close second, a survey conducted by Radio Release Associates, revealed. Sponsors per program range from 1 on a 50,000 watt (Continued on Page 3)

## Monochrome TV Good Value, Sterling Tells Canada Mfrs.

St. Andrews - by - the - Sea, New Brunswick, Canada—FCC Commissioner George Sterling told the Canadian Manufacturers Association yesterday that he does not have "the least idea" when color TV will be available to the public. The former chief engineer of the Commission said he is certain that there is such a volume of testing, hearing, experimenting and deliberations

## New Organization Offers United Front For All 13 Of The Four "A" Unions; Salaried 'Czar' Will Be Hired

### Auto Radios Increase, Pulse Survey Reveals

Of the 2,093,000 automobiles in metropolitan New York's 16 counties, 72.8 per cent or 1,523,800 are equipped with radio sets, a number equal to 43.5 per cent of the total radio homes as of January, 1948, it was indicated in a Pulse survey made for WOR on summer radio listening.

Robert Hoffman, WOR director of research, told RADIO DAILY yesterday (Continued on Page 3)

### Ziv Signs Lombardos To New ET Contract

Signing of Guy Lombardo and his Royal Canadians to a new long term contract was announced yesterday by John L. Sinn, executive vice-president of the Frederic W. Ziv agency in New York. Lombardo, who has already produced a series of musical recordings for the Ziv (Continued on Page 2)

### Station Sponsoring Tour Of Midwest Farmers

WOW, Omaha, which sponsored a farmers' trip to Europe last fall, will conduct another tour in September which will cover 12 western states, British Columbia and Baja (Continued on Page 2)

Chicago — With agreement by the American Guild of Variety Artists holding its convention at the Sherman Hotel this week, formation of new united union front composed of all 13 of the four "A" unions and to be called "Television Authority" was announced by George Price, (Continued on Page 7)

## Stockholders Close Deal For WOV Sale

Arde Bulova's WOV was officially transferred to the Victory Broadcasting Corp., on Tuesday, one day before the FCC deadline for completion of the transaction for the New York independent station.

It is reported that Joseph Leigh is committed to 51 2/3 per cent of the stock and had already advanced \$20,000 as down payment. Leigh, out (Continued on Page 6)

## Six More Libraries Join NAB-FREC Program

Washington Bureau of RADIO DAILY  
Washington—The NAB yesterday announced that it has added six libraries to the list of those participating in the NAB-Federal Radio Education Committee program. This brings to 122 the total of libraries participating. The new libraries are (Continued on Page 2)

### Narrator

Lee J. Cobb, star of the Pulitzer-Prize play, "Death of a Salesman," has been signed as narrator for the CBS Documentary Unit production of "Citizen of the World," first radio script by Norman Corwin, in two years, to be aired Sunday, July 10, 10:00-11:00 p.m., EDT, "Death of a Salesman" currently is doing capably business on Broadway.

### For World Gov't

WFDR, New York's newest FM station, will air a full-hour varied coverage of the World Government Rally at Madison Square Garden tonight, June 9, from 9-10 p.m. First segment will be a round robin discussing world government. Final segment will feature A. F. Whitney, president, Brotherhood of Railway Trainmen, and Son. Chas. W. Tobey (N. H.).

# RADIO DAILY



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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**WEST COAST OFFICES**

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**CHICAGO BUREAU**

Hal Tate

360 N. 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 8)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	6	5 3/4	6	+ 3/8
Admiral Corp.	28 7/8	28 7/8	28 7/8	- 1/4
Am. Tel. & Tel.	141 1/2	141	141 1/2	+ 3/8
CBS A	17 1/4	17 1/8	17 1/4	+ 1/8
Philco	26 7/8	26 1/2	26 7/8	+ 3/8
RCA Common	10 1/2	10 1/4	10 1/4	- 1/8
Stewart-Warner	9 7/8	9 7/8	9 7/8	- 1/8
Westinghouse	21 1/2	21	21 1/2	+ 1/2
Westinghouse pfd.	91 7/8	91 7/8	91 7/8	- 1/8
Zenith Radio	26 1/8	25 7/8	26 1/8	+ 1/8

**NEW YORK CURB EXCHANGE**

Nat. Union Radio	2 3/4	2 5/8	2 3/4	+ 1/8
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**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	11 1/2	12 1/2
Stromberg-Carlson	10	11 3/4
U. S. Television	1/4	1/2
WCAO (Baltimore)	17	22
WJR (Detroit)	6 1/2	7 1/2

### Ziv Signs Lombardos To New ET Contract

(Continued from Page 1)

office, will go into production on a new series tomorrow. At present the Lombardo series are heard on 273 stations and have 135 commercial sponsors. In New York the program is heard Wednesdays at 7:30 p.m., EDT, on WNBC.

**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.

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RCA INSTITUTES, Inc.  
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### Six More Libraries Join NAB-FREC Program

(Continued from Page 1)

those of the University of Denver; University of Utah, Salt Lake City; University of Miami, Coral Gables, Fla.; Hoover Library, Stanford University, Palo Alto, Calif.; Canadian Broadcasting Corporation Library, Toronto, Ontario, and Department of State, Program Evaluation Service, New York City.

The library depository plan established last July by NAB and the U. S. Office of Education, is designed to provide easy access to literature on broadcasting to students and the public in general in centers of radio and educational activity throughout the nation.

Selected library depositories are placed on a distribution list to receive automatically publications of the NAB, the FREC, all networks and other sources which may join in the depository.

### Radio May Benefit From Watch Battle

(Continued from Page 1)

ting additional use of radio are Elgin, Hamilton and Waltham companies, according to reports. Bulova, biggest importer of Swiss makes, has been a heavy user of radio time signals for several years.

In the pre-war years the three domestic companies produced about two million of the five million jeweled watches bought in this country. During the past year the three companies marketed 1,855,000 units.

Department of Commerce statistics on the importation of Swiss watches and movements indicates that during 1948 approximately 9,047,148 units valued at \$46,946,483 came into the country.

### Station Sponsoring Tour Of Midwest Farmers

(Continued from Page 1)

California in Mexico, it was announced yesterday. Two hundred farmers are expected to make the tour in a special, all-Pullman train. Mal Hansen, the station's farm director, will be in charge.

### Waring Changes Time

Fred Waring's Thursday night program on NBC will be heard a half-hour earlier at 10 p.m., EDT, starting July 7. Program is sponsored by General Electric. It takes over the time period vacated by "Screen Guild Players."

### Jim Hunter

Montreal—"Jim" Hunter, 48, veteran Ontario broadcaster, known as "Your Talking Reporter" of CFRB, died Monday in a Toronto hospital.

### ABC Outing Today

The annual ABC outing for New York employees will be held today at the Crescent Country Club, Huntington, Long Island.

### Ask Review Of Grant To Hofheinz, Hooper

(Continued from Page 1)

their application for a new station had sought the 1540 band in Baton Rouge, La., asked for rehearing on the conflict between its application and Hofheinz-Hooper grant in New Orleans.

Hofheinz and Hooper asked for reconsideration of the decision in San Antonio. It was recalled that two of the five participating commissioners had favored the Hofheinz-Hooper application.

### Two Transfers Approved

FCC approval was announced yesterday for transfer of stations in Texas and Wisconsin, with the former involving a price of \$190,000. KVIC, Victoria, Texas, was sold by J. G. Long to KVIC Broadcasting Company for \$190,000. WKTY, La-Crosse, Wisc., was sold for \$140,000 by the Independent Merchants Broadcasting Company to the La-Crosse Tribune Company.

### Wedding Bells

David Scherman, producer of CBS-TV's "Preview" program, will be married to Rosemarie Redlich, ex-Life correspondent in the U. S. and Europe, on Saturday, June 11. Miss Redlich is the daughter of Dr. Joseph Redlich, one-time Minister of Finance in the Austrian government.

## COMING and GOING

BRIG. GEN. DAVID SARNOFF, chairman of the RCA directorate, on Tuesday headed a party of NBC-RCA officials who went to Lancaster, Pa., for a TV conference and inspection of the RCA tube plant. In the party were FRANK FOLSOM, president of RCA; NILES TRAMMELL, president of NBC, and CHARLES R. DENNY, executive vice-president of the web. Other RCA-NBC executives on the trip included JOHN WEST, CARLETON SMITH and ORRIN DUNLAP.

FATHER PATRICK PEYTON, producer of "The Family Hour" on Mutual, leaves by plane from Boston tomorrow for a trip to Portugal, Paris, Rome and Ireland. The trip is a gift from a Fall River Portuguese-American admirer of the priest.

WILLIAM B. LODGE, Columbia network vice-president and director of general engineering, and WILLIAM SCHUDT, director of station relations for the web, have returned from Syracuse, where they attended the dedication of WHEN, television affiliate of the Columbia network.

FRANCES BARBOUR, amanuensis and general factotum in the sales department of NBC, will leave tomorrow for two weeks of leisure at Sea Island, Ga.

GORDON HAYES, Western sales manager for CBS Radio Sales, left Los Angeles yesterday on a business trip. He'll spend today at KSL, Salt Lake City.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, is here for conferences with officials of MBS.

MARGARET COX is in town from WTAG, Worcester, Mass., to meet Richard Widmark, who will guest on the station.

## 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

# Auto Radios Increase, Pulse Survey Reveals

(Continued from Page 1)  
that the survey, started in May and still in progress, has shown so far that out-of-home listening, not indicated in most ratings, "does much to offset the reduced home listening" in the hot-weather months. He added that the estimated 6,324,000 passenger cars registered in four key states covered by WOR represent an even larger radio audience not reflected in present rating systems.

An earlier Pulse survey made for WNEW on away-from-home listening showed that 11.4 per cent of the population of ten counties in metropolitan New York area listen to their radios while in an automobile at some time during an average day. The April survey for the station showed that automobile radio listeners represent two out of every five out-of-home listeners. WNEW's director of research, Claire Himmel, reported that the total number of out-of-home listeners is 28.7 per cent of the population or approximately 2,900,000 persons in the ten counties.

Miss Himmel also disclosed that 22.9 per cent of all families in the five boroughs of New York City have a car radio. It was found that 73.6 per cent of the car-owning families have a radio installed. A little over 31 per cent of all families in the five boroughs own a car.

Both Miss Himmel and Hoffman are engaged currently in further analyses of their out-of-home, summer listening surveys for their respective stations.

## Symphony Sid To WJZ For 6-Day Deejay Show

Symphony Sid, reported yesterday by RADIO DAILY to be leaving his post at WMCA, will move over to WJZ for an all-night disc jockey show, every night except Sunday, midnight-5:45 a.m., effective June 20.

**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

## Premium Promotions Up, Agency Exec. Reports

(Continued from Page 1)  
for the submission of proof of purchase. Forty per cent of this amount is being used for advertising self-liquidating premium offers, and 60 per cent on contests. In another year or two," he predicted, "self-liquidating premium offers will account for over 60 per cent.

**Television Soon as Factor**  
"And then there is the great new medium, television, with its important demonstration factor which is made to order for premiums. TV's audience, already in the millions, is expected to double this year. While the audio portion of a premium commercial is important, it is the video that does the selling. Television advertisers who have made premium offers on their programs to date report phenomenal results from the move.

"The demands made on agencies by clients, as a result of this interest in premium promotions, has become so great that most large agencies now employ a premium specialist who devotes his or her full time to premiums."

**Demonstrates "Flow Chart"**  
He demonstrated by use of a "flow chart" the steps taken by an agency to find the right premium for a product. The chart illustrated the procedure followed, beginning with the sources of premium through the premium department of the client, the agency's research department for consumer preference tests, test-town operation with advertising support and point-of-sale display card test of winning items in ten stores.

## Koehler Resigns Post As Editor Of Sponsor

Joseph Koehler, editor of Sponsor, trade magazine, yesterday announced his resignation effective September 1st to become executive vice-president and general manager of a new company, Advertising Trade Publications, Inc. Koehler left the Billboard to become editor of Sponsor when the publication was launched in New York three years ago.

The new company, according to Koehler, is a \$100,000 corporation with three advertising agency presidents among the stockholders. He added that they have acquired one trade paper in an allied field of radio and television.

## Two CBS Web Programs Renewed For 52-Weeks

(Continued from Page 1)  
to sponsor "The F.B.I. in Peace and War," effective July 7.

"County Fair," now aired Wednesdays, 9:00-9:30 p.m., EDT, will switch to Saturdays, 2:00-2:30 p.m., on July 9. "The F.B.I." is aired Thursdays, 8:00-8:30 p.m.

Kenyon & Eckhardt, Inc. is the agency for Borden Co., with The Blow Company representing Procter & Gamble Co.

## Fashion Sponsors Lead Among Women Analysts

(Continued from Page 1)  
station to 50 or more on 250 watt outlets.

Thirty-five per cent of 1,150 women broadcasters participated in the survey, according to Nell Daughtery, WSTC, Stamford, Conn., president of Radio Release Associates. The survey further revealed that three-fourths of the commentators who replied are backed by 1,294 advertisers.

The percentage on leading program categories were 71.3 per cent, fashions; 68.4 per cent, food and 39 per cent household equipment. Other categories listed by the commentators included department stores, drugs and toilet articles.

## Will Represent WNEL

Juan Piza, president and general manager of WNEL, San Juan, P. R., announced yesterday that Ashcroft and Banninger, New York station reps, had been signed to represent the Puerto Rican station in the New York market. WNEL is a 5,000-watt station affiliated with NBC.

## U. N. Program On Opium

"Memo from Lake Success," program produced by the United Nations radio section, which will be heard on CBS Saturday at 6:15 p.m., EDT, will deal with the opium traffic. Program will be heard in New York on WCBS.

## Monochrome Good, Sterling Tells CMA

(Continued from Page 1)  
with which the manufacturers of home receivers can prepare to market sets for UHF reception in black and white, mentioning disagreement among engineers regarding tubes and other equipment.

He said he is confident that when an allocation plan to include UHF channels is finally adopted the "industry will proceed under the impetus of competition to provide monochrome transmitters and receivers within two years from the date of this announcement."

## Takes College Presidency

Chicago—Paul A. Wagner, 31, executive of the Bell and Howell Co., Chicago, yesterday resigned his post to accept the presidency of Rollins College, Winter Park, Fla. and thus becomes the youngest college president in the country.

Wagner succeeds Dr. Hamilton Holt, 76, who for a quarter century headed Rollins College.

## Kobak Heads Club

The Georgia Tech Club of New York has elected Edgar Kobak, former president of Mutual and now a business counsellor, president for the coming term.

# SMALLER PRESSINGS -+ MORE PROGRAM = LOWER COST!

Record Your Programs By The Sensational New

# COLUMBIA

(Lp) MICROGROOVE METHOD

More For Your Money!

- \* Substantially Lower Cost Per Record
- \* More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side  
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS

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

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8723 Alden Drive	799 Seventh Avenue	Wrigley Building
Bradshaw 2-5411	Circle 5-7300	410 North Michigan Ave.
		Whitehall 6000

**EVERYBODY  
PERFORMS  
BMI-LICENSED  
MUSIC**



**OVER 14 MILLION  
BROADCAST PERFORMANCES  
IN 1948**



# EVERYWHERE

**BMI-LICENSED MUSIC  
IS USED BY  
EVERY PERFORMING ARTIST  
ON EVERY PROGRAM  
OVER EVERY NETWORK,  
EVERY LOCAL STATION AND  
CAFE, NIGHT CLUB AND HOTEL  
IN THE U.S. AND CANADA  
and performed by  
EVERY CONCERT ARTIST,  
EVERY OPERA COMPANY and  
EVERY SYMPHONY ORCHESTRA  
IN THE WORLD**

## AGENCIES

**NORMAN A. MACK**, who for 15 years headed his own agency, has been elected executive vice-president of Peck Advertising Agency.

**HEWITT, OGILVY, BENSON & MATHER, INC.**, has been engaged to prepare the advertising for the National Committee for Free Europe, Inc.

**LENNEN & MITCHELL, INC.**, has named as assistant director of research Robert H. Caddoo, Jr., formerly of McCann-Erickson.

**MARJORIE DORRANCE**, has joined the copy staff of French & Preston, Inc. to work on food accounts. She was formerly assistant to Sol Paul, advertising director of Broadcasting Magazine and before that had been a radio and free lance writer.

**ARTRA COSMETICS, INC.**, Bloomfield, N. J., through Kelly, Nason, Inc., has included radio in the list of media to be used in the forthcoming two-month campaign for Sutra sun-filter lotion and cream.

**EUROPEAN TRAVEL COMMISSION** is contemplating an advertising and promotional campaign in this country to step up the off-season travel to Europe. It is reported that most of the western European countries will participate in the campaign.

## Stockholders Close Deal For WOV Sale

(Continued from Page 1)

of the city, was not present when the final arrangements were made at the offices of Ralph Weil, general manager of WOV.

Richard O'Dea, one of the partners in Victory Broadcasting, is said to hold 33 1/3 per cent of the stock. The other partners are Weil and Arnold Hartley, program manager, who are reported sharing 15 per cent of the stock.

## Stork News

Atlanta, Ga.—The Frank Willingham in Atlanta announce the arrival of a boy born recently at Crawford Long Hospital weighing 7 pounds 5 ounces. The mother is Jane Sparks Willingham, WSB-TV, Atlanta, producer and writer-star of the WSB "Adventures in Music" program. The child will be named Stephen Doty.

16 MM. STUDIO AVAILABLE  
MIDTOWN LOCATION, 40 x 60, CEILING 30', LIGHTS, ASSISTANT, DRESS ROOM, BY HOUR, DAY OR WEEK.  
PLAZA 9-8500



## Windy City Wordage. . . !

• • • Everybody on Radio Row sprucing up for the big AFRA Antics party at the Sherman Hotel Saturday (June 11) night. . . . Busiest disc jockey in Chicago is Marty Hogan who is now doing 135 shows per week. He's on so often he's frequently heard on three different stations simultaneously. (One live, the other two transcribed). Mart is also account executive here for the Sawdon Advertising Agency and for Ruby Chevrolet, Chicago's biggest Chevy dealer. 'Tis rumored he's now netting some two thousand dollars per week. . . . Sil Aston, WAIT manager, left last week-end for a three-week California trip. . . . Radio Row picking up a bit from the body blow delivered recently when 32 local NBC-ites were let out together with 16 employees of the local Mutual offices. Some are gradually coming back. Jack Ryan, NBC press head here, very happy over the return to his department of Chet Campbell.

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• • • Frann Weigle is now announcing 30 shows weekly for Walton Motors on WAAF and WAIT. Advertising agency is Irving Rocklin and Associates. . . . Eugene Conrad, former movie producer and writer, is now in charge of the non-technical division of the American Television School at 5050 North Broadway. Writing, production, announcing and acting are included in the school's courses. . . . Ray Jones, Chicago executive secretary of AFRA, was one of the principal speakers at the final meeting of the Chicago Television Council yesterday (June 8). The council will resume regular meetings in the fall, according to George Harvey, president.

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• • • WGN-TV and WBKB will split the home games at Notre Dame this fall with both stations carrying the final Notre Dame-Southern California tilt. . . . Sid Caesar, star of the "Admiral Broadway Revue," opens here at the Palmer House next week. Expected at the "ring-side" opening night is his video boss, Ross D. Siragusa, Admiral president. . . . A deal is in the works to consolidate the weekly television fan magazines in seven cities. Heading this move are the publishers of Television Forecast in Chicago, who have started a Detroit weekly fan paper and in July will start a third publication in Minneapolis-St. Paul. The new television fan magazine combine, will be published, in addition to the above cities, in New York, Boston, Washington, Baltimore, Philadelphia and Detroit. One name will probably be decided upon to be used in each of the cities.

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• • • Frank Murphy, former night program manager for ABC in Chicago, is now night supervisor of the ABC announcing department here. . . . Ben Park, producer of NBC's "It's Your Life," today (Thursday) narrates a script written by Skee Wolf and titled "Focus 1949" for the annual meeting of the Women's Division of the Jewish Federation of Chicago at the Standard Club. . . . Armour & Co., which has been advertising various products of the firm on the CBS "Stars Over Hollywood" will shortly inaugurate advertising for their Dial Soap on the program. The Armour firm discontinued sponsorship of "Hint Hunt" on WBBM and other CBS stations last month.

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• • • Tommy Bartlett is back from Denver where he flew to emcee the big program at the Broadway and West Drive-In Theaters there, in connection with the premiere of Warner Bros.' "Colorado Territory." Back on his "Welcome Travelers" show here, Tommy reported that Virginia Mayo, feminine star of the film, who was in Denver, is a swell gal—as well as being a beautiful one.

## SOUTHWEST

**JERRY LEE**, WOAI, San Antonio program and production head has returned from a two-week vacation primed for television. Jerry reversed the usual procedure followed by observers of the medium—instead of spending all his time of serving the technical end of production, he sat himself down in an easy chair before the latest model receiving set and made a study of television from the televiewer's angle, seeing as many programs as possible during his visit. He did take time out to attend rehearsals and several live broadcasts in the NBC studio for a briefing in production methods.

Newcomers to the staff of KECK Odessa, are Jack and Ginia Funn coming here from KHHMO, Hannibal, Mo. The former takes over duties as a staff announcer while the latter will be a copy writer. They were also formerly with KSIL, Silver City, N. M.

"The ABC Chesterfield Roundup with Zack Hurt" heard for a half hour Monday through Saturday nights originating in the studios of KFJZ, Fort Worth, has been given a renewal for its fourth year on the air by the sponsors, Liggett & Myers Tobacco Co. Also three additional stations have been added to carry the programs. These include KPLT, Paris; KCMC, Texarkana and KFRO, Longview. Others now carrying the broadcasts include in addition to KFJZ: WRR, Dallas; KTHT, Houston; KABC, San Antonio; WACO, Waco; KNOW, Austin; KRIO, McAllen; KRBC, Abilene, and KGKL, San Angelo.

Hourly bulletins are being broadcast by KVWC, Vernon, on the condition of 10-year-old Donald Woodward whose body is 70 per cent covered with deep burns. The dramatic case has stirred the entire community. The case has also drawn the attention all over the nation.

## Patsy Kelly On NBC Fri.

Patsy Kelly, motion picture comedienne, tomorrow will be guest of John Conte and Arlene Francis on "My Good Wife," broadcast over NBC from 9:30-10 p.m. Miss Kelly's contribution to the evening's entertainment will be as "The Girl from Montana," script of which was completed yesterday by Sam Taylor.

## LIBEL and SLANDER

Invasion of Privacy  
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**INSURANCE**  
**FOR THE WISE BROADCASTER**  
**OUR UNIQUE EXCESS POLICY**  
provides adequate protection.  
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# TELEVISION DAILY

Section of RADIO DAILY, Thursday, June 9, 1949 — TELEVISION DAILY is fully protected by register and copyright

## "TELEVISION AUTHORITY" FORMED

### TELE TOPICS

**THIS WEEK'S OFFERING** on "Fireside Theater" was a mildly interesting show titled "Feature Story," produced by Dwight Weist and Telenews. There were four stories, all on film, on the showcase. Openers, a silent reel, showed various types of motorists who are nuisances to toll-gate collectors, and proved to be fairly amusing. Second was about an Air France stewardess, who was interviewed on sound film by Weist in the garden of the Museum of Modern Art. Silent clips showed her aboard a plane, shopping in New York and in her home in Paris. This was followed by a brief spot of a free-lance press photog, also a silent reel. This could have been the best spot in the show, but was too short and poorly developed. Closing was devoted to the antics of a book-keeper who, in his spare time, makes like a comedian. He'd do much better if he'd stick to his ledgers. . . . Weist was present in all four films and did narration behind the silent clips in super-slick fashion. Besides plenty of closeups of his person, viewers were offered several shots of his new Olds convertible and his amphibian plane. . . . Script was by Newton Meltzer and Allen Stevenson, with Meltzer directing.

**PARAMOUNT'S INTERMEDIATE** large-screen tele system, which has been used to great advantage during the past year by the Paramount Theater in New York, was shown yesterday to members of NPA-A TOA television committee on the theater screen. Pickup consisted of interviews with the pix execs. by Dennis James and a feed of the Giants-Cardinals baseball game from WPIX. Quality-wise, the pictures were far below regular 35 mm. projection—harsh and fuzzy. Patrons in the theater seated near this reviewer seemed bored with the whole thing and became restless about half-way through the 20-minute pickup. This, however, was entirely the fault of the subject matter. The interviews meant nothing to anyone not in the business, and that portion of the ball game shown was very dull. Demonstration did, however, bring across one obvious point. Theater tele, like broadcasting, means nothing per se. It's what you do with it that counts.

**IF MILTON BERLE** and producers of the "Texaco Star Theater" had their way, climax to the "feud" between Dorothy Kirsten and Catherine Mastice currently being waged in the press would be an appearance of both sopranos on the show next Tuesday, when it signs off for the summer. . . . Retired violinist Max Amsterdam, father of comic Morey, is in New York on his first visit in almost 50 years. He'll appear on his son's show tonite. . . . Name of "Tele Views Weekly," metropolitan area fan book, will be changed to Metropolitan Television Weekly."

**Writes Finis To Any Move Of AFM For Control; Talent Rates And Fees To Be Determined Later; George Price, Ray Jones See End Of 'Headaches'**

(Continued from Page 1)

chairman of the AGVA television committee at a meeting of the Chicago Television Conference here yesterday, paving the way for early negotiations between unions and television management on television talent fees and other television talent headaches of past and thus ending jurisdictional squabbles between AFRA, AGVA, SAG, Actors Equity and all the other four "A" unions for control of television talent.

United front of four "A" unions means squelching of any possible attempt by the American Federation of Musicians to gain control of the talent end of video.

Voting last night by the central region of the American Federation of Radio Artists to join other AFRA units in formation of the new united Television Authority front, also was announced by Ray Jones, executive secretary of Chicago AFRA and national board member.

#### Regional Negotiations Planned

No minimum rates have yet been established, nor have price and talent fees been set up but these will all be determined in forthcoming negotiations meeting between Television Authority and networks, television stations, national advertisers and advertising agencies. In each territory individual unions, wherever strongest and best setup, will handle negotiations; for example, Screen Actors Guild in Hollywood, American Federation of Radio Artists in Chicago, Actors Equity in New York, etc.

A new union television "czar" will be appointed to head Television Authority in handling forthcoming negotiations.

Television Authority was pictured as a boon to performers, as its existence eliminates the necessity of one

union member in the four "A" joining some sister union to perform on television. Membership in any of the four "A" unions automatically entitles performer to perform for television without payment of any extra dues or any payment whatever. Only performers or persons not members of any present four "A" group will have to pay a fee, which has been tentatively set at twenty-five-dollar initiation fee and six-dollar quarterly dues.

#### Individual Autonomy Intact

Merger of any of four unions into Television Authority does not harm the individual autonomy of each union. Respective union will still have jurisdiction in its own field—that is, AFRA in radio, SAG in movies, Actors Equity for stage, AGVA for vaudeville and night clubs, etc.

Ray Jones, Chicago executive secretary and veteran AFRA union official, addressing the Chicago Television Council reported that with the central AFRA regional okay and with AGVA's okay, too, for the new Television Authority, all unions and everyone interested in the growth of television have been benefitted tremendously.

Both Price and Jones said that each participating union in new Television Authority will have equal vote regardless of size of individual union.

Price also predicted that present agreement by all four unions on television may within two years mean the actual merger of all four "A" unions into one big union embracing talent of all branches of show business. While he didn't say it, it is understood that this in no way includes Petrillo's musicians union, which will continue its independent status within the AFL.

## Ascap May Extend TV Pact Pending Poll Of Membership

A special meeting of the Ascop board of directors may be called within the next two weeks to decide whether or not to poll the society's membership in a move to secure authorization to represent its members in tele negotiations for a five-year period. Ascop's present agreement with its members on TV runs through next year.

If such a poll is decided, it is con-

sidered likely that the society's agreement with the TV broadcasters would be extended. This agreement expires June 15.

#### Members Must Approve

Before the Ascop representation agreement with its members can go into effect, it must be approved by 80 per cent of the writer members and 80 per cent of the publisher members.

## TV High On Agenda Of Annual CAB Meet

Montreal—A discussion on television will lead off the four-day annual meeting of the Canadian Association of Broadcasters at St. Andrews, New Brunswick, June 13-16, inclusive, it was announced Friday.

Other subjects will include listener surveys, advertising, radio sales and the Royal Commission on National Development in the Arts, Letters and Sciences. The commission, established at the last session of Parliament, also will study radio and television.

G. R. A. Rice of Edmonton, C.A.B. board chairman, will preside. Several hundred delegates and guests, many from the United States, are expected to attend. The C.A.B. represents 89 independent radio stations in Canada.

The sessions will be held concurrently with a meeting of the C.A.B. board of directors and the annual meeting of the Bureau of Broadcast Measurement. Several sessions of the board will be devoted to routine business matters, including the annual report of T. Jim Allard of Ottawa, C.A.B. general manager.

Canadian General Electric and R. C. A. Victor engineers will conduct a panel discussion on "Television Development and Possibilities."

## WPIX-NYU Equipment Course Begins Monday

Third session of a continuing course titled "Operation and Maintenance of Television Equipment," offered by New York University in cooperation with WPIX, gets under way at the outlet's studios June 13.

Said to be the only one of its kind offered in the metropolitan area to advanced electronics engineers, course is taught by Otis Freeman, assistant chief engineer at WPIX, and Louis Climent, maintenance supervisor.

Officials of the university said that use of the WPIX facilities enables the school to teach the subject without expending large sums for a tele laboratory. Neither NYU nor any other college can now afford the present cost of TV equipment such as is installed in transmitter, master control, studio and high-frequency relay rooms, they added.

#### Correction

The Port of New York Authority has protested a request for increase in tower height for the WOR (AM) transmitter in Carteret, N. J., not the WOR-TV tower as reported here yesterday.

## PLUG TUNES

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

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

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

On Records and Transcriptions  
**"HEY! MAMA"**  
 (He's Tryin' To Kiss Me)  
 ROYAL MUSIC CORP.  
 1587 Broadway New York, N. Y.

**CABARET**  
 D U C H E S S  
 M U S I C  
 C O R P O R A T I O N  
 D U C H E S S  
 M U S I C  
 C O R P O R A T I O N

**MY ONE AND ONLY  
 HIGHLAND FLING**

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

**HARRY WARREN MUSIC, INC.**

## WORDS AND MUSIC

By PINKY HERMAN.

● ● ● **TIN PAN ALLEY OOPS:**—With recordings by Dick Haymes and Perry Como, on Decca and Victor respectively, already high on the best selling platter lists, watch the Feist ditty, "Every Time I Meet You," zoom to the top . . . number is featured in the 20th Century-Fox flicker, "The Beautiful Blonde From Bashful Bend." . . . ● Goldmine Music has a fine lullaby in "Scattered Toys," penned by Charlie and Nick Kenny. . . . ● Lanny Ross will be a busy gent Wednesday . . . he flies to Chicago to make a personal appearance for Standard Brands at the Food Convention then planes back to Gotham for his Thursday morning MBSHOW and evening NBTELECAST for Swift. . . . ● United Nations Opera Company will put on a special performance for the benefit of the New York Heart Fund next Wednesday nite at Carnegie Hall. . . . ● Warner Bros. are eager to sign handsome Bill Harrington, who replaced Frank Sinatra on the Lucky Strike "Hit Parade" . . . easily one of the stem's most talented youngsters, Harrington not only possesses one of the finest voices on the air, but he ranks among 802's most accomplished pianists, accordionists and arrangers. . . . ● Knickerbocker Music, a coast firm, has opened a branch office in New York with Lily Mae Wonn in charge . . . plug tune is, "I've Chartered A Private Cloud," with words and music by Merle McDonnold. . . . ● Memo to Lou Silvers:—That gal who sang in the Nite Club sequence of the Lux Radio CBSHOWING of "Mildred Pearce," was a treat on the ears . . . who is she and why isn't she on the air with a music program of her own? . . .

☆ ☆ ☆ ☆

● ● ● The writers of "Ask Anyone Who Knows," Eddie Seiler and Sol Marcus, have placed a new waltz ballad, "Because You Love Me" with Remick . . . they also wrote "The Girl From Jones Beach," featured in the Warner flicker of the same name and published by Harms. . . . ● Teri Josefovitz' piano wizardry at Rey Rodel's Nitery Mon Plaisir in the Hotel Meurice, is catching the ears of Gotham's smart set. . . . TV execs could easily use the vaudeo talents of this team, Rey and Teri. . . . ● Phil Napoleon and his Memphis Five, currently heard thrice weekly via Mutual from Nick's Greenwich Village, is a must if you go for Dixieland tempos. . . . ● 3 Beaus and a Peep will be heard on the Robert Q. Lewis program, CBSUBSTITUTING for the Ames Bros. while the latter sing on the "Club 15" series, which originates in Hollywood. . . . ● Dick Howard who wrote, "Somebody Else Is Taking My Place" and Jane Friend have collabbed on "It Just Wasn't In You To Care" . . . Dubonnet Music is the publisher. . . . ● Leeds Music has just published "Dreamy Old New England Moon," a waltz written by the Philadelphians, Morty Berk, Frank Capano and Max C. Freedman . . . song definitely has hit possibilities. . . . ● Bob Briody at Stuart Music is starting work on a rhythm torch, "The Big Go-By," clefted by Hal Levy and Dana Gibson. . . . ● The Red Bensons (he's the MBSMOOTH emcee of the Saturday Nite "Take A Number" series), hope it'll be a little BenSON . . . their girl, Susan, is five years old. . . . ● Jack Brown and Gail Meredith doing a swell job on "Song & Dance" series NBTuesday nites. . . . ● Robbins Music will publish "Gone To Chicago," written by Maestro Meredith Willson to commemorate the 100th anniversary of the Chicago & Northwestern R.R. . . . ● After almost forty years in showbizness, Bobby Clark has just cut his first recordings . . . numbers are "Father's Day" and "As The Girls Go," from the hit musical in which the comedian co-stars with Irene Rich . . . platters were waxed by Victor and numbers published by Sam Fox Music. . . . ● Golden-haired and ditto-voiced Nancy Donovan will be heard during the summer on Don McNeill's "Breakfast ABClub" . . .

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:** MGM has a commercial item in Billy Eckstine's latest waxing, which pairs the standard torch "Temptation" with "Crying," the latter penned by Barney Ross . . . juke boxes will eat the "Temptation" side while deejays will find a natural human interest spiel in the Barney Ross number which he wrote in a dramatic attempt to regain the love of his estranged wife.

## PLUG TUNES

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

7  
D  
I  
S  
K  
S  
**COMME CI, COMME CA**  
 (Come See, Come Sah)  
 LEEDS MUSIC CORPORATION

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

**A Great Ballad!**  
**THEN I TURNED AND  
 WALKED SLOWLY AWAY**  
 ADAMS, YEE & 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.  
 Solly Cohn, Mgr.

On Records and Transcriptions  
*The Lively and Sparkling*  
**"MADEMOISELLE  
 HORTENSIA"**  
 RYTVOC, Inc., 1585 Broadway, N. Y.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 50

NEW YORK, FRIDAY, JUNE 10, 1949

TEN CENTS

## AVCO RULE DROPPED BY COMMISSION

### Four New AM Outlets Approved By The FCC

Washington Bureau of *RADIO DAILY* Washington — The FCC okayed four new AM stations yesterday, including full-time, one-kilowatt operation on the 950 band in Columbia, Mo., by the Boone County Broadcasting Company. Estimated cost of this new station will be \$43,680 exclusive of land. Full-time operation with one kilowatt on the 1270 band was okayed for the Lake Broadcasting Company, Gary, Ind., with both grants subject to engineering conditions.

Daytime operation with one kilowatt on the 1320 band was okayed

(Continued on Page 6)

### Coca-Cola Drops Jones; CBS Cancelling "Luigi"

Coca-Cola is dropping the Spike Jones show on CBS after the broadcast of July 2. It is aired on Saturdays at 7 p.m., EDT. Agency is D'Arcy Advertising Co.

"Life With Luigi," a CBS house built package, will make its final broadcast on Sunday, June 26, at 10 p.m., EDT. Program, starring J. Carrol Naish, has been sustaining ever since it premiered last summer.

### Stations Restrict Use Of Popular Recording

The Regent recording of "Take It Easy, Arthur" featuring the Johnny Dee orchestra, has been banned by WMGM and WOV because of its "suggestiveness."

The disc may receive the same treatment at WMCA. It was restricted previously by WINS after it had been used on the station's all-night

(Continued on Page 2)

### Convening

The third annual meeting of the Catholic Broadcasters Association will be held at Notre Dame University, South Bend, July 29-31, with representatives present from some 90 dioceses in the U.S. First CBA convention was held at Fordham University in the summer of 1947. Last year's gathering of the association was held in Boston.

### Winners

Five winners of local Quiz Kids contests sponsored by stations will participate in the Sunday broadcast of the network program over NBC at 4:00 p.m., EDT. The stations providing the contest winners are WMAL, Laurel, Miss.; WMC, Memphis; WRAC, Williamsport, Pa.; WTTM, Trenton, N. J., and WSYR, Syracuse, New York.

### Radio Committee Discuss Industry Film

Members of the All Radio Presentation Committee, recently incorporated in New York State, met in New York on Wednesday and basically approved a comprehensive draft of the story treatment of the All-Radio film on which Victor M. Ratner, CBS vice-president in charge of advertising and promotion, has been working.

The committee members will study the draft and will offer their suggestions at another meeting which

(Continued on Page 8)

### NARSR Members Meet; Hines Hatchett Honored

The National Assn. of Radio Station Representatives held the initial session of its quarterly meeting on Wednesday afternoon, preceded by a social luncheon at which Hines Hatchett, resigning New York manager of the John E. Pearson Co., was honored.

Hatchett is resigning, effective to

(Continued on Page 2)

### CAB Convention Agenda Covers Both Radio And TV

Ottawa, Ont.—The speakers, the agenda and the list of U. S. broadcasters, producers, advertising agency officials and NAB members who have accepted the invitations to attend the four-day annual meeting of the Canadian Assn. of Broadcasters, June 13-16, Hotel Algonquin, St. Andrews, N. B., have been announced.

Among the U. S. visitors will be: Justin Miller, president of the NAB;

### Wiped Off Books By FCC In An Effort To Speed Up Pending Applications; Sigh Of Relief In Radio Circles

### AFM Suggesting Salary Adjustments

San Francisco—Indicating that the economic picture justifies consideration in salary adjustments for some musicians, James C. Petrillo, president of the American Federation of Musicians, suggested lower wages for musicians—to a limited extent—to aid in the revival of vaudeville entertainment in theaters. Petrillo was addressing the delegates to the AFM national convention here.

Petrillo said it had been brought

(Continued on Page 6)

### General Foods Renews 'Favorite Husband' Series

General Foods Corp., for Jell-O and Jell-O Puddings, has renewed its sponsorship of "My Favorite Husband," CBS package starring Lucille Ball, effective September 2. Series aired Fridays, 8:30-9:00 p.m., EDT, from Hollywood, will take an

(Continued on Page 2)

### Seven Directors Elected By Minn. Broadcasters

Seven directors were elected by mail ballot among members of the Minnesota Broadcasters Association, Melvin Drake, WDG, Minneapolis,

(Continued on Page 6)

Washington Bureau of *RADIO DAILY* Washington—The FCC yesterday wiped the Avco rule off its books. With hearing slated for June 27 on proposals to require widespread local advertising of applications for transfer or facilities changes, the Commission decided to return to pre-Avco procedures in an effort to speed the dis-

(Continued on Page 6)

### Radio-TV Artists To Aid Rotarians

More than 50 radio-TV personalities will participate in the annual international convention of the Rotarians, Madison Square Garden, June 12-16.

The Sunday night program will be opened with Fred Waring and his orchestra and choir and will include an address by Dr. Norman Vincent Peale who will direct NBC's summer religious series, "The Art

(Continued on Page 8)

### Sales Volume Increase Reported By Motorola

Sales volume for the first five months of 1949 exceeded a similar period in 1948 by 28 per cent with comparable profits in prospects, Paul V. Galvin, president of Motorola, Inc., announced at the com-

(Continued on Page 8)

### Press Conference

Washington—Sen. Bourke Hickel, who has been firing questions at Atomic Energy Commission Chairman David E. Lillienthal, will face four newspapermen when "Meet the Press" presents another unrehearsed radio press conference, tonight, 10:10:30 p.m., EDT, over the Mutual Broadcasting System and its New York affiliate, WOR.



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

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WEST COAST OFFICES
At 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

(June 9)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

10 YEARS AGO TODAY

From the Files of Radio Daily
Radio Daily carried a comprehensive review on the status of television activity as it related to the major companies, manufacturers and telecasters throughout the country. The review indicated that the new media had captured the imagination of the entire country as evidenced by public interest in key cities. . . . WOR inaugurated an intensive promotional campaign to sell baseball to women listeners.

POSITION WANTED

GIRL, young, intelligent, with background in radio and television production, writing, publicity and promotion seeks position with producing or packaging firm. Write RADIO DAILY, Box 240, 1501 Broadway, N. Y. C.

Ralph Wilk
-1893-1949-

Ralph Wilk, 56, widely known and respected motion picture, radio and television trade journalist, died at his home, 614 North Gardner Ave., Hollywood, Calif., yesterday, after a prolonged illness.

Ralph, who joined the staff of The Film Daily in 1919, was appointed west coast representative in 1928 and served in that capacity until a few months ago when failing health necessitated his retirement. In 1937, when the Radio Daily was established, he took on the added duties of representative of this trade paper and continued to serve both publications until his health failed.

Genial, friendly and understanding, Ralph endeared himself to both the top leaders of the radio and motion picture industries as well as to the gatemen of the studios. His devotion to his family, his interest in sports and his loyalty to his friends and business associates will stand a monument to his sterling character.

Ralph Wilk, journalist, was born in Minneapolis on July 9, 1893. He was educated in the Minneapolis public schools and attended the University of Minnesota. As a newspaperman, he was a correspondent for the Associated Press in Duluth, Minn., and later worked on the editorial staffs of Minneapolis and St. Paul newspapers. He served in World War I and upon his return from the war became associated with The Film Daily in New York.

He is survived by his widow, one son, his father, M. L. Wilk, two sisters, Ethel Wilk and Mrs. Edward Dobrin, and four brothers, Jake, Ben, Harry and Ted Wilk.

The funeral service will be held Sunday in Hollywood.

In the passing of Ralph Wilk the great amusement industry has lost an outstanding personality. We of Radio Daily have lost a pal.

Stations Restrict Use Of Popular Recording

(Continued from Page 1)
disc-jockey show of Jack Eigen. But WINS relaxed its ban after some 2,000 listeners sent in protests.

Eldon Park, WINS general manager, told RADIO DAILY yesterday that the relaxation applies only to the period after midnight when the programs are designed for adult audiences. The disc is still taboo during the day and early night periods.

NARSR Members Meet; Hines Hatchett Honored

(Continued from Page 1)
day, in order to devote his entire time to the manufacture of his recent invention, a schedule board for radio stations and other businesses to show graphically programs, production and sales figures.

The NARSR has adjourned its quarterly meeting until June 23, 2:30 p.m.

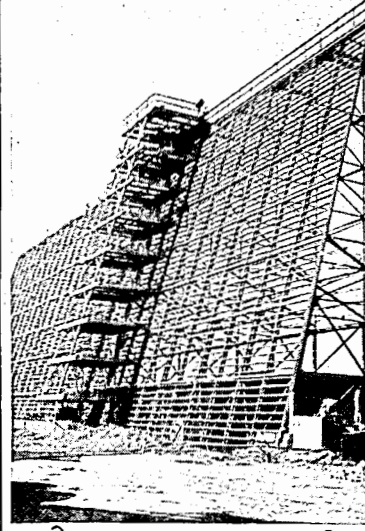
General Foods Renews 'Favorite Husband' Series

(Continued from Page 1)
8-week summer hiatus, July 8 thru August 26, returning to the air September 2. Young & Rubicam, Inc., is the agency for General Foods Corporation.

Students Plan WNBC Show

A one-hour dramatic and music show, "Graduation Album," will be staged tomorrow, 3-4 p.m., and broadcast over WNBC by 230 students from New York City high schools.

Ninety youthful members of the All-City Symphony Orchestra and 120 voices of the All-City Chorus will present the musical portion of the program from the auditorium of the Brooklyn Technical High School. Twenty youthful actors and actresses of the All-City Radio Workshop will perform in the school's WNYE studios.



This'll fool you!

They call this a "screen backdrop" in Hollywood. They paint scenes on it for filming landscapes. And the scenes are all fakes, of course, but they fool the movie audiences. Hollywood is full of such make-believe.

Makes us think about some of the claims of high-wattage radio stations. To hear them talk, you'd think everybody in town listens to them all day long. But don't let these claims confuse you in your time-buying.

We make no such claims for W-I-T-H. But we do claim this: W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

It costs less to sell more on W-I-T-H, the BIG independent with the BIG audience. Call in your Headley-Reed man today!



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

50,000 watts at 800kc.

Very Soon!

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

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.

JUNE  
12, 19  
*Fritz  
Reiner*



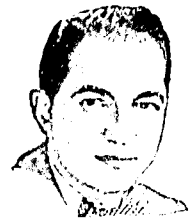
JUNE 26  
JULY 3, 10  
*Arthur  
Fiedler*



JULY 17  
*Sigmund  
Romberg*



JULY 24, 31  
*Wilfred Pelletier*



AUGUST 7  
*Percy Faith*



AUGUST 14, 21  
*Dimitri  
Mitropoulos*



AUGUST 28  
*Antal Dorati*



SEPTEMBER 4  
*Harold Levey*

*Every Sunday Evening  
June 12 through September 4*

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**NBC SYMPHONY ORCHESTRA**

**Summer Concerts**

**WORLD-FAMED CONDUCTORS  
DISTINGUISHED SOLOISTS**

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**U. S. STEEL HOUR \* SUNDAYS 8:30 P.M. (EDT) \* NBC NETWORK**

# CHICAGO

By HAL TATE

PRODUCTION of the "Naval Air Reserve Show," transcribed public service feature of the Naval Air Reserve Training Command, Chicago, which has been recorded by Universal here, will be moved to Hollywood. Show will be piloted by Paul Weston, with his orchestra, with the "Starlighters" and Tom Reddy. Guest spots, arranged with the Hollywood Coordinating Committee, will feature radio-recording personalities as NAR's "Star of the Week"; Jo Stafford will open the series, with Johnny Mercer second. Walt Kimmell (Lt. Cmdr., USNR), will produce.

Howard Miller, WIND disc jockey, is broadcasting his 12:45 p.m. show on crutches since breaking his leg recently.

Guest on WJJD's "Meet the Author" Sunday, June 12th will be Ernestine Gilbreth Carey, co-author of the 1949 best seller, "Cheaper by the Dozen." She'll be the guest of Emmett Dedmon, book editor of the Chicago Sun-Times. Dedmon and Bob Dworkin, West Coast literary critic, alternate appearances on "Meet the Author" with America's outstanding authors as their guests.

The Chicago White Sox open their second Eastern invasion of the 1949 baseball season Tuesday, June 14th with a night game at Yankee Stadium in New York. Bob Elson will broadcast this game exclusively on station WFMP, which will also broadcast exclusively day and night.

The Modernaires, featured with Bob Crosby on CBS' "Club 15" will begin a five-week engagement at the Palmer House in Chicago on July 14.

Moderator Lee Schooler has come up with an all-star cast for the discussion "What's Happened to Chicago Night Life," on the Sunday, June 12th broadcast of "Let's Talk It Over." The four-man panel holding the discussion is composed of Ernie Byfield, operator of the famous "Pump Room" and the Ambassador and Sherman Hotels; Henry Youngman, nationally famous night club comedian; Jack Irving, mid-west director of the American Guild of Variety Artists; and Irv Kupcinet, popular columnist with the Chicago Sun-Times.

## ARTHUR EDDY

Public Relations — Publicity

812 Taft Building  
Hollywood

GLadstone 5305 — GLadstone 9082



### Mainly About Manhattan. . . !

● ● ● We'd like to take a bow on Jack Eigen's success story—but we're afraid we had nothing to do with it. Because Jack got up there all by himself with very little help from this corner, or anyone else, for that matter. To give you an idea of how he slugged his way to the top, let's take his weekly col'm in the N.Y. Enquirer. There's some irony for you. Because we can remember back in 1938, when Jack first bowed in on radio (via WHN). Then, as now, he was dishing out the B'way and H'wood chatter and the first guy he tangled with was Marcus Griffen, columnist with the same Enquirer. It took Marc exactly four weeks to catch up with our boy, with the result that Jackie was bounced right off the show and the station. But the kid was made of sterner stuff than most of us. He merely hiked up the street to WMCA where he latched on to Crawford Clothes for an eight-year stretch. As we intimated before, we're plenty proud of the lad. Not only because he was selected as one of the top six jocks in the country or because half a dozen nat'l mags have touted him as king of the night-time audiences—but because he's acquired plenty of poise and polish along the way and because he wears his success gracefully. Tune in on his Copa show any night and listen to the way he handles such guest stars as Bob Hope, Bing Crosby, etc. In sum, the kid's got it and we want him to know we think so. Happy, happy to you, Jack—and, by the way, whatever happened to Marc Griffen?

☆ ☆ ☆ ☆

● ● ● Since making his bow on the Lucky Strike Hit Parade Saturday, hottest property in town is Bill Harrington. Geo. Abbott is eyeing him for a B'way show—Paramount and Warners are tossing screen-test cameras at him—and three TV offers are in his inside pocket. This is really a Cinderella story, as Harrington was strictly an unknown when he made his bid for the assignment against some 23 other entries. He had previously been heard on a Mutual network show, but it didn't even give him a N.Y. outlet. His singing is refreshingly different, meaning he just sings legitimately, minus tricks or stylisms.

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: The Harry Hershfield TV show is all wrapped up and ready to go. . . . Bob Hope's big fracas with his sponsor, Lever Bros., is on the question of transcribing his show next season, which he insists upon doing. . . . Edgar Bergen creating a new dummy for his once-a-month TV series for Coca-Cola. (We'd still love to match him up with Jerry Mahoney). . . . Arturo Godfrey isn't busy enough for one guy. He's taking on a syndicated col'm in September. . . . Sen. Hickenlooper will "Meet the Press" tonight on Mutual. . . . Robert Montgomery being paged for a news commentary spot. . . . Dennis James and his brother, Lou Sposa, who directs his "Okay, Mother" series, pulled a guy out of the Hudson the other ayem. Okay, Dennis! . . . Now that Pabst has signed up Wm. Bendix, Riley is living the Life of Cantor, observes Geo. Petrie.

☆ ☆ ☆ ☆

● ● ● Talk of the town is the sensational press job our boy, Jack Perlis, turned in on Cathy Mastice, the gal soprano who wouldn't take Dorothy Kirsten's roasting lying down. Jack dreamed up a novel press conference—with music—and had Cathy sing before a gang of Fourth Estaters, while CBS' special events crew recorded the event for subsequent rebroadcast. Cathy had to sing seven tunes before they'd let her go and the general Hooper was that she could sing and was a good looker plus. However, should anyone get the idea it was all strictly a publicity stunt, Jack tells us that legal talent has already been hired and the law suit is on its way.

## COMING and GOING

CARL HAVERLIN, president of BMI, and ROBERT J. BURTON, vice-president of the organization in charge of publisher relation and general manager of BMI Canada, left yesterday for St. Andrews-by-the-Sea, North Brunswick, where they'll attend the convention of the Canadian Assn. of Broadcasters starting Monday. They'll be joined there by CHARLES A. WALL, the BMI veepee in charge of finance who has been in Syracuse this week.

PAUL H. GOLDMAN, manager of KSYL Alexandria, La., affiliate of NBC, is in town this week with his family, combining business and vacation.

DOUGLAS McNAMEE, of the Margaret Arle program on WCBS, is spending today, tomorrow and Sunday in Princeton, N. J., for his class reunion. He is Princeton, 1932.

JOHN T. HOPKINS, III, manager of WJAX Jacksonville outlet of NBC, has arrived from Florida for a few days on station business.

ERNEST A. MARX, general manager of receiver sales for DuMont, and HARRY R. EYE LIN, DuMont advertising manager, are flying to Los Angeles for the inauguration of company's distributor organization headed by Bob Hape.

HARRY ACKERMAN, Columbia network vice president and director of programs in Hollywood, has arrived in Gotham for a few days on business.

JANET ROSS, director of "Shopping Circle" on KDKA, Pittsburgh, and VICKI COREY, educational director of the station, will arrive here next Wednesday to arrange a flight to Europe, where they have, respectively, fashion and United Nations assignments. Miss Ross will be back July 17. Miss Corey plans to return September 1.

ANNA BRENNECK, director of music clearance in the western division of CBS, will leave Hollywood today for two weeks in New York.

SAMMY KAYE is expected in New York tomorrow from Cleveland for some transcription work.

BILL ALFORD, sales manager of WSYR Syracuse; BILL BOTHRUM, program director; ALBERT J. EICHLER, engineer, and A. J. MARSHALL and MARVIN SHAPIRO, sales representatives, are in Erie, Pa., studying TV operations at WICU.

BEN GRAUER, announcer and commentator on NBC, and BILL STERN, network sports caster, are in Medinah, Ill., to broadcast the U. S. Open Golf Tournament.

MARTIN B. CAMPBELL, general manager of WFAA, Dallas affiliate of NBC, is spending a few days in Gotham.

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# AM-TV EQUIPMENT

FM FAX

Section of RADIO DAILY, Friday, June 10, 1949

## AM-FM Transmitters At 1945 Price Levels

### Motorola Conducts Two Way Radio Tests

Significant advances in two-way radio communication affording greatly improved taxicab service was recently demonstrated by Motorola, Inc. at their Chicago headquarters. Representatives from taxicab companies, railroads, utility industries, etc., were shown operation of equipment that allows for as many as four different taxicab companies with separate two-way radio systems to operate in the same community. Motorola is the first firm to produce such equipment after years of research in the 25-30 and 152-162 megacycle bands.

### Tele-tone Unveils TV Plastic Table Model

Tele-tone Radio Corp. unveiled a new 10-inch TV table model receiver at a press preview at the St. Regis Hotel this week. Set is housed in a lightweight plastic cabinet and features a 62 square inch picture in a round frame. Set, which is being distributed this week retails for \$179.95.

S. W. Gross, president of Tele-tone, discussed briefly the prevailing price trend in the TV receiver market.

### PRODUCTION PARADE

#### Low Priced Tape Recorder

A new low priced tape recorder to retail for \$149.50 is being manufactured by Peleo Industries, New York. Recorder, called the Soundmaster, has a continuous playing time of one hour and retail price includes microphone, tape and spare reel.

#### Enters TV Tube Field

W. W. Eitel, president of Eitel-McCullough, Inc., reveals that their Salt Lake City plant will shortly enter the TV tube field, manufacturing a metal 16-inch picture tube. Plans call for completion of tooling prior to the first of the year and should be of considerable help in alleviating the picture tube shortage.

#### Indoor Video Antenna

Tele-Tape, a new indoor TV antenna, manufactured by Walter E. Peek, Inc., Indianapolis, is designed for mounting under rugs, on baseboards, cornice boards, window panes, etc. Equipped with adhesive backed metallized tape elements, the antenna adheres to any surface and may be readily adjusted to provide maximum reception on any channel. Antenna is packaged complete with terminal board and lead-in.

#### DuMont Oscillograph Depots

Eleven service depots, strategically placed throughout the country for convenience of DuMont oscillograph owners and users, are now being operated by the Instrument Div., Allen B. DuMont Labs., Inc., Clifton, N. J. Depots are located at Clifton, St. Louis, Houston, Los Angeles, Detroit, Chicago, Dallas, Atlanta, Minneapolis, Waltham, Mass., and Toronto, Canada.

#### New 50-KW, AM Transmitter

Westinghouse announces the type 50-HG-2 transmitter, a high-level, amplitude-modulated standard broadcast transmitter with a nominal power output of 50 kw. Unit can be used with any combination of studio equipment providing the required level of audio input, and with usual transmission line antenna equipment.

#### TV Turn-Table Stand

Steger Products, Chicago, is manufacturing a "Tele-Table" 27" high, 25-3/4" wide and 20-7/8" deep, priced at \$29.95, which features a rotating table top, allowing for quick and easy shifting of the TV set, without disarranging furniture. Table comes in 5-ply walnut or mahogany finish.

#### Microvolt Signal Generator

A new model signal generator, 292X, announced by the Hickok Electrical Instrument Co., Cleveland, is a popular priced microvolt generator available to cover both upper channel TV and mobile band frequencies on fundamentals. Manufacturer states its major use will be in coverage of mobile band frequencies for taxicabs, police departments, railways, ships, etc., for which no expanded scale instrument with accuracy to 0.05 per cent was previously available.

#### Umbrella-Like TV Antenna

The Admiral Corp., Chicago, announces a new "Flash-Rig" Hi-Lo all aluminum TV antenna which company claims reduces assembly time from 20 or 30 minutes to 3 minutes or less. All parts are attached to antenna which snaps open like an umbrella. Construction features enable antenna to withstand 90 mile per hour gales and ice-loading.

#### Joins RCA As Mdse. Display Mgr.

Carl V. Haecker, authority in retail store promotional aids has been appointed merchandise display manager of the RCA Victor Div., Radio Corp. of America. Announcement of the appointment was made by John K. West, vice-president in charge of public relations for the Div.

#### New District Mgr. of Philips Co.

Appointment of Ray Hutmacher as district manager for the TV Div. of North American Philips Co., Inc., N. Y. was announced this week by L. J. Chatten, vice-president and general commercial manager of the company. Hutmacher will make his headquarters in Chicago where he will handle all contacts with TV receiver manufacturers in the middle west on the Norelco Protelgram projection TV system and direct view cathode-ray tubes.

#### Steinman To Tele-Tone

The appointment of Morris Steinman to the purchasing dept. of the Tele-tone Radio Corp. has been announced. Steinman was formerly purchasing agent for Pilot Radio Corp. and also served with Noma Electric Corp. in a similar capacity.

#### Columbia New Label Record

Production on a new 78 rpm label record called Harmony by Columbia Records, Inc. will begin immediately according to an announcement this week by Edward Wallerstein, president of Columbia. Records will sell for 45 cents plus tax; exclusive distribution by the Wright Record Corp., Meriden, Conn.

### Less Profit Taking By Mfrs.; Peak Reached In '47

Despite a series of wage hikes and increased costs for material amounting to between 20 and 40 per cent, AM and FM transmitter equipment is currently being sold by leading manufacturers at 1945 price levels, with peak prices for this equipment reached during 1947.

According to a spokesman for RCA, their AM and FM transmitters are priced "very near" to their 1945 prices, with the exception of a 50 kw FM transmitter which is priced about \$1,000 higher than in '45. Company estimates that overall increased expenditures, which included wage increases, increased costs of material, rent, taxes, etc., amounted to about 40 per cent between 1945 and the end of 1948.

#### Production Costs Up 28%

Westinghouse Electric Corp. reports that out of a total of 7 transmitters now being manufactured (4 FM and 3 AM), only one FM transmitter had increased in price by about 4 per cent and one AM transmitter is now selling at 3 per cent less than in 1945. All other such equipment was priced at approximately the same level as in 1945. Westinghouse estimates production costs up about 28 per cent over the same period in 1945.

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WASHINGTON, D. C.

## Avco Rule Dropped By The Commission

(Continued from Page 1)  
position of a number of pending transfer applications.

Experience under the Avco rule has been unsatisfactory and "in many cases produced severe economic and other hardships on parties," the Commission said. Adopted five years ago when WLW, Cincinnati, was sold by Crosley to the powerful Aviation Corporation, the rule provided that would-be purchasers of radio stations had to post the terms of their agreement for 60 days. If during that time, other would-be buyers offered to match the purchase price and terms, it would be up to the FCC to decide which of the prospective buyers would make the better licensee from a public-interest standpoint.

### Never Acted Upon

Although in several instances competing applications have been filed, it was said yesterday that the Commission has at no time awarded a station to an applicant who came in under the Avco rule to match a bid for a station posted by another would-be purchaser. There are no competing applications now posted which need go into comparative hearings in the event competing applications should be filed in the future.

The move met with immediate approval in radio circles, with some hope that it may be helpful in speeding the disposition of pending cases.

## Four New AM Outlets Approved By The FCC

(Continued from Page 1)

for Mosley Brothers, Picayune, Miss., with estimated cost \$11,950 exclusive of land and buildings. Daytime operation with 250 watts on the 860 band, at a cost of \$10,819, exclusive of land and buildings, was approved for the Western Broadcasting Company, Phoenix, Ariz.

## SPOTS

Before Your Eyes . . .  
BETTER SEE A DOCTOR

Not Enough Spots  
On Your Station . . .

Better Write  
ASHCROFT & BANNINGER

Station Representatives  
Radio and Television

521 FIFTH AVE.  
New York 17, N. Y.

Murray Hill 2-2520

★ Reps for a limited group ★

## CAB Convention Agenda Covers Both Radio And TV

(Continued from Page 1)

and Bert Lown, Associated Program Service; A. Sambrock, World Broadcasting System; Adam Young and T. F. Malone, Adam J. Young, Inc.; J. D. Langlois and Pierre Weis, Lang-Worth Feature Programs; A. E. Unger, Fred W. Ziv Inc.; and C. C. Slaybaugh, Morse International Advertising Inc.

The agenda for the four-day meeting follows:

June 12

3:00 p.m. Advance Registration in the hotel lobby.

3:30 p.m. CAB Board of Directors meeting.

June 13

9:30 a.m. Open Meeting in the Casino. G. R. A. Rice, chairman of the Board, presiding.

Address of welcome by the chairman. General remarks by T. Jim Allard, CAB general manager.

Appointment of secretary to the meeting.

Appointment of committees for the meeting.

Television—Its Development and Possibilities—Panel—Charles Roberts, Canadian General Electric; Walter Lawrence, RCA Victor.

Report of Bureau of Broadcast Measurement—L. E. Pheener, chairman.

Annual Meeting of B.B.M.—Election of directors and other business.

12:15 p.m. Adjournment and luncheon.

2:30 p.m. Open Meeting in the Casino.

G. R. A. Rice, chairman.

The Agency Executive Looks at Broadcasting—Talk by R. M. Campbell, vice-president, J. Walter Thompson Co. Ltd., Toronto.

Discussion Period.

Publicity for Radio—Panel—R. G. Lewis, editor and publisher Canadian Broadcaster, Toronto; Walter Dales, Radio Scripts Ltd., Montreal.

Discussion and question period.

Appointment of auditors.

Appointment of CAB standing committees.

5:15 p.m. Adjournment.

5:30 p.m. Cocktail Party in the Music Room and Lounge.

7:30 p.m. Joint hosts—Canadian National Telegraph Companies.

June 14

9:30 a.m. Closed Meeting in the Casino. CAB members and associate members only.

G. R. A. Rice, chairman.

Report of the general manager, T. Jim Allard.

Report of the director, sales and service, Pat Freeman.

N.A.R.B.A. committee.

Discussion regarding North American Radio Broadcasting Agreement—George C. Chandler.

Minutes of last annual meeting.

Financial statement and trustee report.

Appointment of trustees.

10:30 a.m. Open Meeting in the Lounge. Non-voting CAB delegates, and guests.

Facts About Canada.—Slide presentation by radio station representatives.—Andy McDermott, chairman.

12:15 p.m. Adjournment and luncheon.

2:30 p.m. Open Meeting in the Casino.

G. R. A. Rice, chairman.

Report on Surveys. Slide presentation by Walter Elliott, president, Elliott Hayes Ltd.

Discussion Period.

New Forms of the Broadcasting Art—Talk by Stewart Finlayson, general manager, Canadian Marconi Co. Ltd.

Discussion Period.

5:15 p.m. Adjournment.

5:30 p.m. Cocktail Party in the Music Room and Lounge.

7:15 p.m. Host—Canadian Marconi Co. Ltd.

8:00 p.m. Annual Banquet in the Main Dining Room.—Phil Lalonde, honorary president of the CAB, chairman.—Guest Speaker—B. K. Sandwell, editor-in-chief, Saturday Night, Toronto. — Subject—"Once There Were No Radios."

(Dress—business suits)

June 15

9:30 a.m. Closed Meeting in the Casino.

G. R. A. Rice, chairman.

What BMI Canada Ltd. Means to Ca-

nadian Broadcasters—Panel—Carl Haverlin, president, BMI Canada Ltd.; Robert J. Burton, general manager, BMI Canada Ltd.

Discussion Period.

10:30 a.m. Open Meeting in the Casino. G. R. A. Rice, chairman.

Selling the Industry—Panel—Maurice Rosenfeld, MacLaren Advertising Co. Ltd.; W. D. Byles, Young & Rubicam Ltd.; Waldo Holden, advertising manager, CFRB, Toronto; Guy P. Herbert, manager, All Canada Radio Facilities Ltd.

Keeping Posted—Panel—Andy McDermott, sales promotion manager, H. N. Stovin & Co.; T. Ralph Hart, Spitzer & Mills Ltd.; Gordon F. Keeble, manager, CFPC, Montreal.

12:15 p.m. Adjournment and luncheon.

2:00 p.m. Open Meeting in the Casino. G. R. A. Rice, chairman.

Report of the Sales Advisory Committee—Ralph Snelgrove, CFOS, Owen Sound; Adam J. Young and T. F. Malone, Adam Young, Jr., New York; Andy McDermott; Peter McGurk, Weed & Co., New York.

Discussion Period.

How To Emphasize Selective Radio—Panel—Jack F. Horler, radio director, Baker Advertising Agency Ltd.; William Wright, station representative; Jack Slatter, manager, Radio Representatives Ltd.

Programs Are Merchandise—Panel—Pat Freeman, director, sales and service, CAB; William Speers, manager, CKRC, Winnipeg; Miss Lee Hart, assistant director of broadcast sales, National Association of Broadcasters, Washington.

4:00 p.m. Adjournment.

4:00 p.m. Boat Trip.

to Host—Senator A. N. McLean.

8:00 a.m. Saint John, N. B.

June 16

9:30 a.m. Closed Meeting in the Casino. G. R. A. Rice, chairman.

Royal Commission on National Development in the Arts, Letters and Sciences—Discussion on CAB policy.

Parliamentary Committee on Radio Broadcasting—Discussion on CAB policy.

12:15 p.m. Adjournment and luncheon.

2:00 p.m. Closed Meeting in the Casino. G. R. A. Rice, chairman.

Performing right fees.

Amendments to constitution and by-laws.

Election of directors.

Unfinished business.

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Unfinished business.

## Seven Directors Elected By Minn. Broadcasters

(Continued from Page 1)

vice-president of the association, announced yesterday. The directors are C. T. Hagman, WLWL, Minneapolis; H. W. Linder, KWLM, William; Odin S. Ramsland, KDAL, Duluth; E. J. McKellan, KVOX, Moorhead; John F. Meagher, KYSM, Mankato; Wallace E. Stone, KWCA, Worthington and James J. Delmont, KATE, Albert Lea. Meagher is president of the association and Hagman, vice-president. The directors will hold their first meeting in Minneapolis on Monday, June 20.

## Directs Special Events

Lewis Shollenberger has been appointed Washington director of special events for CBS. He will be in charge of booking special speakers and arranging for special events in the nation's capital for both radio and television. Shollenberger, a CBS news reporter since 1942 who broadcasts under the name Bob Lewis, will report directly to Theodore F. Koop, CBS director of news and public affairs in Washington.

## AFM Suggesting Salary Adjustment

(Continued from Page 1)

to his attention that some local were asking as high as \$175 a week of inquiring theater men. "Even for musicians who haven't worked for a couple of years," he added.

Referring to the AFM's settlement of the recording ban, Petrillo told the national convention that an unsatisfactory settlement and the establishment of an inadequate royalty fund had to be made because some union members under economic stress were bootlegging records.

"Everything resolves itself down to economic strength," Petrillo said. "The employer won't do anything unless you stop him from making money. You'd probably do the same thing if you were in his place."

It is expected that Petrillo will be re-elected president of AFM at the closing session of the convention here today. Union delegates hope to make the vote unanimous.

## Takes VA Post

Chicago—John M. Burns, II, has been appointed information representative of the Veterans Administration in this city, effective June 13.

He will replace Herschel W. Ward who resigned VA to accept the position of business manager of the Radio Institute of Chicago, a radio-TV school.

## Send Birthday Greetings To—

June 10

Mario Bragiotti Elmore Vincent  
Judy Garland Gertrude Foster  
Norman Brokenshire

June 11

Douglas Craig Gene Stafford  
Bill Sutherland Hazel Scott  
Rise Stevens Jerry Franken  
Ruth Lewis Hal Simms

June 12

Al Donahue Frank Burke  
Glenn Snyder Donald Weeks  
Roger Forster Gloria Ramson

June 13

Bob Bailey Jack Fulton  
Don Dixon Ralph Edwards  
Arthur L. Forrest

June 14

Hilton Lamare Mort Lewis  
Ken Lyons Robert A. Litzberg  
Jerry Stone John Scott Trotter  
Christopher Cross  
Nannette Sargent

June 15

Roger Bowman Stella Roth  
Max Stuart

June 16

Stuart Allen Tom Howard  
Al Llewelyn John Paul Weber

# TELEVISION DAILY

Section of RADIO DAILY, Friday, June 10, 1949 — TELEVISION DAILY is fully protected by register and copyright

## RENEWAL OF BOXING COVER SEEN

### TELE TOPICS

**G**ENERAL FOODS planning to pick up tab for "Mama," new comedy series starring Peggy Wood that bows over CBS June 17. Sponsorship, on behalf of Maxwell House coffee, would begin toward the end of the Summer. . . . Wyllis Cooper's "Volume 1, Numbers 1-6," will start over ABC next Thursday, 9:30-10 p.m., in the spot formerly occupied by the vacationing "Actor's Studio." Cooper will write, produce and direct his series, which will use no scenery. Nancy Sheridan, Jack Lescoulie and Frank Thomas have been signed to appear in the kickoff. . . . CBS is planning a one-shot simulcast of "Sing It Again," the hour-long giveaway sustainer for July 2 to determine the TV possibilities of the show. . . . Initial airing of "TV Telephone Game" over WJZ-TV this week drew over 1,000 phone calls from viewers hoping to grab off some of the loot.

**S**HIRLEY DINSDALE moves her "Judy Splinters" show from Hollywood to Chicago and will fill in for the first 15 minutes of the "Kukla, Fran and Ollie," half-hour, which takes an eight-week hiatus beginning Monday. "Mary Kay and Johnny" will occupy the second half. . . . Arnold Kaplan and George Ledell have joined the sales staff of KFI-TV. . . . "Adventures In Jazz," Friday night half-hour, going off CBS. . . . WPIX celebrates its first anniversary Wednesday. Station's commercial lineup includes 55 sponsors buying 80 hours and 15 minutes, or 34 per cent of total program time. . . . For the second time within a month, freak atmospheric conditions have carried the KNBH signal over 1,110 miles. Last week test pattern was received in Fort Smith, Ark., 1,375 miles from Hollywood. Previously station had been picked up in Frederick, Okla., 1,110 miles distant. On the same day KNBH was received in Oklahoma, KPIX, San Francisco, received a reception report from Throckmorton, Texas.

**R**EAL REASON for the dropping of "Edward, My Son," scheduled for "Ford Theater" Monday is threat of legal action by M-G-M, producers of the current movie based on the play. Agency for Ford, Kenyon & Eckhardt, had sewed up TV rights to the play, it was reported, but decided not to go through with it just to play safe. Instead, they'll do Moss Hart's "Light Up The Sky," with Sam Levene and other members of the original cast. . . . The FCC has published four separate reports of its Ad Hoc committee on TV engineering problems, with the report on separation of stations still to come from the National Bureau of Standards. All deal with the allocation of VHF channels and may prove to be of little more than academic interest by the time the freeze is lifted. . . . WOW-TV, Omaha, set to go on the air around September 1.

### Power-Transmission Ups WTTG Coverage

*Washington Bureau of RADIO DAILY*  
Washington—Full-power operation from new transmission facilities in Arlington, Va., has substantially increased WTTG's coverage area through operation from a new antenna and transmitter site, located just southwest of the intersection of Globe Road and Lee Highway, it was revealed yesterday.

At the new site, the 425-foot Blaw-Knox self-supporting tower, with bat-wing antenna, was constructed on a base elevation of 365 feet above mean sea level, giving an over-all height of 835 feet above mean sea level.

#### Serves 1,008 Sq. Miles

Station now provides a primary service area of approximately 1,008 square miles, with an estimated population of 897,922, and a secondary area of 4,454 square miles.

In order that the changeover to the new location might be made without interruption of service, initial operations were conducted on low power for the first two weeks, during which time the equipment was moved from its former site atop the Harrington Hotel Building in northwest Washington.

### Amsterdam Renewed

DuMont receiver division has renewed the Morey Amsterdam show on the DuM web for 13 weeks. Program is carried live in ten cities and on transcription over non-interconnected stations. Buchanan & Co. is the agency.

## Press-Time Paragraphs

### Sharp Business Boost For WLW-T

*Cincinnati*—Nineteen per cent increase in number of sponsors on WLW-T for May over the previous month was reported yesterday. Total of 87 were on the Crosley outlet last month as compared with 73 in April. During a typical May week 68 per cent of all programming—31 hours and 51 minutes—were commercials as against 58 per cent the preceding month.

### Cahan, Farrar Upped At WAAM

*Baltimore*—Herbert B. Cahan has been promoted to program manager of WAAM, and Anthony Farrar has been named production manager in charge of live studio originations, it was announced yesterday by Samuel Carliner, executive vicepee. Cahan has been with WAAM since its debut last November. Farrar joined the outlet in December as producer-director.

### WXYZ-TV Variety Stanza Renewed

*Detroit*—Hamtramck Automobile Dealers Association has signed with WXYZ-TV for a ten-week renewal of the variety stanza "Club Ha-Da." Contract was placed through Rex Advertising Agency. Program features Barbara Smith and Frankie Rapp, and is directed by James Lee.

### TV Box Score

On the air.....	68
CP's .....	50
Applications .....	331

### WPIX Ups Donahue; Gassner New Art Dir.

Scott Donahue, Jr., a member of the WPIX sales staff for the past year, has been promoted to assistant sales manager, it was announced yesterday by B. O. Sullivan, sales manager. Also announced was the appointment of Mordi Gassner as art director of the News station.

Before joining WPIX, Scott was a member of the News advertising department for ten years. He is a graduate of Princeton University.

Gassner, a two-time winner of a Guggenheim Fellowship for creative painting abroad, has designed sets for Broadway and Hollywood productions and has been art director of Einson-Freeman Lithographers.

### Wildroot Spot Drive

Spot campaign has been launched by the Wildroot Company, Inc., Buffalo, to promote a special bargain offer of Wildroot Cream Oil in combination with Wildroot Liquid Cream Shampoo. Three stations in Philadelphia and four in New York will carry the 20-second and one-minute spots. The Philadelphia stations are WPTZ, WFIL-TV, and WCAU-TV and the New York stations are WNBZ, WCBS-TV, WABD, and WJZ-TV. BBD&O is the agency.

### Report Managers Ready To Accept Garden Terms

An end to the current confusion over the TV boxing coverage situation in the near future was seen yesterday despite an increasing opposition on the part of certain promoters, and officials of other sports, to all video pickups on the ground that they constitute a menace to box office receipts.

Another attempt to iron out the fight hassel will be made today when members of the Boxing Managers Guild are slated to meet with Madison Square Garden officials. It was reported that the managers will accept the Garden's offer of \$1,000 for AM-TV to each principal in a Garden main event and \$350 to main-eventers at St. Nicholas Arena.

If a pact with the managers is signed, the Garden would then enter negotiations with sponsors. Gillette, whose \$400,000 contract expired May 31, is seeking a renewal and two major breweries are reported to be bidding for the package also. It is believed that the Garden will ask for a substantial increase for the coming year because of the greatly expanded video audience.

Under Gillette sponsorship, Garden fights were scanned by NBC-TV and carried also by ABC radio.

Meanwhile, a flat no radio, no video edict has come from Detroit, where the Jake LaMotta-Marcel Cerdan middleweight championship bout will be held next Wednesday. In the doubtful state is the Ezzard Charles-Joe Walcott match in Chicago, June 22. If the latter bout is scanned, it was said, it will not be aired in the Windy City.

It is believed possible, however, the no-tele stand of the promoters of both bouts is merely a ruse in an attempt to hypo the box office and that coverage of both might be announced on the day of the fight.

### Car Dealers On WJBK

*Detroit*—The 26 metropolitan Detroit Hudson dealers have signed with WJBK-TV for sponsorship of "Hudson 4-Star Final," an across-the-board 15-minute news stanza for 26 weeks.

Program, aired at 10 p.m., consists of five minutes of local and state news, followed by ten minutes of newsreels. Larry Ruppel is the commentator.

### 32,100 In St. Louis

*St. Louis*—Union Electric Co. of Missouri has reported total of 32,100 receivers installed in this area as of June 1. 28,700 are residential installations.

## Radio-TV Artists To Aid Rotarians

(Continued from Page 1)  
of Living," NBC's v-p William S. Hedges is chairman of the Rotary's entertainment committee for the convention.

Lowell Thomas, CBS commentator, will emcee Monday evening's entertainment which will include offerings by Bill Lawrence, singing star of the "Chesterfield Supper Club"; Julie Wilson, night club singer who has appeared on Milton Berle's "Texaco Star Theater"; Norman Cloutier and his orchestra; and dance team Mary Raye and Naldi.

"America's Town Meeting of the Air" will originate from the Garden on Tuesday night and will be carried by the audeo and video networks of ABC.

The President's Ball on Wednesday evening will be supplied with appropriate music by two orchestras: one conducted by Vincent Lopez and the other by Alberto Linno.

On the final evening of the convention, NBC announcer Ben Grauer will emcee a program which will feature Kyle MacDonnell, Jane Pickens, Earl Wrightson, Lanny Ross, Ben Merline, Dean Martin and Jerry Lewis, Alan Young, Gladys Swarthout, and Mary Raye and Naldi.

## Sales Volume Increase Reported By Motorola

(Continued from Page 1)  
pany's regular meeting of the board of directors in Chicago.

A quarterly dividend of 25 cents per share was declared payable July 15 to stockholders of record July 1.

All four divisions of the company, namely: television, home radio, car radio and communications are operating profitably, Galvin said. The main increase in volume, however, is accounted for by the increase in television sales, which for the first 5 months of 1949 have been "fully up to expectations."

"Although there are some indications of confusion in the television market, Motorola's television sales are holding up very well," Galvin stated. "We attribute this to the splendid acceptance of Motorola's portable television models and the new 'Broad View' 10" and 12" models. I see no reason at this time to alter in any way my previous prediction of good sales volume for the year 1949."

Motorola now is in the process of preparing the greatest sales and merchandising plan in the company's history, Galvin added. This program will be launched in August in support of a tremendous television sales drive.

### Stork News

Pittsfield, Mass.—Dan Healy, program director and sports chief at WBRK, Pittsfield, is passing out cigars on the birth of a son, Christopher.

# P R O M O T I O N

### Beer Merchandising

Keynote of a post card mailing developed and produced by promotion department of WHBC, Canton, Ohio, in behalf of Burkhardt's Beer are four key words—Hear—Beer—Thing—Drink, which are centered on the card as an attention compeller.

The card, sent to 500 outlets in the station's area, indicates that radio spots on WHBC helps "Tell and Sell." In this instance it's Burkhardt's Beer.

Copy in box on left of card reads: Radio Spots on WHBC help you Tell and Sell! Burkhardt's Beer. Thanks to this "hearing aid" you don't need the other kind when they speak up for Burkhardt's—the beer from the heart of the hops! Copy in the right side box is similar, giving the distributor's name, address and telephone number.

Down the center of the card the message reads: when they Hear of this Beer they first Think then Drink Burkhardt's.

### Accident Prevention Drive

Jim Monroe, news editor for KCMO, Kansas City, has added something new to his 9:30 p.m. newscast heard Sunday through Friday and sponsored by the Standard Oil Company.

Working directly with the Kansas City traffic police, Jim maintains a complete listing of all street intersections in Kansas City where traffic accidents have occurred frequently. Detailed information on the number of accidents, injuries or fatalities at each spot, enable Monroe to pin-point one particular intersection for a traffic safety story each evening. Also tied in with this information is a full account of any traffic accident that may have happened during the day, with complete instructions about traffic regulations at that particular intersection.

### Providence Broadcaster Heads Advertising Club

Arnold F. Schoen, Jr., general manager of WPRO and WPRO-FM, Providence, has been elected and installed as the first president of the Advertising Club of the Providence Chamber of Commerce. Thirty-five Providence advertising men attended the club's recent kick-off luncheon in the Garden Room of the Sheraton-Biltmore Hotel in the state's Capital city.

Schoen announced that it is the intention of the Advertising Club to invite nationally known advertising personalities to speak at the six major combined dinner meetings which start in October. During the summer months the club members will devote their time to expanding membership and furthering plans for the fall program. The membership to date is 40.

### Sales Booklet

WOAI, San Antonio, has originated a new promotion idea, featuring the slogan: "Advertising Dollars Do More On WOAI," and endorsements by its clients. The back page of a bi-monthly program schedule issued by the outlet carries this selling message illustrated with a picture of the sponsor quoted and title of the program. Typical indorsement is that by Yeagan Houston, president of the Alamo National Bank of San Antonio, who stated: "We chose WOAI because we felt it offered best possible coverage of our program, at a relative cost that appealed to our banking sense of good judgement." Two issues in the new series have already been mailed out to agencies, clients and merchandising lists.

### Dinner Winners

The "Dinner Winner" show has returned to Boston's ABC outlet WCOP on May 30, scheduled at 6:45-7:00 p.m. A dinner for two at the Currier & Ives Room of Boston's Hotel Somerset, and two tickets to a Braves' baseball game that same evening, went to those who correctly answered the phone when called by emcee Nelson Bragg.

## Radio Committee Discuss Industry Film

(Continued from Page 1)  
has been called for Tuesday, June 1. Later bids will be asked of motion picture companies on the production of the film.

Officers elected by the committee to function as a corporation are: President, Gordon Gray, WIP, Philadelphia; Vice-President, Victor M. Ratner, CBS; Secretary, Maurice Mitchell, NAB; Treasurer, Herbert Krueger, WTAG, CBS affiliate in Worcester, Mass.; Assistant Treasurer, Eugene Thomas, WOIC, CBS television affiliate in Washington, D. C.

Other directors elected were Lev Avery, Avery-Knodel, Inc.; Ralph Weil, WOV, New York; Ivor Kenway, ABC; George Wallace, NBC and Frank Pellegrin, Transit Radio.

### KXOC Joining CBS

KXOC, Chico, California, become an affiliate of CBS effective Monday, August 1. This brings the total number of CBS affiliates to 185.

KXOC operates with 5,000 watt day and 1,000 watts night on 115 kilocycles. Station is owned and operated by the Sacramento Broadcasters, Inc., Paradise Road, Chico. General manager is Theodore B. Hall.

• faces • facts • figures • wins •



COST  
\$1850

That's just what listeners paid out in post-card ballots to select "Miss Hello of 1949." Yes, Art Scanlon got 185,000 pieces of mail in three weeks. All of these were votes in the contest to select the telephone operator with the most pleasing voice.

Art Scanlon is an old hand at getting the vote out, but you ought to see him get the shoppers out.

Why not call Bill Losee at BR 9-6000 and ask him about availabilities on Art Scanlon's morning show.

WINS

50KW NEW YORK

CROSLBY BROADCASTING CORPORATION





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 51

NEW YORK, MONDAY, JUNE 13, 1949

TEN CENTS

## INCREASE REVEALED IN EMPLOYMENT

### Mullen Resignation Effective On July 1

Confirmation of the resignation of Frank E. Mullen as president of WJR, Detroit, WGAR, Cleveland and KMPC, Los Angeles, was made on Friday by Don Hogate, Washington public relations counsel representing the G. A. Richards stations. The impending resignation of Mr. Mullen was first announced in RADIO DAILY in the issue of last Tuesday, June 7. It becomes effective on July 1.

In agreeing to terminate the employment arrangement, Mr. Mullen will receive a year's salary for the period ending June 30, 1950. He be-

(Continued on Page 6)

### Mars And Liggett-Myers Sign NBC Long-Termers

NBC has negotiated two long-term contracts calling for two half-hour, night-time programs: Mars, Inc., for "Curtain Time," Wednesdays, and Liggett & Myers Tobacco Co. for Perry Como, Thursdays, both at 10-10:30 p.m., EDT.

The candy manufacturer's contract, a renewal, will run through July 6, 1950. The 52-week deal was

(Continued on Page 6)

### French Radio to Cover Cerdan-LaMotta Fight

The bout between middleweight champion Marcel Cerdan and Jake La Motta at the Olympia Stadium, Detroit, June 15, will be shortwaved to France by the French Broadcasting System in North America, it has been announced by Pierre Crenesse, director.

The transmitters remain open be-

(Continued on Page 2)

**New TV Package**  
Herb Gordon, executive of the Frederic Ziv organization, left New York yesterday for Chicago to complete final details on the new Vic and Sado program for television. Vic and Sado, for many years a popular network radio feature, are reported to have great potentialities for TV and have already produced some experimental programs.

**Moving?**  
Rumored that the Milton Berle radio program heard Wednesday night on ABC will move to NBC in the fall. Texaco, according to reports, will continue to sponsor the radio-TV comic and the Kudner agency will handle the show.

### Fake Radio Reps Operate In New York

Complaints against door-to-door swindlers who gain admittance as representatives of radio survey outfits, stations, advertising agencies and sponsors have increased by 300 per cent during the past six months, Hugh R. Jackson, executive v-p of the Better Business Bureau of New York City, warned the entire trade last week.

In announcing that from 50 to 60 complaints, of which 15 to 20 by mail and 35 to 40 by telephone, are

(Continued on Page 8)

### Tele-Set Mfg. Holds Up, But Overall Total Drops

Washington Bureau of RADIO DAILY  
Washington—Although the weekly production of TV receivers reached a new high in April, overall set production continued on the downgrade. Average TV turnout was 41,634 sets per week, compared with an average of 36,472 for March. Total production of sound-only sets was only 506,469, of which the slim total of 37,563 sets included FM bands. TV production was 166,536.

RMA pointed out that the produc-

(Continued on Page 6)

## Free Speech Issue Upheld By Appeals Court Decision

The decision of the Maryland Court of Appeals in reversing the convictions of three Baltimore stations for violation of a local Supreme Bench code limiting the publication of certain crime news has been described by James Lawrence Fly, counsel for the American Civil Liberties Union and former FCC chairman, as having "national significance" and as being "a great con-

## Comprehensive Nat'l Study Released By Labor Dept., Shows Job Jump In Both Radio And TV

### NBC Program Plans Discussed At Meet

Stressing the need of more intensive radio exploitation in the face of the competitive development of TV, members of the Stations' Planning and Advisory Committee of NBC met with network executives last Thursday and Friday to formulate plans for the fall season of network radio and television.

The SPAC members expressed

(Continued on Page 8)

### RMA Committee Named To Meet With Repairmen

Washington Bureau of RADIO DAILY  
Washington—The RMA president, R. C. Cosgrove, on Friday named an RMA "Town Meetings" committee to consider future activities in behalf of radio and television servicemen. A meeting was scheduled for June 22 at the Hotel Roosevelt.

(Continued on Page 8)

### New Agency Formed By Getschal And Ash

A new advertising agency, Getschal & Richard, Inc., has been formed with Budd Getschal as president and Richard Ash as vice-president.

Getschal has sold his stock inter-

(Continued on Page 2)

Washington Bureau of RADIO DAILY  
Washington—Total number of jobs in both radio and television broadcasting is increasing, but "because the industry is small, it provides relatively few job opportunities, and competition for positions is very keen," the Bureau of Labor Statistics reported over the weekend in an occupa-

(Continued on Page 7)

## NAB's FM Interest Indicated At Confab

NAB's FM director, Arthur Stringer, said Friday that his office will undertake during the remainder of this year projects looking toward new audience studies, booklets on transit radio and storecasting, exchanges of program and promotion ideas between FM stations, additional management studies, FM success stories, and other special uses of FM to produce new revenue.

The list of projects has been made

(Continued on Page 6)

## Spot Campaign Planned On Forty-Six Stations

Chicago—Rayve Cream Shampoo, product of Lever Bros. (Peppodent Division), will start one-minute spot announcements five times weekly on reduced list of 46 stations

(Continued on Page 2)

**Living Role**  
NBC's rehearsal of a documentary on the changing status of fathers in American family life, titled "No Family Should Be Without One," suffered a setback Friday when actor Richard Coogan telephoned he was unable to show up to rehearse his role of father on the program. Coogan said his wife was expected to give birth any moment.



★ COMING AND GOING ★

Vol. 47, No. 51 Monday, June 13, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

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WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlfonega 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 10)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Joseph Beck Recovering

Joseph H. Beck, executive director of the Twin City Television Lab, Minneapolis, is reported recovering from critical injuries received recently in an automobile accident in which Mrs. Beck lost her life. The Becks were returning from a business trip in southern Minnesota when their car collided head on with a truck.

PERMANENT SALES POSITION OPEN FOR TIME SALESMAN. INDEPENDENT, METROPOLITAN, NEW YORK CITY STATION. MUST BE EXPERIENCED WITH AGENCY FOLLOWING. PREFERABLY WITH KNOWLEDGE OF FOREIGN LANGUAGE MARKET. GIVE ALL DETAILS IN FIRST LETTER. Box No. 249, RADIO DAILY, 1501 Broadway, New York City.

SYD EIGES, vice-president of NBC in charge of the press department, today will leave for Rochester, N. Y., where tomorrow he will address the Rotary Club of that city on "The Future of Television." Guest of honor at the meeting will be William Fay, vice-president of Stromberg-Carlson and manager of WHAM.

GEORGES BRIQUET, head of the sports division of the French Broadcasting System in France, will arrive today from Paris. He's en route to Detroit, where he'll shortwave a blow-by-blow description of the forthcoming bout for the middleweight championship.

RICHARD W. HUBBELL, radio and video consultant, is leaving for a business trip to Paris, London and Rome. He'll be back in mid-July. He'll be accompanied by MRS. HUBBELL.

EASTON C. WOOLLEY, director of the stations department at NBC, left Friday for Rochester, N. Y., to attend the opening of WHAM-TV. Then he'll go on to St. Andrews, N. B., for the annual convention of the CAB.

JOHN K. M. McCAFFERY, moderator on "The Author Meets the Critics" over WNBT and WNBC, left Friday at the invitation of the Army Air Forces aboard an Army plane to participate in an education advancement staff conference on Adult Reading Improvement. He returned Sunday in time to resume his program.

MARK WOODS, president of ABC; ERNEST LEE JAHNCKE, vice-president in charge of stations, and JAMES CONNOLLY, of the network's stations department, left today for Memphis, Tenn., where they'll attend the dedication of the new studios at WMPJ. Following the event, Jahncke and Connolly will go on to Oklahoma City and Fort Worth. They plan to be back in New York next Monday.

E. W. BUCKALEW, Western division manager of CBS Radio Sales, on Wednesday will be back in Hollywood following a business trip to Denver and Salt Lake City.

G. W. "JOHNNY" JOHNSTONE, director of radio and television for the NAM, returned to his New York office last Friday following a one-month visit to the Pacific Coast. This evening he leaves for Washington for some contact work. He'll be back Thursday.

BURR TILLSTROM, originator of "Kukla, Fran and Ollie," accompanied by BEULAH ZACHARY, producer of the program, will arrive in New York today. Tillstrom will spend several weeks here prior to his departure on an ocean cruise.

JACK STERLING, whose early morning program is featured on WCBS, and LOU STEARNS, of the station's sales staff, tomorrow will go down to Atlantic City, where they'll attend the convention of the N. J. Pharmaceutical Assn.

French Radio to Cover Cerdan-LaMotta Fight

(Continued from Page 1)

yond their usual midnight closing time so that the French people may hear an on-the-spot description of the fight.

The blow-by-blow, on-the-spot account will be given in French by Georges Briquet, head of sports for the French Broadcasting System in France. He will combine his visit to the United States to cover the bout with a two-day tour of TV and special events broadcasts to get a better picture of American sports and telecasting.

MacDonald Named V.P., Amer. Management Assoc.

John H. MacDonald, administrative vice-president of NBC, has been elected vice-president of the finance division of the American Management Association, it was announced Friday. In addition, the NBC executive becomes a member of the board of the association.

In AMA Twenty Years

Mr. MacDonald, who has been active in the AMA for over 20 years in the office management, personnel and financial divisions, will be in charge of the two-day conference on finance to be held by the organization this fall.

Mr. MacDonald also has been active in the Controllers Institute of America for many years. In 1946-47 he was president of that organization and in 1947-48 chairman of the board.

Adams To N. Y. Times

Val Adams, associate editor of RADIO DAILY, has resigned to accept a position in the radio-TV news department of the New York Times. He takes up his new duties today.

New Agency Formed By Getschal And Ash

(Continued from Page 1)

est in and resigned as vice-president of Stuart Bart & Getschal, Inc. Ash has resigned as general manager of Blaine Thompson Co., Inc., in order to join the new agency.

The new outfit has appointed Stanley Rowen as production manager, Len Steinberg as art director, Enid Palmer as space buyer, E. L. Cooper as copy chief and Don Maszarria as art consultant. The agency is located at 49 East 51 street, New York City.

Spot Campaign Set On 46 Stations

(Continued from Page 1)

(original schedule called for 54 stations) on June 19th. Jane McKendry is the time-buyer for the advertising agency handling the account, Needham, Louis and Brorby, Chicago.

10 YEARS AGO TODAY

From the Files of Radio Daily

Leading station representatives queried by RADIO DAILY as to summer spot business stated that business was at least "very good" while some saw May as a record breaking month, topping 1938. . . . James C. Petrillo, president of the Chicago AFM issued a warning which denounced "home work" for radio station musicians. . . . Plans are being readied at NAB headquarters in Washington to streamline next month's annual convention in Atlantic City in complete harmony with the current RMA-NAB drive to sell American system of broadcasting to the public.



Watch the birdie!

Most cats would make a quick meal off an injured bird. But this cat seems to sympathize with the little bluejay that broke its legs.

We sympathize with advertisers who have a tough sales problem in the highly competitive market of Baltimore. And we've got the solution for them, too.

You just put your advertising message on W-I-T-H, the BIG independent with the BIG audience. W-I-T-H, you know, delivers more listeners-per-dollar than any other station in town.

That means you can accomplish BIG results from SMALL appropriations on W-I-T-H. So if you want low-cost results in Baltimore, call in your Headley-Reed man today.

Advertisement for W-I-T-H Baltimore 3, Maryland. Includes logo with a stylized face and the text 'AM W-I-T-H FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'.

“Put your message where the money is,”  
 ... said Mr. Jamison



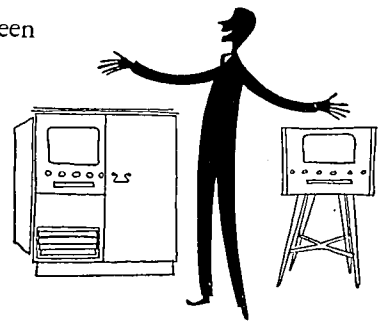
Our man Jamison was talking to his friend Advertiser Y, who, like all good businessmen, is of a mercenary turn of mind.

Advertiser Y sells a high-priced item...expensive costume jewelry, to be precise, which appeals only to certain tastes and never to uncertain pocketbooks.

“Large cities, where they do a lot of dressing up and spend freely for handsome baubles, are your primary markets, my friend,” said Mr. Jamison. “And Spot Radio and Television are your primary media. Put your message where the money is!”

Mr. Jamison’s advice applies to a lot more than costume jewelry. Though all markets are not as highly selective as Advertiser Y’s, most of them are selective enough to make the careful use of Spot Broadcasting an intelligent advertising choice, indeed.

For years Weed and Company has been helping intelligent and successful advertisers—via Spot Broadcasting—to put their message where the money is.



**Weed** *radio and television*  
*station representatives*  
 and company  
 new york • boston • chicago • detroit  
 san francisco • atlanta • hollywood

# CHICAGO

By HAL TATE

**W**IND is presenting "Proudly We Hail," program of U. S. Army and U. S. Air Force, each Sunday from 8:30 until 9:00 p.m. The series features top motion picture personalities, the first of whom was Preston Foster, starred June 12th in a comedy entitled "From Buffalo."

Fritz Siegel, concertmaster of the WBBM orchestra, will be heard as soloist with the Grant Park Symphony Orchestra when he plays the Khachaturian Violin Concerto at the park's bandshell, Wednesday, July 13. The Grant Park summer concerts are presented free by the Chicago Park district. Programs begin each night at 8:00 p.m., CDT.

Jackie Searle, former WBBM singing star, was seen and heard on the CBS television revue, "Manhattan Showcase," from New York City on Thursday, June 9.

Souard Johnson, Western Sales Manager of Radio Sales Television in Chicago, will address the 18th annual meeting of the National Association of Agency Networks at Three Lakes, Wisconsin, Thursday, June 23. His subject will be "Television Today."

## FMA Official Blasts ABC For Cutting Chicago FM

Washington Bureau of RADIO DAILY

Washington—Reduction by ABC of the FM schedule of its Chicago outlet to six hours daily—the FCC minimum—drew a sharp verbal blast Friday from the FMA executive director, Ed Sellers. He asked if the move was a "deliberate attempt by ABC to force Chicago listeners" to return to AM, and revealed that the matter has been "informally brought to the attention of the FCC."

Cutting of the broadcast schedule of WENR-FM, Chicago, to six hours daily, Sellers said, is "further indication of the economic stranglehold the major nets seek to impose on FM." He estimated that there are 250,000 FM receivers in the Chicago area, and that they cannot possibly receive all ABC net shows.

"When WENR-FM operated full-time," Sellers explained, "FM listeners could hear a greater variety of ABC programs that were available on AM because of the split-schedule operation of WENR-AM and WLS. It is our belief the networks have displayed apathy in post-war FM relations and developments."

He declared this attitude is a "crippling reversal of the views

### DIRECTOR WANTED

Top-notch for leading half-hour dramatic series. N. Y. origination. Must have commercial experience national shows. State full background. Write Box 250, RADIO DAILY, 1501 Broadway, N. Y. C.



## California Commentary . . . !

● ● ● Increased business at KLAC-TV has brought about a change in the sales department of both the AM and TV stations. The department, heretofore operated jointly, now will operate separately, with Maurie

## Hollywood

Gresham heading the local AM sales and Bob Klein in charge of local TV sales. Bill Ramebeau, formerly with KMPC, moves over to KLAC under Gresham, while Elton Rule will work with Klein. . . . Frank Samuels, ABC western division vice-president, is in Kansas City to be at the bedside of his mother, who is seriously ill. . . . Dresser Dahlstead, head of announcers for ABC here, has been named production manager to fill the vacancy created by the appointment of Leonard Reeg as eastern program manager for the network. . . . Jack McElroy is in San Francisco to record as many interviews as possible with 100-year-olds for forthcoming broadcasts of "Breakfast in Hollywood." . . . Walter Conway has been appointed sales promotion manager for KCBS, the S.F. outlet for CBS. . . . It's a baby girl for the Al Yallens. He's account executive for Adolph Wenland & Associates and the baby's uncle is Syd Yallen, advertising director of KFVB.

★ ★ ★ ★

● ● ● C. A. Dolsen has been appointed to represent Larry Finley's TV and transcribed radio shows in Dallas. . . . Under a new 16-week deal, Spade Cooley's Hoffman Hayride will move up to an hour show over KTLA, switching from Monday to Saturday nights. . . . Harry James and his boys opened the summer season at Tommy Dorsey's Casino Gardens last week-end to 5,500 paying customers. . . . A lot of rumors afloat that RCA-Victor is closing up its Hollywood plant, despite denials from all sides. . . . Rollo Hunter, KECA program manager, has moved his offices from the Highland Ave. studios to the network headquarters on Sunset, where he will assist in the network program department.

★ ★ ★ ★

● ● ● Harrison Productions, in which N.T.G. is associated with Ed Harrison, had its second fire in five months last week. The outfit produces radio and television shows. Heavy damage was done both times. . . . Bill Boyd's "Hopalong Cassidy" deal with Capitol Records is finally buttoned up and will start operating in the Fall. Capitol is financing Boyd on a big television project. . . . That big spread in Newsweek about Masterson, Reddy and Nelson has caused an avalanche of calls at their local office. Everybody who has a radio idea wants the three Johns to handle them. . . . The 1949 Stanford-NBC Summer Radio Institute will accent video at the sessions. Dr. Stanley Donner will head the institute with NBC-San Francisco officials. . . . Al Jarvis, who has been holidaying from his "Make Believe Ballroom" on KLAC, returns today from a two-week vacation. . . . Localites are wondering how the East is going to accept kinescoping, inasmuch as there isn't much of it back there. The Coast accepts the kinescope versions because it was weaned on it, insofar as the big network shows are concerned, but the quality of live shows definitely is lacking. CBS leads off in the Fall with four kinescope shows from here.

held by the networks a few short years ago when they strongly urged their AM outlets to apply for and use FM facilities to expand coverage."

Sellers also speculated whether WENR's FM curtailment resulted from announcements in the Chicago area during the week previous to ABC's action that a major manufacturer was now producing a low-priced, high-quality FM-only re-

ceiver. One of the selling points advanced by the manufacturer in its advertising in Chicago papers was that only through FM could Chicagoans hear the full program schedules of ABC, whereas on AM this was not possible.

"Was the slash in ABC programs a mere coincidence," Sellers asked, "or was it a desperate attempt to force the growing FM audience back to AM?"

# NEW BUSINESS

**WOR, New York:** Seventeen new contracts for spots and participations have been signed. Tidy House Paper Products, Inc., has purchased participation in "Prince Charming" for packaged sandwich and household bags. Contract details were handled by W. B. Doner & Co.

For Lifebuoy soap, Lever Brothers has bought a series of announcements through Sullivan, Stauffer, Colwell, Bayles, Inc. Participation in "Breakfast With Dorothy And Dick" has been bought for "De Moist" by G. H. Coughlan Company. Contract was placed through Dancer, Fitzgerald & Sample.

Through George Coleman Martin of Philadelphia, Zippy Products, Inc., has contracted for a series of announcements for Jiffy Liquid Starch. General Foods Corporation has bought participation in "Martha Deane" for La France Bluing. Young & Rubicam agency handled details.

Another participation in the program bought through Benton & Bowles by McKesson & Robbins for Tartan Sun Lotion and other products. Still another long-term contract, for participation in the program has been signed by Teddy's Sea Food House for its frozen fish. Contract was placed through Tracy, Kent & Co.

S. A. Schonbrun has contracted, through Lawrence C. Gumbinner, for a long term series of station-break announcements for Savarin coffee. Pabst Sales Company bought a series of station break announcements for its beer and ale with Warwick & Legler handling contract details.

For Nescafe and other products, The Nestle Company, Inc., bought announcements in "The Answer Man" and Harry Hennessy's newscasts. Doherty, Clifford & Shenfield placed the contract. Participation in "Martha Deane" has been purchased by V. La Rosa & Sons, Inc., for the company's macaroni, noodles and pastini. Contract was placed through Kiesewetter, Wetterau & Baker.

The Pepsi-Cola Company has bought a series of announcements through The Biow Company. The Kellogg Company also has bought an announcement series for cereal, Kenyon & Eckhardt handling the contract details. A long-term series of station break announcements has been bought by Esquire, Inc., for Corenet magazine. Schwimmer & Scott of Chicago placed the contract.

## Will Produce TV Sets

Bloomington, Ind.—Radio Corp. of America announced its plant at Bloomington will begin production of television sets by August, and will reach peak capacity by September. One-third of the 226,000 sq. ft. of manufacturing space in the Bloomington plant will be devoted to TV set production, supplementing the firm's production in Camden, N. J., and in Indianapolis.





**TURN TO PAGE**  
**1067**  
**FOR COMPLETE**  
**INFORMATION**  
**ABOUT**  
**TELEVISION**  
**STATIONS**

A COMPLETE LISTING  
OF U. S. TV STATIONS  
IN OPERATION  
SHOWING LOCATION BY  
CITY AND STATE  
PERSONNEL, ADDRESSES  
PHONE NUMBERS  
— • —  
NETWORK AFFILIATIONS  
— • —  
AND OTHER DETAILED  
INFORMATION  
— • —  
ARE CONTAINED IN  
THE  
1949 RADIO ANNUAL  
AND TELEVISION YEARBOOK

— • —  
ONE OF 1001  
SUBJECTS COVERED  
IN THE  
**RADIO ANNUAL**  
**for 1949**

## Mullen Resignation Effective On July 1

(Continued from Page 1)  
came associated with the Good Will stations in June, 1948, at a salary of \$75,000 a year.

On June 2, agreements filed with the FCC revealed that Mr. Mullen had exercised an option to purchase 15 per cent of the stock in KMPC for \$54,787.

Mr. Mullen, one of radio's most widely known executives, first inaugurated a regular radio service for farmers. In

1926, he organized agricultural service for NBC at KFKX, Hastings, Nebr., and in 1927 was transferred to Chicago where he opened offices and studios for NBC. This was the beginning of his long association with NBC until he resigned as executive vice-president in 1948 to accept the presidency of the Richards stations.

*West Coast Bureau, RADIO DAILY*  
Hollywood—In confirming the report that he is resigning as president of the Goodwill Stations, Frank Mullen said he was retaining 15 per cent interest in KMPC but that he had no future plans and would not be active in operation of the station. He will drive East shortly and spend the summer in Saugatuck, Conn.

Mullen told RADIO DAILY he will not consider a new affiliation until September.

## Tele-Set Mfg. Holds Up, But Overall Total Drops

(Continued from Page 1)  
tion of AM-only sets was 468,906—lowest since January, 1946. AM-FM production was 62 per cent below the weekly average for the first three months of this year.

To add to the handful of FM sets, RMA reported for the first time that 47,264 TV sets turned out in April included FM bands—28 per cent of the total.

Most startling drop was in the number of sound sets with FM, which dropped from 147,733 in January to 98,969 in February, to 71,216 in March and finally to 37,563 in April. RMA figures on FM-only production—including tuners—showed only 3,108 units, it was unofficially reported at the RMA office here.

## Stork News

Mexico City—Homero Rios D., in charge of advertising section of Radio Programas de Mexico, S. A., is the father of a girl born May 29 to Mrs. Rios (Sra. Alicia Camacho Figueroa de Rios) at Reforma Hospital. Baby will be named Maria Cristina.

## ★ THE WEEK IN RADIO ★

### FCC Removes Avco Rule From Books

FCC wiped the Avco rule off its books in effort to speed pending applications. After a five year run, Commission said Avco rule had been unsatisfactory and in many cases produced severe economic and other hardships. FCC now returns to pre-Avco procedures in ruling on sales of stations.

Radio time sales may benefit from battle between American watch manufacturers and importers of Swiss watches. U. S. companies considering additional use of radio are Elgin, Hamilton and Waltham. . . . Arde Bulova completed transaction in sale of WOV, New York, to Victory Broadcasting Corp. . . . Coca-Cola dropping Spike Jones show on CBS after July 2.

"Adventures of Sam Spade" being switched by Wildroot Co. from CBS to NBC next fall in same time slot. Switch is a result of "Spade" being kicked out of its CBS time period to make way for Edgar Bergen. . . . Kate Smith signed by ABC for two-hour Monday night show starting July 4. It's offered to network advertisers in either 15-minute or half-hour segments. Miss Smith continues her two shows on MBS.

Of the 2,000,000 autos in metropolitan New York, over 72 per cent have radios, according to WOR's research department. Robert Hoffman, research director, said out-of-home listening, not recorded in surveys, does much to offset decline in home listening. . . . WOW, Omaha, will sponsor another trip for farmers next fall—this time a junket through 12 western states, British Columbia and Baja California in Mexico. . . . Ziv signed Guy Lombardo to new long term contract. . . . FCC announced revision of its hearing procedure designed to save time and reinforce the separation of investigatory and hearing functions.

Ken Dyke resigned as NBC veepee in charge of programs. . . . Bell & Howell Co. entered radio for first time through promotional tie-in with dealers in 300 cities. B&H supplies dealers with recorded one-minute spots and quarter-hour programs at a cost of \$5. . . . Kraft to sponsor new daytime serial on NBC beginning Oct. 3. It'll be heard 10:30-10:45 a.m., EST, Monday through Friday.

Horace Heidt moving from NBC to CBS next fall under continued sponsorship of Philip Morris. Program will be broadcast on CBS on Sunday from 9:30-10 p.m., EST. . . . General Foods renewed "Aldrich Family" for next season on NBC. Meredith Willson (for GF) takes over the Thursday night time period for five weeks this summer. . . . James C. Petrillo suggested lower wages for musicians—to a limited extent—to aid in revival of vaudeville. Petrillo said locals were making their prices too high in some cases for inquiring theater managers.

FCC okayed four new AM stations. . . . Some stations banning

the recording "Take It Easy, Arthur" which features the Johnny Dee orchestra. . . . General Foods renewed "My Favorite Husband," CBS package starring Lucille Ball, effective Sept. 2. . . . Members of All Radio Presentation Committee approved draft of story treatment for all radio film. . . . Television is major factor in revival of vaudeville.

ABC reported three new contracts totalling nearly \$2,000,000. Two came from new advertisers—Bruner-Ritter, Inc., and the Serutan Co. Latter is switching Victor Lindlahr from Mutual to ABC Sept. 5. . . . FCC asked to act now on application of Drew Pearson and Robert S. Allen who want to take over WBAL, Baltimore. Petition filed by Attorney Marcus Cohen.

Foreign Language Broadcasting Clinic being held in New York June 15. WOV originally proposed the idea. . . . Voice of America missions in Europe advise against wide purchase of local radio time by State Department. . . . Ed Ingle, radio director of Republican National Committee, defended use of Hoover ETs which Democrats said were politically distorted. Ingle said GOP had not taken steps to recall the ETs which were broadcast by some 300 stations.

Miles Laboratories to put "Quiz Kids" on NBC television in September. The radio program also has been renewed. . . . Supreme Court reversed lower courts and upheld FCC in its 1946 denial of WJZR, Detroit, application which sought to halt CP in Tarboro, N. C. on same channel. . . . American advertisers using station which just turned commercial in Tegucigalpa, Honduras. It's La Voz de Lempira (HRA).

Fashion accounts lead in purchase of air time on women commentator programs, according to survey by Radio Release Associates. Food Products run a close second. . . . Premium promotions are hotter than consumer contests, says Robert F. Degán, merchandising exec for Ted Bates. He said sponsors are investigating heavily in radio time to advertise promotions calling for submission of proof of purchase.

## Joins WKRC Sales Force

Manager Herman E. Fast has announced the appointment of Jim Black, formerly associated with WCPO, to the sales force of WKRC, Cincinnati. The appointment takes place immediately, and Mr. Black takes over the position of Hugh Stump, who has moved to San Francisco.

## Discussion Group

Lake Success, N. Y.—"Is the U. N. Serving its Purpose?" will be the subject of discussion by six junior high school students in WQXR's "Youth Forum" program to originate in the U. N.'s Economic and Social Council Chamber, June 18, 10:15-10:45 a.m.

## NAB's FM Interest Indicated At Meeting

(Continued from Page 1)  
up following recommendations of the FM executive committee, which met at NAB headquarters last week. The group also asked NAB president Justin Miller to urge that BMB give appropriate listings data on FM operation.

Other resolutions called for following: . . . Requesting improvement in the fidelity of FM receivers. . . . Expressing concern over statements attributed to FCC Chairman Wayne Coy that the Commission should require FM stations associated with AM stations to duplicate the full AM schedules.

Cecil D. Mastin, WNBT, Binghamton, N. Y., chairman of the FM executive committee, said it is time reap the rewards of patient effort in the FM field.

"We have planted the seeds and have waited for the grass to grow," he said. "Now that we have grown some grass, it is time to find out about the value of the crop. Let's make some studies that will show whether FM is a projection or whether it has a plus—and the amount of the plus. I think it will show a plus value. Let's put the dollar sign back in business."

Attending the meeting were chairman Mastin, Matthew H. Brake, KOZY-FM, Oklahoma City; Milton L. Greenebaum, WSAM-TV, Saginaw, Michigan; Edward L. Wheeler, WEAW, Evanston, Ill.; board liaison member Everett Dillard, KOZY, Kansas City, Missouri.

Also attending were district director H. W. Slavick, WMC, Memphis, Tennessee; Justin Miller, and C. E. Arney, Jr., of NAB.

## Mars And Liggett-Myers Sign NBC Long-Term

(Continued from Page 1)  
handled through Grant Advertising, Inc., of Chicago.

The Chesterfield contract will start on Sept. 8 and will run for 5 weeks. It was negotiated through Newell-Emmett Co. Both deals involve the full NBC network.

## Red River Dave Here For Radio-TV Looksee

Red River Dave, WOAI, San Antonio, cowboy singer and composer, is in New York for a five-week visit. Dave plans to make two reel pictures for distribution by Filmcraft; to make a series of recordings, including a series of NBC Thesaurus Library; to make arrangements for the release of some of his new songs through publishers there and to appear in a television show at the Village Ball. Dave also plans to make a thorough study of television techniques, particularly from the performer's point of view in preparation for his own show over WOAI-TV when it begins operation this fall.

# TELEVISION DAILY

Section of RADIO DAILY, Monday, June 13, 1949 — TELEVISION DAILY is fully protected by register and copyright

## NEW JOB OPPORTUNITIES SEEN

### TELE TOPICS

**"YOUR DOG AND MINE,"** which bowed in over ABC Friday night, could be a most interesting show if handled properly. It features Miss P. K. Kennedy, an attractive young dog trainer, and two fine spaniels, one trained and the other not. Miss Kennedy demonstrated in obedient exercise with the trained dog and then showed viewers how to teach these tricks, using for this purpose the trained spaniel. For anyone who has a dog, or has a fondness for them, this is welcome information. . . . All of this could, and should, have been done in 15 minutes, but the program was stretched to a half hour by interviews, a device all too prevalent on the air today. Mrs. Sherman Hoyt, accompanied by her champion miniature poodle, an animal with fantastic dipping and a sad face, sat down and showed the fat a while. Later on, Bert Lytell dropped in with a poodle and told some mighty pointless stories. These two spots seemed to take up most of the show, and almost ruined it. . . . If cut to 15 minutes of demonstrations by Miss Kennedy, "Your Dog and Mine" should receive the attention of a great many viewers.

**WMAL-TV,** Washington, may well be the only station in the country to carry an entire pro football sked this year. Station will carry the home games of the Washington Redskins, while the other major teams have either banned TV or are in the doubtful state. Harry Wismer and Jim Gibbons will call the games for WMAL-TV. . . . Redskins prey George Marshall said: "Pennsylvania and Notre Dame, two pretty good college teams, have signed up for television. And they'll be playing on sports-crowded Saturday afternoons. On Sunday pro teams have the field to themselves. We televised our home games in 1947 and '48 and had the two biggest years in our history. We already have sold over 20,000 season books for 1949 with four months to go and everybody knows our games will be televised. Only the Bears paid visiting teams more money than the Redskins last year and they added 7,500 seats while we added 13,000 rearranging our stadium."

**THE OLSEN AND JOHNSON SHOW** for Buick, titled "Fireball Fun-For-All," will run over NBC on Tuesdays from June 28 through Aug. 9 and then will return for the Fall in the Thursday, 9-10 p.m. seg beginning Sept. 22. . . . "Your Sports Special" becomes another CBS casualty July 1. . . . "Straw Hat Theater," half-hour dramatic series, has been packaged by Ely Landau in association with Theon Bamberger. Scripts will be adapted by Joe Liss, with Tom Hutchinson directing. . . . Edwin T. Woodruff, formerly with Telecast Films, Inc., and DuMont, has been named president of Cinetel Corp.

### Tube Matching Device Invented By Dr. Back

Probable solution to the problem of matching and balancing cameras through the invention of a "video analyzer" was announced Friday by Dr. Frank G. Back, inventor of the Zoomar lens, and Frank Marx, ABC engineering veepee.

The device, they said, is a compact, lightweight housing consisting of a light source, a special transparent test target and a calibrated lens, and fits directly on the lens of the camera and permits the camera man to give his camera and its image orthicon pick-up tube a complete step-by-step check which will insure maximum picture quality.

#### Manufacturing Arranged

Developed by Dr. Back in cooperation with Marx and the ABC engineering staff, the "video analyzer" will be manufactured by the Frank G. Back Corp., of which Jack Pegler is president.

### WLW-D Headquarters To New Address July 1

Dayton—Administrative offices of WLW-D will move to their permanent new location on July 1. New address is 4595 South Dixie Highway. John T. Murphy, WLW-D general manager, said all office functions of the station, including programming, sales, promotion and others, will be moved to the Dixie Highway site, which will be known as Television Square. Studios also are being readied at the same address, but will not be completed until early fall.

### Ascap Extension

Ascap on Friday extended until July 1 right to the use of its members' music on tele, pending final agreement with the industry. Previously deadline was June 15. Fred Ahlert, Ascap prexy, said, "I am happy to report that progress is being made toward clarifying the issues of this extremely complicated subject. It is the earnest desire of the Society to continue to make all possible efforts to keep the extensive and varied Ascap musical repertory available to the American public on television."

### New CBS-TV Antenna Will Double Power

Effective radiated power of WCBS-TV, CBS flagship, will be doubled after June 20 when the station will place in operation two layers of a new specially-designed and constructed four-layer 16-element dipole antenna atop the Chrysler tower, 913 feet above the street. New output will be 9.1 kilowatts.

Rigging of the new antenna elements, final phase in the installation of the new WCBS-TV five-kw. transmitter is going ahead on schedule.

Remaining two layers of the system should be hoisted into position within another month, bringing total power to the maximum permitted by the FCC. A new transmitter was placed in operation in February. Combined cost of the new transmitter and antenna system will run about \$240,000.

### Competition Keen For Increasing Station Jobs

(Continued from Page 1)

tional outlook study compiled in cooperation with the Veterans Administration.

Radio has from 40,000 to 45,000 full time employees, the report said, more than a third of whom are in programming.

"Broadcasting employment will probably continue to rise for at least another year or two but at a slower rate than since the war," it said. Pointing out that many new AM and TV stations are due to go on the air this year, the report added: "Best chances for newcomers will be at the new stations, the majority of which will be small local outlets. Stations of this type employ mainly technicians, announcers who handle other duties such as writing or operating studio controls, clerical workers and time salesmen."

On established AM stations, turnover will provide practically all of the job openings. "Employment will probably not continue to rise in this branch of the industry after the next year or two. In metropolitan areas, it may even decline owing to competition from television."

At TV outlets owned by AM stations, much of the work will be handled by radio staffers, the report said. Technical personnel will benefit most from growth of video, it pointed out, with technicians comprising less than a quarter of the full time workers in AM and about one-half the staff in tele.

"Technicians are perhaps in the best position of all the major occupational groups," the report said. "Men with operating experience will be needed by new stations, and those especially trained in television operating will be increasingly in demand as more and more TV stations go on the air. On the other hand, there are many men with the required FCC licenses but no experience who may have trouble finding jobs especially in large communities."

### TV-Fund Assets Increase

Chicago—Net assets of Television Fund, Inc., increased to \$2,061,761 at April 30, 1949, from \$274,983 six months earlier, the first semi-annual report to stockholders has disclosed.

Shares of this open-end investment company were first sold to the public Sept. 8, 1948. Investments in marketable securities at April 30 amounted to \$1,754,425 at market values, including \$501,500 government securities.

## The Week In Television

### Talent Unions Form Television Authority

Formation of Television Authority, a united front comprised of all 13 unions in the I-A was announced in Chicago by George Price, chairman of the AGVA tele committee. Move would eliminate jurisdictional disputes and pave way for negotiations with the industry covering talent fees. . . . RMA warned that color is still far in the future, but stated that it agrees with the FCC that current VHF channels are not sufficient for nationwide service. . . . AM-TV networks beginning to emphasize package selling, offering liberal discounts to sponsors buying shows on both media. . . . Meeting was held in Washington between TV newsmen and the National Military Establishment to set up a pool operation for all service-originated films. . . . End to confusion over TV pickups on Madison Square Garden fights was seen as boxing managers were reported ready to accept the Garden terms, thus clearing the way for negotiations with prospective bankrollers. . . . Ascapi to consider requesting five-year TV rights from its members, instead of the present two-year agreement, to meet network requests for a long-term pact

## Fake Radio Reps Operate In New York

(Continued from Page 1)

received by the Bureau each week, Jackson estimated that his organization learns of only about 10 per cent of all the cases which actually occur because the public has not been properly informed as to where such complaints can be registered. He cited the need for industry-wide cooperation in bringing to the general public the full story not only for the benefit of the thousands of housewives who are being swindled by the bogus salesmen but also in the interest of advertisers and radio stations.

### Technique Revealed

According to Jackson, the typical gyp door-to-door salesman uses the name of a prominent company to palm off inferior merchandise at exorbitant prices. He pretends to represent this company in making a survey of brand preferences or of radio listening habits. In return for the unsuspecting housewife's cooperation, the gyp artist is "happy" to offer her an "extraordinary bargain" of merchandise which actually is in no way related to the original radio sponsor he names to gain admittance. The principal items currently being sold by such deceptive methods are silverware, dinner ware, kitchen utensils and encyclopedias.

"Not only do these dishonest selling methods cause harm to the individual," Jackson commented, "but they constitute a real threat to all American business by undermining public confidence."

"Our best weapon is an informed, alert and aroused public," he added. "The many legitimate concerns of excellent reputation who sell their products or services from door-to-door are solidly behind our efforts. They are anxious to join with other responsible leaders in the community in this fight to stop the gyps."

### Will Discuss Rackets

A luncheon conference to fight such rackets has been called by the Better Business Bureau for June 22 at the Waldorf-Astoria Hotel. Among the business and civic leaders and public officials who will attend are: New York City councilman Ira J. Palestine, State Senator Thomas C. Desmond, and John C. Wood, president of the Better Business Bureau.

## Noble Honored

The Swedish Pioneer Centennial medal has been awarded to Edward J. Noble, Chairman of the Board of the American Broadcasting Company, for his efforts on behalf of the Swedish Pioneers of New York. Lennart Nylander, Swedish consul-general in New York made the presentation at a special luncheon held aboard the Swedish American liner "Gripsholm" when the vessel was in New York last week,

## Free Speech Issue Upheld By Appeals Court Decision

(Continued from Page 1)

four stations, WITH, WFBR, WCBM, WBAL, and one commentator were found guilty of contempt and fined by Judge John B. Gray, Jr. of the Supreme Bench several months ago. They had been cited for broadcasting the criminal record of an accused person, now convicted and awaiting execution, in violation of the local code.

A fifth station, WSID, outside the city limits had also been cited for contempt but was subsequently found not guilty because there was, in the opinion of the lower court, no evidence that the station's broadcasts had been heard within the city limits. (A Johns Hopkins University School of Business survey of listenership in commercial establishments between noon and 6 p.m., reported by RADIO DAILY on May 24, 1949, showed that the percentage of radios tuned to WSID in five types of establishments varied between 5.2 per cent and 16.2 per cent.)

WBAL, which had separated its case from the others before the lower court, was found guilty and fined \$200 on March 7. The attorneys for the station were reportedly still undecided last Friday on what action they would take in view of last week's Court of Appeals' reversal.

### Decision Was 5 to 1

The five-to-one decision of the Court of Appeals, written by Judge William L. Henderson, stated that the convictions were reversed on the ground that "the broadcasts did not constitute a clear and present danger" to a fair trial. It also declared that the city rule is "objectionable as being in the nature of censorship" and that "a rule that would condemn the publication of statements made by responsible officials but condone the publication of similar statements from other sources would be illogical if not fatally discriminatory." (The broadcasts allegedly had quoted the chief of police and other officials in connection with the murder trial.)

### Trial Drew Much Attention

The trial of the five stations and the one news commentator had drawn the attention and support of the American Civil Liberties Union, the American Newspaper Publishers Assn., the American Society of Newspaper Editors, the National Assn. of Broadcasters and the Maryland County Press Assn. Code 904 had been supported by the Maryland Civil Liberties Committee, the Baltimore Bar Assn. and the Junior Bar Assn. of Baltimore.

Fly told RADIO DAILY, in commenting upon the reversal of the Court of Appeals, that "this decision is especially heartening coming as it does at a time when so many personal liberties are being threatened."

### Miller Hails Decision

NAB President Justin Miller hailed the reversal by the Maryland Court of Appeals of the conviction of three Baltimore stations on con-

tempt charges for crime news broadcasts as an important declaration of principle. Coming at the end of a week which began with the FCC report on the Mayflower Rule, which Miller said had "gagged the right of broadcasters to express opinions," this new decision "gives us another graphic proof of the old truth that we can never lose by standing on fundamental rights," he said.

### "Short of Constitutionality"

"As in the case of the 'Mayflower Rule' report by the FCC, this Maryland decision falls somewhat short of the complete declaration of unconstitutionality we could have wished for rule 904. But courts, like administrative agencies, are, naturally, reluctant to admit error and its correction, customarily, comes in a series of decisions. However, again like the 'Mayflower' report the decision in this case represents a noteworthy victory for those of us who refuse to acquiesce in the nibbling process so frequently used by those who would break down the freedoms of the American people.

"The broadcasters of America and their national association may well be proud of their uncompromising and successful fight in this issue by the newspaper publishers and the many press associations which stood beside us when we refused to bow to the intimidation of governmental officials. Again we see that a little courage accomplishes much more than sycophancy in such matters.

"The NAB will continue to work toward wider and wider acceptance of the fundamental principles here involved."

## RMA Committee Named To Meet With Repairmen

(Continued from Page 1)

New York City, Robert C. Sprague, president of the Sprague Electric Co., North Adams, Mass., was named chairman of the committee. Other members are Benjamin Abrams, Emerson; A. T. Alexander, Motorola; W. R. G. Baker, G. E.; H. C. Bonfig, Zenith; Leonard F. Cramer, DuMont; Harry A. Ehle, International Resistance Co.; J. B. Elliott, RCA Victor; G. M. Gardner, Wells-Gardner; Larry F. Hardy, Philco; H. L. Hoffman, Hoffman Radio; J. J. Kahn, Standard Transformer; Stanley H. Manson, Stromberg-Carlson; Leslie F. Muter, The Muter Co., Chicago, and A. D. Plamondon, Jr., the Indiana Steel Products Co.

Six "Town Meetings" for radio and TV service technicians were held under RMA sponsorship in 1948 and the early part of 1949.

The committee also has under consideration preparation of short films to give TV set owners elemental information on the care of their receivers, thus discouraging "nuisance" calls for servicemen.

## NBC Program Plans Discussed At Meeting

(Continued from Page 1)

unanimous approval of the new network giveaway show, "Hollywood Calling," which will be launched July 11. They also approved prospects of locally sponsored football games on key NBC stations, American Tobacco Company, Lucius Strike also has an option on time for NBC network TV this fall.

Thomas McCray, national program director, revealed that the summer lineup includes several new programs developed and controlled by the network. He added that summer sponsorship of programs places the network "in an unusually strong position" and that they are actually hard put to find sufficient available open time to show more than a sampling of the new shows developed by the network.

Among those attending the SPD meeting were: Clair McCollough, representing the Mason-Dixon group; Harold Essex, WSJS, Winston-Salem; Harry Bannister, WJL, Detroit; Wiley P. Harris, WJL, Jackson; Walter J. Damm, WTTW, Milwaukee; Martin B. Campbell, WFAA, Dallas; Ed Yocum, KGLB, Billings; Ewing C. Kelly, KCI, Sacramento; Harold C. Burns, WBAL-TV, Baltimore, and Jim M. Outler, Jr., WSB-TV, Atlanta.

Members of the Stations' Prohibition Committee are: J. B. Conly, Westinghouse Radio, Inc., Philadelphia; Bannister; John J. Gillin, WOW, Omaha; Kelly; George Thomas, KVOL, Lafayette, and PA Sugg, WKY, Oklahoma City.

## WGY Radio Personality Enters State Politics

Schenectady, N. Y.—Charles J. Stevenson, WGY's Chanticleer and publisher of the Washington County Post has formally announced his candidacy for the New York State assembly or Senate, on the Republican ticket. If the prestige Washington county assemblyman Henry Neddo, chooses to run for the vacancy created by the resignation of Senator Benjamin F. Ferguson, Mr. Stevenson will seek the assembly nomination. But if Neddo, prefers to remain in his present job, Stevenson will campaign for the senatorial post.

## Tea Party

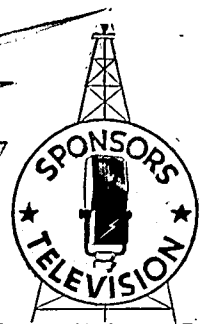
St. Louis—The 45th anniversary of the discovery of iced tea was celebrated in St. Louis on Friday. The concoction was first brought to light during St. Louis World's Fair of 1904. Proclamation by Mayor Joseph M. Darst, designating June 3rd as "Iced Tea Day in St. Louis," was aired direct from Mayor's office by Mel Kampe of the WIL Special Events staff, via wire-recording.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 52

NEW YORK, TUESDAY, JUNE 14, 1949

TEN CENTS

## CANADA BROADCASTERS OPEN CONFAB

### Mitchell On Agenda Of Denver 'U' Clinic

Denver, Colo.—The third professional radio clinic to be held at the University of Denver, July 25-August 26, will stress ways and means of capturing the sales-promotion dollar and the problems of small market station operation.

Highlighting the clinic will be one-week courses on radio sales, radio for retailers and radio news departments. These courses are especially designed for radio station personnel.

Maurice Mitchell, director of the NAB sales and advertising, and director of the newly-formed Broad-

(Continued on Page 8)

### Another Series On VD Will Include 29 States

Washington Bureau of RADIO DAILY Washington—Another expansive local VD case-finding campaign over stations in 300 communities in 29 states, with hard-hitting top-talent series of music-drama ETs, will be launched on July 1, it has been announced by the Public Health Service of the Federal Security Agency.

Since July 1 of last year, 89 sta-

(Continued on Page 2)

### Storecast Corp. Extends Operations To Pittsburgh

Storecast Corp. of America has extended its sale to 124 Pittsburgh supermarkets owned by the Thorofare, Giant Eagle, and Sparkle Chains. The Storecasts, including music, homemaking features, and news, are fed through WKJF-FM, Pittsburgh. Kenyon & Eckhardt handles the account.

### Honored

ABC commentator Martin Agronsky yesterday received a Master of Arts degree, honoris causa, from Rutgers University at the 183rd commencement exercises. Agronsky, member of the Rutgers class of 1936, received the degree for his "... accurate, objective and illuminating interpretations of contemporary world events." The Rutgers president officiated.

### Patriotic

The Flag Day celebration in City Hall Park, the parade up Broadway and the placing of a wreath on the statue of Nathan Hale will be broadcast by WNYC, today, 4:45 p.m. Army and Navy bands, a chorus of 500 school children, Deputy Mayor John J. Bennett and New York Supreme Court Chief Justice Ferdinand Pecora will participate.

### Amateur Operators Plan Dress Rehearsal

Several thousand amateur radio operators will stage a continuous 24-hour dress rehearsal, coast to coast, for meeting possible future communications emergencies, June 18-19.

American Radio Relay League, the national association of radio amateurs, will sponsor the demonstration, the 13th annual field day during which the nation's "hams" will set up stations in country fields, in city parks, on mountain or hill tops, or at any location where com-

(Continued on Page 3)

### Pulse, Inc., To Extend Coverage To Washington

Radio surveys by The Pulse, Inc., will be extended to Washington, D. C. starting in July, the firm has announced. The first bi-monthly report for Washington will cover July-August. Quarter-hour ratings and share-of-audience figures from 6 a.m. to 12 midnight for the full

(Continued on Page 6)

## Treasury Figures Out On Earnings Of 1948

Washington Bureau of RADIO DAILY Washington—Payments totalling \$857,515 to Fred Waring's Pennsylvanians by NBC in 1947 were revealed in the Treasury's report on earnings over \$75,000 yesterday. This was the highest single figure in the report, which was not complete for the radio industry. Next highest broadcast listing was the \$140,000 paid F. W. Pabst by Don

### Over 250 Delegates, Representing All Industry Sections In Attendance; Three More Stations Join CAB

### Ballantyne's Death Shock To Industry

James Ballantyne, chairman of the board of the Philco Corporation since June, 1948, and president of the firm until that date, collapsed and died last Friday afternoon while speaking at his son's commencement exercises at the Meadowbrook School, near Philadelphia. He was 49 years old.

Mr. Ballantyne was Philco's president from 1943 until last June. Dur-

(Continued on Page 8)

### WLW Sales Conferences In Chi. And N. Y. This Wk.

Cincinnati—The semi-annual sales meeting of WLW and other Crosley stations is scheduled for Chicago and New York this week. The Cincinnati contingent which will be in Chicago Wednesday and Thursday for confabs with WLW sales office

(Continued on Page 2)

### Swezey Reveals Plans For New WDSU Quarters

Plans for the new radio and television center of WDSU, New Orleans, were revealed in New York yesterday by Robert D. Swezey, vice-president and general manager,

(Continued on Page 3)

St. Andrews-By-The-Sea, N. B.—T. J. Allard of Ottawa, general manager of the Canadian Association of Broadcasters, yesterday announced that three new broadcasting stations have been accepted as members of the association which opened its four-day annual meeting here this morning.

The new members are at Kitchener, Ont., Matane, Que., and Roberval, Que. The association now has 89 members.

About 250 broadcasters and rep-

(Continued on Page 2)

### Petrillo Re-elected President Of A.F.M.

San Francisco—President James C. Petrillo of the American Federation of Musicians and the entire administration group were re-elected to office as the union ended its annual convention here on Friday. The only variation on the familiar theme came when an "opposition" candidate, Everett Henne of the Mattoon, Ill. local, polled 75 votes for the union presidency against 1,391 for

(Continued on Page 3)

### Monroe Show Renewed By Camels On CBS Web

The Vaughn Monroe show, heard Saturdays 7:30-8 p.m. on CBS for Camel Cigarettes, has been renewed through Wm. Esty. The show has been sponsored continuously by Camels since July, 1946.

### Moving

San Francisco—KYA moves, bag and baggage, into its new Fairmont Hotel Studios June 20. Don Feddersen, manager of both KYA and KLAC in Los Angeles, planes in for the opening. The new studios were formerly those occupied by shortwave station KGEI. KYA was formerly in the Hearst Building. New set-up is better for station personnel.

Lee, with the same company paying \$129,074.69 to J. C. Symes.

Below is the full list of payments reported for radio: Don Lee: F. W. Pabst, \$140,000, L. G. Pattee \$77,882.80 and J. C. Symes \$129,074.69.

Foote, Cone & Belding: Fairfax Cone and Emerson Foote each \$85,000.00.

Zenith Radio: H. C. Bonfig \$76,000.00.

(Continued on Page 3)

# RADIO DAILY

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## FINANCIAL

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg
ARC	57 1/2	51 1/2	51 1/2	3 1/2
Admiral Corp.	17 1/4	16 1/4	16 5/8	7 1/2
Am. Tel. & Tel.	139 1/4	138 1/4	138 7/8	3 1/2
CBS A	17 1/2	17 1/4	17 1/4	1 1/2
CBS B	17 1/2	17	17	1 1/2
Philco	26	25 1/4	25 1/4	7 1/2
RCA Common	10 1/4	9 3/4	9 3/4	1 1/4
RCA 1st pfd	67	67	67	
Stewart Warner	9 1/4	9 1/4	9 1/4	1 1/2
Westinghouse	21 1/2	20 3/4	21 1/4	1 1/4
Westinghouse pfd	9 1/4	9 1/4	9 1/4	5 1/2
Zenith Radio	24 1/2	22 1/4	22 1/4	2 1/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	11 1/2	11 1/2	11 1/2	3 1/2
Nat. Union Radio	25 1/2	25 1/2	25 1/2	1 1/4

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	10 1/4	11 1/4
Stromberg-Carlson	10	11 1/2
U. S. Television		1 1/2
WCAO (Baltimore)	16	21
WJR (Detroit)	6 1/4	7 1/4

### Station Gives Advertisers Service In Flood Areas

Fort Worth, Tex. KFJZ ran a series of three half-hour public service programs last month in which firms which suffered damage in the \$15,000,000 flood were given, free of charge, commercial spot announcements on the progress of their rehabilitation.

The station's commercial manager, Clyde D. Pemberton, sent letters offering the free spots to all firms in the flooded area, together with a format of the recorded-music-plus-announcements programs.

The plugs, which were aired by the station, told the radio audience when the flooded business firms would re-open, where service could be obtained in the meantime and what damaged items were being sold at auction to the public.

## ★ COMING AND GOING ★

**FRANK STANTON**, president of the Columbia network, has returned from a two-month trip to Europe.

**CIDRIC FOSTER**, Mutual network commentator, is in Hot Springs for conferences of KWFC. From there he'll go to KWK, St. Louis, and finally to KWOS, in Jefferson City.

**BEN B. BAYLOR, JR.**, assistant general manager and sales director of WMAL and WMAL-TV, Washington, D. C., is expected in town today and will spend this week in conference with ABC officials.

**WILLIAM SHAW**, assistant sales manager of KNX-Columbia Pacific Network, has left Hollywood for a three-week vacation at Lake Tahoe.

**ID STOKES**, of WMGM, has left on a three-week vacation. His subs during his absence will be Bob Williams, Robert Hall and Buddy Greenspan.

**IVAN SANDERSON**, emcee of "Natural Treasures" on WNBC, is leaving Saturday for a one-week vacation in Nantucket.

**GORDON GRAY**, vice-president of WIP, Philadelphia, in New York today on company business.

**CLIFFORD C. RANDALL**, president of WMAW, Milwaukee, Wis., a caller yesterday at the headquarters of ABC, with which the station is affiliated.

**MILTON BACON**, assistant to the manager at WGBS, today will address the Kiwanis Club of Danbury, Conn.

**HERBERT GORDON**, executive producer for the Frederic W. Ziv Company, has left for Chicago to arrange production plans for the new live "Vic and Sade" video show which will originate at the NBC studios in the Windy City.

### Another Series On VD Will Include 29 States

(Continued from Page 1)  
 Stations in 16 states have broadcast 1,184 fifteen-minute programs and 1,860 announcements in support of the syphilis campaign. Health authorities here have declared that "radio was directly responsible for discovering and bringing to treatment thousands of infected persons." This fact was seen through "a substantial increase in private physician and health department clinic activity during the past year."

Radio's willingness to attack the public problem of VD has prompted the Public Health Service to launch another campaign. The ET's now in preparation will be made available to station managers by their local health authorities before July 1, it was announced.

During the past year, many stations built featured supplements to the transcribed series. Through such programs local audiences heard the local story from local authorities and key personalities.

### To Aid Gov't Agency In Advisory Capacity

E. E. Loucks, manager of the international division of Zenith Radio Corp., has been requested by the U. S. Department of Commerce to act as an adviser on its export advisory panel for radio apparatus. Loucks will serve for a period of one year.

Membership on the panel is composed of business men, international traders and industrialists who, as experts in the problems of world trade, act as consultants to the government agency. From their advice and information, the Office of International Trade formulates policies and operating procedures affecting the export trade. All meetings are held in Washington, D. C.

### Buys WCOL Quiz Show

The American Maize-Products Co. has bought "The Game" on WCOL, Columbus, O., Thursdays 8:30-9 p.m., starting June 27. Kenyon & Eckhardt Inc. handles the account. The program is a combination of quiz show and bingo, in which listeners compete for merchandise prizes.

### WLW Sales Conferences In Chi. And N. Y. This Wk.

(Continued from Page 1)  
 men there, is headed by Robert E. Dunville. Also making the trip are Harry Mason Smith, vice-president and WLW sales manager; Andy Neidenthal, David Partridge, Jack Zinselmeier and Madison Heartman. The same group will be in New York Friday and Saturday for sales staff talks there. Joining them will be Eldon Park, vice-president and WINS general manager, and Bill Losee, sales manager for the New York station.

## 250 Are Attending CAB Convention

(Continued from Page 1)  
 representatives of allied industries are attending from all parts of Canada and the United States.

Meetings are under the chairmanship of G. R. A. Rice of Edmonton, chairman of the board of directors. Among those present are Judge Justin Miller, president of NAB and C. Arney, secretary-treasurer. John Gillin, of Omaha, Neb., is the NAB voting delegate to the meeting.

### Three Suns And Haynes Sign World ET Contracts

The Three Suns, popular Victor recording vocal-instrumental trio, who are currently holding forth at New York's Roosevelt Hotel, have been signed to an exclusive long-term transcription deal by the World Broadcasting Co., and will start recording for the World Library immediately.

It has also been announced that the tremendous reception accorded the Dick Haynes sides via the World Library from the World subscribers has resulted in the picking up of the singer's contract by World, and Haynes will continue to cut sides for World on a long-term deal.

## 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.

Tom Tinsley, President - Represented by Headley-Reed

## Petrillo Re-elected President Of A.F.M.

(Continued from Page 1)

Petrillo, who is usually renamed to office by acclamation. It was obvious, however, that Henne was running for the exercise and to show, as AM officials put it, that theirs is a "democratic organization."

The union's stand on radio, television, and recorded music was given scant attention during the five-day conclave.

The AFM president conceded that the union's present relationship with the radio industry is "fine." As for television, Petrillo declared that his musicians are willing to nurture the young industry by accepting lower wage scales than those prevailing elsewhere, until video profits have increased sufficiently to support higher salaries.

A suggestion by Samuel R. Rosenbaum, trustee of the union's performance trust fund, that broadcasts as well as movie men and juke box operators be tapped to help reimburse musicians supplanted by "mechanized music" was deemed sound in theory by Petrillo. But the union chief pointed out that such demands are not feasible because the AFM has no way of collecting royalties from radio and juke boxes unless Congress passes new "enabling" legislation.

Among resolutions passed at the convention was one providing that no AFM member shall cut records or transcriptions for a firm which does not have a written agreement with the union, and another urging that the union's officers use their influence in an effort to have the next FCC vacancy filled by "a member of organized labor."

A resolution that network broadcasts by AFM members be confined to commercial shows was withdrawn.

## Swezey Reveals Plans For New WDSU Quarters

(Continued from Page 1)

who is here on a short business trip. Work on the new studio building which will be located in the heart of the Vieux Carré will get under way about August 1 and occupancy is expected in the late fall. Administrative offices will be located in the historic Brulatore Court and a lot 200 feet by 60 feet has been acquired for the erection of new radio and television station and technical plant.

The center will combine the picturesque architecture of old New Orleans with the most ultra-modern technical facilities in the South, Swezey said.

Main entrance to the administrative offices and studio will be through the Royal St. archway of the Brulatore Building. In addition to the offices, which will occupy the second and third floors of the structure, the building will house a film library, projection room and an employees lounge. WDSU officials said the two floors

## ★ AGENCY NEWSCAST ★

**DOYLE DANE BERNBACH, INC.**, announces the acquisition of the entire Orbach account, including advertising for newspapers, radio, television and billboards for the New York, Newark and Los Angeles stores. Orbach's is currently sponsoring the Sunday Hi-Jinx show over NBC.

**ROBERT OTTO & CO., INC.**, international advertising, has been engaged to prepare the overseas advertising of Royal Powdered Whole Milk, a product of Standard Brands International.

**DAVID MORAN**, president of The Reardon Company, manufacturers of Water Paints, has announced the appointment of the Gardner Advertising Company, St. Louis, to handle the advertising on the company's new interior wall finish, Dramex.

**KENYON & ECKHARDT, INC.**, has been engaged by Sylvania Electric Products Corp. to prepare the advertising for the company's new line of television receivers.

**MARJORIE DORRANCE**, formerly on the staff of the magazine "Broadcasting," has joined the copy staff of French & Preston, Inc.

**LOUISE FERRARO** has joined the G. B. Woodin Company as space buyer and assistant to the president. She was formerly with McCann-Erickson.

**NATIONAL INDUSTRIAL ADVERTISING ASSN.** this week is distributing to its members a report titled "The Power of Industrial Advertising . . . Faith or Fact."

**THE JOHN E. PEARSON CO.**, radio station representatives, has moved its headquarters to New York. The company's New York manager, Hines Hatchett, has resigned to enter the manufacturing business.

can readily be adapted to office use.

The television studio will occupy an area 100 by 60 feet in the building on Toulouse St. The plant, which will have an arched interior 35 feet in height, will be equipped with a master control room in the center overlooking all studios, and will be patterned after Hollywood movie sound stages with overhead lighting, catwalks, scaffolding, permanent production workshop, storage space, etc. There will also be a prop room and movie film processing laboratory.

The radio section, an area 60 by 60 feet, will consist of three modern studios, a complete set-up for recording of all types, storage space and other technical facilities. Plans also call for 40 by 60 feet workshop, lounge and reception halls where the public can watch the "live" telecasts and broadcasts through large glass paneled windows.

**CARL FRIEDLANDER**, who was president of Aeronca Aircraft Corporation, Middletown, Ohio, from 1937 to 1946, has joined the executive staff of Roy S. Durstine, Inc., in its New York office. He is a director and major stockholder in Osgood Industries of Osgood, Indiana, primarily suppliers to automotive companies. For the past three years he has devoted his time to planning and producing and to other phases of the television field.

**VICTOR SEYDEL** has joined Anderson, Davis & Platte, Inc. as head of the television and radio departments.

**COMPTON ADVERTISING, INC.**, has added to its account group Fred W. Schuster, formerly of Griswold-Eshleman Co., Cleveland.

**JULIAN SEAMAN**, music critic and author has joined Richard W. Hubbell and Associates, TV management and consultants, as special assistant to Hubbell. Seaman formerly was music critic of the New York World, Cue Magazine and New York Daily Mirror.

**RADIO RELEASE ASSOCIATES**, announced Friday it has expanded its activities to include a Personal Program-Analysis Bureau. The director of the new department will be John Newhouse, producer and program supervisor of the Mutual Network and Dean of Radio and senior instructor at the School of Radio Technique, Radio City.

Broadcasters submitting transcribed programs to Radio Release Associates will receive professional advice on important phases of successful broadcasting. Up to the present, this organization headed by Nell Daugherty and June Hynd Elliot, has been devoted to writing and checking on the use of copy sent to women broadcasters by advertising as well as promotion agencies.

## Waring's \$857,515 Tops Radio Industry Incomes

(Continued from Page 1)

905.62, E. F. McDonnald, Jr., and Hugh Robertson, each of whom received \$105,000.

ABC: Mark Woods \$85,000.  
NBC: Frank Black \$105,580.18, Mary Margaret McBride \$103,350, Carleton E. Morse \$112,937.73, Fred Waring's Pennsylvanians \$857,515, William Stern \$108,023, Arturo Toscanini \$102,000 and Niles Trammell \$90,220.

J. Walter Thompson: Henry T. Stanton \$85,100.

## Stork News

Mr. and Mrs. Edgar H. Kobak, Jr., are the parents of a daughter born at Doctor's Hospital in New York City. The father is manager of WTWA, Thomson, Ga., and is the son of the former president of the Mutual network.

## Amateur Operators Plan Dress Rehearsal

(Continued from Page 1)

mercial electric power is not available. Automobile or gas-engine generators will furnish the power.

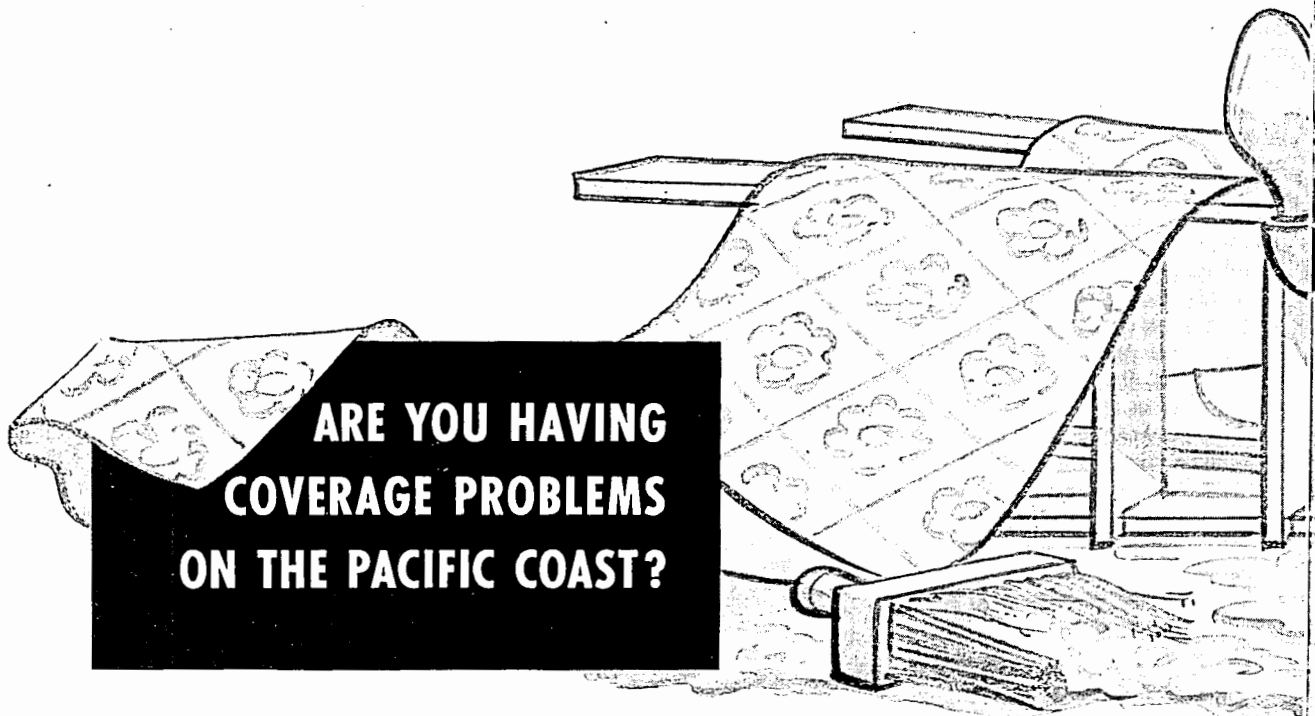
In announcing the Field Day tests, F. E. Handy, ARRL, communications manager, stated that each participating station in its contacts with other stations will transmit brief messages consisting of the location and a signal report. He pointed out that the transmission of such messages will closely parallel the procedure used in actual communications emergencies in which an amateur station handling relief traffic reports to the disaster-relief official.

"The Field Day custom of originating radio reports," Handy continued, "affords excellent training for operators in sending and receiving messages with accuracy under adverse conditions. By contacting as many stations as possible, the operator gets training in establishing contacts as possible relaying points for relief messages in actual emergencies."

## Many Stations Add "Cisco Kid" ET Series

The "Cisco Kid" open-end transcribed series, produced by the Frederic W. Ziv Company, has recently added the following new outlets: KWKC, Abilene, Texas; WOOD, Grand Rapids, Michigan; WHOS, Decatur, Alabama; WRDO, Augusta, Maine; KOTA, Rapid City, So. Dakota; KVOO, Tulsa, Oklahoma; WWOD, Lynchburg, Va.; KOIL, Omaha, Nebraska; WCSH, Portland, Maine; KFH, Wichita, Kansas; WKNA, Charleston, W. Va.; WKLF, Clanton, Alabama; KIEM, Eureka, California, and WHKY, Hickory, N. C.

**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



**ARE YOU HAVING  
COVERAGE PROBLEMS  
ON THE PACIFIC COAST?**

**DON LEE COVERAGE** is designed for the Pacific Coast, where markets are big but far apart. Don Lee gets to your prospects locally—where they live—in 45 wealthy buying markets.

Nearly every worthwhile Pacific Coast market is surrounded by mountains (many over 14,000 feet high) that make long-range broadcasting unreliable. But Don Lee broadcasts locally *from within* the buying markets, where people cannot always receive out of town or distant broadcasting.

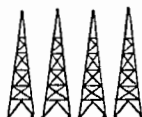
Don Lee's *complete* market penetration pays off consistently in more sales in this area where nearly 14 million people spent over 15½ billion dollars in 1948. You can't get *complete* market penetration of the rugged 1,352-mile-long Coast with less than Don Lee's 45 stations.

LEWIS ALLEN WEISS, *Chairman of the Board* • WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*  
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by* JOHN BLAIR & COMPANY



**Of the 45 Major Pacific Coast Cities**

**ONLY 10**  
have stations  
of all 4  
networks



**3**  
have Don Lee  
and 2 other  
network stations



**7**  
have Don Lee  
and 1 other  
network station



**25**  
have Don Lee  
and **NO** other  
network station







If you want to go places with your Pacific Coast sales—don't leave any of the 45 important markets uncovered. Sell the buyers locally *from within* their markets—buy Don Lee!

**Don Lee Stations on Parade: KYOS—MERCED, CALIFORNIA**

*KYOS is the only network station in the City of Merced, which has a population of 17,800. It is the only network station in all of Merced County, which has a population of 59,400; retail sales of nearly \$60,000,000 and a per family effective buying income of \$4,917—14% higher than the national average. This is the kind of network service Don Lee maintains for listeners wherever they live on the Pacific Coast...the kind of network service that pays off for every advertiser whose products have Coastwide distribution.*

*The Nation's Greatest Regional Network*



# CHICAGO

By HAL TATE

**B**EN PARK, producer of "It's Your Life," was the guest speaker at the Welfare Public Relations Council of Chicago June 8, and will also speak June 14 at the Welfare Council of Metropolitan Chicago. His subject at these meetings will be "Public Health."

"You and Atomic Energy," a new children's book written by the Quiz Kids program director, John Bryan Lewellen, hit the bookstores last week. Published by Children's Press, the book entertainingly explains atomic science to youngsters, and is imaginatively illustrated with drawings by Lois Fisher.

The second installment of "South American Journey," a film record of the highlights of the recent 14,000 mile aerial tour of South America made by Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, was shown on WGN-TV Saturday, June 11, 7:30 to 8 p.m., CDT. The series was introduced on WGN-TV June 4. Accompanying Col. McCormick on the 28-day trip was Mrs. McCormick, and piloting the converted B-17, The Chicago Tribune, was Captain Howard West. Al Madsen, Tribune photographer, took the films used in the television presentation.

The Annual AFRA Antics were held in the Grand Ballroom of the Sherman Hotel, June 11. Again this year the show was a satire on radio and television, written by Kirby Hawkes and Marvin David, entitled "TV or not TV."

T. J. Mulgrew of Dubuque, Iowa, has been appointed assistant account executive for Pepsodent account at Foote, Cone and Belding, Chicago.

## Pulse, Inc., To Extend Coverage To Washington

(Continued from Page 1)

week will be given, based on a polling of 8,200 radio families, according to the company's director, Dr. Sydney Roslow.

Washington is the sixth city to be covered by Pulse surveys. The others are New York, Philadelphia, Chicago, Boston, and Cincinnati.

## Urban League Affair To Be Aired On WNBC

The Urban League's county fair, to be held at the City Center Casino this weekend, and the organization's work on the promotion of racial understanding will be the subject of a special broadcast over WNBC, June 16, 11:15-11:30 p.m.

The roundtable discussion program will be emceed by Jinx Falkenburg McCrary. Participants include Mrs. Gardner Cowles, Mrs. Alfred Gwynne Vanderbilt, Mrs. Herbert Bayard Swope and Judge Francis E. Rivers.



## Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Are Drew Pearson and his air sponsor losing interest in each other? . . . CBS-TV's "Your Sports Special" fading July 1st. . . Chas. Correll (Andy, of Amos 'n') and his missus planning a European vacation for the summer. . . A beer concern leading the list of potential sponsors for Burns & Allen. . . Hildegard going into the Shamrock in Dallas, Texas, for three weeks at 10 G's per. . . With television slated to roll over and play dead for the summer months, we wouldn't be surprised if some of the top radio shows switched to "winter replacements." . . . Love Eddie Cantor's description of Geo. Jessel: "Jessel has so many irons in the fire," maintains Eddie, "that he puts the fire out." . . . Helen (Barbara Welles) Hall has a new quarter-hour network series tagged "Helen Hall's Femme Fair," featuring news highlights of the week plus guest interviews. Stanza is heard Sat. mornings via Mutual but doesn't have local outlet. . . Pennsylvania R.R. is on the track of sponsoring American Forum of the Air via NBC-TV Sundays. . . Colgate-Palm-Olive-Peet bought Vic & Sade for NBC-TV this fall. . . Jim Marine, of the Earle Ferris office, is the proud pappy of a baby daughter, Nancy. . . Herb Sheldon knows a gal who's so dumb she couldn't stop the music if the mystery tune was the Star Spangled Banner.



● ● ● **SMALL TALK:** Bill Ravazza set for the All-Time Hit Parade in August. . . Bill Cullen just got his commercial pilot's license and bought himself a new plane to go with it. . . De Ward Jones is rounding out his 15th year as radio contact for Radio City Music Hall and doing a better job each year. . . The radio crowd has 'discovered' H'wood Hotel, in West End, N. J., since Sol Soloff, former comic and hooper, has taken over. . . "Theater, USA," Anta army show for this week will offer Bill Gargan, Edw. Arnold, Irene Rich, Bobby Clark, Sigmund Romberg and Ella Logan.



● ● ● **THE MORNING MAIL:** "Dear Sid," writes our favorite correspondent, Paul Gardner. "The other day my wife, who is not a baseball fancier, happened to hear a N.Y. Giants broadcast. 'What,' she asked in all innocence, 'is a Chesterfield Satisfier?' I explained to her that in the old days, when Babe Ruth was around, it was known as a home run. Today, an up-to-date listener is more aware of it as a Chesterfield Satisfier, a White Owl Wallop or a Ballentine Blast. The terms of baseball are changing. The other night, with two out in the ninth, the announcer said: 'Brecheen is within one out of 1,000 Chesterfields for the boys in the hospitals.' I patiently explained to my wife that this meant a shutout. Now I am not blaming the excellent announcers, who are forced to such advertising measures. However, I can see a new generation of radio-trained baseball fans living in a different world than ours. They'll attend games at Chesterfield Park, Schaefer Stadium and Ballentine Bowl. Lucky Strike will enter the field and get full benefit when the announcer calls: 'That's Lucky Strike three!' An argument between umpire and player will be related like this: 'They've got Ballentine foam at the mouth.' In this way, the nomenclature of the game will be completely changed. Fans will be informed that they cannot tell the names of the players without an advertising directory. Meanwhile, I leave you with this serious question. 'Has Kiner a chance to break the Chesterfield Satisfier record this season—or will he be foiled (tin-foiled) again?'"



● ● ● **MAIN STREET TREATS:** Stan Freeman's night club debut at the Blue Angel. . . Dwight Weist's "Feature Story" aired on Fireside Theater last week, featuring Dwight in the role of a reporter. . . Vic Damone Grade-A crooning on Pet Milk show.

# PROMOTION

## Spot Campaign

WNEW, New York indie, has launched a series of spot announcements promoting the use and sale of portable radios as part of a campaign to stimulate out-of-home listening.

A typical spot says: "At the seashore, in the park, at the picnic grounds, wherever you spend your summer weekend, be sure to carry your portable radio along. For the best in summer listening, it's WNEW 1130 on your portable too."

Another announcement currently being aired says: "Planning a picnic this weekend? Don't forget to take your portable radio along. If you don't own a portable, you ought to have one."

## Aiding Cancer Drive

Monica Lewis, Morey Amsterdam, Marilyn Cantor, Harry Hershfield, Raymond Chase, Robert Q. Lewis, Kyle McDonnell, Earl Wrightson, Sheila Barrett, Benny Rubin, Dorothy Ross, Buck and Bubbles and Stella Lopez are just a few of the many radio, television and club entertainers who appeared at the National Cancer Foundation anniversary dinner and all-star benefit show given on Wednesday evening, June 8, in the Grand Ballroom of the Waldorf-Astoria.

## Changing Format

RCA Victor is revising the format for its "Children's Story Time" radio program, currently being heard on selected stations throughout the United States as a 15-minute across-the-board show.

In its new format, "Children's Story Time" will take the form of a half-hour program heard once a week with a broadening of the type of records used to include Red Seal discs of particular appeal to children. The program is currently heard on 175 stations.

## Annual Staff Picnic

WOR will hold its annual staff picnic at the station's transmitter grounds, Carteret, N. J., June 11 beginning at 11:30 a.m.

## ATTENTION! TV FILM MAKERS ATTENTION TV STATIONS

SPACIOUS STUDIO  
AVAILABLE IN N. Y.  
220 FT. x 150 FT.  
NO OBSTRUCTIONS  
\$10,000 LIGHTING  
SYSTEM

Available at Reasonable Fee

For Information

Call MR. GARRETT, Circle 6-5047

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, June 14, 1949 — TELEVISION DAILY is fully protected by register and copyright

## HOPE RISING FOR ASCAP ACCORD

### TELE TOPICS

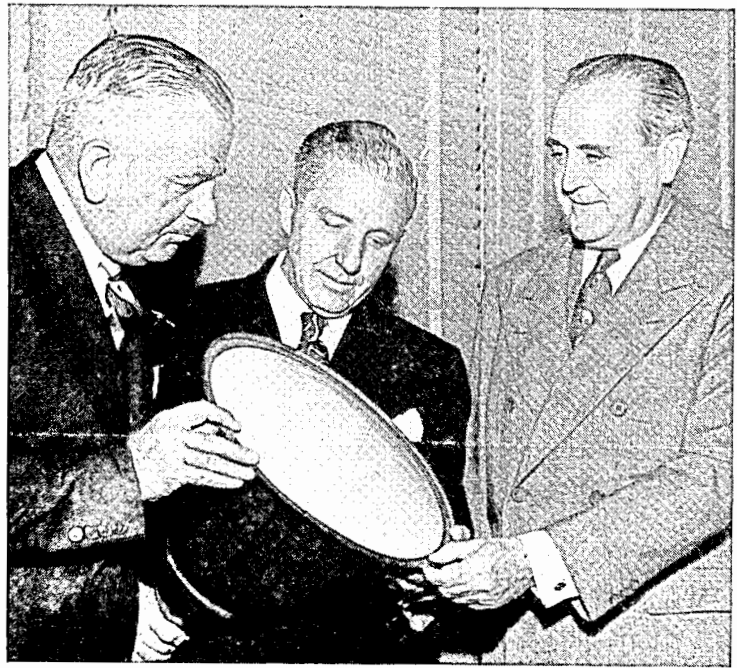
**L**AURENCE TIBBETT and Henry Souvaine have teamed up in the formation of Opera Television Theater, a new package house to produce hour-long operas exclusively for tele. Tibbett, who will be artistic director of the shows, said they will have the support of National Concert Artists and Columbia Concert Artists. Plans include full-length and one-act works. Some of the longer operas will be condensed into an hour while others will be done in installments. Most of the productions will be in English, Tibbett said, with the entire repertoire to be done in English eventually. Negotiations are now under way with one of the major webs, he added, with an "important announcement" due in two or three weeks.

Scramble among sponsors for the 9 p. m. Monday spot on CBS-TV, vacant after July 4 when Ford Dealers bow out, will go to Philip Morris, which will move "Preview" from its present 8 p. m. Monday seg. The 9 o'clock slot follows high-rated "Talent Scouts." Web is now in process of lining up a bankroller for the 8-8:0 period.

**L**AATEST PROOF of the impact of tele is the appearance on the market of the "Milton Berle Television Makeup Kit," advertised by Gimbel's in five-column ads in week-end papers. Kit comes complete with instructions and a copy of Berle's life story. Slogan emblazoned on the box says "You can be the Milton Berle of your party . . . It's easy to make funny faces like 'Mr. Television.'" Somewhat along the same line is the intelligence from a shop on East 57th Street offering for sale a Summer table lamp using an upturned glass picture tube for a base. . . . Dwight Weist Video Productions, Inc., has established offices at 33 West 51st St. . . . Singer Kay Starr claims a record of one sort or another in the fact that she has appeared on every live variety show on the Coast. As a result of one of these appearances, she was signed for a role in a new Columbia picture. . . . A. H. Flaten, CBS radio account exec. for the past two years, has moved over to the TV sales department.

**A**MERICAN THEATER WING drive for funds for its continuing work in veterans' hospitals, now going into its last few weeks, needs volunteers to accept contributions. Any gals who can spare a few hours at lunch time or in the evenings are asked to contact Gloria Chalmers at MU 4-6153. . . . Three prospective bankrollers are bidding for "The Black Robe," the Philips H. Lord court-room stanza on NBC. . . . Media Productions' film, "The Stronger," said to be the first TV film produced in the East to get on the air, will be showcased on "Fireside Theater," June 21.

### PICTURE OF THE WEEK



Frank Folsom, president of RCA; L. W. Teegarden, vice-president, RCA-Victor, and Niles Trammell, president, NBC, (l. to r.) examine RCA's one-millionth picture tube. The 16-inch metal kinescope was produced last week in Lancaster, Pa., and was the subject of a special program from the plant over the NBC web.

**WAAM To Aid Bond Drive**  
Baltimore—Three talent unions, AGVA, AFRA and AFM, have granted special clearance to WAAM for an hour-long program on behalf of the Treasury Department's Opportunity Bond Drive, to be aired June 21, 7:30 p. m. Anthony Farrar will produce, assisted by Dennis Kane. Script will be by Joel Chaseman.

**Jenkins Joins WOAI-TV**  
San Antonio—Eugene F. Jenkins is the first of a vanguard of technical experts to join the staff of WOAI preparatory to the installation of equipment for WOAI-TV which is expected to be completed sometimes this fall. Jenkins was formerly with the Crosley Corp. and designed and installed equipment for Crosley stations.

### Press-Time Paragraphs

**"Vic and Sade" Show Signed By Colgate**  
Chicago—Colgate-Palmolive-Peet will replace "Colgate Theater" on NBC with "Vic and Sade" July 11, 18 and 25 and after a summer hiatus the soap firm will return with "Vic and Sade" at a time and date to be set later. First three "Vic and Sade" shows will be kinescoped but the show will be live in the fall. Program was sold to Colgate by Frederic W. Ziv Co. through William Esty agency.

**Boston Bank Buys Film Series**  
Boston—First National Bank of Boston has placed "Television Close-Ups," film produced by Jerry Fairbanks, on W'NAC-TV and W'VBZ-TV preceding Braves and Red Sox baseball games through October 2. Account is handled by BBDGO.

### Blanket Licenses On AM Formula Seen Likely

Renewed hope for settlement of negotiations between the industry and Ascapi and an ensuing long term contract covering TV use of the society's music was apparent in the trade yesterday following a weekend report by Robert P. Myers, of NBC, and chairman of the NAB tele music committee.

"It now appears," Myers letter said, "that it may be possible for television broadcasters to obtain blanket licenses from Ascapi on the basis of the AM blanket license formula plus 10 per cent without the requirement of clearing special uses and paying special fees for such uses."

Sent to all stations and grantees, the letter asked that broadcasters send their reactions to the proposal immediately because some of the rights contained in it have not been delegated to Ascapi by its members. The Ascapi board feels that it cannot ask the membership to grant broader rights unless it has a firm idea of the contracts.

Licenses would run from three to five years, retroactive to Jan. 1, 1949, and would retain the AM local station blanket commercial rate of 2 1/4 per cent and the network rate of 2 3/4 per cent (with clearance at source) based upon net time sales and subject to a 10 per cent markup.

Net time sales would be computed by deducting rate card discounts and rebates, 15 per cent agency commission and 15 per cent sales commission. Cost of interconnecting stations for networks would be allowed up to 25 per cent of net time sales during the first two years, 20 per cent during the third and fourth years and 15 per cent during the fifth year.

Both local and network blanket sustaining fees would be computed on the AM basis plus the 10 per cent markup. Co-ops would be accounted for as network programs.

### Audio Phase Of TV To Be Discussed By IES

The audio phase of television operation will feature the June meeting of the Audio Engineering Society, to be held at 7:30 tonight in Studio 2, RCA-Victor Recording Studio, 155 East 24th St., New York.

F. J. Rojas, engineer in NBC's audio-video facilities group, will discuss the techniques of pickup and transmission of video sound. His talk will be illustrated with slides.

## Ballantyne's Death Shock To Industry

(Continued from Page 1)  
 ing the past year he filled an advisory role with the firm. He became treasurer of the Philco Radio and Television Corp. in 1943, when that firm was the sales subsidiary of the Philadelphia Storage Battery Co., predecessor of the Philco Corporation, which was founded in 1940.

At that time Mr. Ballantyne became treasurer of the new firm, serving until August, 1941, when he was elected vice-president in charge of operations. During the recent war he directed Philco's changeover to war production, and was honored by both Army and Navy for his work in organizing Philco's radar and ordnance production.

He began his career as an accountant in 1921, after graduation from the University of Pennsylvania in his native Philadelphia. He was a director of the Radio Manufacturers Assn., Newport Steel Corp., the Philadelphia Chamber of Commerce, and a former director of the International Machine Tool Corp. He was president of the Huntingdon Valley Country Club for the last four years.

In addition to his widow, the former Alberta Fern Baker, Mr. Ballantyne leaves two children, John and Dolores Marie.

Funeral services were held yesterday in Philadelphia.

## Mitchell On The Agenda Of Denver Univ. Clinic

(Continued from Page 1)  
 cast Advertising Bureau, will lead off the series of clinics, beginning the week of August 8, with the study of fundamentals of the use of sales tools and techniques which have proved successful in bringing the advertisers' dollars into radio and in making that dollar pay dividends to the advertisers in turn.

Howard Abrahams, director of sales promotion of the National Retail Dry Goods Assn., will discuss the subject of "selling retailers on radio as an effective sales promotion device." Currently, he is attempting to interest retailers to attend his clinic to "get a better look at the way radio can be used by retail stores to tell their story and sell their merchandise."

Art Stringer, director of the FM dept. of the NAB, will close the series of one-week clinics with a course on radio news departments that pay dividends. He will discuss the know-how and running of such departments.

## Cantor Joins Committee

Eddie Cantor has accepted a bid to join the National Committee of Sponsors of the Big Brothers of America. Cantor was invited to join the committee because of his special interest in the problem of juvenile delinquency. Others on the committee include James Stewart and Paul Whiteman.

## 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 3-June 9, 1949

TITLE	PUBLISHER
A Chapter In My Life Called Mary	Shapiro-Bernstein
A Wonderful Guy	Chappell
"A"—You're Adorable	Laurel
Again	Robbins
Always True To You In My Fashion	T. B. Harms
Baby It's Cold Outside	E. H. Morris
Bali Ha'i	Chappell
Beautiful Blonde From Bashful Bend	Miller
Because You Love Me	Remick
Candy Kisses	Hill & Range
Careless Hands	Melrose
Comme Ci Comme Ca	Leeds
Cruising Down The River	Henry Spitzer
Don't Cry, Cry Baby	Santly-Joy
Everywhere You Go	Lombardo
Five Foot Two, Eyes Of Blue	Feist
Forever And Ever	Robbins
Heart Of Loch Lomond	Crawford
Hollywood Square Dance	Santly-Joy
How It Lies, How It Lies, How It Lies	E. H. Morris
I Don't See Me In Your Eyes Anymore	Laurel
In The Good Old Summertime	E. B. Marks
Kiss Me Sweet	Advanced
Look At Me	Jewel
Merry-Go-Round Waltz	Shapiro-Bernstein
My One And Only Highland Fling	Harry Warren
Portrait Of Jennie	Chappell
Riders In The Sky	E. H. Morris
So In Love	T. B. Harms
Some Enchanted Evening	Chappell
Someone Like You	Harms
Streets Of Laredo	Famous
Weddin' Day	Famous

## Second Group

Ballin' The Jack	E. B. Marks
Everytime I Meet You	Feist
1400 Dream Street	Martin
Girl From Jones Beach	Harms
Havin' A Wonderful Wish	Paramount
Hurry Hurry Hurry	Dreyer
If I Could Be With You	Remick
It's A Big Wide Wonderful World	Broadcast Music
I've Got My Love To Keep Me Warm	Berlin
Little Old Church Near Leicester Square	Oxford
Lora Belle Lee	Santly-Joy
Maybe It's Because	Bregman-Vocco-Conn
Powder Your Face With Sunshine	Lombardo
Put Your Shoes On Lucy	Bourne
Right Girl For Me	Robbins
Sault Ste. Marie	Mellin
Say It Isn't The Night	Cavalier
Someone To Love	Warren Publications
Sunflower	Famous
Swiss Lullaby	Southern
You're So Understanding	Barron

NOTE: "Mr. Sears and Roebuck," published by Mark Warnow Music, should have appeared on this list in last week's release.

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

## Plans To Abolish Can. License Fee

Montreal—Abolition of the \$2.50 per annum license fee paid to the Canadian Broadcasting Corporation by owners of radio receiving sets and constitution of an independent administration body for radio, promised by Colonel George Drew (Progressive-Conservative leader) should his party be returned to power at the Canadian General Election, June 27.

In a statement of policy Colonel Drew stressed the importance of protecting freedom of speech, "for that reason" he said, "it must be a matter of concern to all Canadians that the government-owned radio system which plays such an important role in the exchange of ideas should have become a propaganda agency of the government. May emphasize that in my belief the staff and technical experts of the Canadian Broadcasting Corporation are trying to do a good job under utterly impossible conditions. As you know any attempt on the part of the employees of the Canadian Broadcasting Corporation to improve the organization only results in immediate disciplinary action. The summary dismissal, for instance, of Joe Aldred, one of the best known broadcasters of the Canadian Broadcasting Corporation just the day before Parliament dissolved, because he had publicly suggested improvements within that organization, is merely an indication of the extent to which free speech is being restrained by the present government. We undertake to restore freedom of speech over the radio as well as otherwise, and to place the supervision of all broadcasting in Canada under an independent administrative body. We further undertake to abolish the license fee on radio receiving sets. We do this because this license fee, which is supposed to be for the services given by the Canadian Broadcasting Corporation is unjustified because there are many parts of Canada where our people receive no services from the publicly-owned stations."

## WOR Sales Meet Today

WOR will open its regular Monday morning sales meetings to public relations representatives, salesmen and sales managers of sponsors for discussions of the advertisers' sales problems, beginning with today's meeting, scheduled to start at 9:15 a.m.

W. H. Dinsmore of the public relations dept. of G.E. will be the speaker at this morning's session. Leaders from various fields will be invited to attend future meetings.

## Concert Band Series

A program of original band compositions will open the 32nd annual concert series of the Goldman Band on Central Park Mall, June 17, to be broadcast by WNYC, 8:30-9:55 p.m.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 53

NEW YORK, WEDNESDAY, JUNE 15, 1949

TEN CENTS

## P. R. BROADCASTERS WIN LONG FIGHT

### ICC Writing Report On Color Television

Washington Bureau of RADIO DAILY  
Washington—A special report on TV is being prepared for the Senate Interstate Commerce Committee, it was learned here yesterday, with Dr. Edward Condon, bureau director, personally engaged upon it. His office reported yesterday that it will probably be about two weeks before he has concluded his study. The report deals primarily with color TV—it might be speculated that calls for evaluation of the various color systems currently in development.

### N. Y. 'Language' Clinic To Draw 50 Broadcasters

Fifty representatives of foreign language stations are expected to attend tomorrow's Foreign Language Broadcasting Clinic to be held at New York's Hotel Roosevelt, New York, under the aegis of WOV, New York. The keynote address by Ted Cott, chairman of the NAB Unaffiliate Stations Committee, on "The Independent is Growing Up," is scheduled for 9:55 a.m., after opening remarks by Ralph Weil, WOV's general manager.

### Thos. Buchanan Dies; Founded N. Y. Agency

Thomas S. Buchanan, founder and former president of Buchanan & Co., New York advertising agency, died on Monday at his home in Sharon, Conn. after a long illness. He was 56 years old.

Mr. Buchanan relinquished the firm's presidency because of his illness but in recent years had served the agency as director and consultant.

(Continued on Page 2)

### Awards

The five first-prize winners and 200 runners-up in the nationwide juvenile art contest conducted by Mutual's "Juvenile Jury" program will be announced on the June 19th broadcast of the program, which will be heard from 3:30-4 p.m., EDT. The first-prize winners, limited to youngsters up to 11 years of age, will receive supplies of art materials.

### New Client

Washington—NAB yesterday advised its membership that it has persuaded the Canadian government's travel bureau to add radio to its approved advertising media, with a last-minute appropriation of \$35,000 for this year.

Station representatives were advised of the new business in a telegram from Maurice B. Mitchell, director of the broadcast advertising bureau for the association.

### Gillette Buys AM-TV For Walcott-Charles

Gillette Safety Razor Co. has snared radio and television rights to the heavyweight "championship" match between Joe Walcott and Edward Charles to be held in Comiskey Field in Chicago June 22, it was learned yesterday.

Radio description will be carried by ABC, with Don Dunphy doing

(Continued on Page 2)

### CCBS, WGAY At Odds On Mexico 'Agreement'

Washington Bureau of RADIO DAILY  
Washington—The Clear Channel Broadcasting Service this week filed with the FCC a demurrer against the recent petition by WGAY, Silver Spring, Md., for night operation of the 1050 band. The station, which is just outside the District of Col-

(Continued on Page 2)

### Fineshriber Appointed Mutual Program Director

William H. Fineshriber, Jr., director of operations for CBS, has been appointed vice-president in charge of programs at MBS, effective July 15, it was announced yesterday by MBS prexy Frank White.

His successor at CBS is expected to be named within the next few days. Fineshriber will assume the position vacated last December by Phillips Carlin. Jack Paige, MBS program manager, has been handling the program duties since Carlin's resignation.

### Private Radio Stations In Puerto Rico Defeat Government Proposal To Operate WIPR Commercially

(By Staff Correspondent, RADIO DAILY)

San Juan, P. R.—Private commercial broadcasting won its crusade to prevent a government station from operating commercially, with the announcement yesterday that the Insular Government of Puerto Rico had taken action to transfer WIPR, government station, to the Department of Education to be used exclusively for cultural and educational purposes.

Action of the government is credited by Jose Ramon Quinones, president of WAPA, to be due to the support given the Puerto Rican Broadcasters Association by Radio Daily and the subsequent interest of NAB and the Inter-American Association of Broadcasters.

The controversy dates back to two years ago when the FCC gave the Puerto Rican Communications Authority a full time commercial radio license to operate on the island, an insular possession of the United States. At that time the Puerto Rican broadcasters did not oppose the grant as it was believed the station would operate only for educational purposes.

Later when the Honorable Jesus T. Pinero, then governor of the is-

(Continued on Page 2)

### Five ABC Executives Given New Titles

Five ABC executives have assumed new titles in an operational realignment announced by the network yesterday.

Ted Oberfelder, formerly advertising and promotion director, was named director of advertising, promotion, and research. Earl Mullin, formerly publicity manager, becomes national publicity director. Mitchell De Groot, formerly assist-

(Continued on Page 2)

### New N.C. Outlet OK'd; Other Activity At FCC

Washington Bureau of RADIO DAILY  
Washington—The FCC yesterday granted the application of Gilbert M. Hutchinson for a new station on the 1400 band with 250 watts, unlimited, in Greensboro, N. C. At the same time it denied moves to WSIC, Statesville, N. C., and WHLF, South Boston, Va., that Hutchinson

(Continued on Page 19)

### Father's Day?

An ABC-TV program reportedly intended to honor fathers, "Today's Children Are Tomorrow's America," will feature a film titled "Make Way For Youth," June 17, 7:30 p.m., EDT. Melvyn Douglas will open the half-hour telecast, to be presented by the National Father's Day Committee, with a talk on "A father's tenets for building a strong America."



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate

360 No. Michigan Ave.

Phone: Randolph 6-6650

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FINANCIAL

(June 14)

NEW YORK STOCK EXCHANGE

Table with columns for stock symbols and prices. Includes ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pfd, Stewart-Warner, Westinghouse, Westinghouse pfd, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns for stock symbols and prices. Includes Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns for stock symbols, Bid, and Asked prices. Includes Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Five ABC Executives Given New Titles

(Continued from Page 1)

ant director of advertising and promotion, becomes manager of advertising and promotion. Benjamin Gedalecia, formerly associate research director, now is manager of the research department. Grace Johnson, formerly a manager of ABC's continuity research department, was named director of continuity acceptance.

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

P. R. Government Station Put On Educational Work

(Continued from Page 1)

land, indicated that the station would do some experimental commercial broadcasting, the association went into action. Frank Burke, editor of RADIO DAILY, visited the island and in a series of articles exposed the threat of government competition. Subsequently the Harness Committee investigating the FCC sent Frank Bow, committee counsel, to the island to investigate the matter.

The committee report filed later indicated a real threat of government commercial radio competition existed.

Become NAB Issue

The issue was brought to the floor of the NAB convention in Chicago last April when Senor Quinones in behalf of the Puerto Rican Broadcasters Association asked the support of industry in organization in their fight. NAB at that time adopted a strong resolution supporting the private broadcasters in Puerto Rico and opposing the government station's operations as a



QUINONES

commercial enterprise.

Tomas Muniz, general manager of WIAC and president of the association, and Angel Ramos, influential publisher of El Mundo and owner of WEMB, also took an active part in the fight. They were aided by the twenty-three broadcasters on the island.

Quinones Comments

Senor Quinones, as spokesman for the broadcasters, yesterday expressed appreciation for the mainland support given their cause. He said: "We are especially grateful to RADIO DAILY for their editorial support in defense of the interests of private commercial broadcasters on the island. The articles carried in this publication brought the issue to the attention of the whole radio industry and resulted in the action by our Insular Government. Private broadcasting in Puerto Rico now feels more secure."

the blow-by-blow and Bill Corum handling color. Television will be carried by the entire inter-connected NBC web with the exception of its Chicago outlet, WNBQ. This condition was set down by the promoters of the match, International Boxing Club, as a move to insure maximum attendance. Maxon, Inc., is the agency for Gillette.

Gillette Buys AM & TV For Walcott vs. Charles

(Continued from Page 1)

Both pickups will begin at 10:30 p.m., EDT.

Thos. Buchanan Dies; Founded N. Y. Agency

(Continued from Page 1)

ant. Buchanan & Co. was formed in 1937 as a successor to Hanff-Metzer, Inc. Mr. Buchanan became president of the latter firm in 1935. He joined the agency in 1919 after his discharge from the Army Air Corps following service in World War I.

One of his earliest successes was in handling advertising for the Texas Company, for whom he created the trade name of Fire Chief Gasoline. Ed Wynn's rise to radio fame as the Fire Chief under Texas Company sponsorship was also blueprinted by Mr. Buchanan.

Born in Nova Scotia, he came to the U. S. at an early age and began his career selling outdoor advertising for O. J. Gude & Co. and later for General Outdoor Advertising Co.

He leaves his wife, Mrs. Josephine Sampers Buchanan, and a son, Thomas S. Buchanan Jr. Funeral services will be held tonight at his home in Sharon.

CCBS, WGAY At Odds On Mexico 'Agreement'

(Continued from Page 1)

umbia line, is currently prohibited from night operation because it is on a channel limited to daytime use for Class II stations by the so-called "gentlemen's agreement" with Mexico.

Argument by the daytime petitioners' group, including WGAY, is that the agreement expired in 1946 and therefore the Commission can license full-time operation on the Mexican Class 1-A clear channels. CCBS insists, however, that there never was any expiration date to the agreement, and that it is still in full force. Whether it shall be continued in effect should be determined at the forthcoming NARBA conference, said CCBS.

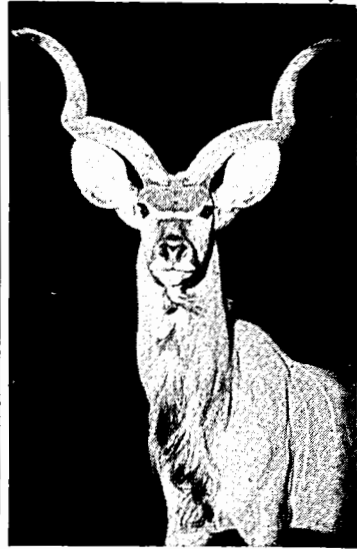
Canadian Receiver Sales Show 1st Quarter Increase

Montreal — Canadian producers sold more radios for less money in the first three months of this year compared with the first quarter of 1948, the Dominion Bureau of Statistics reports. In the first quarter of 1949, producers sold 140,551 units for \$10,687,413. In the similar period of 1948, they sold 115,430 for \$10,929,203.

However, March sales showed an improvement. The 55,283 units, valued at \$4,050,501 in the month, compared with value of \$3,978,361 a year ago. While the value increased only slightly, number of radios sold increased 36 per cent.

Living In Florida

Loraine Larson, for years one of WBKB's top directors, is married to Phil Groh, another WBKB alumnus. and living on a houseboat at Miami, Fla. Loraine and Phil are busy these days making up television packages which they present through an agency to television stations.



Ever seen a Kudu?

You're looking at a picture of one now. And those big horns of his were to help him fend off trouble as he roamed the deserts of Abyssinia.

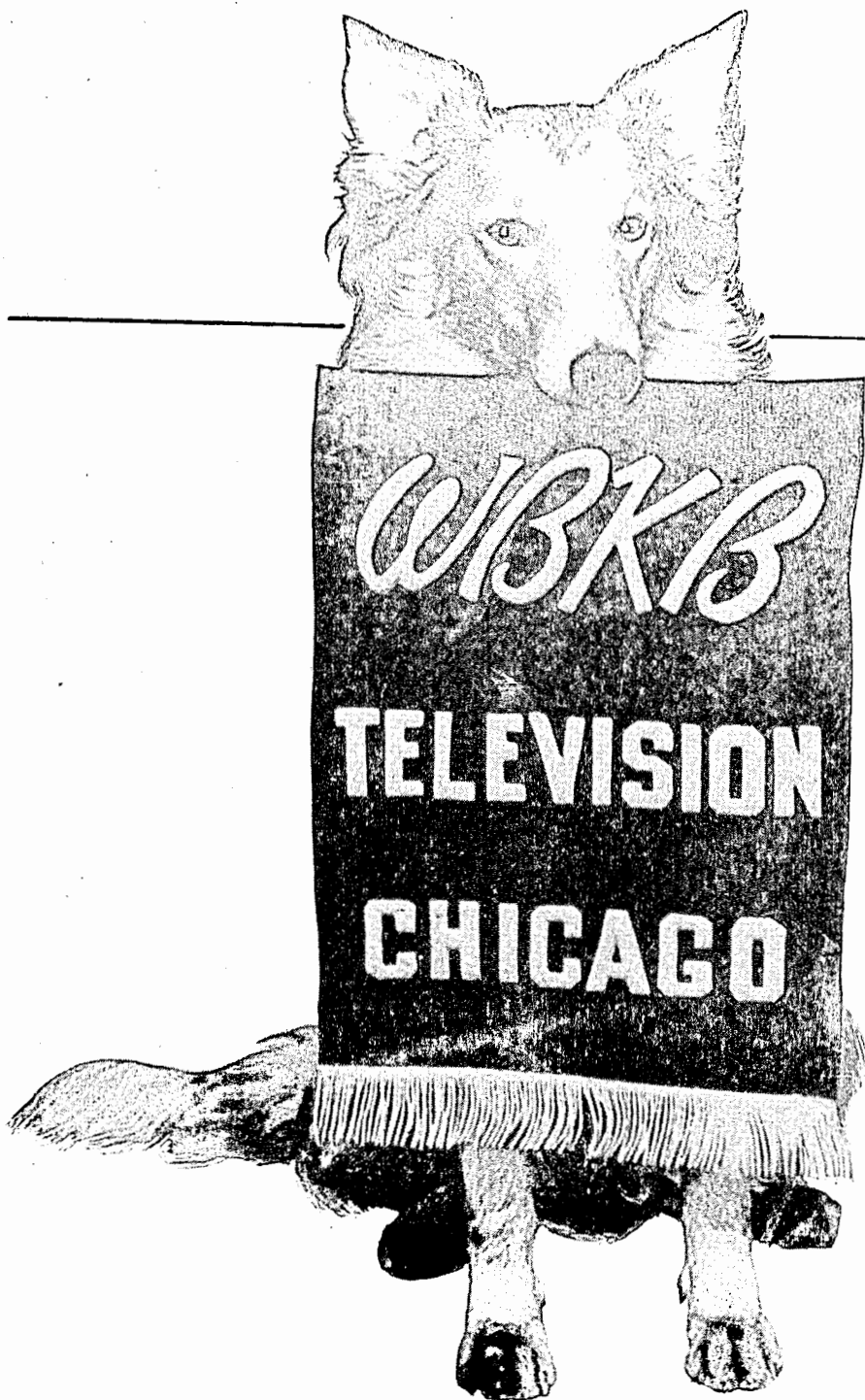
There's a good way for you to fend off any sales troubles you may be having in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in this rich, competitive market. That's why you can get such BIG results from so LITTLE money on W-I-T-H.

So if you're interested in getting low-cost results from radio in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today.

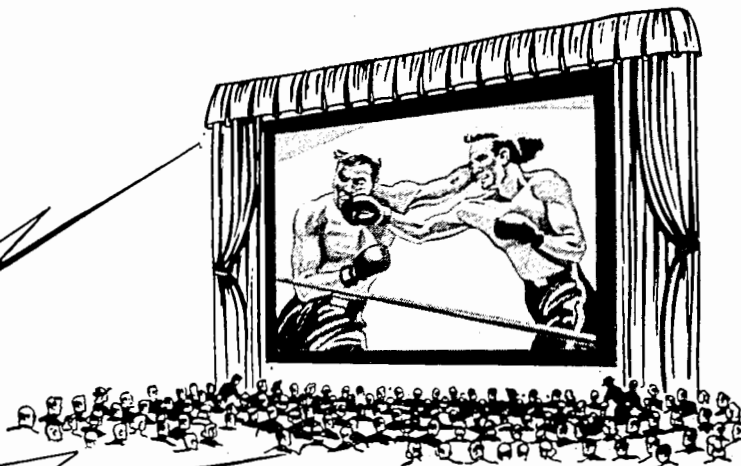
AM W-I-T-H FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

# 8 years of faithful service



→ There's big things going on today in Chicago. The big town is saluting WBKB . . . and for a good reason. Eight years in television . . . eight years of friendly service to a town that doesn't forget. Clients don't forget either. They know that WBKB is delivering the best results in the nation's number two market. Also, WBKB has just installed a new transmitter . . . a new, more powerful signal from Chicago's highest point. And now—Teletranscription. You might call it a "new look" . . . that's Chicago's leading station. Woof! What am I saying? WBKB is tops in the nation! Read all about it in this special section.

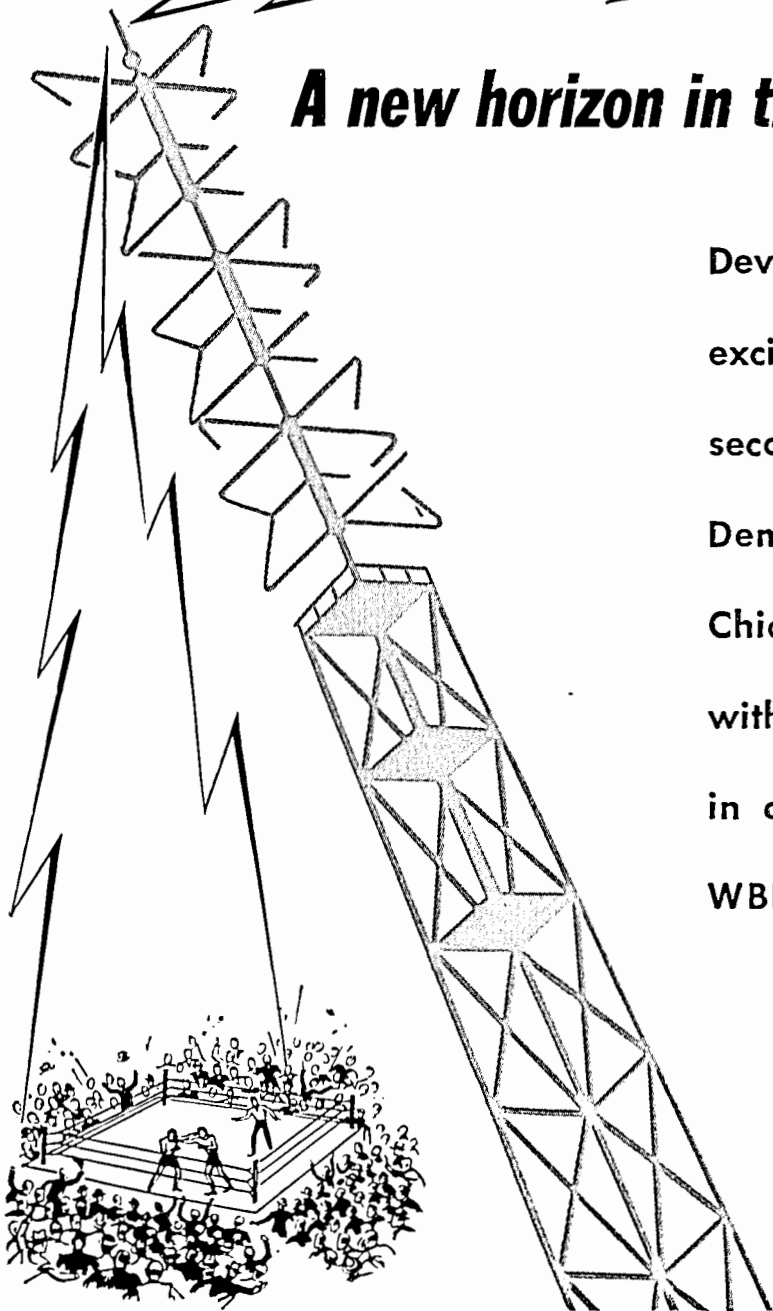
# Theatre Television



***A new horizon in theatrical entertainment...***

Developed by Paramount to bring exciting action to the screen a few seconds after it happens.

Demonstrated this week at the Chicago Theatre, in cooperation with Television Station WBKB; and in celebration of the opening of WBKB's enlarged facilities.





# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, June 15, 1949 — TELEVISION DAILY is fully protected by register and copyright

## WBKB CELEBRATING EIGHTH ANNIVERSARY

### New Transmitter Cost \$250,000

A powerful, new transmitter just completed by WBKB is expected to give Chicago viewers the strongest and clearest signal in the Greater Chicago area and will represent a 100 per cent increase in effective radiated power when the station switches to full power on Thursday night, June 16 according to station manager, John H. Mitchell.

Guaranteed effective radius will be 42½ miles with good reception promised for 60 miles. The 68-foot, five-section antenna is a five-bay

(Continued on Page 8)

### CBS Network Stars Set For WBKB Sked

WBKB fans have only a few short months to wait before they will see all of the television stars of the Columbia Broadcasting System on Channel four, according to John H. Mitchell, general manager.

Announcement that WBKB had signed a pact to become a basic affiliate of CBS was made two months ago, but due to a temporary contract between CBS and another station, WBKB will not begin airing CBS shows until early Fall.

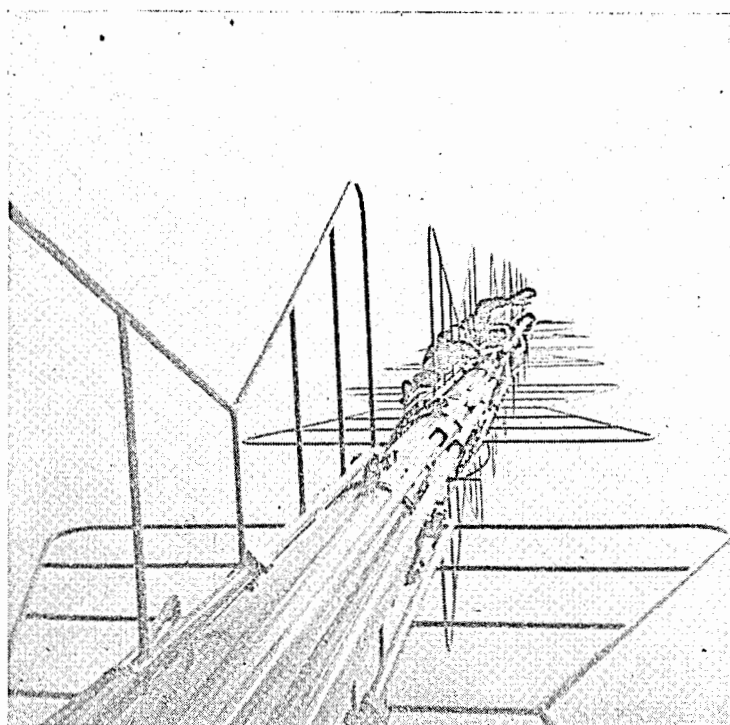
At that time WBKB, in addition to feeding some of its shows to CBS, will air such popular programs as "Toast of the Town," "Arthur Godfrey and His Friends," "The Goldbergs," "The Fred Waring Show," "Ford Theater," "Lucky Pup," "Suspense," "Lamp Unto My Feet," "Scrapbook," "Adventures in Jazz" and "What's It Worth?"

Other great CBS radio stars expected to make their television debut over CBS and WBKB this Fall are: Jack Benny, Amos 'n' Andy, and Bing Crosby.

### Veterans

Rae Stewart and Esther Rojewski, WBKB's two camera gals, are two of the oldest personnel at the station in point of service. The girls are unique in that they are two of only three women technicians in the field. They were original members of the WATT (Women's Auxiliary Television Technicians), who played an important role in the pioneering of WBKB.

### Towering Transmitter



WBKB's powerful new transmitter, which rises 700 feet skyward is the highest point in Chicago. The antenna guarantees effective radius of 42½ miles with good reception promised for 60 miles. The 68-foot, five section antenna is a five bay super turnstile.

### Tour Of WBKB Operations Reveals Modern Station

By HAL TATE  
Chicago Representative,  
RADIO DAILY

A trip through WBKB's studios impresses the visitor with the workability and utility of the entire layout. True, there are more elaborate studios in New York, but there is no more compact television set-up in the entire country than the one that exists at the midwest's pioneer station, WBKB.

I personally can vouch for the compactness of the WBKB set-up. Some seven years ago, when the station simply had an experimental license and was known as W9XBK, I did a regular television show featuring interviews with celebrities who happened to be in Chicago at the time.

At that time we used a living-room set in Studio "A". This studio

—WBKB's first—is still in existence today and is just one of the seven that WBKB have in their home on the top floor of the State-Lake Building. Studio "A" today is the intermediate studio and is used for medium-sized dramatic productions, for small musical aggregations and for varied shows which do not use more than a dozen people.

WBKB's big studio today (Studio "G") resembles a Hollywood lot. While by no means as large as the west coast film studios (it is 50 by 35 feet), it has everything needed for any type of video fare—including the proverbial kitchen sink. Fifteen different sets can be put up in 30 minutes.

One of the first things that impresses a visitor here are the two giant microphone booms—one stem-

(Continued on Page 6)

### Pioneer Station Ready For Gala Celebration

Television in the midwest will make another important stride forward Thursday, June 16 when Chicago's 150,000 set owners join in celebrating the eighth anniversary of WBKB, the city's oldest station and third commercial station to begin operating in the United States.

Kleig lights, banners, famous stars, a dirigible overhead and all the trappings of a Hollywood premiere will brighten State street tonight from dusk until midnight.

In addition to a gala anniversary program, the Balaban & Katz station will make two important contributions to Windy City video today. WBKB will take the wraps off of its new, super transmitter which is expected to blanket the Chicago area with a vastly stronger signal from its 700 foot height atop the American National Bank building.

(Continued on Page 9)

### WBKB Construction Includes New Studio

One wag, wise in the ways of television, said that he would know the industry had "arrived" when he could walk into a station and see no signs of construction going on.

By that standard, WBKB, granddaddy of all midwestern stations, has only begun to operate, for after one solid year of construction, WBKB has just launched another costly building project. This time it's another studio—an intermediate size, 40 by 40 feet to fill the gap between small studio "A" and large studio "G."

Modern in every detail, studio  
(Continued on Page 12)

### Youthful Star

Young Tommy Sands, co-starred with Barbry Ellen in WBKB's "Lady of the Mountain" has been signed to a three year contract by the B. and K. Station. Heralded as "a miniature Burl Ives", Sands is expected to gain full stardom this fall with his program being seen and heard on the CBS television network.

# Tour Of WBKB Station Reveals Modern Plant

## Giant Mike Booms Product of Para. Movie Studios

(Continued from Page 5)

ming back from the early days of television and the second as modern and as trim a piece of television equipment that exists in any studio today.

### Giant Booms Used

The first of these two giant overhanging mike booms was obtained from the Paramount Studios in Hollywood seven years ago. While it still does the job today it requires a man weighing nearly 200 pounds to manipulate the weighty affair. "Red" Quinlan, now publicity and promotion manager of the station, who weighs in at some 190-odd pounds, started at the station two years ago handling one of these "big boys."

The other mike in this studio can be handled by a child—and, in fact, are often operated by the two remaining girl technicians left at the station—Rae Stewart and Esther Rojewski. These latter two are the last of the nearly 100 per cent feminine staff that WBKB trained during the war-time manpower shortage—and who incidentally did an outstanding job.

While many television studios throughout the country use fluorescent lighting, WBKB pioneered and still sticks to overhead incandescent lighting with small banks of lights (12 lights in each bank) which can be maneuvered easily to give the desired lighting effect. Since they can be steered and lowered, they have proven very flexible and extremely satisfactory. In fact, NBC's New York and Chicago television now use similar lighting set-ups.

### TV Theater Impressive

At the south end of the corridor is WBKB's beautiful and compact Television Theater where visitors, agency personnel and others can view the WBKB programs in air-conditioned comfort. Forty luxurious chairs are available for guests who can watch the programs on a 20-inch DuMont monitor screen. It was in this studio that the trade and daily press watched the special dedicatory programs which were televised the night of the linking of the coaxial cables between Chicago and New York.

One thing that impresses anyone who has visited WBKB periodically since they first went on the air some ten years ago, is the fact that they are always building—always improving. They were building and adding to their facilities the first time I walked into the studios shortly after they opened—they're still building today.

For example, the new studio "M" (adjacent to big "G" studio) is now being built and will be finished sometime in August. With the FM transmitter being moved to the American National Bank Building at 33 North LaSalle Street (Balaban

## Typical WBKB Studio Scene



This above picture is a long shot of WBKB's large studio, "G". It is here that the larger production sets are erected for musical, dramatic and special events presentations.

and Katz also operate WBIK, Chicago FM station) WBKB is now busily at work converting the FM transmitter site into use as engineering offices. The bottom of their old TV transmitter was on the same floor as the studios. The site of this old transmitter is now being converted into more office space. Yes, they're always building—always improving at WBKB.

The reception room and adjacent corridors at WBKB have a new and impressive look with the recent completion of a renovation project estimated to be about \$15,000.00.

Lighting in the reception room has been improved. A transparent white plastic sign over the reception desk spells out "WBKB Television." A deep-textured plastic wall surfacing, designed in squares and containing a coiled, rope-like pattern, gives the foyer a spacious and rich appearance. A clock has been installed between the two elevators.

### Mural Decorations Noted

The hall leading to the Little Theater has been decorated in a red plastic pliable material. One wall contains a grandiose mural depicting the engineer's concept of sending a picture through WBKB's antenna to television receivers. On the opposite wall, various sports seen on WBKB are represented by a mural showing sports figures engaged in boxing, baseball, and football. Just above the drawing are photographs of the Multiscope, conceived and developed at WBKB, and the Sun-Times-WBKB news department logotype.

In the corridor leading to Studio G, four-foot wide blue and gray stripes of the same plastic material were placed vertically on the walls

to give the long hall a shorter appearance. On the same corridor is a new talent waiting room containing dressing tables, lockers and modern, colorful furniture for talent comfort and gabfests.

Construction problems were worked out by Milton Searles Carstens, Chicago architect, while Hanns R. Teichert, interior decorator, supervised the project.

### 14 Cameras Used

The versatility theme of the WBKB studios extends through the 14 cameras used by the staff. There are 6 remotes, two projectors, four studio and two spare. Two of these cameras have been decked out with new legs consisting mainly of the bottoms of a dentist chair made by the Ritter Mfg. Co. With this added feature the cameras can be raised and lowered hydraulically with very little effort and with extraordinary speed.

Walking up the stairs next to studio "A" the visitor sees at the top one of the finest film set-ups in the country. There are two 16mm RCA film projectors, two 35mm RCA projectors, one slide projector, and simple television fare would run. With the multiscope, in addition to the projectionist the only man-one strip-film projector as well as film winding and unwinding facilities. Then there is the new WBKB brainchild, the famed Multiscope, which is now used by the station 49 full hours weekly. Only one projectionist is necessary to handle this Multiscope (detailed story of this invention appears elsewhere in this issue) at a cost of some 50 to 75 per cent of what even the most power needed is a transmitter engineer and a shading engineer.

## 14 Cameras Used By Versatile TV Crews

Still another wall immortalizes the program originated by WBKB, "Kukla, Fran and Ollie," drawn in amazing likeness. This wall also contains photographs of Burr Tillstrom, creator of the show, and lovely Fran Allison.

All murals were imprinted onto the material by a lacquer acting as a solvent. It marks the first time a television station has utilized the new material and it is believed ideal because of its attractiveness and durability.

### Teletranscriptions Important

Not visible by a trip through the studios is the new \$35,000.00 Paramount Teletranscription unit which brings finished pictures on the Chicago Theater screen in less than 45 seconds. This unit is housed across the street from WBKB in Balaban & Katz's Chicago Theater Building. And as one leaves the State-Lake Building, which houses the WBKB studios, the visitor usually sees one of the two giant trucks used for remotes. Comprising 8 RCA Image Orthicon units the remote engineering staff, headed by Richard Shapiro, can handle two remotes at one time.

Yes, a trip through the WBKB studios impresses a visitor with the workability, utility and compactness of the entire set-up. And of the enthusiasm and ingenuity shown by the 115 persons that make up the staff of WBKB—the mid-west's first television station . . . from John Balaban, director and John H. Mitchell, manager, and Bill Kusack, chief engineer, on down to the telephone switchboard operators who have a television set showing WBKB programs in front of them at all times.

### On The Spot Coverage

WBKB was the first television station to get on-the-spot coverage of a local disaster. In the winter of 1947 a Chicago furniture store burned down, killing several people. Capt. Eddy, then in charge of WBKB, refused to interrupt Kukla, Fran and Ollie, but immediately after their sign-off a remote unit was sent out to the scene of the disaster. They remained there for five hours in freezing temperatures while the Salvation Army kept cameramen going with hot coffee.

### Texas Listener

WBKB claims one of the longest range receptions in television history. The following letter was received from the White Auto Store in Walters, Okla.: "I live in Temple, Okla., 9 miles north of the Texas state line. Between 7:00 p.m. and 8:00 p.m. June 1, your program completely drowned out WKY-TV, Oklahoma City, Okla. Your program was received almost perfectly. Have you an explanation for this pick-up some 1,000 miles distant?"

# WBKB

CHANNEL 4—CBS-TV

*f*IRST COMMERCIAL TELEVISION STATION

IN CHICAGO

WITH 8 YEARS OF FAITHFUL SERVICE



OWNED AND OPERATED BY—

BALABAN & KATZ CORPORATION

NATIONAL REPRESENTATIVE

**Weed** *radio and television  
station representatives*  
and company

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





# New Transmitter Cost \$250,000

(Continued from Page 5)

super turnstile, the first ever to be installed and stems from a Blaw-Knox tower extending 135 feet above the building. Total height from street level is 700 feet, excluding a beacon and lightning rod at the top.

WBKB's antenna is not only the tallest in Chicago, but also the tallest point in the city, exceeding by 20 feet the next highest point, the antenna of another television station. When put into operation, a total population of 4,516,554 and a land area of 3,300 square miles will be within reach of WBKB's powerful signal. Cost of the entire project is estimated at a quarter of a million dollars.

### Need Not Adjust Sets

Ghost images, which in the past sometimes appeared on WBKB due to its former antenna height of only 385 feet, will now be completely eliminated, according to William Kusack, engineer in charge of transmitters. He added further that set owners will not have to adjust their antennas when the new transmitter is switched on.

# WBKB-TV Pioneer In Midwest Section

The history of television in the midwest is the history of WBKB. Through eight long and expensive years, through a long war and a difficult period of reconversion afterward, Balaban and Katz Corporation has steadily pioneered its way in a medium that has finally come into its own.

But in 1940 when television was considered a foolish dream and engineer's folly, WBKB without fanfare went quietly on the air for the first time. There were less than 100 sets in Chicago at the time. The B & K signal was scarcely strong enough to reach out of the immediate loop area.

Fastidious fans who find it so easy to criticize present video shows would certainly have squirmed in their seats in those days. For moving pictures, the operators simply pushed their cameras to a window and trained them on the street scene below. Pictures were so blurred that people frequently called in to ask what was on the screen. But the very fact that they saw a moving object at all was an accomplishment so far as the camera men and engineers were concerned.

### High Rating Show

Ernie Simon's "Curbstone Cut-Up" rates second in five-a-day television fare in the Windy City. It is topped only by Kukla, Fran and Ollie.

# BIOGRAPHY of BALABANS

ONE of the most successful combinations in the entertainment business, and a true saga of the Horatio Alger stripe—that is the story of the famous Balaban brothers of Chicago.

As President of Paramount Pictures, the eldest brother, Barney, has guided that company to its position as top film company of the nation. As Secretary-Treasurer of Balaban & Katz circuit of more than one hundred theaters, younger brother, John, has maintained B&K's position as the finest theater company in the country. And, together, the vision and foresight of these two men has led them to pioneer in television years long before other film leaders would admit that video was on its way.

Early in 1941, John Balaban startled the theater world by announcing that Balaban & Katz intended to pioneer in the new video medium just as B&K has pioneered in theater entertainment for more than thirty years.

Today, as Director of B&K's pioneer station, John Balaban is probably more conversant with television problems than any other theater magnate. Despite the pressure of running a huge string of theaters he finds time to direct personally the destinies of B&K's progressive, pace-setting WBKB.

But eight years of television progress is just a drop in the bucket to the mild mannered executive who can look back over the remarkable career of a remarkable family.

Eight children in all were born to the hard working Russian emigrant couple, Israel and Gussie Balaban who occupied a ramshackle, two-story frame building at 454 Jefferson street, Chicago. Keeping eight hungry mouths fed was a full time task for the couple. They ran a grocery store in the front part of the dwelling and lived in the rear.

John, one of the younger brothers, had not even been born when the Balabans started their fabulous theater career. Nickelodeons were suspect to decent folk in those days. Barkers and blatant gramophones blared forth all day long before ticket windows. But John remembers the story of how his mother was finally persuaded to visit the neighborhood nickelodeon where A. J. and sister Ida had part-time jobs as singers.

That was in 1907. Barney, the oldest, was chief clerk at the Western Cold Storage Company. He had been working there since the age of twelve. A. J. and Ida, the next oldest children, were also working.

After a lengthy conference the family decided to buy out a place on Kedzie avenue. The owner would not sell, but did agree to rent his place at \$100 a month. Father Balaban took \$175 from the family's pooled savings of \$750 and gave it to Barney to close the deal. \$100 was for rent and \$75 for "improvements."

By 1909 they were convinced that theaters were here to stay. They went ahead and built the first "big" theater. This was the Circle at 3241 Roosevelt Road. It contained a pipe organ, a balcony and a ventilating system which is still in use today.

The Circle was, indeed, considered the finest theater of its day and many were the stars who trod its boards. Sophie Tucker, Charlotte Greenwood, the Marx Brothers to name a few.

Shortly after this the Balaban & Katz Corporation was formed and an even more elaborate theater, the Central Park, was built. It was at the Central Park that John Balaban made his initial appearance as a manager.

A short time later Barney struck upon the idea that was to revolutionize theater attendance—air conditioning. By now all the Balabans had been born. After Max and John, there came Dave, Henry and Elmer.

The next great B&K super-theater was the Tivoli and John moved on to greater responsibility when he assumed the managership of this showplace.

From that point on the success of the Balaban & Katz circuit was assured, but only because this enterprising family concentrated on giving its customers all of the service and entertainment human ingenuity could devise. Ushers trained to West Point standards, air conditioning, stage productions of unsurpassed beauty, Sunday morning symphony concerts, college selected managers . . . these were but a few of the B&K innovations that have made theater history.

So well conducted were the finances of B&K that, in 1930 when the entertainment world fell upon lean years, Balaban & Katz was the ONLY major theater chain that did not go into bankruptcy. And when Paramount itself collapsed during the depression, along with other film companies, the man Paramount asked to become its president, after the depression, was the former chief clerk of Western Cold Storage Company—the diligent older brother of the west side emigrant family—Barney Balaban.



Balaban, TV Pioneer

# TV Public Service Stressed by WBKB

As an independent, Chicago operation, WBKB has always made a particular effort to stay well in the lead in the scheduling of public service spots and programs.

The station has always taken the lead in boosting any event it deems worthy of promotion. Many times a mere statement concerning a special occasion has brought amazing response from the television audience. In this respect WBKB hit its stride last winter during the holiday season. It helped make Christmas of 1948 better for 1,400 disabled vets of the State of Illinois, when it co-operated with the American Legion in obtaining gifts and donations for these deserving veterans. Through persistent plugs and three programs WBKB obtained upwards of \$500 for Illinois veterans.

Manny Opper, staff comedian at the time, held a Christmas party for his kiddie fans. Expecting a scant 100, Manny was deluged with so many requests that the party had to be moved to the main ballroom of the Sheraton Hotel, where 800 children gathered. Every one of them received gifts and refreshments.

Ernie Simon, in a few brief pleas for gifts for underprivileged children, was deluged with more than 2,500 gifts worth upwards of \$7,000, all of which was transported to the headquarters of Chicago's "Off the Street Club" and given away at a mammoth party which was televised by WBKB the day before Christmas.

### Present Christmas Mass

WBKB had the signal honor of performing one of the finest community services in the history of television last Christmas. The solemn, pontifical Mass preached by his Eminence Samuel Cardinal Stritch, was televised for the first time in history on Christmas Eve of 1948 from Chicago's Holy Name Cathedral. This magnificent ceremony won the plaudits of an appreciative city. It is still being talked about and undoubtedly will live as one of those memorable milestones that we long remember in the upward progress of a new industry. At Easter an impressive Sunrise Service for the patients at Cook County Hospital was carried for the first time and received the same enthusiastic response.

WBKB's public service history is replete with such examples of valuable public service. The station, for instance, has installed, in cooperation with another public-spirited organization, the Chicago Cubs, television receivers in nine fieldhouses of public parks. The station has performed a service to the television industry by conducting a trainee course for television trainees. More than 150 executive calibre trainees attended this course during 1948 at a time when such a course was sorely needed.





# Special Celebration Will Feature Theater TV

## Stars Gathering To Aid WBKB Celebration

(Continued from Page 5)  
33 North LaSalle Street. The new transmitter is the tallest point in Chicago.

**Premiere of Theater TV**  
More important to television fans, however, is tonight's premiere of Theater Television. This significant video advance is made possible by the installation of a costly, exclusive Paramount device called "Teletype Recorder." Installed in the projection room of the Chicago Theater, the new device will make it possible for Balaban & Katz to bring to Chicago Theater patrons all important civic and sports events as they happen.

Headed by Mayor Martin J. Kennelly, an impressive list of civic notables will be on hand to witness the unusual demonstration in the Chicago Theater at 9:00 P.M.

**Stars to Appear**  
Following the demonstration, a star-studded birthday revue will be televised for the first time direct from the stage of the Chicago. Stars already scheduled to appear include: Morton Downey, Henny Youngman, Jackie Green, lovely singing star Joan Edwards and The Shyrettos. Others scheduled to appear in-

clude Janet Blair, Peter Donald and the Blackburn Twins. Music will be furnished by Lou Basil and the Chicago Theater orchestra. Both B. and K. and WBKB producers collaborated in producing the special anniversary show.

### Birthday Is Themo

Birthday festivities will be the keynote of several earlier WBKB shows. The station will take the air at its regular time of 5:30 P.M. with "Comic Capers" starring Don and Vera Ward and "Larry On Location", new puppet show starring Toni Gilman and Don Tennant. Following "Larry On Location" at 6:00 P.M., Ernie Simon will appear at 6:45. This popular comic personality will cut and distribute a five-foot birthday cake on the sidewalk in front of the State-Lake Theater.

### Christening Ceremonies

At 7:00 P.M. christening ceremonies of WBKB's new transmitter will be viewed. By especially made film, viewers will get a look at the huge steel-girdled tower from all sides and will be taken behind the scenes of the station's new theater television equipment.

Eight years is a long time to be in television. Just how long a time that is, and how far television has advanced in eight years, will be graphically illustrated at 7:15 P.M. when the station presents "WBKB Scrapbook". Pictures of early equip-

ment dating back to October of 1940 when B&K experimental station W9XBK transmitted its first audio signal, will be shown by several present personnel who were employed then by the station. Balaban & Katz' experimental station, W9XBK began transmitting both audio and video signals in the winter of 1940, but it was not until late spring and early summer of 1941 that "live" programs were transmitted regularly. These consisted chiefly of interviews, but to the 75 set owners at that time, they were considered "remarkable".

### Largest Indie Station

Today, WBKB is the largest station in the country not actively engaged in network activities. Although the station has, at one time or another, fed programs to NBC and ABC and will, in the Fall, begin active participation as a basic affiliate of the Columbia Broadcasting System, WBKB is at present telecasting all of its own programs and maintains a larger staff than any other Chicago station.

Blondes will have their inning in tonight's festivities. At 7:45 P.M., following "WBKB Scrapbook" the finals of a "Bashful Blonde" contest will be held. The winner will be crowned "Miss WBKB" and will act as official hostess for the evening. One of her pleasant duties will be to greet Mayor Kennelly along with Mr. John Balaban and

## Chicago Theater Scene of TV Activity

escort these gentlemen to their seats in the theater. Runnersup in the contest will participate in "Tele-charades" which will follow at 8:05 P.M.

### Will Interview Celebs

At 8:45 P.M. interviews of celebrities arriving in the lobby of the Chicago Theater will be televised. At a given signal these interviews will be "teletranscribed", which means that, in a matter of seconds, these interviews will be processed and flashed on the screen of the Chicago Theater. Thus, the Mayor and other leading civic figures will have the rather astonishing experience of seeing themselves arrive and enter the Chicago Theater almost before they have taken their seats!

Following the premiere demonstration of Theater Television, the star-studded theater revue will begin. Preparations have been going on for weeks at B&K to make tonight's affair a memorable one. Never before has an individual station gone to such lengths to provide its fans with noteworthy entertainment and the effort has been hailed by television executives and manufacturers alike as a boon to video's progress in the midwest.

WE ARE HONORED TO BE OF SERVICE TO BALABAN & KATZ FOR 20 YEARS

CONGRATULATIONS TO

**WBKB**

ON THEIR 8TH ANNIVERSARY TODAY

FROM

HANNS R. TEICHERT

1311 N. WELLS STREET

CHICAGO 10, ILL.

WHitchall 4-5828-9

DECORATORS OF  
**WBKB**  
THEATRE

SPECIALIZING IN INTERIOR  
DECORATING FOR TELEVI-  
SION THEATRES AND FOR  
THEATRES THROUGHOUT  
THE COUNTRY

Introducing for the first time New Kalistran Plastic Walls

# Balaban & Katz introduce Paramount's exclusive

## *At the Service of Agencies*



**"The picture as it is taken off a television tube and recorded by a special Ackley recording camera."**

Now ready to transcribe your show on 35 millimeter sight and sound high quality film.

Prompt service—prints in quantity.

WBKB, Chicago, offers a variety of talent, production know-how, studio facilities...and now, for the first time in the midwest, the finest teletranscription service.



**"Next the film begins its trip through four processing units, the first of which is shown by Ivar Jacobsen, B&K engineer."**



**"Finally the drying cylinder where the prints are dried by jets of compressed air. The film is then ready to be stored on reels... or, if needed instantly, the film can be fed directly into a motion picture projector and flashed on the screen of B&K's Chicago Theater in less than 45 seconds!"**



# Television, Chicago

## Live Teletranscription system

### Stations and Networks

WBKB offers sensational share-the-cost plan for open-end teletranscribed shows  
The more stations that share in the plan, the lower the cost  
Let these package programs put your station on a paying basis

#### ERNIE SIMON

Your Curbstone Cutup. The zaniest man on the street show ever televised. Nick Kenny, famous New York columnist, calls Simon a threat to Arthur Godfrey.



#### LADY OF THE MOUNTAIN

Tommy Sands, diminutive new singing star, hailed as a "juvenile Burl Ives", and Barbry Ellen, a lovely lady whom Tommy visits on a faraway mountain. Enchanting folk tunes that will leave you humming.



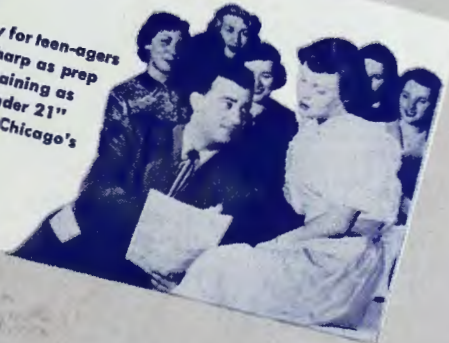
#### COLLEGIATE TELECHARADES

Fresh, sharp collegians test their charade skill in a fast clash of wits.



#### UNDER 21

The ideal show for teen-agers everywhere. Sharp as prep lingo . . . entertaining as youth itself. "Under 21" stars the best of Chicago's teen age talent.



#### WRESTLING WITH RUSS DAVIS

The best wrestling announcer in America describes Chicago bouts. You haven't heard wrestling until you have heard Davis.



Pass the word along . . . as each new station joins WBKB's share-the-cost plan for teletranscribed shows, the cost per station goes down. For full details write Sterling Television, Inc., 15 West Lake Street, Chicago 1, Illinois. Phone Randolph 6-2265.



### New Puppet Program Launched On WBKB

As an appropriate beginning to its anniversary festivities this week, WBKB introduced to an enthusiastic television audience a new puppet production called "Larry on Location." The program was premiered on Monday, June 13, in the time slot left vacant by "Kukla, Fran and Ollie."

With a movie studio office as its setting, the new show revolves around the joys, sorrows, frustrations and achievements of a troupe of actors. On the imaginative set can be found Larry, the quiet and lovable prop boy; Gaylord Nosegay, producer, director and president of "Highly Unlikely Productions"; Newton Figg, cameraman de luxe; Nosmo King, writer, choreographer, musical director and veritable jack of all trades, and Miss Olga, fading star who is reluctant to discuss the number of years she has been in pictures and is always seeking a good ingenue lead to play. All players are manipulated and given life by their creator, Don Tennant, talented 26-year-old puppeteer.

The only live character on the program is lovely Toni Gilman who enacts the role of studio secretary. The entire personnel of "Highly Unlikely Productions" make their headquarters in Miss Gilman's file cabinet. The organization is owned primarily by Gaylord Nosegay who claims 13 of its total 14 per cent interest. His four colleagues share the remaining one per cent which, as Newton Figg ruefully admits, is a mere "infestimal" part indeed. The entire program is ad libbed. Les Weinrott is producer, Carolyn Gilbert, formerly with NBC, is musical director, and Bill Balaban is director.

In keeping with a typical Hollywood studio, all props identified with the movie studios will be on hand, including a folding canvas chair for Director Nosegay; lights, camera, mike boom and carpenter tools.

**GLAD TO BE WITH YOU**

**"LARRY on LOCATION"**

### Multiscope Development Is TV Program Innovation

Experience that comes of years of know-how, learned the hard way, is being passed on to the television industry by a Balaban and Katz subsidiary known as Sterling Television, Inc.

Organized for the purpose of making available any programs, gadgets or engineering equipment, the new company is making a strong first impression throughout the industry by virtue of its new Multiscope machine, a brainchild of John H. Mitchell, general manager and Red Quinlan, promotion manager.

A rather startling device that boasts of five apertures all of which focus perfectly on a given point, the Multiscope was a machine that could not be made, experts said. But engineers of WBKB and Acme Telectronix of Cleveland proved the experts wrong. The Multiscope is proving to be a sensation in the highly competitive television industry. WBKB's first test model has been developed from a primitive, one aperture machine with cardboard holders, to a compact, five-purpose projection console that can put a television station in business at a fraction of its former cost.

Hardly a video fan exists in Chicago who is not familiar with the news-time-weather robot that grinds out 49 hours of commercial time each week for WBKB. And, while not considered a substitute for live programming, the Multiscope has won unanimous acceptance during those hours when other television stations are not operating. Stores, hotels, doctors' waiting rooms and other public places have made WBKB's Multiscope a daily video habit. Homes, too, like the Multiscope for its utility, soothing music and late news. As one critic put it, Multiscope makes each home a city desk and each viewer becomes a "city desk editor."

**Teletypewriter Shows**  
Other Television developments will be offered during the coming year, according to John H. Mitchell, president of Sterling Corp. Already the company has offered a huge "Program-Master" programming board which shows at a glance a station's program schedule for a whole month. And it is expected that all WBKB transcribed programs recorded by WBKB's exclusive teletypewriter system will be offered under the aegis of Sterling Television.

**Name Personalities**  
Televisioners watching WBKB often see stars of stage, screen, radio and sports, when least expected. Joe Wilson interviews celebrities who stop in at the press box between innings of the baseball games. Other shows where famous names are likely to pop up are "Under 21," "Treasury Bond Show," "Comic Capers," Ulmer Turner's "Midwest Viewpoint," and Ernie Simon's "Curbstone Cut-Up."



*John H. Mitchell, Balaban and Katz theater executive has made the difficult transition to video after eighteen years in the theater business. Mitchell assumed position as Business Manager at WBKB in July, 1948 and was appointed General Manager of the station six months ago.*

**Berle Pays Tribute**  
When Milton Berle mentioned Ernie Simon on a recent show, it marked the first time "Mr. Television" had ever paid tribute to a strictly Chicago performer. Ernie conducts "Curbstone Cut-Up" for WBKB.

**FBI Sought Co-operation**  
The FBI asked cooperation from Ulmer Turner, WBKB's news editor, recently in showing pictures of fugitives from the law. Obliging, Mr. Turner showed two pictures on his midweek program. The following morning one of the men was captured in Indianapolis.

**WBKB Televises Mass**  
When WBKB televised high Pontifical Mass on Christmas Eve from Holy Name Cathedral, of the 11 men on the crew that night, only the electrician, Gene Quinn, was Catholic and was familiar with the proceedings of the impressive ceremony. The other ten represented numerous denominations.

**Long Distance Reception**  
Russell Beimer, Beloit, Wis. business man, has spent close to \$1,000 for an antenna and television receiver in order to receive WBKB, Chicago. The project is in answer to request of his Beloit patrons who enjoy the many sports seen on WBKB.

### WBKB Construction Includes New Studio

(Continued from Page 5)  
"M" will feature new cold tube lighting, the first departure the station has made from incandescent lighting. Soundproofing will be similar to that used in radio broadcast studios and the floor will be a special plastic material.

Medium sized dramatic and musical productions will be possible in new studio "M" and the proximity to studio "G" will make for added economy of operation.

In addition to a new television studio, WBKB's new construction program will include: a control booth and announcers' booths overlooking the new studio. Classified as studio "D," the announcers' booth will overlook studio "G" on one side and studio "M" on the other. A third announcers' booth, studio "C" presently overlooks small studio "A."

A fourth announcers' booth, studio "F" will be built in Master Control department which also is undergoing reconstruction. Studio "F" will contain audio turntables and will be used exclusively for Balaban & Katz FM station, WBIK. The former space used by WBIK will be made into office space for the engineering department, while the space occupied by WBKB's former transmitter will be made into offices for the auditing and publicity-promotion departments.

Altogether, WBKB has a total of seven studios in its plant at 190 North State Street in Chicago. Transmitters for both television and FM station, WBIK, are located atop the American National Bank Building at 33 North LaSalle Street.

Congratulations  
\* \* \*  
We've enjoyed  
being on  
**WBKB**  
for over 2  
solid years  
(Never missed a week!)  
\* \* \*

**MALCOLM-HOWARD**  
**ADVERTISING AGENCY**  
203 N. Wabash Ave.  
Chicago 1, Ill.  
\* \* \*

**NOW—10 active clients**  
in Television  
Success stories galore



# WBKB'S new plant is 100% RCA-equipped



RCA TT-5A Transmitter of the type installed in WBKB's new plant. WBKB also uses RCA Field Equipment, RCA Microwave Equipment, RCA Studio Cameras, RCA Synchronizing Generators, RCA Film Equipment, and an RCA Turnstile Antenna.



**TELEVISION BROADCAST EQUIPMENT**  
**RADIO CORPORATION of AMERICA**  
**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.**

In Canada: RCA VICTOR Company Limited, Montreal



CONGRATULATIONS TO **WBKB**  
ON THEIR 8TH ANNIVERSARY



"CURBSTONE CUT-UP" 6:45-7:00 P.M. Daily for RCA-VICTOR and Girl's Softball Games Friday Nites for Fox De Luxe. . . Thanks to Nick Kenny for everything. . . Thanks to Nate Platt for Third Appearance Chicago Theater July 8th.

*Ernie Simon*

TV Calisthenics In 1942



Another shot of the early days when WBKB operated experimentally as W9XBK, shows a model participating in a calisthenics program which was televised. In those days less than a 100 TV receivers were operating in Chicago.

Congratulations to

**WBKB**

on your 8th anniversary  
and thanks for taking me along for  
five of those years



**JOE WILSON**

CHICAGO'S FIRST  
TELEVISION SPORTSCASTER

Under exclusive contract to WBKB

**Al Trace** and his "Shuffle Rhythm"  
orchestra recording exclusively for Columbia  
Records and "Mr. and Mrs. America."

CONGRATULATIONS

To

**WBKB**

on their  
8th Anniversary

Thanks to Nate Platt for our current booking at the Balaban and Katz "Flagship"—the Chicago Theatre. Thanks too, to Don Roth for booking us back again at the Blackhawk Theatre Restaurant—June 29th. Our third return engagement in less than 1 year . . . a record never equalled in 28 years of the Blackhawk's operations.



## Remote Problems Solved By Engineers

Picking up signals from outside points and putting a good show on the air with topnotch camera work is one of the most complex operations of a station, but WBKB's unexcelled remote facilities and veteran crew make the procedure appear easy.

The station owns two trucks, eight RCA Image Orthicon field camera units and sufficient personnel and facilities to handle two self-sufficient and independent remote programs at the same time.

## Family Audience Appeal

WBKB, which makes every effort to be a family station, won the praise of church leaders for its many telecasts of religious fare. Besides the televising of the Christmas Eve Mass and Easter Sunrise Service, the station has presented two religious documentary films, "Out of the Night" and "Tomorrow Is a Wonderful Day," and also carried the anniversary dinner of the First Disciple Church of Chicago.

## Highest Transmitter

WBKB's powerful, new transmitter, which is 700 feet tall, is the highest point in Chicago. Next highest is the transmitter of another television station.

## TV Recording Service Developed By B&K Outlet

Teletranscription is a big word. But so is the idea. In fact for the owner of one of these huge, intricate, Rube-Goldberg-like devices, Teletranscription does just about everything but ring the cash register and return one's change.

For theater patrons Paramount's exclusive teletranscription system will make possible, for the first time in the midwest and the first time in any city outside of New York, the miracle of Theater Television!

By means of an almost instantaneous forty-five second process of recorded sight and sound images, all great civic and sports events, disasters and other major occurrences that merit presentation in a theater. Balaban & Katz Chicago Theater, already synonymous with the best in film and stage entertainment, will become synonymous with the best and latest in video entertainment. Starting immediately, according to B&K executives, the Chicago Theater will schedule theater television whenever an event occurs of "sufficient interest and importance" to theater patrons.

**Teletranscription, A Boon for Others**  
As a money-saving device for other television stations, WBKB's new system has another major function. Heretofore there has been no

means by which advertising agencies, television stations or networks could make a permanent record of their costly shows. Teletranscription will put an end to this orgy of unnecessary spending. Networks can record shows for later use. Quantities of prints can be made from original negatives. In this respect WBKB expects to do a flourishing business for Chicago stations, and agencies. The Kukla, Fran and Ollie show alone will keep WBKB technicians busy for this show is at present recorded by a process known as "kinescope" in New York and prints are used by approximately twenty stations throughout the country. Advertising agencies will for the first time be able to make permanent record of auditions and can show these auditions many times to different clients. Hospitals, universities, business groups are also expected to find use for teletranscription since its cost is far lower than standard film methods.

### WBKB's Film Network Idea

"A good show deserves more than one audience," it has been said. Adopting this maxim WBKB expects to teletranscribe its best shows and offer them on 35 or 16 millimeter prints to other stations in the country. In this way stations can cut their own production costs.

### Statistical

In April, 1947, WBKB installed a temporary video switching console in the master control. It was to be used "not more than six months." Since then more than 10,220 hours of telecasting have been carried by the console. However, channel 4 will install new equipment when their newly-located transmitter is opened.

WBKB engineers figured:

Output control button pushed 14,600 times.

Input control button pushed 58,400 times.

Wave form monitor control button pushed 102,200 times.

Main video feed button pushed 29,200 times.

Auxiliary feed button pushed 7,300 times.

Collaborating with its Paramount sister station, KTLA, Hollywood, WBKB can thus begin a modest network of transcribed shows which will be exchanged between both stations and with other stations at small cost. Further feature of the network film idea is that each station can schedule these shows to best local advantage; also, a teletranscribed program can be used not once but several times to gain the largest possible audience. Many television executives have hailed this as the solution to the industry's current number one headache; how to get the most out of a costly show.

# Congratulations to **WBKB**



Kukla, Fran, Ollie and Burr



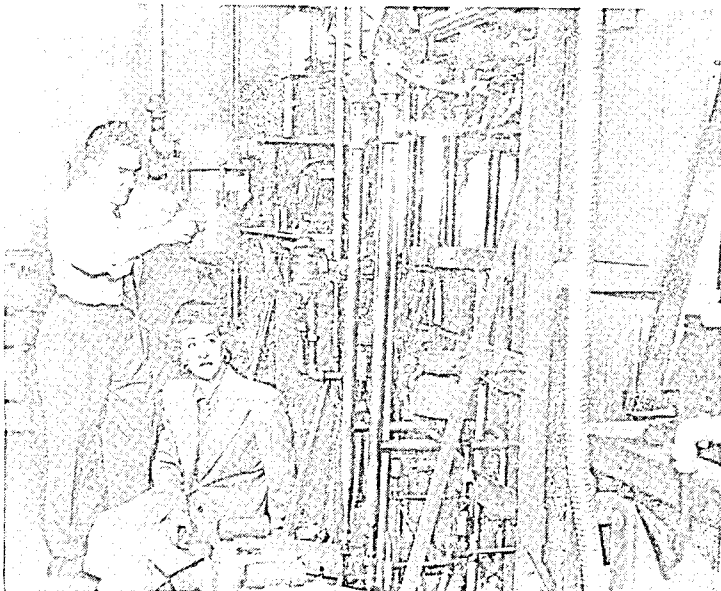


## EARLY DAYS RECALLED



One of the first Du Mont iconoscope cameras used by WBKB as early as 1942, is modeled here by Jean Wagner and Lynn Pearson, pretty hostesses from Balaban and Katz's luxurious, Chicago Theater.

## NEWEST DEVELOPMENT



Carl Maurer, Paramount development engineer, explains to Helen Glait, B&K secretary, some of the mysteries of the Paramount teletranscription system, costly new video installation made by KBKB in the projection room of the Chicago Theater.

## WBKB Program Planning

By JONNY GRAFF  
WBKB Program Director

The eighth anniversary of WBKB, one of the nation's oldest television stations, combined with the advent of Midwest theater television, tele-transcriptions and the dedication of a powerful new antenna points up the come-of-age of a great new era in advertising!

Not since the early days of radio has so startling an opportunity presented itself for unseating the "greats" of the advertising world! In all the major cities of our nation, small agencies staffed by determined men with daring and imagination are already using the new tool of television to bore away at accounts that only a few short months ago they wouldn't have tackled even on a dare.

Many national and regional accounts already have switched agencies to ensure a better handling of their television problems; and in many an office on Madison Ave., Michigan Boulevard and Hollywood Boulevard, troubled account executives who formerly spent their week-ends on golf courses are now embarked upon television courses studiously trying to assimilate the differences between an iconoscope and a multiscope.

For now, ad men have something definite, something concrete on which to base their pitch for a new account. Now, they have brand new selling techniques, brand new advertising methods and know-how to offer a potential client. No longer do they have to fake up a campaign, hoke up a headline, talk in circles about Hoopers and Pulses! Gone is the endless hassle to figure a way to steal an account. Most clients, in fact, are stealing the initiative from their agencies by making the first move into television. Many times WBKB has been approached by clients . . . clients who have two or three agencies handling their multiple products. And in many cases, it was the client who asked the questions, made the deal and then brought in his agency . . . or rather, forced his agency to enter the TV picture.

The newness of television, the novelty of the medium, has long since passed into limbo at WBKB. After eight uphill years, we find present-day television a hard-working advertising tool which, when properly used, has an impact not reached by any other media! It goes without saying that radio can no longer deliver the country's major markets . . . that television is the number one boy . . . and that

TV must become an integral part of any national campaign.

### New Development

As each new development came along, developments that suggested novel and effective advertising techniques, they were passed along by WBKB to its advertisers and their agencies. Motorola, Admiral, Armour, Swift and Philco—all tried their early TV wings at WBKB. I can still see the creative light burning in Henry Legler's eye as he stood in our projection room not long ago and watched for the first time our Multiscope operation. And as he grasped its potentials, he visualized a dynamic new approach to better serve one of his major TV accounts, Pabst Blue Ribbon Beer.

In like manner, when the same agency learned through experience that viewing fans objected to losing the picture from a ball field and being switched back to a studio commercial, they devised a way of superimposing the commercials right over the picture from the field. Now, with the aid of a clever mechanical gadget, we focus our cameras on the outfield fence and conjure up a traveling tape message from the sponsor which is highly acceptable to the TV fans.

### Sales Experiment

At present, we are experimenting at WBKB with a new type of public service program that, if successful, may make the mail order business obsolete within a matter of years. We demonstrate and merchandise unusual items on a show called "Window Shopping" . . . then tell the viewers they can call the station and order any of the things displayed. At first, it was a C.O.D. proposition but when we found that method of merchandising a disadvantage, we convinced the advertisers to absorb the C.O.D. costs and now we are moving goods at a surprising rate of speed. Everything from bottles of Vermouth to kitchen gadgets and fishing poles have been offered already with satisfactory results. We have found that people like to "Window Shop" at home and if the items are right, they will attract orders in quantities that justify the TV costs.

I have avoided blue-sky talk of program ideas and entertainment formats because at WBKB we believe that TV stations must concentrate on "sell" if they wish to survive these costly pioneering years. Surely, we have many program formats, many novel musicals, drama shows, audience-participation ideas to offer; but trying to showcase these programs on a regular schedule until the advertiser is in a buying mood is a sure-fire road to the TV poorhouse.

"Angels" for the musical and dramatic production used to be confined mostly to Broadway; but now television has offered every stage-struck advertiser across the land a chance to be an "angel." We're not looking for "angels" at WBKB.



GRAFF





**WBKB's Chicagoland Coverage Indicated on Map**



WBKB  
 TELEVISION  
 CHANNEL 5 CHICAGO  
 COVERAGE INDICATED BY

Transmitter located at American National Bank Bldg.,  
 17 North La Salle Street, Chicago, Illinois.  
 Studio located in the State-Lake Theater Building,  
 120 North State Street, Chicago 1, Illinois.

WBKB



# Sterling TELEVISION Inc.

## proudly presents Multiscope!

*It's Here!* The magic word that can be your short cut to profits

### MULTISCOPE IS A MIRACLE MACHINE

And what a machine. Does the work of any other five opaque or transparency projectors. Five apertures to handle all your titles, art work, news pix, etc. All dissolves, superimpositions, optical effects handled by one man at the machine, not at a video switching panel.

**STERLING TELEVISION INC.**

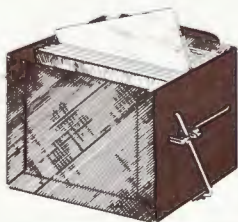
15 West Lake Street

Chicago 1, Illinois

### MULTISCOPE IS A TELEVISION TRIUMPH

A sound, tested advertising idea that turns test pattern time into profit. Multiscope is only six months old. In that short time WBKB has achieved the success story of the industry. WBKB uses Multiscope 49 hours a week! Other stations have sold Multiscope time even before installation. You can't miss with Multiscope!

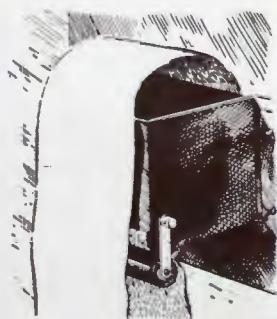
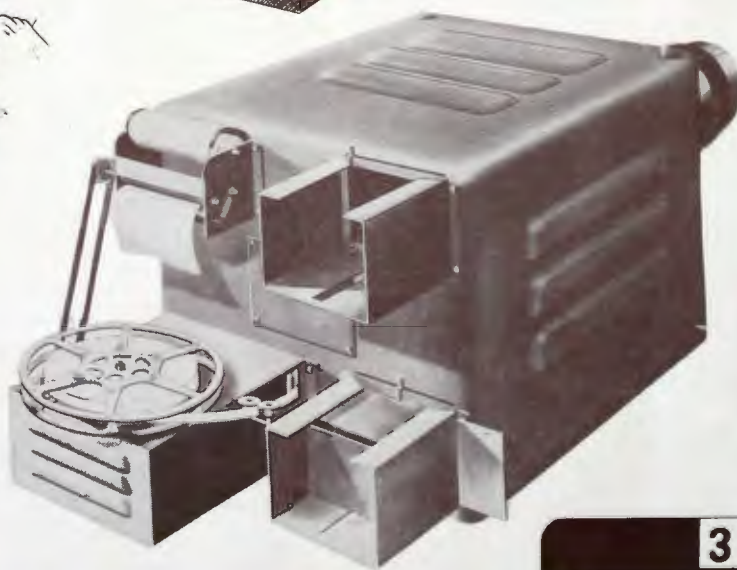
Cartridge holders will accommodate 70 standard, aluminum copy holders, insuring perfect registration at all times.



Latest U.P. news flashed on the screen with correct time, and weather in a variety of patterns. Here are a few of the combinations possible on Multiscope.



Copy holders ejected automatically. No clumsy hand pulling of cards on the air. Holder half-way out—hand on ejectors.



Roll-up feature gives movement to otherwise static copy. Adjustable speed control.



**Eight years only a beginning. Watch WBKB during the NEXT EIGHT YEARS!**

# AGENCIES

**AL HERR** ADVERTISING AGENCY, Milwaukee, Wis., and **THE FADELL COMPANY**, Minneapolis, MINN., have been elected to membership in the American Association of Advertising Agencies.

**ROBERT WILSON**, effective at once, is joining the **Harry B. Cohen Advertising Co.** of New York as art director. Wilson joins the Cohen agency after 16 years with Young & Rubicam.

**BARNEY CRAGSTON** has been named assistant sales manager, it has been announced by **Alvin E. Unger**, vice-president in charge of sales of the **Frederick W. Ziv Company**. Cragston will continue to headquarter at the Cincinnati office of the Ziv Company, as he has since joining the company in 1947.

**G. N. BEECHER, JR.**, whose background includes grocery advertising and merchandising, has joined **Kenyon & Eckhardt Inc.**, as account executive.

**MORRIS BRAIFF**, president of the **Formaid Company**, announces the appointment of **John C. Dowd, Inc.**, to handle the advertising and sales promotion for **Formaid brassieres**.

**IZ ZAM** has been engaged by **H. W. Hauptman Co.** as account executive. He was formerly advertising and sales promotion manager of **Television Assembly Co.**



## Mainly About Manhattan. . . !

• • • The other week we item'd that **Phil Spitalny** didn't figure to clear a dime on his current **Strand** engagement, using the date as a sort of television break-in to give the boys higher up an idea on what can be done before the cameras. That in itself is hardly news, as a lotta guys we know shoot the works when the stakes are worthwhile. The fact that he's got himself an enlarged troupe of 42 artists and that he's completely recostumed them at a fantastic cost also hardly comes under the head of front page replate. But this much is news and should be newsworthy to television-minded desks. **Phil Spitalny's** all-girl "Hour of Charm" ork at the **Strand** presents as spectacular and oyo-filling a picture as this newsboy has soon in many a year. All throughout the **Strand** show yesterday, we could think of but one refrain: What in blazes is television waiting for!

★ ★ ★ **SMALL TALK:** **Jeff Clark**, who sings on the **Harry Morgan** stanza, will be the most popular guy around these parts if **Princess Margaret** comes to the U.S. He'll toss a picnic in her honor. . . **CBS** building a comedy package around **Bob Sweeney**, of the **Sweeney and March** team. . . They were talking about the **Rita-Aly** wedlines the other ayem at **Sardi's**, when one gabber remarked that she couldn't buy all that publicity. "Now she can," retorted **Eleanor Fournoy**. . . And **Harold Stein** wonders how much publicity they'd have gotten had they retained **Jack Perlis**. "Seems to me," he postcards, "that in using so much space on **Jack** and not me, that you're casting **Perlis** before **Stein**."

## New N. C. Outlet OK'd; Other Activity At FCC

(Continued from Page 1)  
first be queried to determine whether his recent elevation to the position of manager of **WBIG**, Greensboro, would alter his intention to proceed with his new station.

**Hutchinson** was **WBIG** commercial manager at the time of the hearings last fall on his application, and at that time declared that he had no financial interest in the station and was prepared to resign and devote his full time to his own station once it was permitted. The Commission majority stressed that he must resign from **WBIG** if he is to proceed with his new station, even though he now occupies a more important position with **WBIG**. **Hutchinson** has not indicated any intention of changing his plans, the Commission said.

Commissioners **Hyde** and **Sterling** were for denial, with Commissioners **Coy** and **Hennock** not participating.

The Commission also released an initial decision by Hearing Examiner **Jack Blume** granting the applications of **KOOS**, Coos Bay, Oregon, and **KIDO**, Boise, Idaho, to shift to the 630 band. **KOOS** would move from the 1230 band, upping its power from 250-watts to one kilowatt, and **KIDO** would move from the 1380 band, raising its power from 2.5 kilowatts day and one kilowatt night to five kilowatts unlimited.

## Soviet 'Voice' Jamming Shows Marked Increase

Washington Bureau of **RADIO DAILY**  
Washington — Systematic Soviet jamming of "Voice of America" shortwave transmissions during the last six weeks has become so effective that not more than 30 per cent of the "Voice" broadcasts are reaching Russia "intelligibly." This was disclosed Monday by **George V. Allen**, Assistant Secretary of State for Public Affairs.

" . . . We are thoroughly aware," he said, "that when listeners have to shop around their dial all day and all night to find us, it is most discouraging."

The U. S. is reluctant to consider jamming Soviet broadcasts in retaliation, feeling this would constitute a "defeatist" attitude, **Mr. Allen** added. "After all, he said, "we are trying to make more information available to the people of the world, not less."

## Unusual Telecast

One of the most unusual telecasts to be carried by **WBKB** occurred this past April when the **Easter Sunrise Service** from the **Cook County Hospital**, involving only patients and their doctors and nurses, was televised. **Joan Tokar**, a spastic paralytic for 12 years, was a soloist, accompanying herself on the guitar, and when she sang "The Old Rugged Cross," she brought an avalanche of congratulatory messages from the television audience.

# NEW BUSINESS

**WENR-TV, Chicago:** One spot announcement weekly for 52-weeks; for the **Borden Company** (dairy products) through **Young** and **Rubicam**; eight one-minute announcements during the month of June for the **Mitchell Manufacturing Company** through **Jones-Frankel Agency** and four one-minute announcements during June for the **Reuben H. Donnelley Corporation** (**Redbook**) through **N. W. Ayer Agency**; one-minute spots for **Sunbeam Corporation** through **Perrin-Paus Company**; **United Artists** for "Portrait of **Jenny**" through **M. M. Fisher Associates**; **Dandrug Corporation** for **Sulfadandrug** through **Cazler-Hempstead** and **Hanford**; **Puro-filter Corporation** through **Louis A. Smith**; **Nilsen's Restaurant** through **Guenther-Bradford**; **Brown** and **Williamson Tobacco Company** for **Kools** through **Ted Bates**; **Unicorn Press** for **Funk & Wagnall's Encyclopedia** through **Leonard Advertising Agency**; **Chicago Motor Club** through **Agency Service Corporation**; **Croyden China Company** through **Deuss-Gordon Advertising Agency**; **Exchange National Bank of Chicago** through **Lawrence Advertising, Chicago**, two one-minute film announcements weekly preceding "Stop the Music" and middle of **Paul Whiteman's Show**.

## "JINGLES that don't JANGLE!"

**LANNY & GINGER GREY**  
Radio-Video Programs-Jingles  
1350 Madison Ave. N. Y. 28  
ATwater 9-4020

TO MY  
Former Bosses  
and their  
Great TV Station  
**WBKB**  
Congratulations

P.S.—Thanks to **Nate Platt** for 3rd booking into disc jockey show at Chicago Theater.

**LINN BURTON**

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

## MAY YOUR FIELDS

be greenest, and your worms the fattest . . . is the birthday wish from another early bird. . .

American  
National  
Video  
Productions, Inc.  
CHICAGO



TELE TOPICS

FCC EXPECTS to hold off the green light on color TV for at least a year. . . . Ted Granik's "American Television Forum," currently a 30-minute session on NBC-TV, may get an additional 15 minutes added to the stanza. . . . As a result of her click on the Milton Berle TV'er last week, Lisa Kirk drew several new video offers plus another screen overture. . . . Bob Hope in the television set biz. He's turned up as chairman of Quality Electric Television Corp. in L.A. . . . Jerry Fairbanks making a series of TV spots for Pabst Beer. . . . Henry Kaiser will "Meet the Press" tonight via NBC-TV. . . . Lee Tracy being offered the Hildy Johnson role, which he originated, in the TV version of "The Front Page." . . . Two tele stations are slated to start operations in Birmingham, Ala., July 1st. WBRC-TV will initiate TV shows from 7 until 10 p.m., broadcasting NBC shows on Channel 4, and WAFM-TV will have experimental programming of CBS and ABC shows from July 1st until Oct. 1st on Channel 13. A third station, WSGN, has applied for television permit.

"YESTERDAY'S NEWSREEL" produced by the Ziv Television Productions, Inc., which has been seen via WCBS-TV for the past 26 weeks, under the sponsorship of Seidenberg Cigars, has just been bought by WNBT and will be presented twice a week for a minimum of 39 weeks starting July 4th. . . . Seymour C. Andrews, program director for WBAP-TV, Fort Worth, Texas, has been named general manager of KBTB, the Lacy-Potter television outlet now under construction down there.

STARTING DATE for the return of the Philco Television Playhouse on NBC-TV has been set for Sunday, July 17. . . . New series of mystery dramas titled, "Volume One, Number One to Six," will be televised on the ABC network starting tomorrow from 9:30 to 10 p.m. EDT. Wyllis Cooper is writer, producer and narrator of the TV dramas. . . . Marilyn Cantor, Eddie's daughter, guesting on Ted Steele's show on DuMont Tuesday night. . . . Clara Cedrone and Joe Shank, the new comedy song and dance team at the Blue Angel, mulling TV offers. . . . John Griggs readying a new TV package. . . . With the ASCAP ban currently on all TV transcriptions of live shows (which are sent to distant TV stations around the country), Morey Amsterdam is turning out his own ditties for use on his DuMont stanza. Writing tunes is nothing new to Morey, who wrote "Rum and Coca Cola" and "Yuk A Puk."

PERMANENT SALES POSITION OPEN FOR TIME SALESMAN. INDEPENDENT, METROPOLITAN, NEW YORK CITY STATION. MUST BE EXPERIENCED WITH AGENCY FOLLOWING. PREFERABLY WITH KNOWLEDGE OF FOREIGN LANGUAGE MARKET. GIVE ALL DETAILS IN FIRST LETTER. Box No. 249, RADIO DAILY, 1501 Broadway, New York City.

Five Educational Stations Seek More Broadcast Time

Washington Bureau of RADIO DAILY

Washington — Five day-time standard broadcast stations, WOI of Iowa State College, WKAR of Michigan State College, WNAD of the University of Oklahoma, WHCU of Cornell University and WNYC of the City of New York have filed another petition with the FCC for an immediate amendment of Section 1,324 so as to permit air-time extensions under special temporary authorizations.

The petition, filed through Cohn and Marks of Washington, attorneys for the stations, pointed out that "with the coming of the fall and winter seasons of 1949-1950, petitioners do not know whether they will again be forced to sign off at early afternoon and evening hours and begin operations at late morning hours unless action is taken in the meantime upon their petitions of November, 1948.

"Intelligent scheduling of and planning for fall and winter public service programming requires some indication now as to whether these stations will be permitted to operate in the future," this month's petition continued.

Text Of Second Point

The second of seven points listed in support of the petition stated:

"By virtue of long-standing Commission Rules, Petitioners, as well as other daytime or limited time stations, were permitted to operate, prior to the summer of 1948, on certain occasions after sunset pursuant to special temporary authority. In order to obtain this authority, each station has to make a proper showing as to a unique character of the program proposed and the relative insignificance of interference which might result to existing stations.

"3. However, on June 28, 1948, following a hearing in which no one appeared to oppose the policy of granting such authorization, as public interest warranted in each case the Commission adopted a rule which provided that under no circumstances would it issue such authorizations.

"4. On November 23, 1948, Petitioners filed a petition to amend the Commission's rules so as to permit the issuance of special temporary authorizations under certain conditions, which were contained in a suggested rule. Petitioners requested public rule making proceedings or, in the alternative, the opportunity to present oral argument to the Commission en banc on the merits of their petition.

"5. Although Petitioners' requests have been on file more than 6 months, the Commission has failed to take any action of any kind on them.

"6. The subject matter of Petitioners' concern—the opportunity to hear local election returns, local discussion programs, local sporting events, and other unique broadcasts of local interest—is of extreme public importance. . . ."

BEHIND THE MIKE

TWIN PAN ALLEY is looking forward to Capitol's release of Charlie Barnet's "Portrait of Edward Kennedy Ellington," his own composition on the famous Duke.

Martin Block makes his bow as a marquee idol this week. (He's the star of the current "March of Time" short on the pop record biz).

WHOM's Willie Bryant and Ray Carroll's "Afterhours Swing Session" now open to studio audiences. Ronson Penciliters are writing history on radio and TV give-away shows. Sparked by Hal Salzman, of Yolen, Ross & Salzman, Inc., Penciliters are getting a concentrated drive throughout the country.

Xavier Cugat, coining an average of \$15,000 a week on his So. American excursion, wants to fly here just for 24 hours to attend the Capitol Theater preem of his latest musical, "Neptune's Daughter."

CHICAGO AUDIENCE FACTS

1948

6 A.M. to 6 P.M.

366 DAYS

- Network A . . . . . 1st
Network B . . . . . 2nd
W-I-N-D . . . . . 3rd
Network C . . . . . 4th
Network D . . . . . 5th

PULSE for 1948

W-I-N-D

560 KC. 24 hours a day

KATZ AGENCY INC. NATIONAL REPRESENTATIVE

ATTENTION! TV FILM MAKERS ATTENTION TV STATIONS

SPACIOUS STUDIO AVAILABLE IN N. Y. 220 FT. x 150 FT. NO OBSTRUCTIONS \$10,000 LIGHTING SYSTEM

Available at Reasonable Fee For Information Call MR. GARRETT, Circle 6-5047





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 54

NEW YORK, THURSDAY, JUNE 16, 1949

TEN CENTS

## SELECTIVE RADIO SALES OUTLOOK GOOD

### NAB Hails 'Victory' Of P. R. Broadcasters

Washington Bureau of *RADIO DAILY* Washington—NAB yesterday congratulated the Puerto Rican Association of Broadcasters on its victory in the fight against commercial broadcast competition by the insular Government. The Government has filed an application to transfer the license of WIPR to the Department of Education for non-commercial operation.

RADIO DAILY last year battled (Continued on Page 3)

### Non-Broadcast Tele Reported Expanding

Milwaukee—Non-broadcast television services may eventually outstrip broadcast video in scope, according to W. W. Watts, vice-president in charge of RCA's Engineering Products Department. Watts ventured that prediction yesterday in a talk on "Television's New Directions" before the Engineers' Society of Milwaukee.

Fields in which television will play new and important roles include traffic safety, industry, asylum (Continued on Page 4)

### WMOB Ends Operations; ABC Programs To WABB

Mobile, Ala.—Radio station WMOB ceased operating in Mobile at midnight Tuesday, and ABC network programs are being made available to Mobile and regional listeners by WABB. The Press Register station, J. Lindsay Nunn, of Nunn Stations, operators of WMOB here and stations in Texas, Tennessee, Kentucky and West Virginia, said they were liquidating their (Continued on Page 5)

### Okays Change

Washington—NBC favors the proposed change in FCC regulations permitting live broadcasts overseas or transcriptions for overseas airing without special licensing by the Commission, General Counsel Gus Margraf said in a letter to the Commission this week. The proposed change would permit direct broadcast and waxing without license when the programs are also to be broadcast within the United States.

### Gray Gets CBS Post, Replaces Fineshriber

Gilson Gray has been named CBS director of operations replacing William H. Fineshriber, Jr., who is resigning to join Mutual as vice-president and director of programs. Gray has been director of the CBS editing department.

James Shattuck, assistant director of editing for CBS, has been promoted to director, succeeding Gray. The latter has been with CBS since 1935, except for wartime Navy service.

### Carruthers Named Vice-Pres. Of Don Lee

Los Angeles—Walter W. Carruthers, Jr., nationally known acoustical engineer, has been named vice-president in charge of engineering for the Don Lee Broadcasting System, it was announced by Willet H. (Continued on Page 6)

### Survey Of Autumn Business Prospects Indicates That Spot Sales Totals Will Continue On Upgrade

### 'Prophets Of Doom' Flayed By Speaker

"Prophets of doom" who maintain that television is digging radio's grave were debunked yesterday in a talk by Jess Willard, NAB executive vice-president, at the day-long Foreign Language Broadcast Clinic held at the Hotel Roosevelt in New York. About 50 foreign language station executives attended the sessions, presided over by Ralph Weil, general manager of WOV.

Willard, who addressed the con- (Continued on Page 6)

### Webs Pledge Support Of Charity Campaign

The major networks pledged their full support of the Community Chests of America October campaigns at a meeting yesterday in New York's Waldorf-Astoria Hotel. Mutual was represented by Frank (Continued on Page 5)

### Three CBS Programs Lead Nielsen Ratings

The Nielsen Radio Index of the top 10 programs for the week of May 1-7 has put three CBS programs, "Lux Radio Theater" with 27.0 in first place, "My Friend Irma" (Continued on Page 5)

The national selective AM radio business is running nearly four times the volume of that in the U. S. Dept. of Commerce base years of 1937-38-39 and 7% ahead of the comparable period of last year, according to figures gathered by a national firm of auditors. The spot radio index for Jan., (Continued on Page 2)

### Hearing Opens Today On Proposed FCC Bill

Washington Bureau of *RADIO DAILY* Washington—Only nine witnesses were slated as of yesterday to testify in the two-day hearing on S. 1973, the bill by Senator Ernest McFarland of Arizona to tighten up FCC organization and procedures. No all-out opposition has developed, although it is likely that just about all witnesses will propose changes in the bill of varying importance.

First witness this morning will be (Continued on Page 3)

### WFDR Premiere Program Tonight At Carnegie Hall

WFDR, New York's newest FM station and the third outlet to be operated by the International Ladies Garment Workers Union, will begin broadcasting officially with a special two-hour program to (Continued on Page 6)

## TV—Mass Market Product, Receiver Survey Reveals

Increasing market dominance of the middle and lower income families is the most important influence today in television receiver sales, a survey by Sylvania Electric Products, Inc., disclosed yesterday. TV is now a mass-market product, with 53 per cent of sets now in use owned by families earning less than \$5,000, while the rate of purchase of this group is growing much faster than that of families earning more than

\$5,000 annually, survey disclosed. In commenting on the survey, Frank Mansfield, Sylvania director of sales research, said "television is in a buyers' market," with the industry facing a strenuous competitive period. Of 50 different brands picked up in the survey, he said, only five have established themselves an industry position of better than five per cent. These five brands, (Continued on Page 7)

### Social Note

The RMA board of directors will be host to the board of directors of the Canadian RMA Sept. 15-16 at the Greenbrier Hotel, White Sulphur Springs, West Va., RMA has announced. The joint industrial conference, the sixth such meeting sponsored by the two trade associations, was formerly scheduled to be held at the Hot Springs.

### Another Ban

New York Yankees, of the All America Conference, have become the third pro grid team to announce a ban on TV pickups during recent weeks. Others are the New York Giants and Philadelphia Eagles, of NFL. Chicago Bears and Cardinals plan to air only games that are certain sell-outs, while Buffalo Bills have been consistently anti-video.



Vol. 47, No. 54 Thur., June 16, 1949 10 Cts.

**JOHN W. ALICOATE** : : Publisher

**FRANK BURKE** : : : : Editor

**MARVIN KIRSCH** : Business Manager

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**WEST COAST OFFICES**

**Al Steen, Manager**  
6425 Hollywood Blvd. Phone: Gladstone 8436  
**WASHINGTON BUREAU**  
Andrew H. Older, Chief 6417 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**

(June 15)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	53 3/4	53 3/4	53 3/4	+ 1/8
Admiral Corp.	17 5/8	17	17 5/8	+ 3/4
Am. Tel. & Tel.	139	138 3/4	139	+ 1/2
CBS A	17 3/8	17 1/4	17 1/4	+ 1/8
CBS B	17	17	17	- 1/8
Philco	26	25 1/2	25 7/8	+ 3/4
RCA Common	10 3/8	10	10 3/8	+ 3/8
RCA 1st pd.	67 1/2	67 1/2	67 1/2	+ 3/4
Stewart-Warner	9 3/4	9 5/8	9 3/4	+ 1/8
Westinghouse	22 1/2	21 3/4	22 1/2	+ 3/4
Westinghouse pfd.	90 3/4	90 3/4	90 3/4	- 1/2

	Bid	Asked
DuMont Lab.	11	12
Stromberg-Carlson	9	10 1/4
U. S. Television	1/4	5/8
WCAO (Baltimore)	16	21
WJR (Detroit)	6 1/4	7 1/4

**10 YEARS AGO TODAY**

From the Files of Radio Daily  
An early adjustment of the difficulties existing between the members of the Song Writers Protective Association and the music publishers, particularly members of the Music Publishers Association, is well on its way according to Walter Douglass, head of MPPA.

**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** ★

**GEORGE McELRATH, CHESTER A. RACKEY, GEORGE NIXON and RAYMOND GUY**—all members of the NBC-RCA Victor liaison committee, left Tuesday for the company plant in Camden, N. J. McElrath is director of engineering operations in New York; Rackey is manager of audio and video facilities; Guy is manager of radio and allocations engineering; Nixon is manager of engineering development.

**FRAZIER REAMS**, president of WTOL, American network affiliate in Toledo, Ohio, is in town on business.

**HERMAN FAST**, general manager of WKRC, Cincinnati, was in conference Tuesday with executives of CBS.

**DAN SCHWARTZ**, Mutual network publicist and newsman, is back from a European trip which took him to Paris, Lake Luzerne and other Continental spots.

**J. GORDON STRANG**, construction superintendent for NBC, is spending a month in Chicago to supervise the building of the new television studio there.

**ELIZABETH PIERCE**, writer on the Dennis James daily video stanza, "Okay Mother," today will fly to Cleveland to address a local writers group.

**JOHN WINGATE**, special events reporter for WOR, yesterday went down to Atlanta by plane to be Best Man at his brother's wedding.

**JOHNNY LONG**, band leader, this week flew to Virginia Military Institute to visit his brother, a kaydet. He went down and back the same day.

**RCA President Honored**

Frank Folsom, president of Radio Corporation of America, received an honorary degree of Doctor of Laws at the ninety-eighth annual commencement exercises of Manhattan College in New York on Tuesday. Francis Cardinal Spellman made the presentation.

**Hammond Rotary Guest**

Charles P. Hammond, vice-president and assistant to the president at NBC, today will address the members of the Jersey City Rotary Club on the subject, "Television as a Social Force."

**KEITH BYERLY**, general sales manager of WBT and WBTV, Charlotte, N. C., in Chicago this week conferring with agencies and officials of CBS Radio Sales.

**J. P. WILLIAMS**, executive vice-president of WING, Dayton, Ohio, this week is visiting headquarters of ABC, with which the station is affiliated.

**MARTIN AGRONSKY**, American network commentator, is back from New Brunswick, N. J., where Rutgers University, his Alma Mater, conferred on him the Master of Arts degree, "honoris causa."

**ETHEL SMITH**, organist who recently completed a concert tour during which she was heard in London, Glasgow, Paris and Brussels, will arrive in New York next Monday aboard the Queen Mary.

**ROBERT TROUT**, commentator on NBC, has returned from Cincinnati, where he offered a special presentation of his "Who Said That" quiz.

**AL JAEGGIN**, staff writer on RADIO DAILY, will leave tomorrow for Maryland. He'll spend a week at the family cabin near the Susquehanna River at Havre de Grace.

**BENEDICT GIMBEL, JR.**, president of WIP, Philadelphia, is back in the Quaker City following a few days in New York. He'll leave next Wednesday for White Sulphur Springs, Va., to attend the meeting of the Mutual directorate.

**BURTON ADAMS**, station contact representative for NBC, will leave today on a two-week trip, during which he'll visit affiliates in Kansas City, Des Moines, Peoria, Davenport, Wichita, Hutchinson and Omaha.

**PETER DONALD**, comedian and wisecrackateur, will leave today for Chicago, where he'll be emcee at the eighth anniversary celebration of Balaban & Katz television organization.

**Nat'l Spot Business Good, Survey Shows**

(Continued from Page 1)

1949, was 392.8, and for Feb., 1949, it was 393.16, compared to 367.0 for January and February of last year and 100.0 for the base years of 1937-38-39. A radio station representative told RADIO DAILY yesterday that the volume of spot business during the past two months also has been running ahead of last year and that prospects for the Fall are "excellent." He explained, however, that a summer lull was expected but that it must be considered "normal and natural." Another spokesman labeled the pessimism expressed by some business leaders as a "passing psychosis."

The current industry-wide studies, the results of which will be announced officially in August, will cover the first six months of this year. It was pointed out that accurate figures will become available for the first time at the conclusion of the current survey.

There were no accurate spot radio statistics before 1937 despite the fact that this phase of the industry is more than 25 years old. It was because of this dearth of figures before 1937 that the U. S. Dept. of Commerce is understood to have agreed to the use of the three-year base period for spot radio rather than the usual 1935-39 base.

**"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.



Tom Tinsley, President • Represented by Headley-Reed

**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

## NAB Hails 'Victory' Of P. R. Broadcasters

(Continued from Page 1) against plans for commercial operation of the station by a governmental "radio authority," and brought the matter to the attention of the Harness committee. The committee sent investigators to Puerto Rico, and Counsel Frank T. Bow reported receiving assurance from the island's governor, Luis Munoz-Marin, that the station would not compete with private broadcasters. The transfer to the Department of Education indicates that the governor is making good in a big way on his promise.

### Petty Wires Muniz

Don Petty, NAB general counsel, wired Thomas Muniz, head of the Puerto Rican broadcaster group that "we join you and your association in rejoicing that the threat to free radio implied in the WIPR grant has been removed."

The FCC has done nothing to ban commercial operation of the station, although protests are still before it.

"Operation of a commercial broadcast station by a branch of the Federal government is as dangerous as operation by the Government of a commercial newspaper," Petty wrote.

"NAB is proud to have had a part in this opposition by your side," he said.

## ★ AGENCY NEWSCAST ★

**C**HARLES SCHLAIFER & CO., Inc., has been engaged by 20th Century-Fox Film Corp., to prepare the advertising for all media: radio, television, newspapers, magazines and outdoor. The Schlaifer organization also will handle the account of the Roxy Theater. Schlaifer formerly was associated with Fox as director of advertising, publicity, exploitation and radio. He resigned last January to form the agency which now takes over the entire advertising account of the film firm.

**ADVERTISING FEDERATION OF AMERICA**, through its president, Elon G. Borton, has announced that its 46th annual convention will be held at the Statler Hotel in Detroit, May 31 to June 3, inclusive, next year.

**ERWIN, WASEY & CO., LTD.**, has announced plans to move its Los Angeles office to new and larger quarters at 5045 Wilshire Boulevard effective Monday, June 20. Noting that the agency's Los Angeles staff has increased "several hundred per cent" during recent months, its president, Howard D. Williams, said the trend of major advertisers to move west might eventually lead Erwin, Wasey to move its main offices from New York to Los Angeles.

**ERIC T. LIFNER** has joined Los Angeles staff of Erwin, Wasey & Co. as account executive for the Albers Milling Co., a Carnation Co. subsidiary. He was formerly advertising manager for Walt Disney Productions, and before that worked for Young & Rubicam.

**BRUNER-RITTER, INC.**, Bridgeport and New York, has appointed Raymond Spector Company, Inc., as its advertising agency. This year, \$750,000 has been appropriated for a new audience-participation program to be broadcast, starting September 4th, over 187 stations of the ABC network, Sunday, 9:30-10:00 p.m., EST. Collateral trade and consumer promotion brings total appropriation to over \$1,000,000, the largest ad expenditure in Bretton's 60 year history. Company is also considering the simultaneous televising of its network program.

**THE HARRY B. COHEN ADVERTISING CO.**, N. Y., has been appointed to direct advertising for Pfunder's Antacid Tablets, which firm has been acquired by Grove Laboratories. Grove recently bought the F. W. Fitch business as part of its current expansion in the drug and toiletry field. The Cohen agency now handles advertising for all three firms.

## Hearing Opens Today On Proposed FCC Bill

(Continued from Page 1) acting FCC Chairman Rosel Hyde, who has been working under the present Communications Act as a part of the FCC since that agency was created in 1934. He will be followed by Guilford Jameson, president of the FCC Bar Association, with Ed Craney, Montana and Washington broadcaster, to follow. Gus Margraf of NBC will wind up the list for today.

### Room to Appear

Tomorrow's witness list includes CBS vice-president Joseph Ream, Attorney Leonard Marks for FMA, Dr. Edwin H. Armstrong, NAB General Counsel Don Petty, and Joseph Hartenbower of KCMO, Kansas City, chairman of the NAB Legislative Committee.

### Stork News

Edward W. Scudder, Jr., president of WNJR, Newark, became the father of a son on June 8th at 6:30 p.m., at Le Roy Sanatorium, New York City. Mrs. Scudder is the former Louise Fry. The youngster will be named Edward W. Scudder, III.

Buffalo, N. Y.—William McBurnie, continuity director of WBEN, Buffalo, is the father of a 5-3/4 lb. baby girl, born June 5.

# how to kill two costs with two radio stations!



MANY AN ADVERTISER with a network show uses WOR for plus-programming. His national program is used for institutional advertising and gets down to product selling with a WOR spot show slanted straight for 36,000,000 listeners in 18-states and the Dominion of Canada.

For instance — let's look at a minute:

People who buy one-minute spots on WOR pay as little as \$100.00 daytime; \$200.00 per evening. A minute, if you'll glance at the watch you're carrying, is, sir, a long time. Within one-minute on WOR an advertiser can:

1. Increase sales in the area of Greater New York.
2. Introduce and try out a new product.

3. Do "point-of-purchase" advertising.
4. Test a new product's "pull".
5. Give last-minute news about any product or service.

Briefly, the one-minute spot is as elastic as a diplomat's answer. And, on WOR, a one-minute is a powerful piece of time.

We don't say that minutes are the only things we're interested in. Heaven help us, NO! But you can start with a minute and you'd be amazed at what it can do for you.

# WOR

mutual

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

## RADIO DAILY

## LOS ANGELES

By AL STEEN

**W**ALLACE BRUCE RAMSAY has joined the KFI staff as a writer-producer. He formerly was a freelance radio director for the Dan B. Miner Co., Raymond R. Morgan Co. and BBD&O and an announcer in San Diego.

Kenneth Higgins has been promoted from producer-director for KFI-TV to executive producer. James Lilly, assistant field director and stage manager, succeeds Higgins as producer-director and Don Patton replaces Lilly as stage manager.

Gordon Hayes, sales manager of CBS Western Division, is here from Chicago for parleys at KNX.

Bernie Milligan, radio-TV publicity agency head, is on the mend after a hospital siege with virus pneumonia.

Jimmy Wakely is on a five-week personal appearance tour.

Les Mitchell, producer-director of Skippy Hollywood Theater, has selected seven screen players who will be made radio stars this summer in a special series of shows. The players are Michael Kirby, Natalie Wood, Marie Windsor, Bob Driscoll, Barbara Fuller, Meg Randall and Nancy Olson.

Carlton Morse has granted Dix Davis a year's leave-of-absence from his role of Pinky on "One Man's Family." Davis graduates from UCLA this month and will make an extensive European tour.

Jack Carson will transcribe a proposed television show this week for General Foods.

Edgar Bergen is in New York to whip up details and format for his Fall Coca Cola show.

BETTER LATE  
THAN NEVER

Congratulations

**WBKB**

From

Eddie Hubbard  
and

Jackie Hubbard

And special thanks to  
Nate Platt, John Mitchell,  
Johnny Graff  
and Billy Balaban.



### Windy City Wordage. . . !

• • • Tonight's the night! Tonight is the biggest night in local television history since Chicago was joined by coaxial cable with the east. Tonight marks the debut of theater television in Chicago with an epoch making show originating from the stage of the B&K Chicago Theater and telecast over WBKB. . . .

### Chicago

Nationally famous dignitaries headed by Chicago's popular Mayor Martin J. Kennelly will be in attendance as well as all the big guns here from leading advertisers, agencies, TV and AM stations and the press. The gala event also climaxes WBKB's 8th anniversary celebration.

★ ★ ★ ★

• • • The unluckiest disc jockey in Chicago this week is Eddie Hubbard. While he's been at home suffering with pleurisy, his 14-year-old son, "Duke," was confined to the South Shore Hospital with a broken leg. Eddie missed all but two shows last week. Only consolation is a short visit from Eddie's parents, who came in Sunday to spend a few days in Chicago. . . . Fran King, local radio actress, is doubling at night at the Silver Palms Night Club where she is making a big hit enacting one of the leading roles in "The Drunkard." . . . Local FM station WOAK went off the air Tuesday (June 14) in order to make engineering changes

### Non-Broadcast Tele Reported Expanding

(Continued from Page 1)

and prison security, retailing, teaching, and graphic communication, he said. Measured in terms of equipment required, such applications of television may well loom larger than actual broadcasting, Watts maintained.

In detailing some of these applications, he described the use of fixed focus cameras in laboratories and on production lines, and for inspection and observation in areas dangerous or inaccessible to human observers; a proposal for televising radar screens showing all aircraft in the vicinity of airports; a system for preventing undetected fouls in horse racing by scanning the race with six video cameras mounted around the track. He also outlined many uses already found for television in medical and surgical study.

### Joins WINS Staff

George Snyder has joined WINS, New York as special merchandising manager. He'll work with Dick Sisson, WINS promotion manager.

### \$1,138,126 Time Sale From One Presentation

That's just one case history in my file of successful advertising and promotion in the radio, magazine and agency fields. Now available to a limited number of clients for special assignments: direct mail campaigns, sales presentations, trade ads, etc. Box 251, RADIO DAILY, 1501 Broadway, N. Y. C.

## SAN FRANCISCO

By NOEL CORBETT

**T**HE S. F. Chronicle has gone in heavy for radio promotion. In addition to a spot campaign, paper has a morning program, "Coffee Time With the Chronicle" on KNBC, Monday thru Friday at 7:15 a.m. Latter show got off to a slow start this week when emcee Cliff Engle overslept and the station had to sub with recordings. The spots, so far on stations KJBS, KNBC and KYA, plug Chronicle feature writers like Herb Caen, chatter columnist; Royce Brier, editorialist and George Voight, radio columnist.

Myron Elges has resigned from KCBS. He has no immediate plans except two weeks on his Valley of the Moon ranch.

Wilt Gunzendorfer, general manager of KROW, has been appointed a member of the Educational Standards Committee of the NAB for '49 and '50.

Hal Peary, a Marin County boy who sang on KPO-KGO in the old days, then went to Hollywood to score as The Great Gildersleeve, came back entertaining at the Bay Area Industrial Exposition June 4 to 12.

# Tonight at 8

INAUGURAL  
BROADCAST

# WFDR

FM 104.3

from Carnegie Hall

EDWARD  
ARNOLD

TOM  
GLAZER

ALBERT  
SPALDING

MILTON  
BERLE

JAN  
PEERCE

LAWRENCE  
TIBBETT

LAWRENCE WINTERS

Salute from Hollywood:

EDDIE CANTOR • GENE KELLY • RONALD REAGAN

Golden Gate Quartet  
City Symphony Orchestra  
LAZLO HALASZ,  
Conductor

Schola Cantorum  
ELEANOR ROOSEVELT,  
MAYOR WM. O'DWYER,  
other distinguished speakers

WFDR is sponsored as a public service by the  
International Ladies' Garment Workers' Union

IF YOU  
DO NOT HAVE  
AN FM SET  
TUNE IN  
WNYC  
— 830  
ON YOUR  
DIAL



## WMOB Suspends; Net Shows To WABB

(Continued from Page 1)

Mobile holdings because of continued operating losses which he attributed to spiraling production costs plus continued union demands for higher wages. W. J. Hearin, Jr., executive vice-president of The Press Register, said acquisition of the ABC network programs will mean WABB will give Mobile listeners the best programs carried by two networks—ABC and Mutual with which WABB is affiliated.

Nunn's statement said, "Production costs have been spiraling sharply in recent years. This has been culminated by recent wage increase demands and picketing of our studios by the Radio Electricians Union. These two combined factors made it impossible for our company to continue absorbing operating losses. Our regret of the decision to liquidate and close WMOB is tempered somewhat by the knowledge that ABC network programs, rather than being abandoned altogether, will continue to be supplied to the people of Mobile and vicinity by WABB, The Press Register Station."

WMOB, a 250-watt station, has operated in Mobile for the past ten years. WABB, The Press Register Station, has 5,000 watts power day and night and is located at 1480 on

## WFIL Plans Campaign To Aid Cause Of Safety

Philadelphia — The Philadelphia Inquirer stations, WFIL, WFIL-FM, and WFIL-TV, yesterday announced plans for a community safety campaign which, it is hoped, will set a pattern for similar drives throughout the U. S. Planned in cooperation with the local Highway Traffic Board, the campaign is underwritten by more than \$100,000 worth of radio and video time and advertising space pledged by cooperating groups.

Starting Sept 1 and continuing through October, WFIL and its affiliates will plug the safety theme, "Don't Be a Silly Willie." "Willie" will personify the careless motorist or pedestrian who risks his life and lives of others by heedless walking or driving. Philadelphia's Mayor Bernard Samuel has approved the plan and promised the full support of all city departments and bureaus.

Roger Clipp, general manager of the Inquirer stations, said the stations "will work closely with the civic and governmental agencies whose function it is to make Philadelphia streets safe and to make Philadelphians safety conscious."

AM radio dials. WABB-FM of 50,000 watts can be heard by tuning in to 102.1 megacycles on FM bands. The two stations operate from 6 a.m. to midnight daily and Sunday, at Radio Center in the Press Register Building.

## Three CBS Programs Lead Nielsen Ratings

(Continued from Page 1)

with 20.0 second, and "Godfrey's Talent Scouts" with 18.8 third in popularity.

The ratings, five of which went to NBC, four to CBS and one to ABC, placed Walter Winchell, ABC commentator, fourth with 17.7 followed by Jack Benny on CBS in fifth place with a 17.3 rating.

The five NBC shows taking the sixth through the tenth places were: "People Are Funny" with 16.1, "Fibber McGee and Molly" with 15.9, "Mr. District Attorney" with 14.7, "Bob Hope" with 13.9, and "Curtain Time" with 13.7.

## Will Broadcast Series

The New York City Parks Department's "Dancing Under the Stars" series from the Mall of Central Park, beginning June 23, will be broadcast again this summer by WNYC and WNYC-FM, 9-9:30 p.m.

"Name" bands will provide the music for the Thursday series which will run through Sept. 8.

## Named V.-P. Of Lear

Burnham Adams, formerly California division manager for Lear, Inc., has been elected vice-president of the corporation. The firm manufactures and sells wire recorders, phonograph pickups and other items of electronic equipment and components.

## Webs Pledge Support Of Charity Campaign

(Continued from Page 1)

K. White, president, Jack Paige, manager of program operations, and A. A. Schechter, vice-president in charge of news, special events, and publicity; ABC by J. Donald Wilson, vice-president in charge of programs, and Robert Saudek, vice-president in charge of public affairs; CBS by Davidson Taylor, vice-president and director of public affairs, and Gerald Maulsby, manager of broadcasts; NBC by Thomas McCray, national program director, and Sterling W. Fisher, manager of public affairs and education departments.

The Community Chests were represented by Henry Ford II, national chairman, and William M. Ramsey, national radio chairman.

## Ford Going To Paris

Art Ford, "Milkman's Matinee" disc jockey on WNEW, New York, leaves by air for Paris on Monday for a combined three-week vacation and business trip. Announcer John Dale will pinch-hit during Ford's absence.

Gene Rayburn and Dee Finch, who conduct WNEW's early morning disc show, "Anything Goes," also begin three-week vacations on Monday. Announcer Ted Brown will fill in until they return.

# Sesame

Want to open the door to wider distribution in the rich Pittsburgh market? The password is KDKA.. and the proof is in this statement from an accomplished door-opener, the maker of Nutone Door Chimes. Writes Nutone: "Evelyn Gardner and the KDKA Home Forum did an outstanding selling job for us. The program especially helped our sales with department stores, independent dealers, and Pittsburgh wholesalers."

To help your sales and distribution in the vast Pittsburgh market area, put KDKA on your schedule now! See George Tons at 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

## 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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## BEHIND THE MIKE

FILM star John Howard and his co-star on the radio series, "What Interesting People," Denny Shane, made their trip to N. Y. really pay off. Besides making appearances on several radio and TV shows, they cornered a flock of names for their own show, including Ted Lewis, Vincent Lopez, Harold Lloyd, Billy Eckstine and Pearl Bailey.

Sammy Kaye took time out from his tour to return to N. Y. to transcribe nine more programs for his Chryslers series.

John Cameron Swayze will revive his "Oddly Enough" show for TV.

Execs at Columbia Records had the jitters the other week when they were unable to locate the master of Elliot Lawrence's "Gigolette," for which they already have almost \$70,000 worth of advance orders. It turned up finally, filed under "Sinatra."

Sept. issue of Collier's profiling Dr. Allen B. DuMont, under title, "Mr. Television."

Steve Price, "Studio One" director, readying a TV package firm.

Ted Brown takes over guest emcee chores for Rayburn & Finch's "Anything Goes" on WNEW starting on the 20th, while the duo vacations.

WHOM's Willie Bryant and Ray Carroll celebrate their 1st ann'y of "Afterhour Swing Session" next week.

The Flying Lobster, on W. 51st st., is only restaurant we know of where they fly the lobsters in right from Oakland, Maine. Reason is, it's owned by an airline co., and operated by Harry O. Lee, former flying marine.

Vocal coach Sid Franklin has taken Gaby Andrews, former Parisian screen charmer, under his wing for a radio and night club career here.

Noro Morales' new "Rum and Soda" song, for which he's been cited by the Puerto Rican government, features a clever lyric fashioned by Ken Hecht.

## Rose To Record

David Rose and his forty-piece orchestra will record several especially arranged and written selections for the World Broadcasting Company transcription library, on the West Coast this week prior to heading East for an engagement at the Capitol Theater in New York.

## JOB WANTED

RADIO ADVERTISING ASSISTANT  
26, Vet, College Grad, 5 yrs. exp. script and commercial copy writing, production, directing, time buying, public and station relations, TV exp. Write RADIO DAILY, Box 252, 1501 Broadway, New York City.

# Willard At 'Language' Clinic Assails 'Prophets Of Doom'

(Continued from Page 1)

clave on "TV and FL" (foreign language), discussed the impact of video on radio and other media. Foreign language broadcasters are especially well equipped for the competitive struggle in that they appeal to a special audience, and thus should be able to keep that audience "in the face of TV or any other competition," he said.

### Hits Radio Critic

Willard decried the "prophets of doom" who maintain that television will ruin all other media. He said that such persons disregard the "novelty factor" in TV, and declared that only continuing studies can determine the influence of this factor on audiences, and resultant effects on other media.

"Radio is still America's best medium of communication," Willard asserted, "... and no medium as effective as this will ever go out of business."

### Must Meet Competition

The NAB spokesman denied the contention of some that the video budget dollar must come out of the radio purse. The money spent on video advertising is being drawn from new advertisers and from printed advertising sources, such as newspapers and magazines, he said. But he conceded that radio, as well as all other media, must "sharpen its tools" to meet TV competition.

Foreign language broadcasters are missing the boat on "untold millions of dollars" worth of billings through careless and haphazard business

## WFDR Premiere Program Tonight At Carnegie Hall

(Continued from Page 1)

be staged at Carnegie Hall, tonight, 8 p.m.

The station has been operating on a seven-day per week "test" basis since May 16. The present 2-11 p.m. schedule will be extended eventually to the full-time period permitted by the FCC license, 8 a.m.-11 p.m. The other ILGWU stations are: WVUN, Chattanooga, and KFMV, Los Angeles.

Tonight's opening program at Carnegie Hall will feature personalities from the entertainment world, politics and labor. It has been planned as a tribute to the memory of the late President Roosevelt. WNYC, the New York City-owned station, will carry the program in order to service listeners without FM sets.

## Renew News Sponsorship

Joseph Martinson & Company, New York, for Martinson's Coffee, has renewed its sponsorship on Monday, Wednesday and Friday of the 7:45-8:00 a.m. news period over station WCBS, effective immediately, it was announced by Don Miller, WCBS sales manager.

Harry Clark is the reporter on the program. Neff-Rogow is agency.

methods, according to Emil Mogul, president of the New York advertising agency of that name.

Mogul declared that his agency, which does 20 per cent of its business in foreign language radio, does it "in spite of" the foreign broadcasters themselves. He charged that agencies attempting to place business on foreign language stations are hamstrung by inadequate and sometimes erroneous market data, and inability to get such basic information as a station's time rates and language breakdowns.

"There should be no difference in the quality and reliability of market data for the foreign language station and that obtainable in the English language field," he said.

### Voice of America Explained

An earlier speaker, Mucho del Gado, chief of programs of the State Department's "Voice of America," offered foreign language broadcasters the government agency's full support in obtaining program material and recorded shows from foreign nations with language links to their own audiences. It was suggested that the NAB serve as clearing house for such requests with Ted Cott, chairman of the Unaffiliated Committee, acting as liaison man.

## The Mailbag

### Claims First

"I read with considerable amusement your lower left hand story on the front page of the June 13rd RADIO DAILY, concerning Ed Day and the broadcast from the U. S. Navy's Constitution.

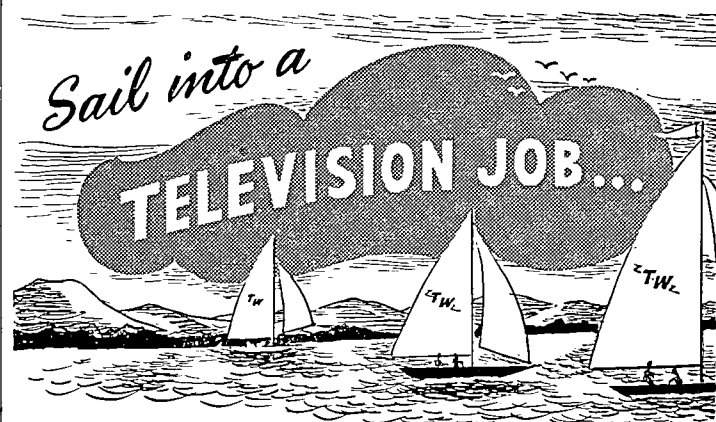
"It may interest you to know that some weeks ago we originated such a broadcast for radio station KLB, Dallas, Texas, and followed this with a like broadcast for our Oklahoma City affiliate KTOW. I find that Miss Day's program was piloted by our "first" by some weeks. "The Navy informed us that ours was the first ship to ground broadcast in the interest of the Constitution."

Cordially,  
James H. Foster,  
General Manager  
LBS, Dallas, Texas

## Carruthers Named Vice-Pres. Of Don Lee

(Continued from Page 1)

Brown, the president of Don Lee, In his newly created post, effective immediately, he will have supervisory charge over all of the engineering activities of the corporation including the fields of standard radio broadcast, television, FM and recording.



by spending 8 weeks this summer at the . . .  
**TELEVISION WORKSHOP'S**

Summer Session at LAKE GEORGE, N. Y.  
**JULY 5 to AUG. 27**

Graduates now in 85% of America's TV stations—from New York to San Francisco, Canada to Mexico. Prepare for this fall. Combine training with a vacation at our Lake George session. Live inexpensively at our non-profit, cooperative student camp. Sailing, swimming, fishing . . . all sports. Summer theatres. Wives and children welcome. G.I. Bill.

**FREE PLACEMENT SERVICE**

**TELEVISION WORKSHOP**

1780 Broadway, N. Y. C. 19. PLaza 7-3721



# TELEVISION DAILY

Section of RADIO DAILY, Thursday, June 16, 1949 — TELEVISION DAILY is fully protected by register and copyright

## VIDEO A MASS-MARKET PRODUCT

### TELE TOPICS

**DASH COMPETITIVE TACTICS** employed by retailers in the New York area to hypo TV receiver sales is fast becoming one of the industry's greatest headaches... extravagant claims in newspaper advertisements and fantastic discount offers are having a bewildering effect on would-be buyers... one dealer in Manhattan yesterday made a "confidential" offer of 20 per cent discount on standard 16-inch receivers in an effort to win a sale... the prospect became suspicious and shopped elsewhere.

**TELEWAY PRODUCTIONS, INC.**, currently shooting a series of 13 television films at Hal Roach studios in Hollywood which have been sold to Procter & Gamble for Fall presentation... Gil Ralston of P. & G. is on the set as liaison... John Kieran's film series titled, "Kieran's Kaleidoscope" has been sold to a Baltimore Lincoln Mercury dealer for presentation on WAAM... NBC executives will give a small dinner party for Burr Tillstrom, puppeteer-producer of Kukla, Fran and Alice, at the Hampshire House tonight.

**JOHNNY OLSEN'S NEW SHOW**, "Fun For the Money," will debut on ABC television tomorrow at 9:30 p.m. EDT... Program originates in the ABC-TV studios in Chicago... Sid Stone, pitchman on the "Texaco Star Theater," let viewers know that he'd be back in the Fall for the same sponsor, when he signed off on WNBT-NBC Tuesday night... Sid also found time to plug a new Milton Berle puppet doll... Frank Stanton, president of CBS, reported impressed with the quality and definition of the TV pictures he saw in France recently... Admiral Radio ballyhoo is on a new 12 1/2-inch tube console model TV set which will retail for \$299.95... Horton Downey winds up his present TVing series on WNBT-NBC on July 29th and returns under Mohawk sponsorship on September 5th.

**SQUARE DANCE CALLER**, Bill Weintraub, who is featured on the Fred Waring TV show this Sunday, will instruct and call the square and folk dances at the Wayne Country Club, Tyler Hill, Pa., this Summer... Harvey Stone will set record for appearances when he is seen in Ed Sullivan's "Toast of the Town" this week for the fourth time. He'll also be spotlighted on "So This Is B'way" on CBS Wednesday... Look for glib Dick Shepard on Bowling Headliners Sunday night on WJZ-TV... Sid Rubin's dad and mother celebrating their silver ann'y this week... There are now 140,400 television sets in the Los Angeles area, according to the latest tabulation of the Southern California Radio and Electrical Appliance Association.

### Britain Finances TV Series

London—The British Government has granted a loan to an English film company, Partheon Productions, Ltd., which plans to make movie shorts for American television stations. A Partheon spokesman said the firm will shoot a series of 15-minute films designed for video, including puppet shows, sports reviews, mysteries, and musical productions. The National Film Finance Corp. made the loan, for an undisclosed amount, in the hope of increasing Britain's dollar income.

## Dr. DuMont Honored By B'klyn Polytech Chevy, Edison Buy WXYZ-TV Boat Races

Dr. Allen B. DuMont last night received an honorary degree of Doctor of Engineering at the 94th annual commencement exercises of the Polytechnic Institute of Brooklyn. Dr. DuMont was presented by Charles E. Potts, chairman of the Institute, with a citation by H. S. Rogers, president, who conferred the degree.



Citation read as follows: "Allen Balcom DuMont, inventive genius, able and creative engineer, courageous and resourceful industrialist, your achievements in the science, the art and the industrial management of television have been widely recognized by members of professional societies and trade associations, and by the ultimate beneficiaries of your genius, the American people. "In acknowledgement of these

Detroit—World-famous Gold Cup and Silver Cup speedboat races held annually on the Detroit River, will be scanned by WXYZ-TV, with both pickups under commercial sponsorship, it was announced yesterday by James G. Riddell, general manager of the station. Gold Cup, scheduled for July 2, will be bankrolled by Chevrolet Dealers of Metropolitan Detroit, through Campbell-Ewald agency. Silver Cup, scheduled for Labor Day, will be sponsored by Detroit Edison. Both races will be described by Don Watrick, sports director of the outlet.

**KDYL-TV Sells Dance Seg** Salt Lake City—Graybar Electric, Salt Lake City distributors for Stewart-Warner sets, will sponsor a 13-week square dance series on KDYL-TV beginning Monday, June 20. Show will be a half-hour.

achievements, of your contributions to the profession of engineering and your great benefits to the public, in the name of Polytechnic Institute, I confer upon you the degree, Doctor of Engineering, with all its rights and privileges."

## Press-Time Paragraphs

### Baltimore Audience Growing

Baltimore—May sales of television sets in the Baltimore area have brought the total to 63,131 according to a survey just completed by the Baltimore Television Circulation Committee. Sales for the month of May amounted to 5,496 sets the report stated.

### New Sponsor On KNBH

Hollywood—Budget Pack will begin sponsorship of a 30-minute audience participation video show on KNBH, NBC Television in Hollywood, next Tuesday, 9:00-9:30 p.m. The account was placed through Brisacher, Wheeler & Staff, Los Angeles, and is for 13 weeks.

### Good Named Prog. Dir. Of WBAP-TV

Fort Worth—Robert Gould, former production manager for WBAP-TV, has been named program director of the station and Thomas L. Thompson has moved from studio director to Gould's former post, it was announced yesterday by George Cranston, station manager. Gould, who replaces Seymour Andrews, has been in TV since 1939, associated with WRGB, Schenectady until August, 1948.

## Middle And Lower Income Groups Own Most Sets

(Continued from Page 1)

he added, account for 70 per cent of the total number of sets sold to date. Ten others account for 28 per cent, with about two per cent of the market left for all other brands.

The study found that upper income families had entered the market early and have continued to buy sets at a steadily growing rate. Families earning less than \$5,000 entered the market at a low purchase rate but their market impact is growing faster. Mansfield said that among families making less than \$2,000 ownership had increased 50 per cent from December 1948 to February 1949; among families earning up to \$5,000, 33 per cent, and 30 per cent in families with higher income.

Matching trends found were a definite move away from high-priced sets, and a recent trend away from table models and toward consoles or consolettes. However, the lower price of table models makes them the most popular type, Mansfield said.

Also disclosed by the survey was a high degree of satisfaction among set owners. "It is amazing to notice that 61 per cent of all owners found absolutely nothing about their set which was subject to criticism," Mansfield said. "It is difficult to conceive of a product on which the degree of satisfaction among owners would be as high as it is on television. When asked the question, 'If you had it to do all over again, would you still buy a television set,' only four per cent said 'No.' This shows a degree of satisfaction that is phenomenal."

Sets with 10-inch tubes and smaller are most popular, it was disclosed.

The Sylvania study was made during the last week in February and the first week in March in 13 cities that have had tele available for different lengths of time, as follows: two years or more, New York, Philadelphia, Chicago, Cleveland; one to two years, Detroit, Los Angeles, St. Louis, Washington; less than one year, Boston, Buffalo, Minneapolis, New Haven, Toledo.

### Three Upped At KFI-TV

Los Angeles — Kenneth Higgins, producer-director of KFI-TV, has been promoted to executive producer. James E. Lilly, assistant field director and stage manager, will replace Higgins as producer-director.

# RADIO DAILY

## PLUG TUNES

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

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

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

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

## CABARET

D U C H E S S  
 M U S I C  
 C O R P O R A T I O N

## EVERY TIME I MEET YOU

from 20th Century-Fox's  
**"THE BEAUTIFUL BLONDE  
 FROM BASHFUL BEND"**  
 Starring BETTY GRABLE  
 Written, Produced and Directed by  
 PRESTON STURGES  
 recorded by  
 MARGARET WHITING .....Capitol  
 PERRY COMO .....RCA Victor  
 BUDDY CLARK .....Columbia  
 DICK HAYMES .....Decca  
 ART LUND .....M.G.-M  
 GLORIA CARROLL .....Dance-Tone

LEO FEIST, INC.

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● **SUCCESS-STORY.** . . . He was born in Indianapolis and at the age of four, started to take piano lessons . . . after graduating from High School, he played piano and doubled on the accordion in local orchestras . . . besides being the EXTRA attraction on the keyboard, he made special arrangements and sang . . . thus it was natural for him to eventually front his own orchestra . . . In June, 1943, he was offered a job to sing at WLW in Cincinnati and until May, 1944, he shared vocal honors with another newcomer to radio, gal named Doris Day . . . On May 1, 1944, Uncle Sam notified him that there was a job for him in the Navy, so until Dec. 26, 1945, the lad served in the armed forces and besides his regular duties, appeared in shows which included, Red Benson, Jack Kilty, Capt. Stubby & His Buccaneers and Durwood Kirby . . . upon his honorable discharge, Ork Pilot Alvino Rey signed him as vocalist but six months later he left the band and headed for New York . . . an old friend, Norman Brokenshire, introduced him to Radio Executive Doug Storer, who in less than a week, sold him to Mutual where his informal chatter, excellent piano playing and virile voice resulted in several hundred pieces of fan mail each week . . . two weeks ago a new 'sensational singing discovery' was heard on the Lucky Strike "Hit Parade," succeeding Frank Sinatra . . . the handsome singer more than fulfilled the predictions of his thousands of fans and now is definitely headed for stardom . . . his name . . . **BILL HARRINGTON.** ☆ ☆ ☆ ☆

● ● ● **WHO'S ZOO IN MUSIC.** . . . Songwriters have often used characters of the animal, bird and insect worlds in song titles . . . for instance there have been songs like "Who's Afraid of the Big Bad Wolf," "The Pussy Cat Song," (Nyow? Nyot Nyow), "Horses, Horses, Horses," "Where Has My Little Dog Gone," "Myrtle The Turtle and Flip The Frog," "Three Little Fishes," "I Wuv A Wabbit" (ah there Milton Berle), "Monkeys Is The Qwaziest People," "There'll Be Bluebirds Over" (The White Cliffs Of Dover), "When The Red Red Robbin Comes Bob Bob Bobbin' Along," "Bye Bye Blackbird," "Cuckoo In The Clock," "Jonah and the Whale," "The Donkey Serenade," "Pop, Goes The Weasel," "Chickory Chick," "Poor Butterfly," "Doin' The Raccoon," "Shoo Fly Pie and Apple Pan Dowdy," "Tiger Rag," "Glow Worm," "Cow Cow Boogie," "Turkey In The Straw" and "Three Blind Mice" . . . now along comes one that deals with a new character . . . the number, written by Murray Semos, Glad Robinson Youse, Ziggy Talent and Frank Stanton (it took four tunesters to scent a song idea in it and compose) "Gee! It's Tough To Be A Skunk" . . . published by Favorite Music Publishers.

☆ ☆ ☆ ☆

● ● ● **TIN PAN ALLEY OOPS.**—Carl Ibe, WNJ Record Spinner, was one of the first to latch onto the Regent platter of "Take It Easy, Arthur" . . . incidentally, the pro and con discussions on this number, has focussed national attention on Ork Pilot Johnny Dee and Vocalovely Randie Richards, who have what it takes to make the most of the situation. . . . ● Credit Patt Barnes with another FIRST . . . the ABClever deejay, last week invited his charming daughter, Barbara to chat with him on his program and the 'Father & Daughter' idea was launched. . . . ● Telexecs are quite excited about Earl Wrightson's original idea, "The Enchanted Window," a musical fantasy featuring songs by Wrightson and the off-stage narration by David Ross. . . . ● Arthur Gary, NBC announcer, did the narration for the 3-reel featurette, "Young Babe Ruth," which will be nationally released in the Fall by Sun Dial Pictures. . . . ● Feeling that the country is ready for another "Maine Stein Song" or "Beer Barrel Polka," scripters Mickey Stoner, Milton Shaw and Jack Manus have written (and are quite hopped up—hopped up, get it) about "Come Wet Your Mustache With Me," published by Evan Georgeoff Music Co. . . . ● We caught The Andrews Sisters at the Roxy last nite . . . the customers couldn't get enough of their musical charm and clever comedy . . . it's 12 years since they scaled the heights with the sensational, "Bei Mer Bist Du Schoen" and they're still tops for our dough. . . .

## PLUG TUNES

A H-I-T!  
**"A"—You're Adorable!**  
 (The Alphabet Song)  
 LAUREL MUSIC CO.  
 1619 Broadway, New York 19, N. Y.

7  
D  
I  
S  
K  
S  
**COMME CI, COMME CA**  
 (Come See, Come Sah)  
 LEEDS MUSIC CORPORATION

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

A 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.  
 Solly Cohn, Mgr.

On Records and Transcription

*The Lively and Sparkling*

**"MADEMOISELLE  
 HORTENSIA"**

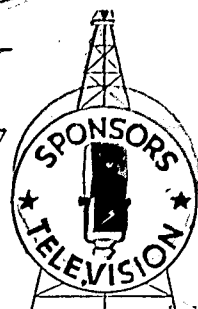
RYTVOC, Inc., 1585 Broadway, N. Y.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 55

NEW YORK, FRIDAY, JUNE 17, 1949

TEN CENTS

## NO REGULATORY LAWS NEEDED — FCC

### Sarnoff Welcomes New WFDR Station

David Sarnoff, RCA board chairman, speaking last night in the first official broadcast over WFDR, New York, said it was "inspiring and significant to see an independent voice of labor come on the air in free America." The station's call letters, he said, are most appropriate "for they are the initials of a historic American voice that helped to advance radio broadcasting everywhere."

The RCA board chairman was one of a long list of distinguished  
(Continued on Page 4)

### ET's Of Rotary Confab Shortwaved To Europe

WRUL of the World Wide Broadcasting Foundation, Boston, has recorded and shortwaved to Europe, Africa and Asia the various proceedings of the Rotary International's 40th annual convention at Madison Square Garden.

Included in the shortwave broadcasts were speeches by New York City Mayor William O'Dwyer; Madeleine Carroll; Trygve Lie, secretary-general of the U. N.; Angus Mitchell, retiring Rotary president; and Percy Hodgson, the new Rotary president who spoke last night.

### Five New TV Stations Join NBC Network

Five new TV stations have joined NBC on a non-interconnected basis to bring the TV network's total to 45, it has been announced by Easton C. Woolley.

The newly-signed stations are: WKY-TV, Oklahoma City, which  
(Continued on Page 2)

**Premiere**  
"Dress Parade," a new half-hour series featuring the 100-piece Army Ground Forces Band and Soldiers' Chorus, will make its debut over the CBS network, Tuesday, June 28, 10:30-11:00 p.m., EDT. The series will be sponsored by the U.S. Army and U.S. Air Force Recruiting Program in co-operation with the network.

### Mobile Radio System Launched As Network

Formation of the National Mobile Radio System, described as "the first national network of independent radio-telephone stations for mobile service to the general public" was announced in a statement filed with the FCC yesterday.

The organization's counsel said the network will be in operation between Boston and Washington by August, offering low cost communication between automobiles, trucks, and buses or other vehicles and of  
(Continued on Page 3)

### Radio-News 'Internships' Bring Awards From NAB

Washington Bureau of RADIO DAILY  
Washington — NAB announced yesterday that it has sent special certificates to 22 stations for providing radio-news internships in co-operation with the Council on Radio Journalism. Certificates have been awarded the following stations: WGAR, Cleveland; WFAA, Dallas; WTIC, Hartford; KMBC,  
(Continued on Page 2)

### Premiere Big, Quality High As B&K Debuts Theater-TV

Chicago—The 5,200 Chicagoans, headed by Mayor Martin J. Kennelly and other civic leaders and press, radio and TV dignitaries, who attended the premiere of theater television at the Balaban & Katz Chicago Theater here yesterday were amazed at the clarity and speed with which the films were seen on the screen less than 45 seconds after they were taken in the lobby, foyer and auditorium of the ace Chicago

### Hyde Says Commission Resents Move To Protect Integrity By Statute; NBC Still Favors New Bill

### Russian Radio Web Held Inadequate

The Russian radio network is not expected to equal the current United States radio system within the next ten years because of technical inadequacy, the pressure of demands for materials and skilled workers by higher priority segments of the national economy, charges of bureaucratic deficiencies, lack of local initiative and "sabotage," it was stated in a report released by  
(Continued on Page 4)

### TV Industry Lauded For VA Programming

The DuMont Television Network and the television industry as a whole were honored along with the city of New York by the Veterans Administration yesterday for services rendered to veterans by "Opera"  
(Continued on Page 4)

### WGAY Answers CCBS On Clear Channel Issue

Washington Bureau of RADIO DAILY  
Washington — The Clear Channel Broadcasting System is "playing right into the hands of Mexico" in its opposition filed this week to the petition of WGAY, Silver Spring,  
(Continued on Page 2)

Washington Bureau of RADIO DAILY  
Washington—The FCC resents proposed legislative safeguards to protect its integrity, Acting Chairman Rosel H. Hyde told the Senate Interstate Commerce Committee yesterday during a discussion of the merits of the McFarland Bill to tighten up procedures of the Commission. Hyde made it plain that his colleagues feel they should not be singled out for special legislation to keep them pure.

Niles Trammell, president of NBC,  
(Continued on Page 6)

### Red Cross Praises Radio-TV Campaign

Washington Bureau of RADIO DAILY  
Washington—Radio and television have been credited by Howard Bonham, Red Cross v-p for public relations, as having been "major factors" in the \$7,000,000 over-subscription of the \$60,000,000 national goal.

The bouquets came at the conclusion of the 1949 Red Cross fund  
(Continued on Page 6)

### CBS News Commentators Get Vacation Schedules

Larry Lesueur, CBS United Nations correspondent, will substitute for Edward R. Murrow in the 7:45-8 p.m. daily news slot from July 4 until Aug. 29, while the latter is vacationing.

Charles Collingwood, Columbia's  
(Continued on Page 3)

### Club Conscious

Don McNeill, emcee of ABC's "Breakfast Club," has launched a gag campaign to aid children, born during the Yule season, who do not receive many birthday gifts because Xmas "is just around the corner." McNeill calls his club STPOFTGPTCWB, the "Society To Prevent One From Forgetting To Give Presents To Christmas Week Babies."

### 'Spot' Manual

The National Assn. of Radio Station Representatives has begun preparation of a "Spot Radio Rate Manual," covering about 2,000 stations in 1,200 markets for distribution free of charge to agencies and sponsors. It will aid in estimating costs of spots, 15-minute and 30-minute programs over stations in cities and markets of various classifications.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Sten, Manager  
6425 Hollywood Blvd. Phone: Glendale 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

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FINANCIAL

(June 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	5 7/8	5 1/2	5 5/8	+ 1/8
Admiral Corp.	17 3/8	17 1/8	17 3/8	— 1/4
Am. Tel. & Tel.	139 1/8	138 3/4	138 3/4	— 1/4
CBS A	17 1/4	17 1/4	17 1/4	— 1/4
CBS B	17 1/4	17 1/4	17 1/4	+ 1/4
Philco	26	25 1/2	25 1/2	— 3/8
RCA Common	10 3/4	10 1/8	10 1/8	— 1/8
Stewart-Warner	9 3/4	9 5/8	9 5/8	— 1/8
Westinghouse	22 7/8	22 1/4	22 3/8	+ 1/8
Westinghouse pfd.	92 1/4	91	92 1/4	+ 1 1/2
Zenith Radio	24	24	24	+ 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 1/2	12 1/2
Stromberg-Carlson	9	10 1/4
U. S. Television	3 1/8	5
WCAO (Baltimore)	17	22
WJR (Detroit)	6	7

Radio-News 'Internships' Bring Awards From NAB

(Continued from Page 1)

Kansas City; KFI, Los Angeles; WOW, Omaha; KOIN, Portland; WSYR, Syracuse; KVOO, Tulsa; KPRC, Houston; WHBC, Canton, O.; WHO, Des Moines; WTMJ, Milwaukee; WHAM, Rochester; WOC, Davenport, Iowa; KGO, San Francisco; KIEM, Eureka, Calif.; WJOB, Hammond, Ind.; WMBD, Peoria; WPTF, Raleigh, and WSB, Atlanta.

PERMANENT SALES POSITION OPEN FOR TIME SALESMAN. INDEPENDENT, METROPOLITAN, NEW YORK CITY STATION. MUST BE EXPERIENCED WITH AGENCY FOLLOWING. PREFERABLY WITH KNOWLEDGE OF FOREIGN LANGUAGE MARKET. GIVE ALL DETAILS IN FIRST LETTER.

Box No. 249, RADIO DAILY, 1501 Broadway, New York City.

★ COMING AND GOING ★

STERLING W. FISHER, manager of public affairs and education for NBC, left yesterday for Bloomington, Ill., where today he will address the members of the National Thespians Society on the subject, "Television and Drama."

PEGGY FINNEGAN, amanuensis to Bertram Lebar, sales director of WMGM, is spending the week in Stroudsburg, Pa.

BERT LOWN, vice-president in charge of station relations for Associated Program Service, back from St. Andrews-by-the-Sea in New Brunswick, Canada, where he attended the convention of the CAB.

MIRIAM OFFERMAN, secretary and general factotum in the editorial department of RADIO DAILY, will follow the close of her business day at 5:30 this evening with a fortnight of leisure.

ROLLAND TOOKE, of WPTZ, the NBC video outlet in Philadelphia, arrived in New York yesterday. He'll leave for the Quaker City tonight.

ARTHUR GERBEL, JR., sales manager of KJR, Seattle, is leaving that city Sunday for a trip to the East. He'll go first to Washington, then New York and will stop in Chicago on the way back.

PAUL RITTENHOUSE, of the NBC stations department, will leave tonight for a vacation of two weeks in New England and eastern Canada.

HENRIETTE K. HARRISON, of YWCA public relations, has left New York for Washington to produce television, network and local programs in connection with the Y's first National Conference of Boy Governors.

MICHAEL R. HANNA, manager of WHCU, Columbia network affiliate in Ithaca, N. Y., is in New York on business.

ART FORD, disk jockey whose "Milkman's Matinee" is heard on WNEW, will leave Monday for Paris on a combined business-and-vacation trip. As in years past, he'll collect the latest Continental records for use on his all-night program.

HOMER FICKETT, director of "The Theater Guild On the Air" on ABC under sponsorship of U. S. Steel, will leave tomorrow for Europe. He'll visit radio centers in Rome, Paris, London and Dublin, studying their facilities and techniques used in broadcasting radio drama.

RICHARD EVANS, general manager of KSL, Salt Lake City, Utah, conferred yesterday at the headquarters of CBS, with which the station is affiliated.

CORTLAND PARKER, radio editor of the Eric Dispatch and Herald, visited yesterday at CBS. He'll be in town until the end of the week.

VIC DAMONE has returned from Ohio for rehearsals of his Pet Milk program tomorrow, also to study some blueprints for a television show.

BUDDY BASCH, publicist for Tex Beneke, has returned from Indianapolis, where Tex is appearing at the Circle Theater.

EARL WINGER, general manager of WDOJ, Columbia network affiliate in Chattanooga, Tenn., is in New York this week on business.

EDGAR BERGEN arrived in New York Tuesday to talk over plans for the coming season with CBS officials.

WGAY Answers CCBS On Clear Channel Issue

(Continued from Page 1)  
Md. to operate nights on the 1050 band, WGAY said yesterday. General Manager Joseph Brechner said yesterday that the CCBS statement is "a crude distortion of facts. It reflects another attempt by the clear channel group to permit a few high power stations to dominate the radio spectrum to the disadvantage of the low power local stations."

"Since no names of participating stations are mentioned in the statement, we wonder if the specific members involved in the Clear Channel Broadcasting Service realize the full implication of their opposition. We wonder, even, if they would endorse this action. In effect, they are playing right into the hands of Mexico, which is now planning higher powered stations in Mexico which may push back the service area of American clear channels whether they like it or not."

Stresses Service To Area

"WGAY's application is based upon the desire to provide night-time service for our suburban D. C.-Maryland area, which is densely populated, and a major market separate from nearby Washington, D. C. Our engineering plans are conservatively designed to conform to all FCC interference specifications, and to avoid any interference, particularly against WMGM in New York City, and any station in Mexico."

"Other than the fact that WGAY is the first radio station in the United States to file under the expired NARBA and the 'gentlemen's agreement,' there is not a single

Five New TV Stations Join NBC Network

(Continued from Page 1)  
started operations June 6; WBRC-TV, Birmingham, beginning operations July 1; WBTW, Charlotte, beginning July 15; WOW-TV, Omaha, beginning Sept. 1; WMBR-TV, Jacksonville, beginning Oct. 1.

Review "Miss Liberty"

WNEW, New York, aired a report on the Philadelphia tryout of the new Irving Berlin-Robert Sherwood musical, "Miss Liberty," a short time after the final curtain of the premiere Monday night. A recorded telephone conversation between Leo Shull, conductor of WNEW's "Curtain at Ten" series, and Jerry Gaghan, Philadelphia theater critic, was broadcast at 12:35 a.m. on "Milkman's Matinee." WNEW plans to repeat the procedure for all out-of-town tryouts of legitimate shows.

Will Carry CBC Series

A weekly Canadian dramatic series, "CBC Summer Theater" will be carried transcribed on WOR, New York, starting Saturday, June 25, 5-5:30 p.m. The show originates in Toronto.

Wedding Bells

Milton Berle, star of NBC television's "Texaco Star Theater," was married yesterday to Joyce Matthews by Judge William Collins, Surrogate of New York County, at Judge Collins' home.

logical engineering or legal reason why WGAY should not be granted this night-time license."



Problem Solved

This little lion cub got deserted by its mother in the zoo. So the female boxer is playing foster mother, and solving all the baby lion's problems.

Advertisers are facing some pretty tough problems these days as the competition gets stiffer in the rich markets. There's an easy way to solve them in Baltimore—you buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. That means you can get BIG results with LITTLE money on W-I-T-H.

So if you're looking for low-cost results from radio in Baltimore, call in your Headley-Reed man and get the W-I-T-H story.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

**CHICAGO**

By HAL TATE

"WHEELS AROUND TOWN," a new program of recorded music and diversified comment on music and musicians, made its debut over station WENR, Friday, June 3, from midnight until 12:30 a.m., CDT, under the sponsorship of the Chicago Automotive Auction, Inc., warehouse number one, through Louis A. Smith advertising agency, Chicago. Under the terms of the 52-week contract, the program will be sponsored seven times weekly and will feature a staff announcer as emcee, with a regular master of ceremonies to be announced at a later date.

Ben Lochridge, MBS-Midwest account executive, is passing cigars and candy at the office in celebration of the birth of his 6 pound, 5 ounce baby girl, born here recently. And congratulations are in order in the NBC Chicago newsroom for newsmen Jack Angell and Fred Whiting. Mrs. Angell presented Jack with his first child, six pound, nine ounce Steve, June 4, while the Whitings' first, Mary Susan, made her appearance some 12 hours later on June 6.

Clifton Utley, NBC Chicago radio and television news commentator, will depart from New York on July 30 for a six-week vacation tour of Europe, including visits to England, France, Switzerland and Italy. He will be accompanied by his wife and two of their three sons.

Dick Reiff, of the MBS-Midwest traffic department graduated from De Paul High School recently.

Our apologies to the local Mutual offices for an error in our "Main Street" column last Thursday in which we stated that sixteen employees in the Mutual offices had been laid off. Actually, these were employees in the local Mutual affiliate, WGN.

Betty Ross, assistant public service director for NBC, Chicago, will address the National Dairy Council convention in Chicago on June 29.

Everett Mitchell, NBC Chicago farm coordinator, was a parade judge at the Harvard, Illinois, Milk Day fete on June 9.

Jean Lewis, of the Mutual Midwest publicity department, is back in her niche after a session with the flu.

**Mobile Radio System Launched As Network**

(Continued from Page 1)

ices or homes hundreds of miles away. The network lists a membership of 12 station owners operating 14 limited range FM stations. Twenty-six more stations are said to be awaiting permission to join the network. Members and applicants already include "a substantial percentage" of the independent common carrier stations now operating in the country's large cities, according to the new network's spokesman.

Types of clients served by the individual stations include trucking firms, towing and repair services, physicians, oxygen delivery and ambulance services.

Norman W. Medlar, of KEA274, Westchester Mobilephone System, White Plains, N. Y., is president of the network. Terence McCarthy, of KEA254 Telephone Exchange, New York, is vice-president. J. F. Donovan, of W1XNB, Autofone, Inc., Springfield, Mass., is treasurer. George di Matteo, of W1XRK, Secretarial Exchange, Inc., Newton, Mass., is secretary.

Other members are W1XFF, Pittsfield, Mass.; KEA256, New Brunswick, N. J.; KEA255, Hempstead, N. Y.; W3XUQ, Rome, N. Y.; Curtis C. Young, Taunton, Mass.; Tom Smith, Washington, D. C.; W9XCM, Chicago, and W9XHM, Minneapolis.

Peter T. Kroeger, owner of KEA-256, New Brunswick, heads a technical coordinating committee set up within the network. William S. Halstead, head of Communications Research Corp., New York, has been retained as operational consultant. Membership of 100 stations by 1950 is anticipated by the network.

**AFM Spokesman Reports On Music Trust Fund**

Los Angeles—Music performance trust fund expected to disburse \$55,000 to musicians of New York local next year when disc makers' agreement with Petrillo goes into effect, Samuel Rosenbaum, trustee for fund declared at press conference yesterday afternoon. He said Chicago local's musicians would get about \$45,000 and Los Angeles \$40,000.

Rosenbaum said other locals would receive money in proportion to membership and that 150,000 separate checks would be sent out by his office during the year. New plan, result of Taft-Hartley outlawing union control over such funds and stemmed from record manufacturers agreement to pay from one to two and a half per cent of record sales to musicians for employment. Rosenbaum now on tour of locals to determine how funds spent prior to new agreement. He said fund money had been disbursed honestly and carefully. Rosenbaum favors performance copyright law which would give musicians greater protection from all-recorded music in three-fourths of radio stations and 500,000 juke boxes.

**CBS News Commentators Get Vacation Schedules**

(Continued from Page 1)

White House correspondent, will pinch-hit for Lowell Thomas from 6:45-7 p.m. daily for the week of July 4. From that date until Aug. 19 Thomas will be heard three times each week and Collingwood will do the remaining two shows. CBS newsman Bill Shadel will be heard instead of Eric Sevareid from Aug. 1 through Sept. 1 at 6:00-6:15 p.m. daily. Thomas is sponsored by Procter & Gamble, Murrow by Campbell Soup Co., and Sevareid by Metropolitan Life Insurance Co.

**Columbia "U" Will Offer 25 Radio-Tele Courses**

A curriculum of 25 professional radio and TV training courses for the 1949-50 academic year has been worked out by Columbia University School of General Studies in cooperation with NBC, it was announced by Sterling W. Fisher, manager of the network's department of public affairs and education.

The courses to be offered include basic radio and TV, dramatic writing, promotion, publicity, news commentary, speech, announcing, acting, use of equipment, sound effects, audience research, international relations, production, direction, music and documentary.

**AGENCIES**

HARRY WARREN, formerly with Ralph H. Jones Agency in New York, has joined Benton & Bowles as vice-president to supervise the Crosley Division of the Avco Manufacturing Corporation account, effective immediately.


FREDERIC W. ZIV COMPANY, Cincinnati, announces the appointment of two new account executives, Dewey H. Long, to headquarters in New Orleans, and William C. Wester to handle state of Michigan. Long, until recently the general manager of WMOB, Mobile, Ala., was formerly commercial manager of WBT, Charlotte, sales manager of WSAI, Cincinnati, and Chicago representative of the Crosley Broadcasting Corporation. Wester, prior to joining the Ziv Company, was president and commercial manager of WMUS, 1,000-watt independent in Muskegon, Mich.

MacBRIDE PANTON has joined the Harry B. Cohen Advertising Co. as a writer on the copy staff. Panton is a specialist in package goods copy, having spent many years with such agencies as H. W. Kastor & Sons, and Blackett-Sampel-Hummert.

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## Sarnoff Welcomes New WFDR Station

(Continued from Page 1)

guests who took part in the formal dedication of the International Ladies Garment Workers Union FM station in a two-hour program broadcast from the stage of Carnegie Hall.

Sarnoff continued: "Long will Franklin D. Roosevelt be remembered for his masterful radio technique in speaking words that brought hope and encouragement to millions of people throughout the world. . . . In many other parts of the world that measure of freedom and independence is not enjoyed today by either labor or industry. But I must warn you that you will find responsibilities as well as opportunities, problems as well as pleasures, in your new enterprise."

Mrs. Eleanor Roosevelt, the late president's widow, was presented with a set of gold WFDR call letters on behalf of the station.

### Distinguished Guests

Others on the program included Commr. Frieda Henneck of the FCC; New York's Mayor William O'Dwyer; David Dubinsky, ILGWU president; Henry Morgenthau, Jr., chairman of the Franklin Delano Roosevelt Memorial Foundation; William Green, AFL president; Walter Reuther, United Auto Workers' president; Gen. Walter B. Smith, First Army commander; Edward R. Murrow of CBS, and Jan Peerce, Igor Gorin, Lawrence Winters, Albert Spalding, the Golden Gate Quartet, Tom Glazer, and the City Center Orchestra under Laszlo Halasz. A greeting from Milton Berle was transcribed.

Messages of congratulation were shortwaved from abroad by France's Leon Blum, India's Pandit Nehru, and Italy's Alcide deGasperi.

## TV Industry Lauded For VA Programming

(Continued from Page 1)

tion Success." The show has been produced weekly by WABD, New York, in co-operation with the VA, to help rehabilitated ex-GIs find on-the-job training opportunities in the post-war world.

VA officials credited "Operation Success" with increasing such job offers by 200 per cent. The DuMont award was accepted on yesterday's telecast, last of the summer series, by Jack Poppele, president of the Television Broadcasters Assn. A community award was presented to John J. Bennett, Deputy Mayor of New York. The award to the industry at large was received by Thomas Jefferson Miley, president of the Commerce & Industry Assn. of New York.

The presentations were made by Don Weiss, VA radio and TV representative, and producer of "Operation Success." The show will resume in the fall.



## Mainly About Manhattan. . . !

● ● ● PERSONAL POSTCARDS—ED and PEGEEN FITZGERALD: Madge Evans and Sidney Kingsley just nixed an offer to do a Mr. & Missus breakfast session. (Kingsley sez he's much too grouchy at that hour to do any gabbin'). . . . FRANK SINATRA: After a four-year tussle on WINS' "Battle of the Baritone," Vic Damone finally nosed you out. . . . HARRY HERSHFELD: Irving Hoffman wonders if you heard the one about the wife who asked her husband if he had a good memory for faces. Hubby allowed he had. "Fine," said the missus, "I've just broken your shaving mirror." . . . JOHN CHAPMAN: Bill Leonard, of CBS' "This is N.Y." is the latest to turn columnist. He'll be toiling for Theater Arts mag. . . . MILTON BERLE: Have you heard the latest example of the 'caste system' so far as TV sets are concerned? Those with 16-inch screens won't talk to anybody with only a 12-inch, and so forth. . . . JOHN ROYAL: Geo. Wolf, of Foote, Cone & Belding, will offer a TV program to his alma mater, NBC, next week which has those in the know holding their breath. It's fabulous, commercial and can only be done by a network. . . . JUKE BOX OPERATORS: They tell us that some of the 'smar' bobby-soxers are beating the boxes for a fortune. They dip their nickels in shellac, causing the coins to stick in the slot enabling them to play the records as long as they want. . . .

☆ ☆ ☆ ☆

● ● ● Dennis James has seen Bob Hope's "Sorrowful Jones" at the Paramount every day since it opened. When we asked him if he really liked it that much, he laughed and said: "Well, Bob's good, but there's a nifty little short on the bill called 'Southward Ho-ho'—and I'M the star."

☆ ☆ ☆ ☆

● ● ● THE MORNING MAIL: "Relative to the comments made in your col'm concerning the coast-to-coast coaxial cable already being completed," writes Geo. Griswold, Jr., news supervisor of A.T.&T., "here are a few facts on the situation. A coaxial cable has been in service between Florida and California since Nov., 1947. A link between the coaxial network in the Northeast and Midwest was completed from St. Louis via Memphis, to Jackson, Miss., last March. With the exception of the part in the East and Midwest now devoted to TV transmission, all these facilities are solely equipped for telephone message transmission. At present, the coaxial facilities to the coast have absolutely no bearing on the inter-city television network situation. The 'booster stations' mentioned by you as near completion are already built and working—but the equipment is installed for telephone rather than television purposes. So far as the Bell System's plans for coast-to-coast television network service, they're till in a formative stage. The engineers are now studying routes but conclusions have not reached a point where definite construction plans can be announced."

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Maggi Whiting to replace Martha Tilton Mondays and Fridays on the Jack Smith CBS strip. . . . Ade Kahn points out that in our recent paragraph on Jack Eigen, we neglected to mention the sweetest irony of all—that Jack now occupies the very space once owned by Marcus Griffen. . . . Conrad Thibault wanted for role in forthcoming musical version of "The Little Foxes." . . . Bill Gernannt's "County Fair" starts its 5th year the first week in July. Not bad in these days of fast cancellations. . . . Buddy Lewis has written a musical, "V for Vaudeville," which Doug Gilmore will produce on the west coast. . . . Edw. Everett Horton readying a radio series based on a matrimonial agency. . . . Jack Benny due in town next week. . . . Brian Dunlevy being lined up for a series of TV whodunits.

## Russian Radio Web Held Inadequate

(Continued from Page 1)

Columbia University's Bureau of Applied Social Research.

The report by Alex Inkeles, one of several combined in a new book: "Communications Research, 1948-49," said that the Soviet Union, unable to provide enough radio stations to cover its vast domain and sufficient radio sets for its great population, has turned to the use of wired diffusion and to group listening.

"The quantitative and qualitative developments of the Russian receiving network, no less than that of the transmitting facilities, have not matched the expectations of the Soviet government and radio authorities or the demands of the listening public, actual and potential," the article added.

Yet, it was pointed out, group listening lends itself "admirably" to agitation work. It brings the agitator's audience to him of its own volition, and it gives him the unique opportunity of combining his personal appeal with the authority of the impersonal radio. In addition wired diffusion eliminates the possibility that his audience may have been subjected to radio counter-propaganda.

"Also," continued the report, "by making possible direct contact between local radio officials and the listening audience, the diffusion network provides a well-defined channel for popular criticism and thus aids the party and government with the ever present problem of controlling the administrative bureaucracy."

"At the same time, by channeling public dissatisfaction towards immediate targets at the local level, the party and the government are able to siphon off a relatively harmless form of criticism which might otherwise be aimed at higher and more important targets."

## Quaker Oats Sponsoring Man On Farm On MBS

Chicago—The Quaker Oats Co. will sponsor the farm quiz program, "Man On The Farm," for their feed division, over the coast-to-coast Mutual network, Saturday noons beginning August 27, 12 noon to 12:30 p.m., local time in each zone.

"Man On The Farm" stars Chuck Acree as emcee and features A. A. "Denny" Dennerlein, manager of the Quaker Oats Sales Service Division, Dr. O. B. Kent, leading authority on poultry and livestock subjects, Porter Heaps, organist, and George Menard, announcer.

The contract is for 39 weeks, thru Sherman and Marquette.

## Stork News

Paul R. Benson, Mutual network's assistant director of research, is the father of an eight-pound, 10-ounce boy, born Wednesday to Mrs. Benson at the Princeton Hospital in Princeton, N. J. Newcomer will be named Stephen Edward.



# AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, June 17, 1949

## Annual Parts Show Open To Non-Members

### Continental Shows Circular TV Antenna

A new antenna, called the Welin Circle X, circular in design and eliminating the two separate antennas currently employed for high and low ends of the TV band was unveiled at a press conference held at the Welin Division, Perth Amboy, N. J., of Continental Copper & Steel Industries, Inc., at their New York offices on Wednesday.

#### Two Models Shown

Two models were shown; one, an outdoor antenna, which measures 84 inches in circumference and which will retail for \$25; and an indoor model, measuring 17½ inches in circumference, which will sell for "between \$15 and \$20" according to Ernest Jarvis, president of Continental.

William Hickson, vice-president in charge of the Welin Div. explained that the antenna is static free from the sides and from the top to bottom and "has high receptive strength from front and back and covers a wide angle of reception. It does not require reflectors and minimizes ghosts. One of its best features," according to Hickson, "is its extreme high signal strength on all channels, which eliminates the necessity for stacked arrays and guyed structures."

### EP And EM Endorses Plan Allowing All Manufacturers To Exhibit; Plans Set For '50 Show

Chicago—The Association of Electronic Parts and Equipment Manufacturers went on record at its June meeting here as endorsing a plan to open the annual Radio Parts Show to all manufacturers who sell through distributors, regardless of association membership, and recommended that no attendance restrictions be imposed during show hours. Present show rules require membership in one of the five co-sponsoring groups to exhibit, and this year restricted attendance time was allotted in several categories.

Charles A. Hansen, of Jensen Manufacturing Co., was named EP & EM member on the Show Board, succeeding John L. Robinson, of Croname, Inc., who was given a vote of thanks for his work on the Board during his two-year term. Les A. Thayer, of Belden Mfg. Co., continues as the other EP&EM member of the Show Board for another year.

#### Plan Big 1950 Show

EP&EM, first of the co-sponsoring groups to meet since the 1949 Show, endorsed an expanded plan for the 1950 Show and instructed its two Show Board members to work for an arrangement whereby preference in assignment of exhibition space be given to former exhibitors; then to members of sponsoring groups who had never exhibited; and then

to non-members of sponsoring groups. It further suggested that no attendance restrictions of any kind be imposed; that all exhibitors be free to display either in the exhibition hall, in demonstration rooms or in both places; that an effective educational program be invoked for the exhibitors' customers and that exhibitors be assisted in doing a thorough merchandising job with their products at the Show.

#### Broadened Survey Proposed

James M. Blackledge, of Standard Transformer Corp., chairman of the Industrial Relations Committee, reported that the Committee is preparing a comprehensive analysis of industry practice on terms of sale on the basis of the scores of questionnaires returned to the committee by manufacturers. It was suggested that the survey be broadened to include manufacturers' collection experience in relation to terms of sale.

Joe Morin, of Shure Bros., chairman of the Credit Committee, recommended a closer watch on jobber credits during the Summer months.

The Catalog Committee, under the chairmanship of M. H. Levenberg, of Condenser Products Co., reported progress in the committee's work of standardizing and simplifying procedure.

### CP's Granted Six New Stations By FCC

Construction permits for four new AM stations and two new FM stations were authorized by the FCC this week. Following is a list of the new CP's granted:

#### AM Stations

Western Broadcasting Co., Phoenix, Ariz. New station to operate on 800 kc., 250 watts, daytime only, engineering conditions; estimated cost \$10,810, exclusive of land and buildings.

Boone County Broadcasting Co., Inc., Columbia, Mo. New station to operate on 950 kc., 1 KW, unlimited time, using DA; engineering conditions; estimated cost \$43,680, exclusive of land.

Lake Broadcasting Co., Inc., Gary, Ind. New station to operate on 1270 kc., 1 KW, unlimited time, subject to engineering conditions.

Moseley Brothers, Pleaney, Miss. New station to operate on 1320 kc., 1 KW, daytime only, engineering conditions; estimated cost \$11,050, exclusive of land and buildings.

#### FM Stations

WBEN-FM—WBEN, Inc., Buffalo, N. Y. Class B; frequency 106.5 mc., channel 293; power 105 KW; antenna 1380 feet. In lieu of conditional grant previously held.

Pat Murphy Courington, Albertville, Ala. New Class B station; frequency 105.1 mc., channel 286; power 2.15 KW; antenna 370 feet, subject to receipt and approval of application for modification of the WAVU antenna system to accommodate the FM antenna.

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WASHINGTON 6, D. C.

### PRODUCTION PARADE

#### Electronic Mechanical Design Folder

A new 4-page folder titled "Mechanical Aspects of Electronic Assemblies" that gives "do's and don'ts" of value to mechanical design specialists when dealing with electronic equipment, is available at 10c per copy from V. W. Palen, College of Engineering, New York University, New York 53, N. Y. Folder is illustrated with photos and includes a comprehensive table which lists proper procedures for 25 common types of electronic equipment.

#### Improved New Utah Line

A complete new line of original equipment and replacement radio speakers and replacement transformers is announced by Utah Speakers, formerly of Salt Lake City and now located in Huntington, Ind. All products have been re-engineered and changes made in the new line. At the same time, Bill Knife, president of the company has announced the appointment of Marshall E. Neil as general sales manager for Utah Speakers.

#### Color Movie Shows Antenna Assembly

The Ward Products Corp., Div. of the Gabriel Co., Cleveland, has produced a five-minute sound movie in color which illustrates to the serviceman the ease and speed with which he can now install Ward "Minute Man" antennas. Movie shows a Chicago installer assembling a Ward Model TV-46 in 42 seconds or 6c service time. It also shows a comparison of Ward's especially developed Perma-Tube, a corrosion resisting steel that has withstood over 2,000 hours of salt spray tests.

#### Joins Andrea Sales Staff

The appointment of Harry Shooer to the sales staff of the Andrea Sales Corp. has been announced by Frank A. D. Andrea, president of Andrea Radio Corp. Shooer will be in charge of the Nassau and Queens County sales area of the company. Prior to joining Andrea, Shooer was connected with Bruno of N. Y. and Majestic Radio Corp.

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# Commission Needs No Regulation, Says Hyde; NBC Favors New Bill

(Continued from Page 1)

told the committee that NBC will stand on its testimony of 1947 in support of the White bill, and declared his full support of the current McFarland bill. Although he promised to provide any additional views the committee might want, he said he did not see how he could add to his earlier testimony. Trammell wrote sub-committee chairman McFarland that:

Text of Trammell Letter

"The administrative and appellate sections of the bill, including the proposed pay increases, meet the needs which have long existed. I want to assure you that all these provisions are endorsed completely by the National Broadcasting Co.

"I hope that your action in separating these sections from controversial matters which have hampered the passage of communications legislation in the past will make it possible for the bill to receive speedy action in this session of Congress.

"As to those sections of the bill dealing with the internal organization of the Commission, I feel that these are matters with which the Congress and the Commission can best deal."

"Integrity is a matter of character, and legislation cannot create good

character," Hyde said. "The character of an appointee is a factor that must be given careful consideration before the President submits a nomination and before the Senate confirms the nomination."

Hyde referred to a section in the bill which would ban commissioners from taking during the length of the term for which they are appointed any jobs on which they would be paid by persons or firms under the jurisdiction of the Communications Act.

Sees Personnel Hurt

Hyde said such a rule would "make it exceedingly difficult for the Commission to attract men of ability and stature." Health, family problems or policy disagreements may force resignation, he said, and the proposed law would then force the individual to seek employment in some field other than that for which he is best qualified and to which he has devoted himself.

In general the attitude of the Commission toward the bill was friendly, although Senator Ernest McFarland, author of the legislation and chairman of the subcommittee, admitted several amendments will have to be offered prior to reporting of the bill by the committee.

Also heard yesterday were Guilford Jameson, president of the FCC Bar Association, and Montana Broadcaster Ed Craney.

Chairmanship Is Issue

Hyde said the Commission is divided on the matter of rotation of the chairmanship—which is not provided for in the present bill but has been proposed in the past. He and Jones favor rotation, while Commissioners Webster, Sterling and Hennock favor Presidential designation of the chairman. Chairman Coy has also made it plain in the past that he favors Presidential appointment of the chairman, and Hyde said he had been advised from Paris that Coy still feels that way.

Hyde and Jones said rotation would mean "fullest participation of all Commissioners in the administration of the Act," and would strengthen the position of the Commission as an arm of Congress.

Opponents of rotation feel that too much time would be lost as each chairman familiarized himself with the peculiar demands of that position—and that some Commissioners are not qualified for the executive and administrative responsibility of the chair even though they may be excellent Commissioners for other qualities of character or background.

Agreement Noted

There was general agreement by all three witnesses before the subcommittee yesterday that the division of the Commission into panels is not necessary—especially if the Commission staff is divided along functional lines, as proposed in the

bill. Hyde said Jones and Hennock would favor discretion in the division of the staff, rather than mandatory division.

If division is ordered by statute, however, there was agreement among all Commissioners that the statute should be amended to permit more discretion by the Commission.

The Commission registered strong objection to proposed changes in the hearing procedures which, it maintains, would pave the way for numerous delaying actions by parties desiring to hold up final action by the Commission on their own or other applications. Instead, Hyde said, the proposed new rule on advertising of applications and cut-off dates would enable the Commission to get the needed facts "and will not serve as umbrellas to protect licensees and applicants against competition."

Opposes Panel Proposal

Jameson registered the bar association's disapproval of the proposed division of the Commission into panels, recalling that this had previously been supported by the bar association. He objected that it would reduce the chairman to "a mere liaison officer between the panels" and could "open the door to friction and dissension within the Commission itself."

The major objection, however, is that it would "deprive the parties before this Commission of a hearing and consideration of the matters subject to the Commission's jurisdiction by at least a majority of four members of the Commission," Jameson said. "We believe that radio, television and other matters subject to the jurisdiction of this Commission are of such grave public and private importance that they are entitled to the deliberative consideration of at least four members of this Commission."

Craney called for positive action to curb "trafficking in frequencies," and declared the practice is currently widespread. He referred not only to licenses, but to construction permits as well, and urged that when grantees decide not to construct and operate stations for which they have permits those permits should revert to the Commission. "I know of construction permits granted as long as two years ago where nothing has been done by the grantee except continued attempts to peddle the permit at a profit."

He said the Commission has the power to cope with this situation, "but apparently believes that the problem is not serious."

Joining ABC Sales

Stephen A. Lynch, Jr., former general manager of Fine Cars, Inc., Crosley automobile distributor in New York City, will join the ABC network sales department as an account executive on July 18.

## Red Cross Praises Radio-TV Campaign

(Continued from Page 1)

campaign for the extensive support of the industry, extended through the combined efforts of national and regional networks, advertising agencies, the Advertising Council, the NAB, and more than 1,900 local stations throughout the country.

"Radio has always played a vital role in every undertaking of the Red Cross," Bonham said, "and this year it has once again proved itself an invaluable influence. In the period from March 1 to April 10, the Red Cross Fund, through the Advertising Council's Radio Allocation Plan, received a total of 1,383,770,000 listener-impressions. This is based on Hooper ratings of individual programs. This does not include the tremendous support of individual radio stations throughout the nation, or the highly valuable contribution made by network and local television broadcasters."

Typical of the all-out effort by radio was the March 1st—Red Cross Radio Day—coverage in which 14 national network programs carried a Red Cross message.

During the regular fund campaign period, Red Cross appeals were carried on the nation's top commercial and sustaining programs. Of these 62 devoted all or the larger part of the broadcasts to Red Cross. Local stations throughout the country cooperated with their Red Cross chapters carrying numerous community programs of every type.

Top Stars Co-operate

A series of six special Red Cross transcriptions of shows by Bob Hope, Bing Crosby, Jack Benny, Dennis Day, Phil Harris and Alice Faye, and the American Album of Familiar Music, were carried by more than 1500 stations. At the same time a single "spot announcement" platter, which included dramatizations by Ingrid Bergman, Fred MacMurray and Joan Leslie, were used by more than 1800 stations through arrangement with NAB.

In addition, the Red Cross weekly transcribed 15-minute program "Erland of Mercy," was carried by more than 600 stations during the campaign. Also more than 200 foreign language programs spotted throughout the nation carried the Red Cross message in eight languages to their specialized audiences.

"Contributing in great measure to the extensive coverage we received," Bonham said, "network and local television went all-out in the planning and presentation of the Red Cross message allotting generous amounts of time for special features, announcements, the visual use of Red Cross posters, counter cards, slides and consistent use of films."

Joins WINS Staff

John Cannon, formerly a freelance announcer in Chicago, has joined the announcing staff of WINS, New York, as a summer replacement.

### Send Birthday Greetings To—

June 17

Joan Benny Joe Haigh  
Igor Stravinsky Grace Gibson  
Eloise Kummer

June 18

Ray Boudac Clayton Collyer  
Kay Kyser Russ Hodges  
William R. Goodhart  
Albert H. Jaegglin

June 19

Emil Coleman Martin Gabel  
Charlotte Harriman  
Mildred Murray Guy Lombardo  
Ed Thorgersen  
Virginia Payne Pat Buttram

June 20

Matthew D. Crowley  
Ginger Grey Bob Howard  
Kenny Stevens Gail Patrick  
William Burke Miller

June 21

Ruth Allen Jack Arthur  
Gene Austin Gail Laughton

June 22

Herbert Spencer Stephen Wilhelm  
Thomas B. Roach

June 23

Mary Livingstone Pick Malone  
Claude Reese Maxine Keith  
Tom Meehan

# TELEVISION DAILY

Section of RADIO DAILY, Friday, June 17, 1949 — TELEVISION DAILY is fully protected by register and copyright

## ALL N. D. GAMES TO CHEV.-DuM

### TELE TOPICS

**WATCH** for Paramount's TV sales department to announce biggest kinescope program package deal to date . . . package built around some of KTLA's high rating coast programs. . . Jess Willard, NAB executive vice-president, still mulling whether or not to head up the industry organization's TV department . . . rumors have it that he and Ralph Austrian are being talked about as candidates for the paid presidency of TBA. . . Better Business Bureau investigating complaints about misrepresentation by dealers in the sale of TV receivers. . . TV program tickets most sought after by visiting Rotarians in New York with radio giveaway shows ranking second in their requests.

**MARTHA ROUNTREE'S** "Meet The Press" from Washington Wednesday night on WNBT-NBC lacked the casual informality of some of the program's other performances. . . Henry Kaiser, the automobile manufacturer, seemed at ease while his interrogators appeared at a disadvantage because of the room arrangement. . . Dennis James takes a plane to White Sulphur Springs, West Va., today to emcee a Sterling Drug Company meeting at the Greenbrier Hotel. . . Tree planting ceremonies will be staged by WOIC, Washington, on Monday with Eugene S. Thomas, general manager, looking after the oaks, elms, dogwood and crabapple trees. . . Catharine Olsen, 87-year-old mother of Ole Olsen, of Olsen & Johnson, may make her television debut in New York next week. . . Mother Olsen is being sought for an interview on NBC.

**SOMETHING** has been added to wrestling in Chicago and the ABC-TV network made the most of the mat monkey-shines with an entertaining pickup Wednesday night. . . Exhibition is called Australian wrestling with relief wrestlers taking over the chores of their partners when going gets the roughest. . . Substitute wrestlers stand on the apron of the ring and wait for an opportunity to tag their co-workers before jumping into the endurance contest.

**IMMORTALITY NOTE:** Monmouth Park Racetrack at Oceanport, N. J., named its third race yesterday the "Manhattan Spotlight Purse," in honor of the video interview show of that name on WABD, New York. . . Another TV deal on the fire for Stan Freeman, currently holding forth at the Blue Angel. . . Jack Carson to test his new video format on the Coast in a couple of weeks via a local TV station out there. . . Philco planning a TV airtel next fall based on "Book of the Month" via NBC-TV. . . Georgia Kaye's hilarity on Dick Kollmar's TV show Sunday night landed the comic a Paramount theater booking in July.

### Six Speakers Set For NBC-TV Institute

Chicago — Six leading authorities will lecture during the NBC-Northwestern University Summer Radio Institute symposium on television, supplementing the six-week course of graduate level radio training opening on June 27.

Jules Herbuveaux, NBC Central Division television manager, will be the first speaker, lecturing Sunday, June 26 between 4:00 and 6:00 p.m., CDT.

The following speakers will be heard on succeeding Sundays: Ted Mills, NBC Central Division program manager, will speak on television programming, July 3; Norman Felton, NBC television production-director, on writing for TV, July 10; Reinald Werrenrath, Jr., NBC Central Division director of field operations, on remote pickups, July 17; Ben Wampler, NBC television art director, on TV staging, July 24; and Paul Moore, NBC Central Division engineering operations supervisor, on engineering, July 31.

A parallel symposium on general radio and television subjects will begin Tuesday, June 28. Justin Miller, president of the National Association of Broadcasters, will be the speaker for this series, lecturing on Tuesday nights, in a series not yet complete.

Other lecturers in this series include Albert Crews, former NBC production-director and recently in charge of Japanese radio, on international radio, July 14; Thomas Compere, attorney, on radio rights, July 21; and Maclean Chandler, of Leo Burnett Company, on audience research, July 23. The lectures in this series will be presented at Weiboldt Hall on the Northwestern University Chicago campus.

### Spaeth On WJZ-TV

"Tune Detective" Sigmund Spaeth, music critic and author, is slated for a guest appearance on Jacques Fray's "Music Room" over WJZ-TV, Sunday, 8-8:30 p.m.

### Chicagoans Thrilled By B & K Theater-TV

(Continued from Page 1)

ter to watch the Hollywood premiere. It was estimated that more than a half-million midwesterners saw the evening's gala holiday show on the more than one hundred and fifty thousand receivers in the Chicago area.

Technically the engineers overcame a difficult job in bringing theater television to Chicago. With cameramen scattered at strategic points both in front of the theater, in the lobby and inside the huge B and K flagship, the image was then transmitted via coaxial cable to a mobile truck stationed at the side of the theater. Technicians successfully overcame the obstacle of microwaving the beam across the street to the parabolic (dish) reflector on the 12th floor of the Butler Building, even though the State-Randolph Building housing many business establishments was in the way.

The signal then went via coaxial cable to the Paramount teletranscription machine adjacent to the Chicago Theater's projection booth and after the film was developed in split seconds, it was then projected onto the giant Chicago Theater screen.

### Program Playhouse Title Of DuMont Series

"Program Playhouse," a weekly showcase series, is scheduled to debut on the DuMont Television Network June 22, 9-9:30 p.m. The shows will originate at WABD, New York, DuMont's key station.

The opener will be a dramatization of "The Timid Soul," the comic strip feature, with Ernest Truex in the title role. Mysteries, dramas, comedies, quizzes and audience participation shows are planned later in the series. The programs are to be "Teletranscribed" — filmed — for subsequent showings by DuMont salesmen.

### First Full Schedule Over Tele Web; Includes N. Y.

Detroit — T. H. Keating, general sales manager, Chevrolet Motor Division, has announced that Chevrolet this fall will sponsor the first full home schedule of football games ever televised on a national network.

Keating pointed out that all Notre Dame home games at South Bend, Indiana, as well as its game with North Carolina in the Yankee Stadium, New York, would be telecast over the DuMont television network.

The announcement was made jointly by the Rev. John H. Murphy, C.S.C., vice-president and chairman of the faculty board in control of athletics; Edward "Moose" Krause, Notre Dame's director of athletics; Tom Gallery, director of sales for the DuMont television network, and Winslow H. Case, senior vice-president in charge of television for Campbell-Ewald Co., Inc.

### TV Audience Growing In Cincinnati Area

Cincinnati — A total of 38,932 TV sets, of which 36,380 are in private homes and 2,552 in public places, within the area served by WLW-TV, WLW-D and WLW-C has been counted by the research department of the Crosley Broadcasting Corporation.

The sets found in the Cincinnati area totalled 26,500; in the Dayton area, 9,761, and in the Columbus area, 6,890. A duplication of 4,219 sets resulting from the overlapping of the areas was deducted from the individual totals in figuring the grand total for all three stations.

### Mrs. Roosevelt Guesting

Mrs. Eleanor Roosevelt, Miss J. Marguerite Bowie of Great Britain, and Mrs. Hansa Metha of India, members of the UN Human Rights Commission, will guest on Dorothy Doan's "Vanity Fair" program on CBS-TV on Tuesday, June 21, 12:30-1 p.m. Mrs. Roosevelt is chairman of the Commission.

### WFMY-TV Joining CBS

Station WFMY-TV, Greensboro, N. C., will become a full primary affiliate of the CBS network effective September 1. Station assigned Channel 2 is owned and operated by the Greensboro News Company with P. T. Hines general manager. This brings total number of CBS-TV affiliates to 41.

### Foliage Mars TV Reception

Bridgeport, Conn. — TV-set owners in this area have been complaining to the Bridgeport Post of poor reception during the present warm and humid weather. "Don't blame the weatherman this time," Frank Marx, ABC v-p in charge of engineering advises. He explained that the heavy foliage on arborvitae trees absorbs enough signal strength to reduce the power of the TV pictures received on home screens. This is particularly noticeable in "fringe" areas, 50 miles or more from transmitters. "Raise your antennas above the level of surrounding trees," Marx suggests, "and your picture reception will be of winter quality."

# 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.

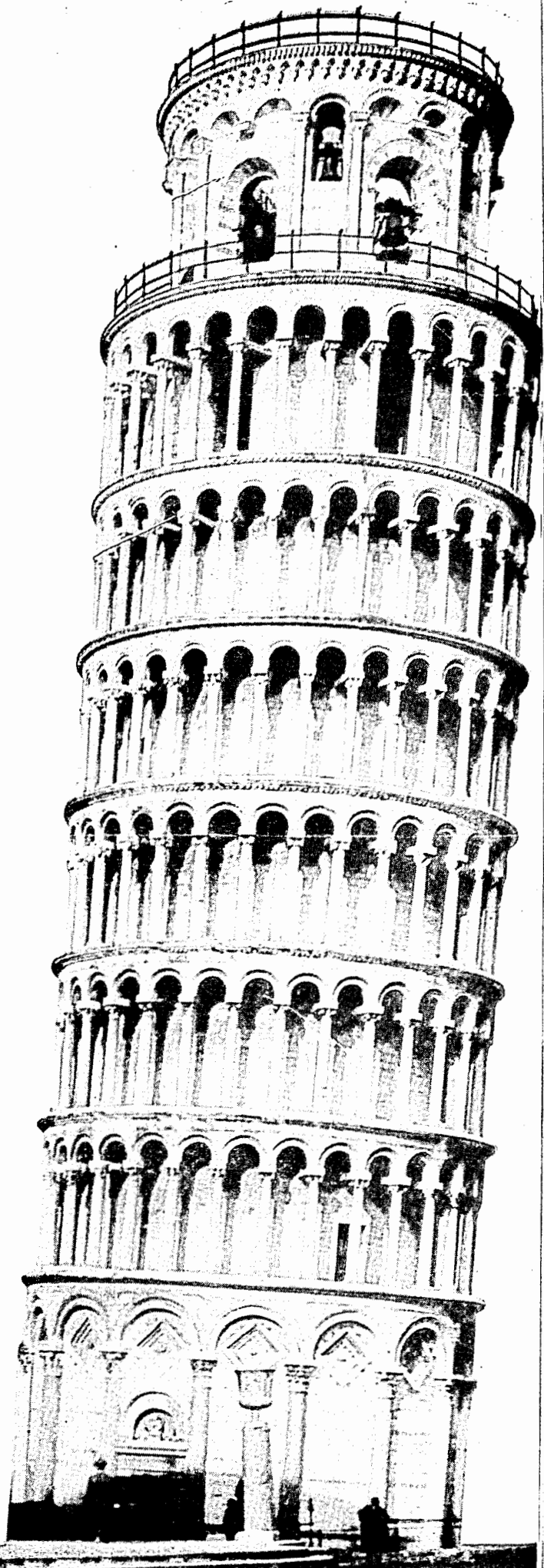
**Those of us on a payroll** are eligible to use the wonderful Payroll Savings Plan. The rest of us can use the equally wonderful Bond-A-Month Plan through our local bank.

Use whichever is best for you. But—*use one of them!*

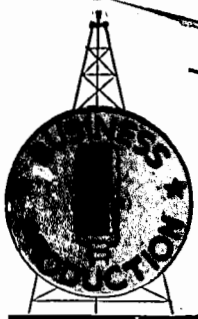
**AUTOMATIC SAVING  
IS SURE SAVING—  
U. S. SAVINGS BONDS**



*This space contributed by RADIO DAILY*







# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 56

NEW YORK, MONDAY, JUNE 20, 1949

TEN CENTS

## CAB OPPOSES GOV'T COMMERC'L RADIO

### Industry Spokesmen Support Proposed Bill

Washington Bureau of RADIO DAILY  
Washington—Strong support for the McFarland bill was pledged Friday by CBS and NAB as Inter-State Commerce Sub-Committee hearings on the measure drew to a close after only two sessions. Both expressed their welcome for "anything which will bring speedier action by the Commission."

Joseph Ream, CBS executive vice-president, said that nothing has happened to change CBS's liking for a panel system of operation for the Commission, as proposed in the

(Continued on Page 5)

### F. C. & B. Appointments Made In Latin-Amer. Div.

Foote, Cone & Belding International has announced three appointments in its Latin American division. Bessie Galbraith de Beyes, formerly advertising director of H. Steele & Co., Mexico City, was named regional director of the agency for Mexico. Luis de Llano, formerly Mexico City radio director of the Grant Agency, was appointed radio, movie, and television director for Latin America. Publicidad General, S. A., a Mexican advertising agency, was named exclusive associate in Mexico for Foote, Cone & Belding International.

### 4 Summer Replacements Complete CBS Schedule

CBS has announced four summer replacement shows and two time shifts, virtually completing its hot weather reshuffle.

Bernard Herrmann's "Strawhat"  
(Continued on Page 2)

### Trout Derby

Salt Lake City—KSL for the second year launched a "Gold"-Fish derby on June 11 with 500 trout tagged and planted in streams all over the state by KSL in co-operation with Utah's Fish and Game Commission. Prizes range from one to fifty dollars, with a specific prize corresponding to each numbered tag. Ted Kimball broadcast all details.

### FCC Upheld

The U. S. Court of Appeals, Friday, upheld the FCC in its grant of a license to the North-western Ohio Broadcasting Co. for a new station at Lima, O. The grant had been challenged by the Skywave Broadcasting Co., Columbus, on the ground that the Commission had failed to make a proper finding of the comparative need for additional service of the two cities.

The three judges—Edgerton, Miller and Holtzoff—were unanimous in a two-sentence decision which merely declared that no error by the Commission showed in the record, therefore the decision was affirmed.

### Radio Public Service Rated High In Report

Time and talent valued at between \$13,000,000 and \$15,000,000 was donated last year by stations, networks, and advertisers to public service campaigns, according to figures released today by the Advertising Council.

The Council estimated that public service messages aired during 1948  
(Continued on Page 6)

### Ken Dyke Taking Post With Young & Rubicam

Ken R. Dyke, former v-p in charge of programs at NBC, has been appointed v-p in charge of public relations at Young & Rubicam, Inc. Dyke, at present vacationing at Cape Cod, will take over his new post next month.

## TBA Asks FCC To Change Enforcement Of TV Freeze

The FCC was asked Friday to partially lift the freeze on TV construction in eleven market areas, comprising 22 channels by the Television Broadcasters Association on the grounds that the questions of interference and station spacing are not factors.

Indicating that continuance of the freeze will work a hardship on TV transmitter and receiver manufacturers unable to plan their advance

### Canadian Broadcasters' Resolution Urges Government Stations Drop Commercial Operations

### Father Day Publicity Gets Much Free Time

Father's Day promotion by stations and networks ran about one-third ahead of last year, with more than half of all programs advocating good will toward the head of the house, the National Father's Day Committee disclosed.

The Committee, which operates on a non-commercial basis, supplied broadcasters with suggested spots and program material on this year's  
(Continued on Page 5)

### Radio's Selling Power Convincing To Realtor

An eloquent testimonial to radio's selling power came Friday from the president of a Long Island, N. Y. building firm. The company announced a sell-out of an entire group of 432 homes after five days of programs and spots on WNEW,  
(Continued on Page 2)

### Separate Sales Staffs Set Up By KFI-KFI-TV

Los Angeles—KFI and KFI-TV, Los Angeles, now has separate sales staffs Kevin Sweeney, sales head of both stations, has announced. Since KFI-TV went on the air  
(Continued on Page 6)

St. Andrews-by-the-Sea, N. B.—Delegates to the Canadian Association of Broadcasters annual convention Friday asked for separate licensing and regulatory authority from CBC and sent back for further consideration a resolution seeking confinement of CBC activities to non-com-  
(Continued on Page 6)

### Include Phonographs In New Apartments

A New Jersey builder has announced plans for installing an RCA Victor phonograph as standard equipment in each of 310 apartments being built in a "garden village" development near Newark. The builder, Milton L. Earlich, said the phonographs will be built into a specially-designed section of the living room, dubbed the "RCA Musicorner," which will also permit  
(Continued on Page 5)

### New Waring Program Set For NBC Network

Fred Waring's Pennsylvanians will launch a new half-hour musical series on NBC Saturday mornings at 10, starting July 16. The Waring ensemble is also heard Thursday nights at 10:30 on NBC;  
(Continued on Page 6)

### Veteran

St. Louis, Mo.—C. L. (Chet) Thomas, general manager for KKOK and FM and the newly elected proxy of Transit Radio, Inc., marked twenty-one years in the radio industry on June 12th. Thomas launched his radio career in Cincinnati with the Crosley Stations WLW and WSAI, as assistant to the sales manager of those outlets.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

Hal Tate  
360 No. Michigan Ave.  
Phone: Randolph 6-0650

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 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	5 5/8	5 1/2	5 5/8	0
Admiral Corp.	17 1/2	17 3/8	17 3/8	+ 1/8
Am. Tel. & Tel.	138 3/4	138 1/4	138 5/8	- 1/8
CBS A	17 3/4	17 1/4	17 3/8	+ 1/8
CBS B	17 1/4	17 1/4	17 1/4	0
Philco	25 1/2	25 1/8	25 1/2	0
Philco pfd.	83	83	83	+ 1
RCA Common	10 1/4	10 1/8	10 1/4	+ 1/8
RCA 1st pfd.	68 1/4	68	68	+ 1/2
Stewart-Warner	9 1/2	9 1/2	9 1/2	+ 1/8
Westinghouse	22 1/2	21 7/8	22 1/8	- 1/4
Zenith Radio	23 3/8	23 1/2	23 1/2	- 1/2
NEW YORK CURB EXCHANGE				
Nat. Union Radio	2 3/8	2 1/2	2 3/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 1/2	12 1/2
Stromberg-Carlson	9 1/2	10 3/4
U. S. Television	3 3/8	5 3/8
WCAO (Baltimore)	17	22
WJR (Detroit)	6	7

John Roosevelt Guesting

John Roosevelt, youngest son of the late president, will be a guest of Martha Deane on WOR, New York, Monday, 10:15-11 a.m. He'll discuss his new business venture, in which he employs only disabled veterans.

THE SHOW OF SHOWS

WILL BE HERE SOON!

ADVT.

★ COMING AND GOING ★

HARRY ACKERMAN, vice-president of CBS and director of programs in Hollywood, who has been in New York on business for the past two weeks, will return today to the film capital.

MILTON CROSS, American network announcer, most of whose programs are heard week-ends, is commuting between New York and Woodstock, Vt.

ROBERT SWEZEY, general manager of WDSU-TV, New Orleans television affiliate of CBS, arrived in Gotham Friday on a short business trip.

PAUL H. KEOUGH, radio newsman formerly with WPIX, is due in New York today aboard the liner "La Guardia" from Italy. He has just completed a two-month, freelance television-writing tour of England and the Continent.

NEAL HATHAWAY, director of program motion at CBS, today starts a two-week vacation at Stone Harbor, N. J.

GORDON FRASER, American network correspondent, on Wednesday will return to his Alma Mater, Lawrence (Mass.) High School, where he'll attend the 100th anniversary of the school's founding.

HEIDY, of "Here's Heidy" on WOR, off to Middletown, N. Y., for presentation of awards in the current Firestone promotion.

DR. CLINTON H. CHURCHILL, president and general manager of WKBW, Buffalo, N. Y., is spending today and tomorrow in New York on business.

FRANK VAGNONI, manager of ABC's music division, last week moved out of his Manhattan apartment and into a ranch-type house in Amityville, L. I., built to his specifications.

LILLIAN FENDRICH, secretary to Gordon Graham, assistant program director of WCBS, and MARCELLA SMITH, secretarial aide to John Read King, emcee featured on many of the station's shows, are vacationing at Montauk Point, L. I.

ALAN SMILER, head of film production for the Swing Into Sports and the Maxine Barrett shows at DuMont, leaves for the West Coast this week on a combined business-and-pleasure trip.

EDNA WEHNER, sales service manager for WCBS, leaves today for her annual holiday, which this year she will spend in New Orleans and Little Rock.

AL UNGER, vice-president in charge of sales for the Frederic W. Ziv Co., and AL SAMBROOK, manager of the commercial department at World Broadcasting Co., back from St. Andrews-by-the-Sea in Canada, where they attended the convention of the Canadian Association of Broadcasters.

4 Summer Replacements Complete CBS Schedule

(Continued from Page 1)  
Symphony" will replace "My Friend Irma" on Mondays, 10-10:30 p.m., July 4 through Aug. 22. "Escape" substitutes for "Suspense" Thursdays, 9-9:30 p.m., July 7 through Aug. 25. St. Louis Municipal Opera fills the 8-9 p.m. slot on Fridays, July 8-Aug. 26, replacing the Jack Carson show and "My Favorite Husband."

"This is Broadway," now heard Wednesdays, 9:30-10:30 p.m., on July 8 shifts to Fridays, 9-10 p.m., the spot vacated by Ford Theater after July 1. On July 2 the Dick Jurgens Treasury Show moves into the 7-7:30 p.m. Saturday slot. Spike Jones leaves this period after June 25. "Life With Luigi" moves from 10-10:30 p.m. Sundays on July 3.

John Crosby NBC Guest

John Crosby, whose radio column appears in the New York Herald Tribune and other papers, was the intermission commentator for the NBC University Theater production of "What Makes Sammy Run," broadcast over the network Saturday from 6:30-7:30 p.m., EDT.

WKMO Leaves Air

WKMO, Kokomo, Ind., recently went off the air, after more than eight years of operation. The station was sold to Gilbert E. Metzger, Jasper, Ind., head of the firm which owns WTIZ, Jasper, who returned the WKMO license to the Federal Communications Commission.

Metzger's offer of \$35,100 was accepted by Perry O. Davis, who had been appointed receiver of the Kokomo station. Donald A. Burton, owner of a Muncie, Ind., station, who had operated WKMO for the receivership since May 11, was an unsuccessful bidder.

Radio's Selling Power Convincing To Realtor

(Continued from Page 1)  
New York. Gross sales totaled approximately \$3,800,000. Cost to the advertiser was less than \$3,000, according to the station.

Using radio for the first time to promote their low-cost homes for veterans, the company, William Levitt & Sons, confined its advertising to WNEW in a cooperative deal with the Bendix Corp., whose automatic home laundries were standard equipment in the newly-built houses.

Said William Levitt Jr.: "I thought I knew a lot about advertising, but I never realized until now the tremendous pulling power of radio. I had expected... at best a couple of hundred inquiries. To my amazement, our offices were flooded with phone calls in direct response to our radio. You might expect such response to the sale of a low-priced item, but not for an article costing \$7,990 and more."

In all, the WNEW campaign included 16 quarter-hours, eight half-hour shows, two 10-minute segments, and about 50 spots.

Fordham Grads Set For Radio-TV Positions

Out of the 26 Fordham University graduates with majors in radio and television, 13 have already secured jobs in their chosen fields, it was announced yesterday by Bill Coleman, manager of the University's station, WFUV.

Ten graduates have actually secured jobs in radio and television. Three others have entered the advertising field. Two expect to enter radio or television. Five graduates will continue their studies while the remaining six will enter other types of enterprises.



Antelope factory

Most of the baby antelopes in the U. S., like the one in the picture, are born in the Detroit Zoo. They've got a monopoly out there in producing antelopes.

W-I-T-H in Baltimore has a monopoly, too, in this rich, competitive market—in producing low-cost results from radio advertising.

You see, W-I-T-H delivers a BIG audience at very LOW cost. It covers 92.3% of all the radio homes in the Baltimore trading area. You can do BIG things on W-I-T-H with a LITTLE bit of money.

Call in your Headley-Reed man today for the whole wonderful story about W-I-T-H!

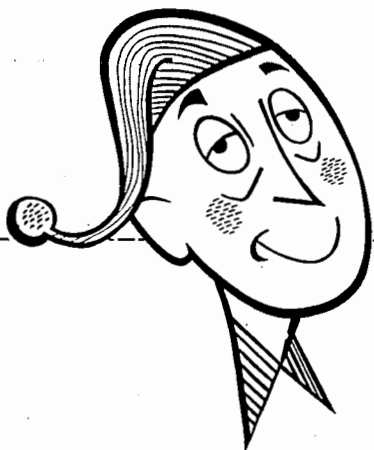
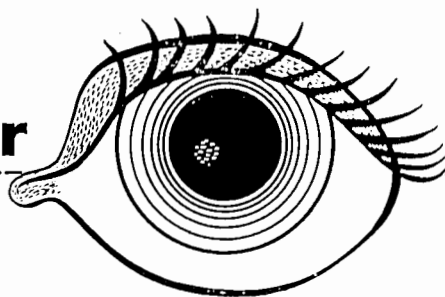


WITH

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

**T**HE new offices of William H. Weintraub & Co., Inc., in a building now under construction at 488 Madison Ave., will include a theater for video auditions and sales meetings, and a kitchen for product research. The agency will occupy the entire 17th floor.

A. W. LEWIN COMPANY has resigned the Peter Breidt Brewing Co. account.

MAURICE V. ODQUIST has joined Kenyon & Eckhardt, Inc., as account executive. He was formerly director of merchandising and account executive at Newell Emmett & Company, and prior to that, director of marketing at the American Can Company, director of radio for the A&P Tea Company, and sales promotion manager of the Glidden Corporation.

THE ADVERTISING GROUP of the Special Libraries Association at its annual meeting elected as chairman, Martha H. O'Leary, librarian of Benton & Bowles, Inc. She succeeds Miss Arax Odabashian, librarian of Foote, Cone & Belding. Other officers elected were: vice-chairman, Grieg Aspnos, librarian of Brown & Bigelow, St. Paul, Minn.; secretary, Nathalie D. Frank, librarian of Geyer, Newell & Ganger, Inc., New York; treasurer, Mrs. Elizabeth Boutinon, librarian of McKinsey & Company, New York. The business meeting was held at the Hotel Biltmore, Los Angeles, as part of the 40th annual S.L.A. convention.

WHITEHALL PHARMACAL COMPANY, a division of American Home Products Corporation, announces the appointment of Sullivan, Stauffer, Colwell & Bayles, Inc. to handle the advertising of Koly-nos Tooth Paste and Koly-nos Anti-Decay Tooth Powder effective July 1st. BiSoDoL Powder and BiSoDoL Mints, products of Whitehall Pharmaceutical Company, are also handled by Sullivan, Stauffer, Colwell & Bayles, Inc.

HARRY B. SMART, formerly with the Chicago office of Dancer, Fitzgerald, Sample, has joined the Chicago staff of Blair-TV, Inc., television station representatives.

WLAM, Lewiston-Auburn, Maine, 5000-watt ABC affiliate, has appointed Everett-McKinney, Inc. as national representatives.

BUCHANAN & CO., INC., has been named to handle advertising for Quality Television Corp., distributor of DuMont television sets in the Los Angeles area. Bop Hope is board chairman of the newly organized firm, and Richard F. Gibson is president. Frank E. O'Brien of Buchanan's Los Angeles office was appointed account executive for Quality.



## California Commentary. . . !

• • • The Sampson Tele-Robot makes its debut at a press preview here tomorrow. The Tele-Robot, developed by the Sampson Electric Co., enables a hotel, apartment or home to have television in every room, working off one regular television set. The principal is in projection, regardless of the size of the regular set. . . . Hal Polaire has been named vacation relief writer-producer for KECA. . . . Denver University and Sandre Productions have signed a five-year exclusive contract whereby Sandre, under the direction of Arthur Dreifuss, will film 130 half-hour children's plays for television. Production will be at Denver University. . . . Jack Smith will total 902 programs on CBS for Oxydol when he signs off for the summer on July 1. . . . Hal Styles, Jr., son of the man who directs the famed Hal Styles School of Radio in Beverly Hills, has been appointed to Annapolis.

★ ★ ★ ★

• • • Working in conjunction with the State Department, Crowder Radio Productions is waxing a dramatic series entirely in Portuguese for re-playing in Brazil. . . . Multi-Vision, rear projection, made its video bow last week and will be ready soon for national distribution. Pictures thrown on a plastic screen permit actors to play in front of it and making it appear as if they were on an exterior locale. . . . Martin Leeds, business manager for CBS Hollywood network program department, is in New York for parleys on Fall programming. . . . NBC is converting its Studio E into an additional television studio. Meanwhile, NBC is auditioning three shows for video—the Garry Moore "Take It Or Leave It" program, the Dennis Day show and the Jack Carson show. These will be kinescoped for sponsors and will not be telecast by KNBH.

★ ★ ★ ★

• • • Irving Asher has dropped out of the Procter & Gamble television film setup. He was to have made a group of pictures in England. Reason for his withdrawal has not been disclosed. . . . Alan Mowbray is replacing Mal Boyd as emcee of "Hollywood in Three Dimensions," but Boyd continues as producer. . . . Frank Danzig auditioned his "Alda-Lee Show" for Mutual last week. Show stars Robert Alda and Pinky Lee, with Sandra Gould, Harold Huber, Ruth Perrott and Dickie Monahan featured. Danzig also is producing the Harry James show, which Universal Recorders is putting out for the U. S. Navy. . . . Milton Berle flew into town Friday to prepare for his part as a headliner in the second anniversary ball of the Greater Los Angeles Press Club. . . . When Ralph Edwards bowed off the NBC "This is Your Life" program for the summer last week, he made no television concessions, although it is reported that Philip Morris is interested in televising the show next year. Edwards has been re-optional for the second year. . . . Samuel Rosenbaum, trustee of the Music Performance Trust Fund, told a press conference last week that sales of records have dropped 30 per cent since the first of the year. He said the reasons included public uncertainty over the various new speeds, purchase of television sets and general economic conditions.

## Wedding Bells

Curt Gowdy, who broadcasts the Yankees' games for WINS, New York, with Mel Allen, will be married June 24 to Miss Jerre Dawkins, of Edmond, Okla. The wedding is to be held at Central Presbyterian Church, New York.

## Will Announce Series

John Lotas, WWRL, New York announcer, will announce the "Say It With Music" program in the transcribed "Voice of the Army" recruiting series to be released later this month. Margaret Whiting is starred.

## PROMOTION

### Newsboy Disc Jockeys

A daily series of on-the-air auditions to locate the best disc jockey candidates among Baltimore newsboys will be inaugurated on station WBAL, 50,000 watt NBC affiliate beginning at 7:30 a.m., Monday June 20th.

Twelve hundred carrier boys of the Baltimore News-Post and the Baltimore Sunday American, all of junior high school or high school age, will be eligible for the trial, which will be judged by the nation's leading disc jockey, Martin Block, conductor of the WNEW Make Believe Ballroom and announcer of the NBC Supper Club Block, a native Baltimorean, is a former newspaper carrier.

The winner of the contest will appear with Block on his program in New York and will make other guest appearances on network shows. The daily series will be a high-light of the Around the Breakfast Table broadcast which is conducted by Al Ross from 6:30 to 9:15 a.m.

### Health Crusade

WISN, Milwaukee, is cooperating with Milwaukee Health Department to publicize a program of immunization against communicable diseases. Morning and afternoon location of the Health Department's modern mobile clinic will be broadcast daily over WISN at 8:45 a.m. and 12:15 p.m., for nine weeks starting June 20. Dr. E. R. Krumbiegel, Milwaukee Commissioner of Health, will explain immunization program to Milwaukee mothers over WISN Friday, June 17 at 4 p.m. in an interview with WISN's Ann Leslie.

### KODY Soap Campaign

Through a KODY promotion, in excess of 3,000 bars of Swan soap will be sent overseas to needy persons thru CARE, the relief organization. KODY sponsored a show for the boys and girls of North Platte and neighboring towns at the Paramount Theater there. Admission to the show was two Swan soap wrappers. A total of 6,126 wrappers were received from the 1,110 kids attending the show. In addition two local markets cooperated with KODY on the promotion, each offering \$100 worth of prizes for the most Swan wrappers turned in. Manager John Alexander of KODY has forwarded the wrappers to CARE so that 3,063 bars of soap may be sent overseas.

### Window Streamers

WMGM, New York, has distributed 35,000 window streamers depicting Bert Lee and Marty Glickman, sportscasters on "Today's Baseball" sponsored by Nedick's, Inc., to New York outlets of Nedick's bottled orange drink. WMGM has also sent 500 counter display cards to retail clothing stores handling TruVal Shirts, tying in with TruVal's sponsorship of "Warm-Up Time."



# Strong Support For McFarland Bill As Hearing By Senate ICC Closes

(Continued from Page 1)

bill. Both the FCC and the FCC Bar Association opposed panels in testimony Thursday, while other witnesses have not paid much attention to it.

Ream said that, "if we had a panel directed to broadcast matters, the members of that panel will become better informed and more capable of dealing promptly with the problems coming before them. Without suggesting any language, I think that if there is any criticism at all concerning the language in the bill, it is that the exclusive jurisdiction of the panels as such is not made clear enough. We would welcome changes in the bill which made it certain that the jurisdiction conferred on the respective panels would not be pre-empted by the whole Commission or assigned by it to the other panel. Thus, we believe it would not be desirable if the bill were amended to provide that each panel should adopt rules and regulations of general application relating to questions of substance within the jurisdiction of such panel, leaving the Commission as a whole to adopt general rules relating to procedure and other matters of substance not assigned by the bill to a particular panel.

"Also, it is not wise, in our view, that members be rotated from one panel to the other every year—as such a procedure would tend to frustrate the good to be derived from specialization."

#### Recalls Discussion

Referring to discussion two years ago of possibility of FCC division into panels, Ream recalled that Charles Denny, then FCC chairman, testified that the Commission was opposed to the mandatory division of functions and stated that the panel system should be given a new trial which the Commission intended to do that fall—the fall of 1947. "In fact, there was submitted to the committee a draft of Commission order which would put such a system into effect. This has not occurred up to today, and I frankly feel that the psychological pressures within the Commission against the adoption of such a system are such that we cannot count upon it as a permanent solution if it is left as a voluntary or permissive matter.

NAB General Counsel Don Petty suggested an amendment to provide that "revocation proceedings be tried in the district court in which the station is located. This would serve to protect the interests of the public served by the station as well as to afford to the broadcaster the opportunity of being judged in a court in his own community. In view of the fact that a broadcaster operates a going business upon which employees are independent and that he has a large investment of many thousands of dollars, this suggestion is not unreasonable."

Petty suggested also establishment of "a reasonable statute of limitations pertaining to revocation proceedings." Declaring that he questions recent FCC moves to separate its investigative prosecutory functions from its judicial functions, Petty supported provisions of the bill for additional safeguards.

#### D of J Spokesman Heard

The Department of Justice is engaged in a "mild investigation" of monopoly in the broadcast field, James E. Kilday, head of the antitrust division's transportation and communication section, said Friday. A moment later Kilday said he was "considering investigating certain monopolistic practices in the field of broadcasting."

Kilday's revelation came during the hearing session of the Senate Interstate Commerce Sub-Committee on the McFarland bill.

Committee Chairman Edwin C. Johnson said he is aware of the Justice Department study, but neither he, Kilday nor David Hume, department attorney in direct charge of the study, would say more than Kilday had already said. General impression was that serious study was being given to network operations from the antitrust standpoint—but Kilday said complaints reaching the Department and under study include other matters as well.

The appearance of the Justice Department came as a complete surprise, and Sub-Committee Chairman Ernest McFarland was quite angry about it. He disagreed with the views as read by David Hume that the bill would weaken the anti-monopoly battle of the department.

#### Says Johnson Browbeats

Senate Interstate Commerce Committee Chairman Johnson, was accused of "browbeating" a witness Friday by Sen. Homer Capehart, Indiana Republican and a member of the committee. The witness was Ward L. Quaall, \$13,000-a-year lobbyist for the Clear Channel Broadcasting System.

Quaall took the stand simply to insert in the record a statement countering the anti-clear-channel statement inserted in the record a day earlier by Ed Craney, of Butte, Mont. As soon as the witness appeared, Johnson demanded that he be sworn—the first time in the hearings in any witness was sworn.

The Colorado Democrat, bitter clear channel foe, then demanded to know if Quaall was registered as a lobbyist and how much salary and expenses he drew. Quaall replied that he is registered, that he is paid \$13,000 per year plus expenses, which have gone as high as "over \$1000" per month. He said he could not tell how much of his salary and expenses is paid by the Chicago Tribune (WGN) or any other individual member of the CCBS.

Johnson stressed that one part of

Quaall's job is "entertaining members of Congress."

Senator McFarland also made it clear that he disagrees with the CCBS position, declaring that he is opposed to any monopoly in radio "unless properly regulated." Quaall said no monopoly issue is involved in the clear channel fight.

"You disagree with the whole committee in this matter?" McFarland asked.

A moment later Quaall said he is "as much opposed to monopoly as you or Senator Johnson or any other good American, and so is the Clear Channel Broadcasting Service."

"On that I would disagree with you," McFarland retorted.

#### Questioned By Johnson

Johnson had left to go to the Senate floor by this time. Capehart asked Quaall if he knew whether Craney represents any group of broadcasters and whether he is registered as a lobbyist. Quaall replied that Craney heads the Independent Protective Broadcasters League but is not registered as a lobbyist. Quaall thought Craney should be registered.

The Indiana Senator said he is "carrying the torch" for neither side in the clear channel controversy, but that he is "carrying the torch for fairness." He accused Johnson of having been unfair to Quaall and said such exhibitions detract from the public respect for the Senate. He called upon McFarland to recall Craney to the stand for questioning.

McFarland denied the charges of unfair conduct on his own behalf and for Johnson, and reluctantly, it seemed, said he would call Craney "if there was time at the end of the hearing."

He first said Craney was not present, but Capehart spotted the Montanan in the audience.

Craney did return to the stand later, swore to the testimony he had given a day earlier and declared he was not registered as a lobbyist and that he was not required to register. He was in Washington at his own expense, he said, and had not represented himself as speaking for any group in his testimony.

#### Asks Bill to Direct Networks

Legislation to permit the FCC to exercise direct authority over the networks was asked of the committee by Gordon Brown of WSAY, Rochester, N. Y. Brown told the solons he expects to be bankrupt before he can get a decision from the courts in his million-dollar antitrust suit.

Although expressing genuine sympathy with Brown's proposal, Sen. McFarland stressed the committee's intention to confine the present bill to what he had earlier termed "non-controversial" non-policy matters of procedure.

Brown declared, that networks are

## Include Phonographs In New Apartments

(Continued from Page 1)

the installation of any standard television set.

RCA Victor greeting the announcement as "a shot in the arm rarely if ever equalled in the (phonograph and record) business history." Joseph B. Elliott, vice-president in charge of RCA Victor's Consumer Products Division, declared that "... whatever phonograph system is selected, if other builders do follow through on this innovation in moderate income apartment building, the phonograph and record industries may well be heading for an era of activity such as they never dreamed possible even in the lush years of 1946 and 1947."

The apartment development to be equipped with phonographs is the Warren J. Lockwood Village in Roselle, N. J. Each tenant will also be given a gift album of seven representative RCA records. In addition, the regional RCA Victor dealer has disclosed plans for an "RCA Record Wagon," which will roll through the streets of Lockwood Village a la Good Humor Man, selling fresh records hot off the press.

## Father's Day Promotion Garners Much Free Time

(Continued from Page 1)

Father's Day theme, "Today's Children Are Tomorrow's America." All of the announcements were donated. "We didn't spend a cent," a spokesman for the committee said.

WOR, New York, went all out for Father yesterday, adding the following to its station breaks: "On this Father's Day, WOR, New York, extends congratulations and good wishes to all fathers."

## Grove Labs Take Over Pfundner Antacid Tablets

Hard on the heels of its purchase of the F. W. Fitch business, the Grove Laboratories, Inc. of St. Louis announces that it has acquired from the estate of F. H. Pfunder of Minneapolis the rights to manufacture and sell Pfunder's Antacid Tablets.

The Harry B. Cohen Advertising Company of New York has been appointed the agency for Pfunder's Tablets, as well as the Fitch and Grove products previously announced.

in interstate commerce because they use long lines. Present regulations, however, make individual network affiliates responsible for network malpractice, but networks themselves are not accountable. He said the average independent finds it far too costly to attempt to battle the nets in court. In his case, he said, "they moved in with a legal crew it would cost me a million to compete with."

He termed NAB the "lackey of the networks."

## CAB Opposes Gov't In Commercial Radio

(Continued from Page 1)

mercial public service broadcasting. A resolution declared that the meeting "instructs the incoming board of directors to make a presentation to the royal commission on arts, and, if it is deemed advisable to do so, to the parliamentary committee on radio, urging before both bodies that there should be set up a separate radio licensing and regulatory body from which there should be a broad right of appeal."

There was some suggestion from the floor of the convention that the new regulatory board—which would take over from the CBC—might be the Federal Transport Department.

### Twelve Members Listed

The following 12 members of the CAB were nominated for 11 directorates:

E. Findlay MacDonald, CJCH, Halifax; D. Malcolm Neill, CFNB, Fredericton; Phil LaLonde, CKAC, Montreal; Dr. Charles Houde, CHNC, New Carlisle; Ralph T. Snelgrove, CFOS, Owen Sound, Ont.; Ken Soble, CHML, Hamilton, Ont.; Harry Sedgwick, CFRB, Toronto; J. O. Blick, CJOB, Winnipeg; E. A. Rawlinson, CKBI, Prince Albert, Sask.; Gordon Love, CFCN, Calgary; William Guild, CJOC, Lethbridge and Gordon C. Chandler, CJOR, Vancouver.

The nomination committee had brought in a list of 11 but the question of British Columbia representation was raised and Mr. Chandler's name proposed.

Many speakers said that one or more private commercial networks would be feasible in Canada if the CBC were confined to public service broadcasting. Some speakers thought a plan should be produced showing just how the private network would operate, just how its operation would affect the membership and its present affiliation.

### Sedgwick Voices Opinion

Harry Sedgwick, of CFRB, Toronto, said it was his firm opinion that private networks would be successful, "and not a single private station will lose a penny if the CBC gets out of the commercial field."

On the question of a regulatory body CAB didn't want something which might be "even worse" than the CBC, speakers warned. It was at this point that the suggestion was made about the Transport Department, which was forced to heed public opinion.

G. R. A. Rice, of CFRN, Edmonton, who was the subject of a motion of appreciation on his retirement as CAB chairman, announced that the group's brief must be prepared for submission to the royal commission by Aug. 15.

William Guild of radio station CJOC, Lethbridge, Alta., was elected chairman of the concluding meeting of the four-day CAB convention.

Stewart Finlayson, general manager of the Canadian Marconi Co.,

## ★ THE WEEK IN RADIO ★

Selective Radio Outlook Good

By AL JAEGLIN

**S**URVEY of Autumn business prospects for national selective AM radio indicates a continued upgrade. The volume of business for the first two months of this year, according to a survey currently being conducted by a national firm of auditors, was 7 per cent ahead of last year and nearly four times the volume of that in the U. S. Dept. of Commerce base years of 1937-38-39. Results of studies for the first six months of this year will be announced in August.

A report from the Bureau of Labor Statistics said that the total number of jobs in both radio and television is increasing, but "because the industry is small," there are relatively few employment opportunities. There are between 40,000 and 45,000 full-time employees in radio, more than one-third of whom are in programming. The report contained the prediction that broadcasting employment will "probably" continue to rise for at least another year or two but at a slower rate than since the war.

Private commercial radio in Puerto Rico won its crusade to prevent a government station, WPR, from operating commercially. The Insular Government took action, instead, to transfer the station to the Department of Education to be used exclusively for cultural and educational purposes. Jose Ramon Quinones, president of WAPA, handed bouquets to RADIO DAILY for its support of the stand taken by the Puerto Rican Broadcasters Assn. and the subsequent interest of the NAB and the Inter-American Assn. of Broadcasters.

Acting FCC chairman Rosel H. Hyde told the Senate Interstate Commerce Committee that he and his colleagues resent the proposed McFarland Bill because they feel they should not be singled out for "special legislation to keep them pure." According to Hyde, "Integrity is a matter of character and legislation cannot create good character." NBC prexy Niles Trammell,

Montreal, speaking before the convention declared that all private or public agencies with the resources and the desire to provide television service in Canada should be allowed to do so immediately. Television, he said, is a tremendously important medium of mass communication, not just another medium of entertainment.

### "Canada Needs Television"

Finlayson considers impractical the government suggestion that private applicants for video licenses co-operate to run stations on a regional basis. "Canada needs television to stimulate its economy and to enable us to maintain and expand present levels of employment, and to assist us to retain in Canada artists, technicians and others who may be attracted away if they are unable to find at home proper employment in this new field," he said.

on the other hand, told the committee that NBC will stand on its testimony of 1947 in support of the White Bill and declared his full support of the current McFarland bill. "As to those sections of the bill dealing with the internal organizations of the Commission," Trammell interposed, "I feel that these are matters with which the Congress and the Commission can best deal."

The Canadian Assn. of Broadcasters held their annual four-day meeting at St. Andrews-By-The-Sea, N. B., with more than 250 delegates and representatives from all parts of Canada and the United States in attendance. The CAB's membership was brought to 89 with the addition of three new stations: at Kitchener, Ont.; Matane, Que., and Roberval, Que.

The decision of the Maryland Court of Appeals in reversing the convictions of three Baltimore stations, WITH, WFBR, and WCBM, for violation of a local Supreme Bench code limiting the publication of certain crime news, was hailed by former FCC chairman James Lawrence Fly, counsel for the American Civil Liberties Union, as having "national significance" and as being "a great contribution to the freedom of speech and the press."

Frank E. Mullen's resignation as prexy of WJR, Detroit, WGAR, Cleveland, and KMPC, Los Angeles, effective July 1, was confirmed. . . . Philco Corp. board chairman James Ballantyne's death shocked the entire radio industry. . . . William H. Fineshriber, CBS director of operations, was appointed v-p in charge of programs at MBS, effective July 15. Gilson Gray will replace Fineshriber at CBS. . . . Thomas Buchanan, founder and former prexy of Buchanan & Co., agency, died after long illness.

Door-to-door swindlers reported to be using radio surveys and sponsors' names to gain admittance to New York homes. . . . Radio "hams" staged 24-hour dress rehearsal over weekend to meet possible future communications emergencies. . . . Petrillo re-elected AFM prexy. . . . Red Cross praised radio-TV aid in fund campaign. . . . NAB executive v-p Jess Willard debunked "prophets of doom" who see TV knocking out radio in talk at Foreign Language Broadcast Clinic held in New York. . . . WMOB, Mobile, Ala., ended operations. . . . WFDR, newest New York FM station, officially started operations.

## New Waring Program Set For NBC Network

(Continued from Page 1)

their across-the-board morning series ends July 8. The new weekly series will be sponsored by Minnesota Valley Canning Co., which currently sponsors the Friday segment of the five-a-week series.

## Radio Public Service Rated High In Report

(Continued from Page 1)

on behalf of more than 50 private and federal agencies cooperating in its Radio Allocation Plan registers almost 15 billion "listener-impressions." This term is defined as or message heard once by one listener. This volume of coverage, the Council says, was about the same as that of 1946 and 1947, and almost half the figure for the war year.

Radio and other media are credited by the Advertising Council with having contributed to the following results in 1948: a continued drop in the automobile accident death rate down to the second lowest figure on record; 13 per cent less forest fires than in 1947; a boost in CARE shipments to as many as 25,000 packages a day; achievement of the Red Cross goal of \$75,000,000; recruitment of 43,000 student nurses; 31 per cent increase in chest x-rays; school appropriation increases in almost all states; 25 per cent increase in Parent-Teacher Assn. memberships.

## Separate Sales Staffs Set Up By KFI-KFI-TV

(Continued from Page 1)

nine months ago, the same sales organization has been selling both stations. Now, three account executives are assigned to each station.

Assigned to KFI, Los Angeles NBC affiliate, are Truman Perry, Albert Price, and Arnold Kaplan. Representing KFI-TV, independent all-daytime TV station, will be John Bradley, Baden Powell, and George Ledell. Perry, Price, and Bradley are veterans of the KFI sales organization while Powell, Ledell, and Kaplan have been added recently to the Earle C. Anthony stations' sales organization.

"The sizeable increase in our television billings since KFI-TV went on air daytime March 1 necessitates a separate staff to handle KFI-TV," Sweeney said. Both AM and TV sales staffs will continue to report to Sweeney.

## American-Made Portable Hit Of Belgian Show

Tele-tone Radio Corp., showing their model No. 185 three-way portable radio set at the recent Annual Radio Show held in Brussels, Belgium, created the outstanding sensation of the show, according to Syndicradio Co., Tele-tone distributors in the Benelux nations. Joseph Chklar, managing director of Syndicradio, visiting the Tele-tone plant here, stated that "the Brussels' market went wild over the three-way portable model, which is a type receiver we do not manufacture in our own country." He reported that very many sets were sold during the course of the show with a greater demand for them than could be filled at the time because of government restrictions.

# TELEVISION DAILY

Section of RADIO DAILY, Monday, June 20, 1949 — TELEVISION DAILY is fully protected by register and copyright

## TBA ASKS FCC TO ALTER FREEZE

### Two By GBS Included In WPIX Film Package

Acquisition of U. S. tele rights to a 13-picture feature film package including George Bernard Shaw's "Pygmalion" and "Major Barbara" was announced today by Robert L. Coe, manager of WPIX. The New York outlet has exclusive TV rights to the package for two years, and the films will be offered to stations outside of New York.

Negotiations for the films were handled by James S. Pollak, program manager, and Ed Evans, film relations director, of WPIX. Shaw pix were obtained from Morris Helprin, representing producer Gabriel Pascal.

In addition to the Shaw films, package includes "A Star Is Born," with Janet Gaynor and Fredric March; three Charles Laughton pictures, "The Beachcomber," "Jamaica Inn," and "Sidewalks Of London"; "The Young In Heart," with Douglas Fairbanks, Jr. and Paulette Goddard; "Wings of the Morning," with Henry Fonda and Annabella.

Also "Dinner At the Ritz," David Niven and Annabella; "South Riding," Ralph Richardson, Ann Todd; "Under the Red Robe," Raymond Massey, Annabella; "Thunder in the City," Edward G. Robinson, Constance Collier; "Dark Journey," Vivien Leigh, Conrad Veidt.

The Laughton pictures were released by Motion Picture Releasing Corp. "A Star Is Born," and "Young In Heart" were obtained from Alson Productions.

### New Company Formed To Sell TV Packages

Formation of TV-Programs, Inc., a company to act as sales representatives for producers of video shows, was announced yesterday by Ed Roberts, Jr., president. Offices of the firm are located in the Empire State Building.

Officers of the firm have had wide experience among advertisers and agencies. They are, in addition to Roberts, J. Wilfred Gagen and Phillip Tantillo, vice-presidents; William Mills, 3rd, treasurer, and Thomas Ford, secretary. Directors are Roberts, Ford and Carlton M. Hub.

### Merman On Ford Show

Ethel Merman will headline the first of three weekly variety shows over CBS-TV, sponsored by the Ford Dealers of America, on Monday, 9-9:30 p.m., EDT.

**Appreciation**  
"Television Chapel," a weekly WPIX religious program, was presented yesterday with the first letter of appreciation to TV of the Federal Council of Churches in America for "the outstanding contribution it has made to religious life." The program had been honored previously with the first TV citation of the National Conference of Christians and Jews.

### Radio-TV Institute Set At Fordham 'U'

A symposium of 24 lectures on "The Challenge to Communication Arts" and other "practical" radio-TV courses will be featured in Fordham University's Summer Institute of Radio and Television, July 5-August 12.

The courses will utilize the facilities of Fordham University's non-commercial FM station, WFUV. Registration for the Institute will take place June 30, 31, and July 1.

The faculty will include: William A. Coleman, chairman of the radio division at the Bronx College; Earle McGill, an officer of the Radio and Television Directors Guild; Ted Cott, v-p in charge of programming

### False TV Ad Claims Scored By N. Y. BBB

Exaggerated and misleading advertising claims by set manufacturers and retailers were scored over the weekend by the Better Business Bureau of New York. The Bureau said that such practices destroy public confidence and "lack of confidence, in prices as in anything else, is the surest way of killing sales."

"Irregular practices have recently been on the increase in the advertising and selling of these products. A number of offerings are inaccurate and misleading, unfair to the public and to the industry, and injurious to public confidence in the integrity of advertising," the Bureau said.

Among these were listed: "Guarantees that are exaggerated or insufficiently explained; unfair competitive claims; 'free trial offers' that are not free; 'trade-in allowances' where no trade-in is required; terms of payment that are incapable of fulfillment or are misleading by omission; extra charges, not mentioned; misdescription of cabinet woods; exaggerated tube count, etc."

at WNEW; Norman Brokenshire, NBC announcer and emcee; and Mrs. Dorothy Klock, program director at WNYE.

### 11 Video Markets Cited Ready For Tele

(Continued from Page 1)  
stations find themselves at the present time.

"Most seriously affected by the 'freeze' are manufacturers of transmitters, who are unable to make any long range plans with respect to production schedules," he continued. "Receiver manufacturers, are in a quandary attempting to project their operations over a span of the next six months, due to the imponderables of the freeze order."

The TBA spokesman pointed out that "a study of the present allocations chart reveals at least 11 market areas, comprising 22 channels, sufficiently separated, co-channel wide, to permit immediate action on the applications pending in those areas."

**Market Areas Listed**  
Market areas that could be freed of the restrictions now imposed and the channels available are as follows:

- Amarillo, Tex., five channels; Denver, Colo., one channel; El Paso, Tex., two channels; Sacramento, Calif., three channels; Salt Lake City, one channel; Corpus Christi, Tex., three channels; San Diego, Calif., two channels; San Francisco, Calif., one channel; Seattle, Wash., one channel; Stockton, Calif., two channels; Tacoma, Wash., one channel.

The TBA president explained that by issuing an order permitting licensing of stations in the above-mentioned markets, the Commission would be accomplishing the following objectives:

1. Permit immediate hearings on applications for new stations in the 'unfrozen' areas and thus pave the way for additional stations to reach the air far sooner than if the applications were continued 'frozen' until the Commission's proceedings and subsequent action late this year.
  2. Permit manufacturers of transmitting equipment to accept orders from successful applicants and thereby step up seriously lagging production—an economic factor that must not be overlooked.
  3. Permit manufacturers of receivers to lay plans for expanding operations so that the new market areas could be assured of adequate numbers of receivers when the new stations go on the air in 'unfrozen' cities.
  4. Permit distributors in areas affected to begin laying plans for introduction of receivers in the 'unfrozen' cities.
- Poppelle added that "most important, by 'unfreezing' the applications in the cities mentioned, the Commission would be going a long way toward avoiding a jamming of orders for transmitters and receivers when the FCC finally brings an end to the over-all 'freeze!'"

## SAG Status Report On TV Presented To Membership

A status report on television sent this week by the Screen Actors Guild to its membership termed video "the most baffling problem ever to face the Guild and its sister unions," and urged members to "move with caution" in their TV dealings.

**"Inequities" Charged**  
The report charged that television film producers have forced "inequities" in working conditions upon Guild members, and declared that the union will enact a code of rules governing such employment if the alleged inequities continue. The Guild said that up to now it has refrained from enacting rules governing screen actors in film television "in order to give this new industry a fair opportunity to develop."

However, the report then went on, "union rules are not an adequate substitute for a collective bargaining contract."

Hollywood — Producers of live television programs have an economic interest in residual rights of any TV film recordings. This far reaching contention by board of directors of Hollywood Television Producers Association meeting in emergency session will form basis for TPA negotiations to be started with unions and guilds which are concerned with video, it was announced by president Mal Boyd.

TPA, heretofore remained isolated from labor negotiations, was prompted to take action by issuance of an SAG video report containing reference to live television production. Max Gilford, TPA general counsel, has been instructed by board to contact AFM, 4-A's, networks and other unions and guilds concerned, stating TPA's contention about residual rights and paving way for negotiations. TPA board named Boyd and Gladys Rubens as co-chairmen of a new labor relations committee.



# VACATION TIME IN WJR LAND

W J R—Michigan's greatest advertising medium—covers a great summer resort land. Hundreds of thousands come here to rest and swim and fish, and they listen to W J R. This "vacation audience" is a *plus* that's worth remembering when you make your summer schedules.

Call or write  
your nearest  
PETRY office

# WJR

CBS  
**50,000 WATTS**

FREE SPEECH MIKE



**THE GOODWILL STATION, INC.—Fisher Bldg., Detroit**

G. A. RICHARDS  
*Chairman of the Board*

FRANK E. MULLEN  
*President*

HARRY WISMER  
*Asst. to the Pres.*





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 57

NEW YORK, TUESDAY, JUNE 21, 1949

TEN CENTS

## TV CONSTRUCTION TOTALS \$7,350,000

### Snelgrove Elected President Of CAB

St. Andrews, N. B.—Ralph Snelgrove, CFOS, Owen Sound, is the new president and vice-chairman of board of directors of Canadian Association of Broadcasters.

He was elected at a closed meeting of the board which concluded the CAB's 24th annual convention.

The meeting also reappointed Clifford Sifton, Winnipeg, and Gordon Love, Calgary, as trustees, and decided to hold next year's convention in Hamilton, Ont.

Private broadcasters' policy to—  
(Continued on Page 2)

### German Radio Group Here For Courses

The vanguard of a group of 18 German broadcasters has arrived in New York for a two-month study of U. S. broadcasting methods, under the sponsorship of the American Military Government and Columbia University's Bureau of Applied Social Research.

Seven of the foreign broadcasters are already here and 11 others, in—  
(Continued on Page 6)

### Dunavan Gen'l Manager Of Lone Star Regional

Howard H. Dunavan, for the past four years sales manager of WEBC, Duluth, and the Arrowhead Network, has been named to the post of general manager of the Lone Star Chain, 16 Texas stations with headquarters in the M & W Tower, Dallas. Dunavan will manage station relations for LSC, supervise the placing of special events programs in addition to handling commercial accounts.

### Scholarships

The income from a trust fund of \$15,000 established by H. V. Kaltenborn will be made available for an annual radio scholarship for the school year of 1949-50, according to an announcement by the University of Wisconsin. Scholarship will amount to approximately \$500 for the school year and was established to assist deserving students in radio.

### 25th Anniversary

WDBJ, Roanoke, Va., yesterday celebrated twenty-five years of broadcasting with two CBS network programs saluting the pioneer station. Salutes to WDBJ were heard on the Godfrey and "Beat the Clock" programs and Frank Stanton, president of CBS, transcribed a special message for rebroadcast over the station. WDBJ joined the network 20 years ago.

### Church Fellowships Awarded Nine By NBC

Winners of nine fellowships for religious radio study were announced yesterday by Sterling W. Fisher, manager of NBC's Public Affairs and Education Dept. The fellowships, in the NBC Summer Radio Institutes, were granted by the network and the Protestant Radio Commission. Each carries a \$150 stipend covering tuition and some traveling expenses.

NBC conducts the Summer Radio Institutes in co-operation with—  
(Continued on Page 2)

### Eighty Enrollees Set For Summer Institute

Chicago—Eighty enrollees have been accepted for Northwestern University's eighth annual Summer Radio Institute which will open at the NBC studios on June 27th and will continue throughout August 6. In addition to regular credit bearing courses, the Institute will offer—  
(Continued on Page 2)

## Foreign Broadcasters Coming To Attend Radio Seminar

Champaign, Ill. — Broadcasters from Japan, Korea, Denmark, Britain and the Philippines will join leading figures in American radio at the University of Illinois' Seminar on Educational Radio to be held here June 27-July 9.

The Rockefeller Foundation is sponsoring the conclave, under the general direction of Wilbur Schramm, director of the university's Institute of Communications

## Erection Of 49 New Television Outlets In Forty Cities Getting Under Way; To Be Completed During 1949-50

### Right To Broadcast From Court Is Issue

Washington Bureau of RADIO DAILY  
Washington—The Supreme Court was asked at the week-end to rule on the right of a judge to grant exclusive rights to courtroom broadcast to one radio station, to the exclusion of another. The appeal was filed by KFI, Los Angeles, from California Federal Court rulings upholding the right of Superior Court Judge Kenneth E. Morrison to grant exclusive rights for live—  
(Continued on Page 6)

### Radio Theater Leads First Fifteen Ratings

"Radio Theater" tops the First Fifteen list in the June 15 Hooperatings with 16.2. "My Friend Irma" is second with 14.5, and Walter Winchell is third with 14.1.

Others in the First Fifteen, in order—  
(Continued on Page 6)

### CBS Will Play Host To School Administrators

CBS will play host to 60 or 70 public school administrators at its New York headquarters on July 9, with network officials addressing the—  
(Continued on Page 2)

At least \$7,350,000 for equipment and construction of studios, offices and transmitting plants will be spent by the 49 holders of outstanding television construction permits whose stations are expected to go on the air during the remainder of this year and the early part of 1950.

The stations are located in 40—  
(Continued on Page 7)

## ABC Contest Winners Being Feted In N. Y.

Ten executives from ABC stations who were the winners of the sales contest conducted by the network's co-operative program department are being entertained at cocktail parties prior to leaving for a four-day expense free vacation in Bermuda.

Last night ABC executives entertained the visitors at the Park—  
(Continued on Page 6)

### Educator Gives Views On Communications

Washington Bureau of RADIO DAILY  
Washington—Dr. Franklin Dunham, chief of radio in the U. S. Office of Education, addressing students of the National Academy of Broadcasting on the future of radio, declared yesterday that "all modern—  
(Continued on Page 2)

### Fireside Chats

San Antonio—Mayor Jack White has begun a series of weekly "fireside chats" each Sunday afternoon over KITE, San Antonio. Airings are also carried by KMAC and KCOR there. Arrangements have been completed by KIWW here to air a Spanish translation of the talk for its listeners. This will be done by a member of the Mayor's staff.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

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WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonaga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate
360 No. Michigan Ave.
Phone: Randolph 6-6650

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FINANCIAL

(June 20)

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.

Award Of Merit To KLZ

An award of merit to radio station KLZ, Denver, for "outstanding public service in the health field" was presented recently by the Colorado State Medical Society. KLZ was one of a number of Colorado radio stations so honored for broadcasting the "Dr. Tim, Detective" series, a series approaching health matters through a mystery theme. A physician as central figure.



For SALES MAGIC in the "MAGIC CIRCLE" Hire WIBW The Voice of Kansas TOPEKA GREN LUDY, General Manager

★ COMING AND GOING ★

GEORGE CONDLIFFE, director of research for Electrical and Musical Industries, Ltd., London, and J. S. CARR, executive in the EMI sales department, visited yesterday with officials of the engineering department at NBC.

WALTER E. BENOIT, vice-president of Westinghouse Radio Stations, Inc., and J. B. CONLEY, general manager, are back at their Philadelphia headquarters after having attended the annual KDKA clients barbeque in Pittsburgh.

LEE JAHNCKE, station relations vice-president of ABC, and JAMES CONNOLLY, of the station relations department, are expected in New York today from Memphis, where they attended the opening of WMP5 Radio Center.

LEON LEVINE, director of discussion broadcasts for CBS, has arrived in Hollywood, where during July three web programs—"People's Platform," "Invitation to Learning" and "You and..."—will originate at KNX.

JANE TIFFANY WAGNER, director of education at NBC, left yesterday on a two-week motor trip through the Midwest.

OLE MORBY, of CBS Radio Sales in San Francisco, has arrived in Hollywood on a short business trip.

GORDON HAYES, sales manager for the western division of CBS Radio Sales, is spending his two-week vacation in southern California.

MICHAEL NIDORF, manager of Jo Stafford, today will leave for Europe aboard the Queen Mary. He'll spend three or four weeks in England and France looking over the talent field and exploring the possibilities of a future concert tour for Miss Stafford.

MARTIN AGRONSKY, American network commentator, is in New York for confabs with the co-op salesmen of the web. He'll broadcast tonight's program from the Radio City studios.

MARTIN LEEDS, business manager of the CBS program department in Hollywood, is expected in town today for conferences with web officials.

BOB WATSON, program director of KGNC, Amarillo, Texas, paid a call yesterday at the New York offices of NBC.

MOREY AMSTERDAM today will leave by plane for Baltimore, where at the request of the U. S. Treasury Department, he will act as emcee of a special television show on WAAM to launch the Maryland drive for Opportunity Bonds.

Educator Gives Views On Communications

(Continued from Page 1)

means of communication are correlated and not competitive."

Dr. Dunham referred to early fears that radio would kill newspapers and recordings, and later predictions that television would supplant radio. "In reality," he said, "each has supplemented the other. In spite of radio newscasts, people continue to read the newspapers for more detailed news and business men continue to advertise in them. . . . Radio has been one of the most lucrative outlets for recordings."

CBS To Play Host To School Administrators

(Continued from Page 1)

visitors on educational and public affairs programming.

The schoolmen will hear talks by Davidson Taylor, CBS vice-president and director of public affairs; Edmund Chester, director of news, special events and sports for CBS-TV, and Robert Hudson, CBS director of education and opinion broadcasts. They will also tour the network's video studios in the Grand Central Building.

Eighty Enrollees Set For Summer Institute

(Continued from Page 1)

a series of Sunday lecture-demonstrations in NBC's television studio at Merchandise Mart, and Tuesday evening symposia at Weiboldt Hall on Northwestern University's Chicago campus. The first, "Radio As A Career" will be presented June 28 by Justin Miller, president of NAB.

The annual Radio Institute will open on the same day as the first NAB program clinic which is scheduled to hold a three-day session in Chicago.

Church Fellowships Awarded Nine By NBC

(Continued from Page 1)

Northwestern University (June 27-Aug. 6), University of California (June 20-July 30), and Stanford University. The winners are: Ada Grace Cralle, speech instructor at Berkeley Baptist Divinity School, Berkeley, Cal.; Rev. Genneth Hildebrand, pastor of Central Church, Chicago; Allen F. Crewe, director of Committee on Radio, Vancouver (B. C.) Presbytery, United Church of Canada; Muriel Lockrow, secretary of Religious Education Radio Activities, Detroit Council of Churches; Joseph E. Porter, radio production director, Methodist Society of Durham, N. C.; Mrs. Grace C. Kercher, director of public information, Church Federation of Los Angeles; Rev. F. Marion Tharp, executive secretary, Evansville, Ind., Council of Churches; Rev. J. E. Dahlen, minister, First Baptist Church of Fairport, N. Y.; Dennis S. Burgess, radio chairman, Methodist Youth Fellowship Council, Flint (Mich.) District.

Winners Active In Radio

The fellowships were awarded to those engaged in planning and providing sustaining radio programs for state and city federation of churches, and ministerial associations of other inter-denominational agencies.

Snelgrove Elected President Of CAB

(Continued from Page 1)

ward the royal commission on National Development in the Arts, Letters and Sciences, which will begin public hearings in Ottawa on radio and television early in September, was also discussed during the convention.

Not a worry in the world



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

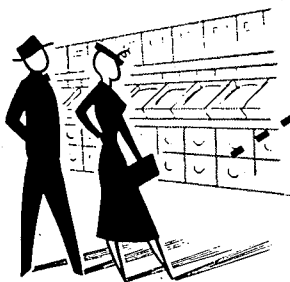
And when it comes to the rich Baltimore market, it's just as easy to make—and keep—your clients happy. You just let them tell their story on W-I-T-H.

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



Tom Tinsley, President • Represented by Headley-Reed

# the Easiest way...



Are you wondering what Mr. & Mrs. America really think of your product? Your package? Your price?

The easiest way to find out is through a test in WLW-land . . . proving ground for America.

Here is a true cross-section of our country—a mirror of America. And WLW is thoroughly equipped to help you study this market of nearly fourteen million people. It has the manpower to do the job, the "know-how" peculiar to this vast territory that embraces parts of seven states. It can ease the way in gaining distribution—winning dealer cooperation—getting consumer reactions.

Yes, The Nation's Station has found that advertising alone rarely supplies all the answers to sales problems. That's why WLW's service to advertisers often goes far beyond merely providing time-on-the-air.

If you have a sales problem, talk it over first with The Nation's Most Merchandise-Able Station. And when you've learned what will work in WLW-land, you'll have a good idea what will work throughout America.

## INCLUDED IN WLW's SERVICE FACILITIES . . .

### People's Advisory Council

to determine program preference and for general consumer market studies.

### Consumer's Foundation

to determine consumer reaction on products and packaging.

### Merchandising Departments

to stimulate dealer cooperation, check distribution, report attitudes, etc.

### Test Stores

to check potential buying responses, effectiveness of new packaging, displays, etc.

### Buy Way

monthly merchandising newspaper for retailers and wholesalers.

# WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

*Crosley Broadcasting Corporation*

## PROMOTION

### Foxy Contest

The Phenomenal Fox of WFOX, Milwaukee, is also the elusive Fox. WFOX is now conducting a promotion stunt with the greatest Fox Hunt ever staged in Wisconsin.

A life-sized mounted red fox is placed in a store of a WFOX advertiser each day with announcements on the air throughout the day. Listeners are urged to "Find the Fox." The key slogan is given in this announcement which must be given to the store manager when the listener finds the Fox. This slogan consists of a phrase which plugs WFOX programs, such as "The Clock-watcher on WFOX, 6 to 9 a.m." . . . or "The Fox Club is heard 2 to 5 p.m. on WFOX." A daily cash award of ten dollars plus an attractive merchandise offer is given to the first person to locate the fox. If the Fox is not found, the awards are added to the next day's prizes.

### Musical Brochure

NBC has mailed out to 500 music critics, educators, public affairs executives, affiliates and "certain" advertisers a commemorative brochure on the NBC Symphony's performance of "Aida" on March 26 and April 2.

A four-page insert makes the point that "NBC's musical performance is not limited to spectacular broadcasts like 'Aida.'" The insert describes the full music programming and mentions the awards made to NBC thus far this year.

The main brochure, titled "Aida," starts off with a full-page picture of Arturo Toscanini with the caption, "The sight and sound of great music." It contains six photos taken directly from the television screen during the telecast of "Aida."

### TV Variety Displays

Posters promoting the TV variety show, "Cavalcade of Stars," over WABD, Saturdays, 9-10 p.m., have been placed in 243 Whelan Drug Stores in the metropolitan area.

The telecast, which premiered June 4 under the local sponsorship of Whelan's, is also being promoted through newspaper advertising. In addition, sales people have been supplied with round cardboard badges to tie to their coat lapels, inviting customers to tune in on the show.

A four-foot showcase advertising the telecast and displaying all the products it will promote has been placed in every Whelan's store within range of WABD.

### Colored Disc Jockey

Ed Coleman, student at Bridgeport's New England School of Radio Broadcasting, is Bridgeport's first colored disc-jockey, with a Saturday afternoon stint on WLIZ. Unlike his New York contemporary, Symphony Sid, who features 'strictly bop', Ed's show caters to all types of jazz fans.



### Mainly About Manhattan. . . !

● ● ● Philip Morris taking over "Crime Photographer" Aug. 4th, when current bankroller fades out. (Meanwhile, they'll drop Philip Morris Playhouse on Friday nights). . . Wm. Gargan will be sponsored on a new Mutual whodunit series starting in Aug. for U.S. Tobacco. Stanza will also be televised on another station. . . Emerson planning to hit the market in a few months with a new portable video set to retail under 100 bux. . . Art Ford and Dusty Bruce off for Paris via plane. (From now on they'll be known as the Flying Discs). . . Mutual to bring back "The Saint," as a sustainer, early in July with Vincent Price. . . Bobby Clark was given a surprise birthday party the other p.m. backstage at "Theater, USA." (Bobby admits up to 61). . . "Johnny Dollar" subbing for CBS' "FBI in Peace and War" for the summer. . . Robert Merrill, now vacationing in Italy, will be on the U.S. Steel show Aug. 21st. . . CBS dropping its Sat. ayem series, "Tell It Again" next month. . . Herb Sheldon tells of the radioite who's taken so many cuts lately he now lives in a drugstore. . . Alice Frost, of Mr. & Mrs. North, Europe-bound any edition now. . . Wm. Shirer working on a new tome up in Torrington, Conn. . . Reason CBS dropped "Life With Luigi": Continued run as sustainer during the summer wouldn't help its chances of latching on to a bankroller, so they'll hold off until the fall.

★ ★ ★ ★

● ● ● CELEBRITIES ON PARADIO ROW: Swoonspiring Vic Damone, new kingpin in the Bing Dynasty, spaghetti-ing at Bill Bertolotti's. . . Peter Donald, the gent funny stories wish they were told by, joining the Toots Shor-lebrities. . . Fashion authority Ethel Thorsen listening and laughing at Herb Sheldon's gags in Lindy's. Sheldon's on as thorsens cheer. . . Alfred Drake dining beneath his caricature in Sardi's—the Wall of Fame.

★ ★ ★ ★

● ● ● THE MORNING MAIL: "I have a problem," writes James R. Ryall, publicity director of WNJR, Newark, N. J. "I don't think it's particularly new, but it's getting more embarrassing as time goes on. As you may or may not know, we have a program here called 'Reminisce With Singin' Sam.' It's pulling plenty of mail—and therein lies the rub. Most of the mail comes from old-timers who remember Singin' Sam, and who do not know he died several years ago. Now, here's my problem and maybe some of your readers have a solution. Would you advise my simply answering the mail with some sort of ambiguous phrasing which would preserve the illusion, or should I prepare a letter explaining the story of Singin' Sam? I don't feel justified in allowing listeners to be deceived, even unintentionally. On the other hand, I'm afraid if I do explain fully, I'll be guilty of shattering some rather beautiful illusions and maybe even cause some ill will. Of course the usual 'the-following-program-is-transcribed' announcement precedes each broadcast, but it is evidently overlooked by listeners who are prob'ly so familiar with the phrase that it means nothing to them any more. I wonder how many radio stations have run into similar problems and what they have done about it."

★ ★ ★ ★

● ● ● SMALL TALK: If Frank Hogan runs for Mayor of N.Y.C., there's a strong possibility that WMGM commentator, Geo. Hamilton Combs may be the D.A. candidate on the Dem. ticket. . . Carl King, staff announcer at WNEW for the past few years, has resigned to become director of television for Sterling Films. Will also free-lance as radio and TV announcer. . . Dan Ehrenreich taking a leave of absence from WOR for several months, with Gene Fitts pinch-hitting. . . Cathy Mastice will show the non-operative side of her personality tomorrow night on Irving Mansfield's "This Is B'way." . . NBC script editor, Bill Welch, passing out cigars. It's a baby girl—their second.

## NEW BUSINESS

WENR, Chicago: Renewal for 52-weeks by the Atlas Brewing Company for Edelweiss Beer through Olian Advertising Agency, Chicago, of Paul Harvey Newscasts heard each Monday through Friday from 10:00-10:15 p.m. Five station breaks for the Edward Sales Company (cigarettes) through Robert Kahn and Associates and three station breaks weekly for 52-weeks for the Atlas Brewing Company, Atlas Prager Beer. Additional spot business includes station breaks for Swift's Ice Cream through Needham, Louis and Brorby; Shubert Theater for "Inside U.S.A." through M. M. Fisher Associates; Shubert Theater for "Respectful Prostitute" through M. M. Fisher Associates; United Artists for "Portrait of Jenny" through M. M. Fisher Associates; and MacFadden Publications for "My True Story," announcement placed direct.

WMCA, New York: Jiffy-Stitcher Co. has bought extensive participations in disc jockey and news shows, through Smith, Bull & McCreery, Inc.

Lever Brothers will air a series of spot announcements for Lipton Tea, starting June 27. Young & Rubicam placed the contract.

WNEW, New York: The Nestle-LeMure Co., Meriden, Conn., has bought three 15-minute weekly participations in Martin Block's Make Believe Ballroom, through R. T. O'Connell agency, for its hair treatment products. Contract, for one year, marks the firm's first extensive radio use.

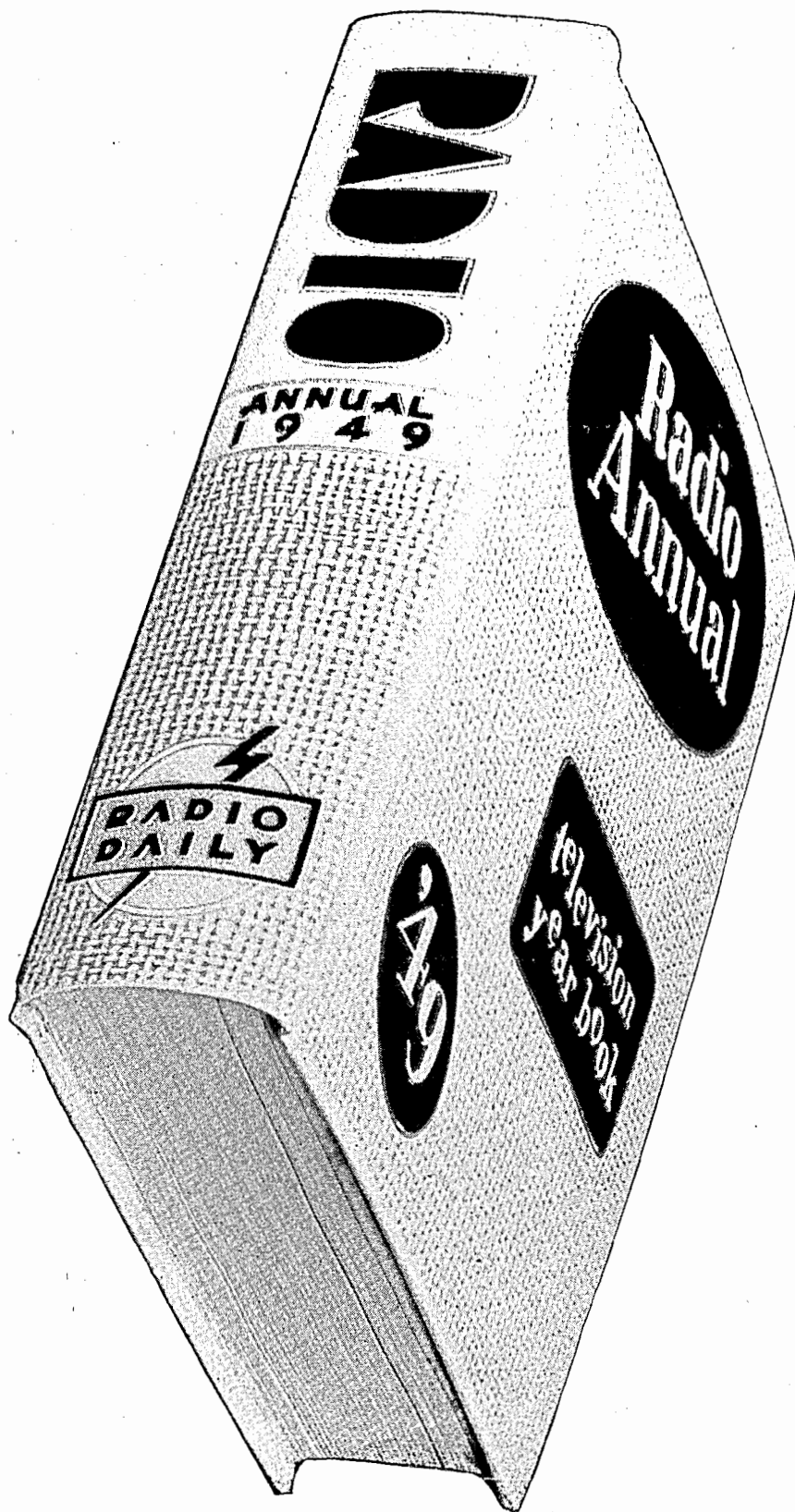
WGN-TV, Chicago: Drug Store Television Productions, New York, N. Y. has started sponsorship of the new DuMont network variety series "Cavalcade of Stars," Saturday 8:00-9:00 p.m. (CDST) for 52-weeks. Local cut-in announcements for the Walgreen Company are made in the Chicago area. Balaban & Katz, Chicago, sponsored six three-minute film announcements. M. M. Fisher Radio Associates, Chicago, is the agency; Hills Golf Courses, Inc., Northbrook, Illinois, has started sponsorship of a golf instruction series, "Pars, Birdies and Eagles," Monday, 9:00-9:30 p.m. (CDST), for 16 weeks. H. S. Lauffman & Co., Chicago, handles the accounts; Curtis Publishing Co. for the "Ladies Home Journal" sponsored three additional film announcements, May 23 and 24. Batten, Barton, Durstine & Osborn, N. Y. is the agency.

### Named V.P. Of WPIT

John L. Merdian, general manager of WPIT, Pittsburgh, has been named vice-president of WPIT, Inc. He will continue to serve as general manager and a board member. William R. Bolitho has joined the station as publicity and promotion director.



# THE BOOK OF THE YEAR



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of

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NAME .....

TITLE .....

COMPANY .....

STREET ADDRESS .....

CITY AND STATE .....

## Right To Broadcast From Court Is Issue

(Continued from Page 1)

courtroom broadcast to KVOE, Santa Ana.

The complaint arose on the occasion of the much-publicized Overell murder trial in the fall of 1947. Throughout the 19-week trial, KVOE had been airing proceedings from the courtroom. In October the case went to the jury and KFI asked Judge Morrison for permission to bring a microphone into the courtroom to cover the verdict "on the same terms and conditions as he had granted to KVOE." Morrison refused, declaring his authority to control his courtroom.

Three KFI requests were turned down. The station told the high court at the week-end that it "had committed no acts that would justify the judge in believing that if it were admitted to the courtroom it would create a disturbance or interference with the orderly conduct of the trial, and in this connection requested permission to connect its microphone into wire of KVOE outside the courtroom."

Turned down again, KFI asked and received an okay to set up on a bridge connecting the courthouse to an adjacent building, some 300 feet from the courtroom. Judge Morrison, according to the brief, said that location was outside his jurisdiction and that he had no objection. The mike was set up, but as the verdict was being read a courthouse janitor, "acting under orders of Judge Morrison, seized KFI's microphone, thereby preventing the making of a broadcast and with the aid of two deputy sheriffs placed KFI's engineer in restraint."

It was related also that KMPC, Los Angeles, had been permitted to set up in Judge Morrison's chambers and to relay the KVOE broadcast.

KFI claimed \$150,000 damage and charged conspiracy between Judge Morrison and KVOE. Its case was turned down in the Federal Courts in California.

The appeal holds that the denial of equal access to the courtroom was an abridgement of freedom of speech and of the press as guaranteed by the constitution, as well as a violation of the "equal protection under the law" feature of the Constitution.

The case will not be considered by the Supreme Court prior to October.

### Haverlin Chapeaux

Carl Haverlin, president of BMI, matched Hedda Hopper's enthusiasm for hats at the convention of the Canadian Association of Broadcasters by producing a chapeau a day for himself and BMI v.p., associates, Robert Burton and Charles Wall. Haverlin's hats at St. Andrews-by-the-Sea included a Scotch tam, Northwest Mounie hat and an Eaton cap. All were red.

## Foreign Broadcasters Coming To Attend Radio Seminar

(Continued from Page 1)

University of Missouri School of Journalism, and head of facsimile laboratory: Ralph Hardy, KSL, Salt Lake, chairman, NAB committee on educational standards; Edwin Hellman, director of radio, Cleveland Public Schools system, Cleveland, Ohio; Richard B. Hull, general manager, WOI, Iowa State College, Ames, and president of the National Association of Educational Broadcasters; Donald Horton, Carnegie Research Project on Effects of Television, University of Chicago; Robert Hudson, director of Public Affairs and Educational Broadcasts, Columbia Broadcasting System, New York.

George Jennings, director of radio, Chicago Public Schools system, Chicago; Paul F. Lazarsfeld, director, Bureau of Applied Social Research, Columbia University; R. R. Lowdermilk, department of audio-visual aids, U. S. Office of Education, Washington; Harold McCarthy, general manager, WHA, University of Wisconsin, Madison; Irving Merrill, general manager, KUSD, University of South Dakota, Vermillion; James S. Miles, general manager, WBAA, Purdue University, LaFayette, Indiana; Allen Miller, general manager, KWSC, Washington State College, Pullman; Justin Miller, president, National Association of Broadcasters, Washington; M. S. Novik, radio consultant, New York; Burton Paul, general manager, KUOM, University of Minnesota, Minneapolis; Russell Porter, coordinator of radio, University of Denver; George Probst, director, Chicago Round Table, University of Chicago;

Thomas Rishworth, director, Radio House, University of Texas, Austin; William Sener, general manager, KUSU, University of Southern California, Los Angeles; Seymour Siegel, general manager, WNYC, Municipal Broadcasting System, New York; Charles Stoppmann, head, Department of Communications, New York University; Ralph W. Steetle, general manager, WLSU, Louisiana State University, Baton Rouge; Keith Tyler, coordinator of radio, Ohio State University, Columbus; Parker Wheatley, director of radio, Lowell Institute, Boston.

### Foreign Delegates Coming

Foreign delegates include Mogens K. Jessen, director of educational radio for Denmark; Thomas Baird, American representative, British Broadcasting Corporation; Teruko Ihara, director of Women's Division, Planning Division, Radio Tokyo; Jiro Nanya, chief, Program Operating Board, Radio Tokyo; Michio Uda, chief, Production Section, Radio Tokyo; Shigenao Nakamura, chief, Foreign News Division, Radio Tokyo; Seiji Shimamura, chief, Broadcasting Section, Radio Osaka; Hiroshi Niino, vice-chief, Liaison Section, Radio Tokyo; Kim Ok Yol, women's program announcer, Radio Seoul, Korea; Song Young Ho, continuity chief, program director, Radio Seoul; Bae Jun Ho, script writer, Radio Seoul; Park Young Ho, Government Broadcast Planning Committee, Radio Seoul; Victoria Abelardo, Department of Audio-Visual Aids, Philippine Educational System, Manila.

## German Radio Group Here For Courses

(Continued from Page 1)

cluding five women, are enroute. This is the second group sent to this country under AMG auspices. The visitors will spend a month in New York inspecting studios and attending broadcasts, and the rest of the time touring stations as far west as Colorado.

### Several Already Here

Those already here are Eberhard Beckmann and Hans Joachim Lechke, Radio Frankfurt; Erik Ode and Hanns Peter Herz, RIAS, Berlin (Radio in the American Sector); Will Brodwulf, Radio Bremen, Oswald Hirschfeld and Heinrich Wiebemann, Radio Stuttgart.

## State Dept. Purchases Sixteen Tape Recorders

Audio & Video Products Corporation, distributor of the Ampex Tape Recorder, announces receipt of the first order issued by the State Department for high-quality studio type magnetic tape recorders.

The sixteen large Ampex units are to be used by the "Voice of America" under the direction of George Herrick. Chief facilities branch programs will be "Ampexed" in New York, Washington, D. C., Honolulu, Manila, Tangiers and Munich.

Bing Crosby first recognized the quality equipment of Ampex and uses it exclusively for all his programs. Bearing out Bing's prophecy, it has proved itself the leader in the Magnetic Recorder field.

Today, 35 to 40 network shows are being "Ampexed" weekly by ABC, CBS, NBC and Don Lee.

## Radio Theater Leads First 15 Ratings

(Continued from Page 1)

der, are Arthur Godfrey's Talent Scouts, Bob Hope, Crime Photographer, Stop the Music, Big Story, Judy Canova, Bob Hawk, Mr. Chameleon, Suspense, Mr. Keen, Dennis Day, and Fat Man, Curtain Time, and Mr. District Attorney. The last three shows were tied with 9.7. The Average Evening Sets-In-Use figure was 25.2, 3.0 off the last report.

"When a Girl Marries" led the Top Ten daytimers, with 7.8, followed by "Ma Perkins" and Arthur Godfrey with 7.2, "Big Sister," "Stella Dallas," "Helen Trent," "Guiding Light," "Young Widder Brown," "Our Gal Sunday," and "Right to Happiness."

### Resigns World Post

Maurice F. Duhamel, executive assistant to the president of the World Wide Broadcasting Foundation, has announced his resignation, effective July 15. After a vacation in Maine, Duhamel will return to New York to take part in forming The Committee for Industrial Education.

### Mary J. Rountree

Mary J. Rountree, mother of Martha Rountree, producer of "Meet The Press," died Sunday in Washington, D. C. Funeral services will be hld at 2 p.m., today at the National Memorial church.

### NBC Denies Report

NBC has issued a denial of reports that it plans to change its Los Angeles affiliation. The network said it hopes its 22-year association with KFI, Los Angeles, will continue "far into the future."

## ABC Contest Winners Being Feted In N. Y.

(Continued from Page 1)

Sheraton with Nancy Craig, network commentator, as hostess.

Tonight the visiting radio executives will be guests of Abby Fische, owner-producer of ABC's Piano Playhouse series, at the Stork Club.

### Contest Victors In Town

The contest winners who arrive in New York yesterday are: Bob Walker, account executive, WOHY, Charlottesville, Va.; Fred Elseth, gen. assistant sales manager, KVOE, Bellingham, Wash.; Dennis Gerken, account executive, WCRO, Johnstown, Pa.; E. P. Mills, Jr., commercial manager, WELL, Battle Creek, Mich.; Harold Vigue, account executive, WTVL, Waterville, Me.; Harmon Duncan, manager, WDUK, Durham, N. C.; Pat O'Halloran, account executive, KPQ, Wenatchee, Wash.; Harvey Wixson, manager, KGA, Spokane, Wash.; John A. Lang, sales manager, KWRN, Reno, Nev., and Bill Hoover, assistant manager, KADA, Ada, Okla.

### Stork News

Bill McSherry, ABC news writer in New York, on Friday, June 17, became the father of a six-pound nine-ounce daughter born in the LeRoy Sanitarium in New York City.



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, June 21, 1949 — TELEVISION DAILY is fully protected by register and copyright

## \$7,350,000 FOR NEW STATIONS

### TELE TOPICS

**T**HOSE WHO CONTEND that neither radio nor TV hurts sports box offices can take heart for events of the past few days seem to confirm their arguments. In Detroit last week where promoters placed a ban on the TV, radio and news-reel coverage of the Cerdan-La Motta fight the International Boxing Club was trying to figure out how they could break even on their promotion. They had steadfastly refused commercial offers for the radio-TV rights and thereby dropped around \$150,000 in added revenue. . . . Reports from Chicago, where the Charles-Walcott heavyweight championship fight will be held tomorrow night the situation is different. . . . Both radio and TV rights have been sold and with an advance sale of \$180,000 the promoters expect a \$250,000 gate. . . . Incidentally, the Charles-Walcott fight can be viewed on WNBT-NBC tomorrow night beginning at 10:30 p. m.

**W**ITH LACKADAISICAL nonchalance, Dave Garraway, Chicago disc jockey, seems to be carving a niche for himself in TV with a sustaining half hour televised on NBC 10-10:30 p. m. Saturday nights. . . . Garraway, who looks more like a college professor than a TV emcee, takes his viewers backstage as he walks and talks through sets and situations during a half hour variety program . . . his charm is his unorthodox showmanship and conversational adlibbing . . . his future, maybe, is dependent to a great degree to the casting of talent befitting the Garraway tempo.

**H**ARRY HERSHFELD, master showman who this year observes the fiftieth anniversary of his first job as a cartoonist on the Chicago Daily News, has been signed for a 52-week series of TV programs on WPIX starting Thursday, July 7, 7:30 to 8:00 p. m., EDT. . . . Hershfild will bring to TV his sly humor, talent as an artist, and showmanship as he presents name guest personalities as they participate in the game of charades. . . . Harry, you may remember, was the pioneer artist in the comic strip field . . . it was he who created Desperate Desmond and Abie Kabibble.

**K**UDNER AGENCY has taken an option on Wyllis Cooper's "Volume 1, Numbers 1-6" over ABC. . . . Jean Hendrix, film director of WSB-TV, Atlanta, has become purchasing agent for three additional stations. . . . The stations are WBTV, Charlotte; WHIO-TV, Dayton, and WAFM-TV in Birmingham. . . . New techniques in the use of miniature sets in TV developed by a Hollywood scenic designer is being offered to agencies. . . . Sun-Telegraph, Pittsburgh, has added a television column to its entertainment section with Wilbur D. Clark as columnist.

### Plug Entertainment, Receiver Mfrs. Urged

Set manufacturers "must do a more intensive job of selling the customer and not merely the dealer if video is to make its way into more average U.S. homes," Morton M. Schwartz, general sales manager of Tele-tone, said yesterday on his return from a tour of the south and west.

Hundreds of consumers, he said, believe that TV "is a highly imperfect medium not to be seriously considered for several years. . . . I believe it is time that the industry took constructive steps to dispel this feeling."

Schwartz continued, "The dealers and manufacturers have concentrated too much on selling price rather than on selling entertainment. People tend to buy what they think is a necessity and the majority of American consumers have not had television presented to them as an indispensable entertainment and information medium."

### 'Armchair Detective' Sold To Whitehall Co. On CBS

Sale of "Armchair Detective" currently aired on KTLA, Los Angeles, to the Whitehall Pharmacal Company for presentation on the CBS net starting July 9, was announced jointly yesterday by Paramount Television Productions, New York, and Benton & Bowles, agency for the sponsor. Program will be kinescoped for web presentation and will replace the "Mary Kay and Johnny" program on CBS Wednesdays 9-9:30 p. m., EDT. Products to be advertised will be Anacin, Kolynos and Bisodol.

## Film Lighting Demonstration Planned By SMPE June 28

Special closed circuit demonstration outlining lighting methods and techniques for commercial films will be sponsored by the Atlantic Coast section of SMPE June 28 at DuMont's Adelphi Theater, E. 1. Sponable, SMPE prexy, announced yesterday.

Feature of the hour-long program will be a joint meeting of the New York body and the Central section in Chicago, with pickups being handled by WABD and WENR-TV.

Speakers will be Sponable, D. E. Hyndman, J. A. Maurer, all of SMPE, and Walter Kiernan, ABC

TV Box Score	
On the air.....	68
CP's .....	49
Applications .....	331

### First Coast Kine Segs Set For NBC Debut

First West Coast-originated shows to be aired over the coaxial network on a regular basis via kinescope recording have been scheduled by NBC for debut early next month. Currently carried by the web's Hollywood outlet, KNBH, the programs are "Nocturne" and "Sunday At Home," and will be aired Saturday, 10 p. m., EDT, beginning July 9, and Sunday, 10 p. m., EDT, beginning July 3, respectively.

"Sunday" was the first live program aired by KNBH when the station began operation Jan. 16. It features the Pickard family—Mother, Dad and children Ruth, Ann, Bubb and Charlie in presentation of old songs.

"Nocturne" is a musical starring Lucille Norman and featuring Bill Roberts, Pierre Andre, Laura Corbay and ork leader Thomas Mancini. John Gaunt is producer-director.

### MOT To Do Pacific Film

The March Of Time is beginning immediate production of a TV film series based on the war in the Pacific as a companion piece to "Crusade In Europe," Roy E. Larsen, Time, Inc. prexy announced yesterday. The project will have the co-operation of the National Military Establishment, he said.

### Majority Of 49 CP's Will Go On Air This Year

(Continued from Page 1)

cities, 28 of which do not now have TV. They will bring the total number of outlets in operation to 117. This latter figure is expected to grow with rocket-like speed when the FCC lifts the freeze on applications sometime next fall.

Not included in the list of CP's, however, are eight one-station cities located on the coaxial network and where only one web program can be carried at any one time. These are New Haven, Richmond, Schenectady, Buffalo, Milwaukee, Pittsburgh, St. Louis and Toledo.

List of outstanding CP's, as compiled by TBA, follows:

- WBRC-TV, Birmingham, Ala., July or Sept.
- WAFM-TV, Birmingham, Ala., July.
- KTLX, Phoenix, Ariz., Fall.
- KECA-TV, Los Angeles, Cal., Aug.
- KRON-TV, San Francisco, July or Aug.
- WDEL-TV, Wilmington, Del., June 27.
- WMBR-TV, Jacksonville, Fla., Oct.
- WJAX-TV, Jacksonville, Fla., Summer.
- WPDQ-TV, Jacksonville, Fla., Late Fall.
- WSEE, St. Petersburg, Fla., Fall.
- WCON-TV, Atlanta, Ga., Fall.
- WMBT, Peoria, Ill., Summer.
- WHBF-TV, Rock Island, Ill., Indefinite.
- WTTV, Bloomington, Ind., Indefinite.
- WOL-TV, Ames, Ia., Late Fall.
- WOC-TV, Davenport, Ia., Aug.
- WHAS-TV, Louisville, Ky., Fall.
- WRTV, New Orleans, La., Soon.
- WTSP-TV, New Orleans, La., June.
- WRTB, Waltham, Mass., Indefinite.
- WLAJ-TV, Grand Rapids, Mich., Aug.
- WKZO-TV, Kalamazoo, Mich., Early 1950.
- WJIM-TV, Lansing, Mich., Oct.
- WTCN, Minneapolis, Minn., Aug.
- KTRV, Minneapolis, Minn., Indefinite.
- WDAF-TV, Kansas City, Mo., Indefinite.
- KMPV, Omaha, Neb., Sept.
- WNBP-TV, Binghamton, N. Y., Late Fall.
- WRV-TV, New York, N. Y., Sept.
- WSYR, Syracuse, N. Y., Oct.
- WKTV, Utica, N. Y., Sept.
- WBTV, Charlotte, N. C., July.
- WFMY-TV, Greensboro, N. C., Fall.
- WCPO-TV, Cincinnati, Ohio, June.
- WXEL, Cleveland, Ohio, Summer.
- WTVN, Columbus, Ohio, Sept.
- WBNS-TV, Columbus, Ohio, Aug.
- KDTV, Tulsa, Okla., Summer.
- KTVU, Portland, Ore., Indefinite.
- WJAC-TV, Johnstown, Pa., Summer.
- WJAR-TV, Providence, R. I., July.
- WSM-TV, Nashville, Tenn., Fall.
- KRLD-TV, Dallas, Tex., Fall.
- KITV, Dallas, Tex., July.
- WOAI-TV, San Antonio, Tex., Fall.
- KEYL, San Antonio, Tex., Late Summer.
- WTAR-TV, Norfolk, Va., Early 1950.
- WSAZ-TV, Huntington, W. Va., Sept.

### 95,000 TV Receivers Reported In Boston Area

More than 95,000 television receivers are now installed in homes and public places in the Greater Boston area, according to the most recent joint survey of leading distributors made by WBZ-TV and WNAC-TV.

The area included in this cooperative survey is Eastern Massachusetts, southern New Hampshire.

**COAST-TO-COAST**

**WHYN Camp Fund Soars**

Holyoke, Mass.—WHYN has conducted a Camp Fund Campaign to enable Holyoke children to go to summer camp for at least two weeks. This is the second consecutive year WHYN has conducted this campaign and this year's contributions total \$4500, which money will give over 200 youngsters their two weeks in camp.

**Dozer Pres. Pitts. Ad Club**

Pittsburgh, Pa.—WCAE's sales manager Carl Dozer has been elected prexy of the Pittsburgh Advertising Club and is the first member of the radio industry to hold this office, according to announcement. Dozer's term is for one year.

**Ass't. to Gen. Mgr. KWFC**

Hot Springs, Ark.—Thomas Dalhasen has joined the staff of Mutual affiliate KWFC as assistant to the general manager. He is well known in radio circles in New York and Chicago, where on the staff of WGN he wrote the "Chicago Story." Dalhasen was also a former radio director connected with Cramer-Krasselt, advertising agency in Milwaukee.

**WLBH Wedding Song**

Mattoon, Ill.—In an airplane flying over Mattoon on the evening of June 11th, a local couple were married. WLBH, the Mattoon station, played the wedding march while the wedding party listened over the plane's radio. Following the ceremony, WLBH played the bride's favorite song "My Happiness."

**Corwin Documentary on WDRC**

Hartford, Conn.—Research men from WDRC have been working together with CBS in preparation of the new Norman Corwin documentary "Citizen of the World" which will be aired over WDRC and CBS July 10th. An interview with Stephen J. Supina of Ashford, Conn. who dropped a home-made bomb on UN headquarters from a plane has been in WDRC's studios for various recorded interviews on why he performed the "bombing" run over the UN, will be fitted into the Corwin script.

THE  
SHOW  
OF  
SHOWS

WILL BE HERE SOON!

ADVT.

**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 10-16, 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
Beautiful Blonde From Bashful Bend	Miller
Because You Love Me	Remick
Candy Kisses	Hill & Range
Careless Hands	Melrose
Comme Ci Comme Ca	Leeds
Cruising Down The River	Henry Spitzer
Everytime I Meet You	Feist
Everywhere You Go	Lombardo
Ev'ry Night Is Saturday Night	Broadcast Music
Five Foot Two, Eyes Of Blue	Feist
Forever And Ever	Robbins
Harvin' A Wonderful Wish	Paramount
How It Lies, How It Lies, How It Lies	E. H. Morris
I Don't See Me In Your Eyes Anymore	Laurel
I'll String Along With You	Witmark
Kiss Me Sweet	Advanced
Look At Me	Jewel
Merry-Go-Round Waltz	Shapiro-Bernstein
My One And Only Highland Fling	Harry Warren
Need You	Choice Music
Once In Love With Amy	E. H. Morris
Put Your Shoes On Lucy	Bourne
Riders In The Sky	E. H. Morris
So In Love	T. B. Harms
Some Enchanted Evening	Chappell
Swiss Lullaby	Southern
Weddin' Day	Famous
You Broke Your Promise	Pic Music

**Second Group**

TITLE	PUBLISHER
A Chapter In My Life Called Mary	Shapiro-Bernstein
Always True To You In My Fashion	T. B. Harms
Ballin' The Jack	E. B. Marks
Four Winds And The Seven Seas	Lombardo
Girl From Jones Beach	Harms
Heart Of Loch Lomond	Crawford
Hurry Hurry Hurry	Dreyer
I Didn't Know The Gun Was Loaded	Lewis
I Wanna Marry Mary	Cameron Music
In The Good Old Summertime	E. B. Marks
It's A Big Wide Wonderful World	Broadcast Music
Just For Me	Melody Lane
Lora Belle Lee	Santly-Joy
Lover's Gold	Oxford
Maybe It's Because	Bregman-Vocco-Conn
Old Fashioned Song	Johnstone-Monte
Portrait Of Jennie	Chappell
Red Roses For A Blue Lady	Mills
Sault Ste. Marie	Mellin
Someone To Love	Warren Publications
Who Do You Know In Heaven	Robbins
Younger Than Springtime	Chappell

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

**AGENCIES**

D. C. (JAKE) EMBRY, president of the Advertising Club of Baltimore and vice-president of radio station WITH, Baltimore, was responsible for having Charles Hul Wolfe of Batten, Barton, Durstine & Osborn speak before the final luncheon meeting of the Advertising Club last Wednesday. Mr. Wolf spoke before a capacity crowd, consisting of every Baltimore advertising agency, leading advertisers, and all the radio stations. WITH, together with three other radio stations, carried Mr. Wolfe's speech, in which he gave eight reasons why radio was here to stay and would still be a strong medium in spite of television.

DUANE JONES COMPANY, INC. has been engaged by Whitehall Pharmaceutical Company, division of American Home Products Corporation, to handle Anacin special radio campaigns. The agency will also continue to handle the advertising and promotion of Hill's Cascara Quinine Cold Tablets and Sootho Suppositories.

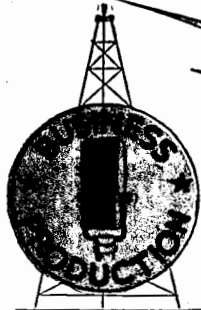
WILLIAMS & SAYLOR, INC., has been engaged to handle the account of Lewis & Conger, New York retailer of household goods, gifts and home furnishings.

DANCER - FITZGERALD - SAMPLE, INC., has been appointed by Carter Products, Inc., to handle the advertising of PerSTOP, their new liquid deodorant.

GRISWOLD - ESHLEMAN COMPANY, Cleveland office, has been assigned three additional products of Sherwin-Williams Co. They are Bug Blaster Garden Dust, Pestroy DDT and Wee-No-More.

**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. 47, NO. 58

NEW YORK, WEDNESDAY, JUNE 22, 1949

TEN CENTS

## PROGRAM 'CLINIC' PLANS COMPLETED

### RMA Names Twelve Standing Committees

Washington Bureau of RADIO DAILY.

Washington — The names of the new committee chairmen for RMA in the fiscal year beginning next week were announced this week by President R. C. Cosgrove. Former president, Max Balcom, who is vice-president of Sylvania, was named to head the new combined television committee, which takes over the functions of the former FCC conference committee and the TV public relations committee. Other members of the TV committee are Benjamin Abrams of Emerson, Dr. W.

(Continued on Page 8)

### Summer Concert Series To Be Broadcast On CBS

Lewisohn Stadium summer concerts will be broadcast over the CBS network, Wednesdays at 9:00-10:30 p.m., EDT, starting July 6, it was announced yesterday.

The 90-minute time period is opening up with the move of "County Fair" from Wednesdays, 9:00-9:30 p.m. to Saturdays, 2:00-2:30 p.m., starting July 9, and with "This Is Broadway" moving out of the 9:00-10:30 p.m., time period to go to Fridays, 9-10 p.m., starting July 8.

### Brokenshire Honored On 25th Anniversary

Norman Brokenshire, veteran NBC announcer, will be greeted by NBC president Niles Trammell, Bruce Barnes, and Milton Cross on his 12:30-1 p.m. show over WNBC, New York tomorrow on his 25th anniversary in radio.

Brokenshire began his broadcast-

(Continued on Page 2)

### Weather Walkout

All four major networks sent New York staffers home early yesterday because of the 92-degree heat. NBC and ABC threw in the towel at 3 p.m., CBS and Mutual at 4. BMI also joined the web exodus. The long-suffering press departments of the four major networks remained, as usual, at their sizzling typewriters.

### Broadcasters Feted At N. Y. Stork Club

Name personalities of radio, concert field and agencies gathered at a cocktail party at the Stork Club last evening honoring the 10 ABC executives from affiliated stations who were the winners in a sales contest conducted by the web's co-operative program department. The party was given by Maggy Fisher, owner-producer of ABC's Piano Playhouse program.

Mark Woods, president of ABC; Robert E. Kintner, executive v.p., and Charles Barry, v.p., in charge of ABC television, were among the guests. Other network representatives included Paul Whiteman, Murray Grabhorn, Leonard Reeg, J. Donald Wilson, Ernest Lee Jahncke, Ivor Kenway, Fred Thrower and Otto Brandt. Uta Hagen, Ed Gardner, Earl Wilde, Constance Keene, Joe and Fran Bushkin, Cy Walter and Stan Freeman were also among the guests.

Milton Cross was master of ceremonies while informal entertaining by Piano Playhouse artists was featured.

### Committees Named For Radio Pioneers

Carl Haverlin, president of BMI, has been appointed chairman of the membership committee of the Radio Pioneers, it was announced yesterday by William Hedges, president. Hedges also named chairman of other committees who will function during the coming year in be-

(Continued on Page 6)

### NAB Expects 300 To Attend Sessions; 31 Speakers At Three-Day Meet; Justin Miller To Participate

### Walcott-Charles (TV) At Two N. Y. Theaters

NBC-TV coverage of tonight's Walcott-Charles heavyweight bout in Comiskey Park, Chicago, will be picked up for large-screen projection in conjunction with their regular programs by the Paramount Theater in Manhattan and the Fox in Brooklyn.

Both theaters secured permission from NBC for the showings, it was said, and both will carry the com-

(Continued on Page 7)

### Breneman Restaurant Leased By ABC Web

West Coast Bureau, RADIO DAILY  
Hollywood — ABC leased Tom Breneman restaurant for five years. Two studios in building already in use and third is under construction. Studios will be available to other stations and networks for sublease.

### NAB Reviews Progress Of Labor-Relations Unit

Washington Bureau of RADIO DAILY  
Washington—The NAB Employer-Employee Committee this week reviewed progress to date on a current study of operating costs of broadcasting stations, including labor costs, being conducted by the

(Continued on Page 3)

Washington Bureau of RADIO DAILY  
Washington—NAB's program director, Harold Fair, yesterday reported over 200 registrations thus far for the three-day Program Directors' Clinic to be held in Chicago next Monday, Tuesday and Wednesday. Full registration list will top 300, he predicted, to hear and talk with 31 speakers in the three-part program setup.

The first day will be devoted to a discussion of the program director as a business man, with discussion of his relations with other station

(Continued on Page 6)

### Brewery Buys Spots For TV Presentation

Ruppert Beer, through the Biow agency, yesterday closed a deal with Ziv Television Productions, Inc., for exclusive use of the film package, "Sports Album" in four East coast markets for a period of three years. The deal is said to involve \$150,000 for film rental costs.

The brewery is buying five minute spots on television stations in

(Continued on Page 2)

### NBC Web May Lease N. Y. Belasco Theater

NBC is dickering with the Shuberts for the lease of the Belasco Theater, legitimate playhouse at 115 W. 44th St., New York, a network spokesman has disclosed.

If the deal goes through NBC

(Continued on Page 2)

## Widespread Use Of Radio Noted In Chicago Schools

Chicago — Figures showing a widespread and increasing use of radio in Illinois public schools have been released here by the State Radio Committee, Illinois Congress of Parents and Teachers.

Fulltime radio chairmen have been appointed by 394 local Parent-Teacher units. One hundred forty-seven units have taken part in PTA broadcasts; 48 local units de-

voted fulltime study meetings to radio, and twenty PTA groups have participated in television productions.

In addition, individual PTA units in Illinois have bought for their schools: 430 AM-FM receivers; 36 two-speed playbacks; 70 public address systems; 86 phonographs; 62 tape recorders, and one television receiver.

### Fall Series

Saturdays at 8-9 p.m. has been set as the time in which the CBS-TV show based on Ken Murray's Blackouts will be scheduled. Tentative starting date is September 16. Murray will be emcee and producer of the video series which will originate in New York with a permanent company, chorus line, 25-piece orchestra plus guest stars.

RADIO DAILY



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

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WEST COAST OFFICES
Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate
360 No. Michigan Ave.
Phone: Randolph 6-6650

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FINANCIAL

(June 21)

NEW YORK STOCK EXCHANGE

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, RCA 1st pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Nat. Union Radio, DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore).

Judith Waller Attending Paris UNESCO Meeting

Judith Waller, director of public affairs and education for NBC's Central Division, was scheduled to leave for Paris by air Friday night to attend the UNESCO meeting on educational broadcasting as U. S. delegate.

Miss Waller plans to visit radio centers in London and Paris while abroad and arrange for special NBC programs to be shortwaved here.

KGW and KGW-FM PORTLAND, OREGON COMPLETE SCHEDULE SIMULTANEOUS SERVICE

★ COMING AND GOING ★

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA; DR. V. Z. ZWORYKIN, vice-president and technical consultant of RCA Laboratories, and ORRIN E. DUNLAP, JR., vice-president in charge of advertising and publicity, today are in Swampscott, Mass., where Dr. Zworykin will receive the Lamme Medal of the American Institute of Electrical Engineers for his scientific contributions to television. General Sarnoff will deliver the introductory address.

HELEN HALL, MBS women's news commentator, will broadcast her "Helen Hall's Femme Fair" show from the Rose Festival at Newark, N. Y., on Saturday.

JOHN McCAFFERY, director and moderator of "The Author Meets the Critic" and "What Makes You Tick," has returned to New York from Montgomery, Ala., where he participated in a seminar at the Air University, Maxwell Air Force Base.

HAROLD KRELSTEIN, vice-president of WAMPS, American network affiliate in Memphis, Tenn., which last week dedicated its new TV center, is in New York conferring at web headquarters.

DAN CASEY, head of the continuity department of WSYR and WSYR-FM, Syracuse, N. Y., is now at First Army Headquarters in New York for two weeks of reserve officer training. He holds the rank of captain in the reserve and is assigned to the radio division in the public relations office.

DAVIDSON TAYLOR, vice-president and director of public affairs at CBS, today is leaving for Washington, D. C., on business.

J. E. "TED" CAMPEAU, president and general manager of CKLW, Detroit-Windsor, is at the Greenbrier in White Sulphur Springs for the meeting of the Mutual network board of directors.

JOHN COOPER, radio and television editor of INS, on Friday will leave for Chicago to attend the NAB program clinic. In an address, he'll discuss new methods and ways of using wire facilities.

JACK BENNY is expected in New York by plane today. He'll confer with CBS officials on plans for the coming season.

SAM ABELOW, of the CBS documentary unit, has returned from Kentucky, where he spent two weeks doing research on a forthcoming documentary feature.

NINA FOCH, screen actress, has arrived from the West Coast by plane. She will appear on "Chevrolet on Broadway" next Monday over NBC-TV.

L. A. PIXLEY, owner of WCOL, Columbus outlet of ABC, has arrived from Ohio on station and network business.

A. A. WARD, vice-president of Altec Service Corp., is back on the West Coast following a trip to New York.

Brewery Buys Spots For TV Presentation

(Continued from Page 1)

New York, Philadelphia, Boston and New Haven for presentation of sports clips before major sporting events such as baseball, football and boxing. Sport subjects will be set to coincide with the sports subject being covered that day. Each film is a five minute review of sports highlights.

First of the series was placed this week on WPIX, New York, for presentation in advance of the Giants baseball games.

NBC Web May Lease N. Y. Belasco Theater

(Continued from Page 1)

will use the Belasco for originations of "The Theater Guild on the Air," and probably other large-scale productions. The Shubert brothers, who control most of the Broadway playhouses, bought the Belasco last winter for \$442,000.

Bob Hawk Program Moving To West Coast

Bob Hawk, star of CBS' "Bob Hawk Show," is moving his headquarters from New York to Hollywood around August 1. His Monday night show, 10:30-11:00 p.m., sponsored by Camel Cigarettes, will originate from the west coast starting in late August when the show returns after a summer hiatus.

When Hawk makes his move to the coast it will necessitate his forming a new staff of assistants. Julie Witmark, Hawk's personal manager for the past seven years, has decided against accompanying Hawk to the coast.

Brokenshire Honored On 25th Anniversary

(Continued from Page 1)

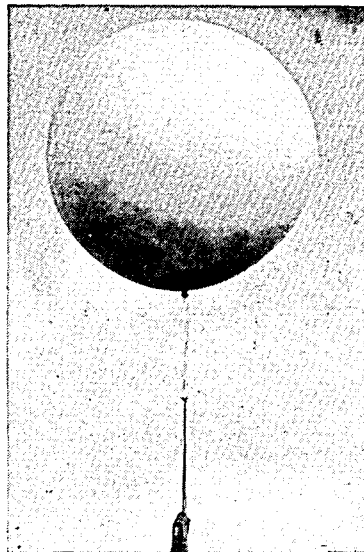
ing career on WJZ in 1924, and soon built a reputation as one of radio's top announcers. Currently he does two across-the-board record shows on WNBC, and announces U.S. Steel's "Theater Guild on the Air."

American Sponsors Buy So. African Time

Chesebrough Manufacturing Co. ("Vaseline" products) will sponsor the transcribed "Hollywood Theater of Stars" half-hour feature each Friday for one year over Lourenco Marques Radio (South Africa).

The station will also broadcast the transcribed weekly quarter-hour, "Gloria Carroll Entertains," for Drene Shampoo. Lourenco Marques Radio, South Africa's only commercial station, also carries "Singin' Sam" for Chesebrough, "Musical Comedy Theater" for Lux soap, "Favorite Story" for Palmolive, "Happy Gang" for Colgate Dental Cream, and "Hollywood's Open House" for Royal Baking Powder.

THE SHOW OF SHOWS WILL BE HERE SOON! ADVT.



Knows all the answers

That's a weather-recording balloon. Out at the California Institute of Technology they turn it loose into the stratosphere.

It records the air pressure, temperature and humidity. Then a tiny transmitter broadcasts the dope back to the ground. The entire package weighs about a pound. It is believed it will eliminate costly airplane weather-testing flights.

It took a long time to get around to our W-I-T-H point—but the conclusion is quick and straight.

W-I-T-H, the successful independent, can eliminate a lot of costly radio experiments in time buying, right now, in this 6th largest city.

The fact is: W-I-T-H delivers more listeners-per-dollar-spent than any other radio station in this big town.

Alert advertisers know it. So do the feet-on-the-ground time buyers!

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

**AGENCIES**

**KAL, EHRLICH & MERRICK** of Washington, D. C., have been appointed to prepare and place advertising and promotion for the Laurel Raceways Meet, June 24 to July 23. Schedules include television, radio, newspaper and car cards in Washington and Baltimore.

**STUART BART** has announced the change of firm name from Stuart Bart & Getschal, Inc., to Stuart Bart, Inc.

**EVELYN PEIRCE**, formerly program consultant at WOR and recently head of daytime program consultation at the Compton Agency has joined Willis Cooper as associate on his show.

**CENTRAL OHIO INDUSTRIAL MARKETERS** have elected Reginald W. Testament, of Byer & Bowman Advertising Agency, Columbus, as president. Others elected were: W. H. Kight, of Kight Advertising Agency, vice-president; Luther Ohrstedt, American Ceramics Society, treasurer; John Ginsler, advertising manager of International Derrick & Equipment Co., secretary; Joseph M. Millious, advertising manager, Universal Concrete Pipe Co., and Warren Berry, advertising manager, Jaeger Machine Co., directors.

**JOHN RICHARDSON**, advertising manager of Allied Mills, Inc., has been elected president of the Fort Wayne (Ind.) Advertising Club for the coming year. John Bonsib, Bonsib Advertising Agency, was elected vice-president; John White, advertising manager for Lincoln National Life Insurance Co., was elected secretary. Harold D. Cothrell, assistant vice-president and advertising manager for the Fort Wayne National Bank, was renamed treasurer.

**ROBERT H. REINECKE** has been named director of art for Kal, Ehrlich & Merrick of Washington, D. C. He is a native of Washington, and has been associated with the agency for nine years. Formerly he headed the art department at Warner Brothers.

**DUANE JONES CO., INC.**, will plan special radio campaigns for Anacin, product of the Whitehall Pharmaceutical Co. division of American Home products Corp.

**'Luncheon At Lombardo's' Now On WGBB, Freeport**

An informal interview program, "Luncheon At Guy Lombardo's," emceed by Ted Lawrence, made its debut on WGBB, Freeport, Long Island, 1:05-2 p.m., last Monday, June 20. The program will be aired Monday through Saturday, and will emanate from the new Freeport restaurant, Guy Lombardo's East Point House.

**NAB Reviews Progress Of Labor-Relations Unit**

(Continued from Page 1)  
research and employee-employer relations departments of NAB. The project was one of the major topics at the first meeting of the new (1949-1950) committee.

Other subjects discussed by the group included the special labor problems of TV, which have been analyzed exhaustively in recent publications of the NAB department.

A Boston personnel project, covering the valuation of jobs in broadcasting stations, was taken up for inspection at the meeting, as were several items of pending labor legislation.

Attending the meeting were the following: Leslie C. Johnson, WHBF, Rock Island, Ill.; Clyde F. Coombs, KARM, Fresno, Calif.; Harold Essex, WSJS, Winston-Salem, N. C.; William B. McGrath, WHDH, Boston; O. L. Taylor, KGNC, Amarillo, Tex.; C. L. Thomas, KXOK, St. Louis; Gunnar O. Wiig WHEC, Rochester, N. Y.

Also Ernest de la Ossa, director, personnel department, NBC, N. Y.; Howard L. Hausman, vice-president in charge of personnel, CBS, New York; Joseph A. McDonald, vice-president, secretary and general attorney, ABC, New York; Adolph Opfinger, assistant vice-president in charge, program department, MBS, New York.

NAB board liaison member: James D. Shouse, WLW, Cincinnati.

NAB representatives: Justin Miller, president; C. E. Arney, Jr., secretary-treasurer; Richard P. Doherty, director, employee-employer relations department.

**To Give European Report**

Minneapolis — E. W. Ziebarth, newscaster-analyst for WCCO, will leave New York this Saturday for a 20,000 mile trip of Europe. Ziebarth who will act as a roving foreign correspondent for CBS during the trip, will make his first stop in Oslo, Norway. During the trip, he will furnish first hand reports via transcription for broadcasting over WCCO's facilities for northwest listeners. Ziebarth broadcasts a news analysis, sponsored by Studebaker, three days a week over WCCO.

**Will Broadcast Game**

Mel Allen and Jim Britt have been signed to broadcast the 16th annual All-Star baseball game on July 12 over all 500 MBS stations. Gillette Safety Razor Co. will sponsor the game, to be played at Ebbets Field, Brooklyn, as part of its "Cavalcade of Sports" series. The broadcast starts at 1:15 p.m. Maxon, Inc., handles the Gillette account.

**Promoted To Chief Engineer**

James Madison Burke, assistant chief engineer for WAAM, Baltimore, has been promoted to chief engineer, succeeding Warren Braun, who has resigned.

Carl Hecht has joined WAAM's commercial department.

**L. A. Publicity Club Elect New Officers**

Newly elected officers of the Publicity Club of Los Angeles, to take over in July for a year, are George Johnson, J. Walter Thompson, Inc., president; Harriet Crouse, Mutual, first vice-president; Gene Gach, KFVB, second vice-president; Chester Miller, Douglas Aircraft Company, Inc., treasurer; and Jane Turner, free lance publicist, secretary.

Burns Lee, retiring president, was elected to fill the incompleting two-year term on the board of directors vacated by Hicks Coney, resigned. Elected to serve full three-year terms on the board of directors were Frank Rand, Children's Home Society, Ralph W. Myers, Carl Byoir & Associates, Inc., and Robert Z. Hall, AEC. Holdover directors are Harriet Crouse, George Johnson, Joe Leighton, Bernie Milligan and Evelyn Wiggins.

**Hood To Operate KFDX**

Wichita Falls, Texas—Darrold A. Cannan, president of the Wichtex Broadcasting Co., owners and operators of KFDX here has announced that W. P. Hood has been appointed vice-president and general manager of the outlet. At the same time the resignation of Charles E. Clough as commercial manager was announced. Clough goes to KWFT here where he will assume the duties as manager.

**BEHIND THE MIKE**

WHEN John Masterson was in town last week, he completed a deal with ABC to televise his show, "Bride & Groom." Stanza will be kinescoped and shipped here for eastern distribution. Masterson also settled a deal to take over the noon-time slot on ABC for a show to replace "Welcome Traveler" bowing in on the net July 11th.

Local press agents rushing their clients out to the Roosevelt Raceway to get them on the trotting track's new TV program.

Leonard Feather, international jazz expert who initiated a six-day weekly jockey show via WMGM, was just informed that his new book, "Inside Be-Bop," published by J. J. Robbins & Sons, has sold over ten thousand copies already.

The beloved Bums are still getting the needle, what with Carl Furillo, Ralph Branca and Erv Palla having vocalized "The Bklyn Dodgers Jump" for Leslie Records. Composers of the very commercial tune are maestro Joe Ricardel and Metronome's Geo. Simon.

Ted Granik's NBC video forum stanza may get a nitetime slot in the fall.

Auto outfit interested in bankrolling Dwight Weist's "Feature Story."

Page Morton held over at the King Edward's Blue Room.

**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**

Chicago San Francisco New York Los Angeles

## RADIO DAILY

## SOUTHWEST

A THREE man panel of the National Labor Relations Board has directed that a San Antonio election be held among the transmitter and studio operators of KTSA and studio and transmitter technicians of KMAC, KISS-FM and KCOR, to see if they desire to be represented by the International Brotherhood of Electrical Workers Local No. 60 of the American Federation of Labor. The order affirms a ruling of an NLRB examiner which was made here following a consolidated hearing on the case. The NLRB panel denied a request made by the Sunshine Broadcasting Co., licensee of KTSA that the outlet be excluded from the order on the grounds that it has contracted to sell the outlet stock and that it might be called upon to execute a collective bargaining agreement which would be a breach of contract sale.

The annual memorial services of the Texas Scottish Rite Hospital for Crippled Children were aired over WFAA and WFAA-FM, Dallas, with Dr. T. S. Painter, president of the University of Texas as principal speaker.

Bud Whaley, former chief announcer for KMAC, San Antonio, and erstwhile candidate there for mayor in the recent city election has joined the staff of KPRC, Houston. Joe Allison will replace him at KMAC.

Horace Heidt wants yodelin' Cliff Warren, star of his own show here heard daily for a quarter-hour over WOAI, San Antonio, to make some recordings for Heidt's new Magnolia Record Co. He telephoned Warren from the West Coast, asked him to fly out to California to cut the records.

Heidt particularly wants Warren to record "Home in San Antone" which Warren sang when he appeared on the Heidt coast-to-coast Talent Search last fall when the program originated here at the Municipal Auditorium, and it registered big with Heidt. The ballad is a perfect showcase for Warren's famous yodel. If the deal goes through Warren will leave for California in about two weeks. He has been given a leave of absence by WOAI to make the trip.

1906 1949

*Henri*  
CONFISEUR

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

*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED



## Mainly About Manhattan. . . !

● ● ● Since Eddie Cantor terminated a three-year contract with Pabst recently, various and sundry reports have hit the morning breeze regarding his past and future radio plans. Some of these rumors have been semi-factual and some of them pure guess work. Here are the facts as we understand them. It's no secret that Eddie bowed out of his contract with Pabst because latter insisted upon his doing a television series in conjunction with the radio stanza. Because of a recent check-up in which the medicos bluntly told him that he can no longer play 400 benefits a year (plus all of his other extra curricular public service activities), Cantor felt that to do both a radio and TV series at this time would have been a physical and artistic impossibility. Reason behind this paragraph is that the misconception has arisen that Cantor is ailing and that his activities have been ordered curtailed. This is pure bunk. Cantor at 56 today has more health, more energy, more ambition and more talent than almost anybody you can point at in show biz. All he's been asked to do by the doc is NOT to work 24 hours a day without a stop. (So now, instead of doing 400 benefits a year, he'll prob'ly wind up doing only 399). As a matter of fact, right at this moment Cantor is negotiating with two new sponsors for the fall season. He wants to do a radio show for next season so that he can keep in action and prepare for the fall season of 1950 when he'll be ready for a terrific musical TV show in keeping with the great things he's been known for in the glorified Ziegfeld era (Whoopee, Kid Boots, Follies, etc.) In sum, one of the greatest entertainers and showmen of our time is available for one of the top merchandise buys of the coming radio season.

★ ★ ★ ★

● ● ● NAB makes a rather extravagant claim in their "Member Service" bulletin this week. The bulletin reported as follows: "The NAB last week added another victory to the nine of the previous week when application was reported made to the FCC for change of the grant for station WIPR, in Puerto Rico, from commercial to educational." It appears that the NAB discounts the joint crusade of the Puerto Rican Broadcasters Ass'n and RADIO DAILY to have the station's status changed. And maybe they've forgotten the militant Jose Ramon Quinones, of WAPA, San Juan, who first brought the issue to their attention.

★ ★ ★ ★

● ● ● AROUND TOWN: Henny Youngman argues that his nose is perfect for television. "I can even turn the set on and twist the dials with it," he claims. . . . NBC planning to build a video series around the ex-CBS stanza, "Mr. Ace and JANE." . . . Paul Winchell renewed another year on the Bigelow show. . . . Ezra Stone gets three-way billing (producer-director-writer) on the new Olsen & Johnson package. . . . BMI staffers proud of their Ike Diamond, head of the Logging Dep't, and Sidney Wagner, statistician. Both received college degrees this week after a total of over 30 years of night-time studying between them. . . . Sheila Graham summer-subbing for Jimmie Fidler. . . . Television Guide celebrating its first ann'y already (and with 100,000 circulation). Seems only yesterday when Joe Wiegers was telling us about the new publication and predicting big things for it. . . . CBS cooking up a new quarter-hour strip for Oscar Levant. . . . Herb Sheldon's description of H'wood: Where they time careers with a stop-watch.

★ ★ ★ ★

● ● ● This Saturday, H'wood Screen Test dips into classical literature for one of its tests when Leora Dana, of "Madwoman of Chailot," assisted by Margo, will appear in a ten-minute scene based on the legend of Antigone. Alton Alexander, scripter of the series, has made a translation from the Greek tale.

## SAN FRANCISCO

By NOEL CORBETT

THE Emporium is now sponsoring Barbara Lee, gal disc jockey, in a one-hour nighttime recording show. Heard on KNBC from 10:30 to 11:30, Mondays thru Saturdays, program is titled "The Big Evening." Ruth Anderson, well known in Bay Area radio, conducts the show as Barbara Lee, and has lined up a series of personalities to guest from time to time. Bruce Eldridge Advertising Agency handled the deal.

Eleven Northern California members of the Allied Van Lines, Inc. are sponsoring the "Frank Parker Show" on KGO, which started June 17th. The weekly Friday at 9:30 p.m. transcribed program was contracted on a 26-week basis through the John O'Rourke Advertising Agency.

San Francisco held the distinction of being the first major city in the United States to be discussed on the "You and . . ." CBS Monday thru Friday series. Dwight Cooke hosted on succeeding nights Paul Smith, editor of the Chronicle; Mrs. William B. Johnston, owner of the Palace Hotel; Charles Leong, editor of the Chinese Press; Katherine Forbes, author of "I Remember Mama" and George Mardikian, owner of the Omar Khayyam Restaurant, prominent Bay City eatery.

*Available!*

The Happy Kitchen, one of the Midwest's oldest and most popular women's programs, is conducted by Sally Baker, KMBC-KFRM Graduate Home Economist.

This 9 a.m. week-day morning feature, on the air for almost 15 years, has wide appeal and is deftly handled by Sally Baker.



Sally Baker

Her easy manner, informative household hints, recipes and food suggestions are of great interest to Heart of America listeners.

Satisfied sponsors of the Happy Kitchen in the past have included Allsweet Margarine, Nescafe, Knox Gelatine, Mason Jars, Norge Refrigerators and others.

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

**KMBC**  
of Kansas City

**KFRM**  
for Rural Kansas



# 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*.

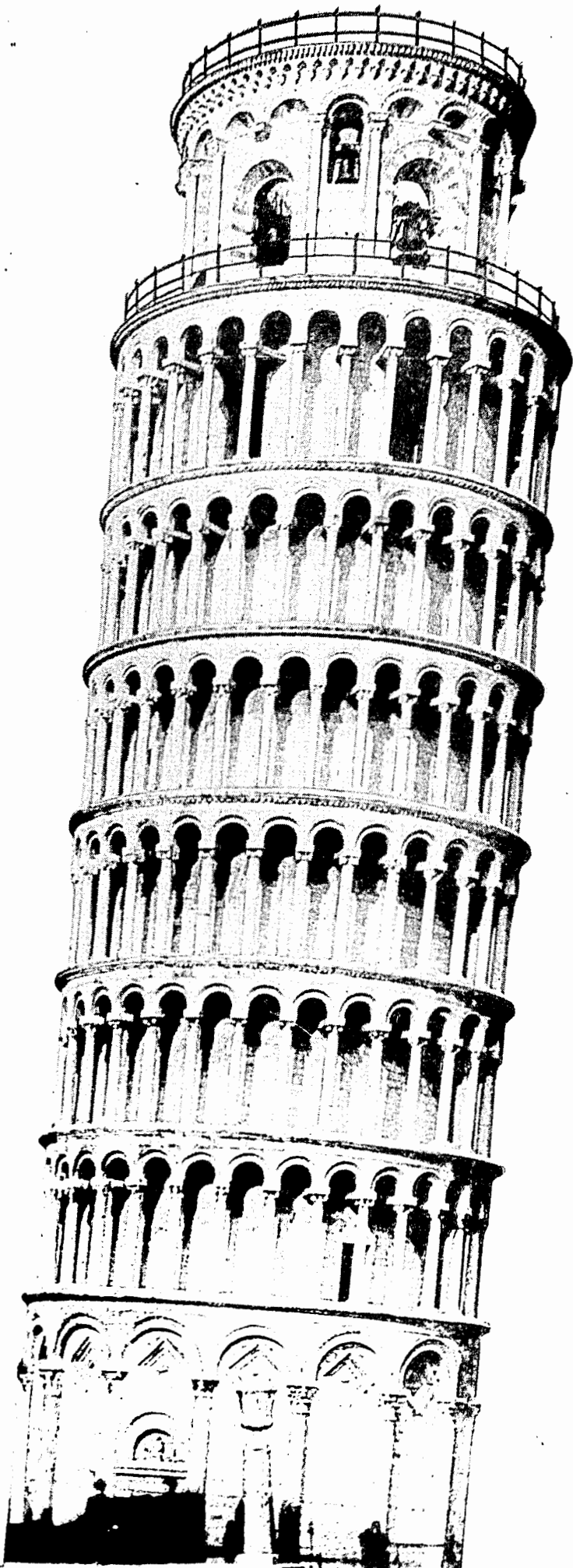
For most of us, the one and only way to accumulate a decent-size nest egg for the future and for emergencies is through regular, automatic saving.

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*

## Committees Named For Radio Pioneers

(Continued from Page 1)

half of the veteran radio men's organization.

Paul W. Morency, vice-president and general manager of WTIC, Hartford, is chairman of the Admissions Committee. Robert P. Myers, assistant general attorney of NBC, has accepted the chairmanship of the Constitution and By-Laws Committee. The Historical Records Committee will be headed up by Charles Hodges of N.Y.U., with Orrin Dunlap of RCA serving as vice-chairman. The program and annual banquet committee will be headed up by Joseph Barnett, talent agent.

The membership committee, which is headed by Haverlin, will include men scattered throughout the United States and Canada who will have territorial as well as general responsibility in recruiting new members for the organization, which has as its principal qualification a total period of service of not less than twenty years in the radio industry and its allied arts and sciences. John J. Gillin, Jr., president of WOW, Inc., of Omaha, Neb., is vice-chairman of the committee.

Frank Mullen, first vice-president of the Radio Pioneers, who recently resigned as president of the Goodwill Stations, will head up the membership activity on the West Coast. The other members of the committee are the following: H. N. Stovin, Toronto; William Fay, WHAM, Rochester, N. Y.; Campbell Arnoux, WJAR, Norfolk, Va.; Edgar Bill, WMBD, Peoria, Ill.; Arthur Church, KMBC, Kansas City, Mo.; Stanley Barnett, WOOD, Grand Rapids, Michigan; J. Leslie Fox, Los Angeles, Calif.; H. W. Slavick, WMC, Memphis, Tenn.; Dwight Myer, Westinghouse Radio Stations, Inc., Philadelphia, Pa.; A. W. "Sen" Kaney, NBC, Chicago, Ill.; Quincy Brackett, WSPR, Springfield, Mass.; Hugh Feltis, KING, Seattle, Wash.; Herbert Akerberg, CBS, New York, N. Y.; Paul W. Morency, WTIC, Hartford, Conn.

## Prize Steer As Prize In WFIL Radio Contest

A prize steer, weighing more than 800 pounds on the hoof, will be given by WFIL, Philadelphia, to the listener who comes closest to guessing his weight by Sept. 10. The contest will be directed by Howard Jones, WFIL's farm news editor. The steer was acquired at an auction in Kansas City by Roger Clipp, general manager of the Philadelphia Inquirer Stations.

## McGrath To Be Heard

ABC will present Sen. J. Howard McGrath, Democratic National Chairman, speaking from Washington tonight from 9 to 9:15 on the Administration's housing program introduced in the Senate yesterday.

# NEW BUSINESS

**WGN-TV, Chicago:** Super-Whip Sales Co., Inc., Chicago, has contracted for a one-minute participation in the "Harold Isbell" program, Friday, 7:30-8:00 p.m. (CDT), for 13 weeks from June 10. Vernon S. Weiler, Chicago, handles the account.

City National Bank and Trust Company sponsored the opera film, "Barber of Seville," June 14, 9:15-11:00 p.m. (CDT). George Hartman Co., Chicago, is the agency.

Congress Cigar Co., Inc., is sponsoring a weekly film announcement for 13 weeks which began June 4. Schwimmer and Scott, Inc., Chicago, handles the account.

Sunbeam Corporation, Chicago, is sponsoring 13 one-minute film announcements effective June 5. Perrin Paus Co., Chicago, is the agency.

The Chicago Tribune is sponsoring 26 two and one-half-minute live announcements effective June 5. The account is handled direct.

Dandrug Corporation, Highwood, Illinois, is sponsoring 2 weekly film announcements for 4 weeks beginning May 29. Cassler, Hempstead and Hanford, Chicago, is the agency.

Allen B. DuMont Labs., Inc., Passaic, New Jersey, has renewed six weekly film announcements for 16 weeks effective June 5. Buchanan Co., Inc., New York, is the agency.

**WMAQ, Chicago:** New spot business on station WMAQ, Chicago, included a 13-week order from the Iowa Soap Co. (Nola Magic Center), through Robert Kahn and Associates, for a one-minute announcement and five station breaks weekly effective June 7, according to Oliver Morton, manager of the NBC Central Division national spot sales department.

Lever Brothers Company (Lifebuoy soap), through Sullivan, Stauffer, Colwell and Bayles, Inc., ordered six one-minute announcements per week effective June 6 through July 15.

Ice Cream Novelities, Inc., through Monroe Greenthal Co., contracted for a station break weekly for five weeks starting June 11.

Three station breaks and two one-minute announcements to be aired between June 13 and June 20 were ordered by Bendix Home Appliances, through Latham-Laird, Inc.

**KROW, Oakland, Cal.:** Pacific Can Company has purchased a schedule of spot announcements to promote "beer in cans." Account is handled by the Biow Company of San Francisco. Curtis Circulation Company has contracted for a 5-day-a-week spot schedule, plugging Ladies Home Journal and Saturday Evening Post. Agency is Batten, Barton, Durstine & Osborn of New York. Veronica Oil Company of Oakland is sponsoring the 12 o'clock noon news with John K. Chapel Monday through Friday. Brooke,

**WNBT, New York:** Among the four new TV spot accounts recently signed is the contract with The Bowman Gum Company for 52 weeks of one-minute announcements in the "Hopalong Cassidy" program. The order was placed through the Franklin Bruck Advertising Corp. with Charles Philips representing NBC Spot Sales.

A 52-week contract for the 7:30 p.m. station break on Tuesdays has been signed by the Borden Company. Young & Rubicam is the agency with Richard Close representing the station.

Procter & Gamble has signed a 47-week contract for the 7:30 p.m. station break on Sundays and the 7:45 p.m. break on Fridays to advertise Tide. Benton & Bowles, Inc., is the agency. Richard Close is the station's account executive.

The Ronson Art Metal Works, Inc., has contracted for a 26-week station break schedule calling for the 8:00 p.m. break on Sundays and the 9:00 p.m. break on Tuesdays. The order was placed through the Grey Advertising Agency, Inc., with William Buschgen representing NBC Spot Sales.

Additionally, a fifty-two week contract for station breaks on WNBT has been signed by F. G. Vogt & Sons, Inc. for Thrivo Dog Food. The order calls for the 11:30 a.m. break on Sundays and was placed through The Clements Company of Philadelphia.

One minute announcements have been scheduled for the "Easy Does It" program to sponsor Magne-Rotor TV antenna. The 26-week contract was placed through the Levy Advertising Agency with William Rich representing WNBT.

**WNBC, New York:** The Borden Company, for Starlac, has renewed its participation in the Mary Margaret McBride program for a 26-week period. The contract, effective July 4th, was placed through Young & Rubicam with Richard Close representing NBC Spot Sales.

The Arnold Bakers Company has signed a 13-week contract for station breaks to sponsor their Arnold's Bread. The schedule, which was placed through Benton & Bowles, Inc., calls for the 3:00 p.m. break, Mondays, Wednesdays and Fridays from June 13th through June 29th; and the 5:00 p.m. break Mondays, Wednesdays and Fridays from July 1st through Septemebr 9th.

Small & Gautreaux of Oakland handles this account. Ice Follies of 1949 has purchased an announcement schedule through Smith, Bull & McCreery of San Francisco. Langendorf Baking Company is sponsoring a heavy schedule of spots Using 10 locations a day, 6 days a week for 4 weeks. Langendorf is presenting the "Calendar of Events," club news of Bay Area. Agency is the Biow Co., San Francisco.

## NAB Completes Plans For Program 'Clinic'

(Continued from Page 1)

officers — sales managers, station representatives and advertising managers and agencies. Dr. Kenneth Baker, NAB research director, will talk on methods of checking for audience reaction to program and program types, and there will be a discussion of promotion, special events, programming for far areas and fullest and best use of the national news wires.

The second-day discussion of the program director's part in community life will feature a discussion of the airing of controversial issues by NAB General Counsel Don Petty with particular reference to the recent change in the rule on editorializing on the air.

**ET Discussion Third Day**

The third-day will be devoted to program directors as showmen with discussions of the use of music, transcriptions and transcription libraries, tape and wire recordings. Charles Batson will speak on television during this session, on the basis of his exhaustive TV studies during the last year.

Sessions will be at Thorne Hall on the downtown campus of Northwestern University. In addition to Fair, Petty, Baker and Batson, NAB officials participating will include Judge Justin Miller, president BAB head, Maurice Mitchell; Ben Miller, of public relations, and Dr. Royal V. Howard, engineering department head.

## WEVD Announces Series Of Public Service Shows

WEVD, New York, on July starts a weekly series of quarter-hour programs titled "Straight Talk," featuring recorded talks by public figures. The series will be heard Thursdays at 9:30 p.m.

Participants include Robert P. Patterson, former Secretary of War; Fannie Hurst, novelist; Roger Baldwin, American Civil Liberties Union director; Congressman Emanuel Celler; Edgar Ansel Mowrer, journalist; Newbold Morris, former New York City Council president, and others.

## Returning To WOR

"Tele-Kid-Quiz," last heard on WOR, N. Y. in January, returns to the air over that station on Saturday, 9:30-10 a.m. Bruce Elliot and Dan McCullough emcee the show on which youngsters compete for U. S. Savings Stamps by answering questions from the studio.

## Joins Public Relations Firm

Thomas J. McNeil, formerly radio news director for WNLK, Norwalk, Conn., has joined Lycett Peck Associates, New York publicity firm. He will handle public relations for the Ivoryton Playhouse, Connecticut strawhat theater, during the current season.

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, June 22, 1949 — TELEVISION DAILY is fully protected by register and copyright

## PLANS SET FOR GARDEN FIGHTS

### TELE TOPICS

**G**ROWING COMPETITION for the kinescope recording business is shaping up . . . witness the announcements of Paramount and NBC that television programs produced and kinescoped on the West Coast will be available for presentation on Eastern and Midwestern interconnected networks . . . then, too, DuMont, ABC and CBS have kinescope departments actively engaged in servicing clients and broadcasters. . . . Summer hiatus of Arthur Godfrey's Talent Scouts has sent CBS ratings for the period way down. "It Pays To Be Ignorant," replacing Godfrey drew 15.7 according to the advance Hoopers, with the preceding "Preview" down to 8.7. NBC's ratings for the time periods zoomed, with "Chevrolet On Broadway" getting 28 and "The Clock" up to 32.

**C**RITICISM that evening TV programming has had a distracting effect on children and is reflected in the quantity and quality of their home work is refuted by George Jennings, director of the Chicago Radio Council and widely known educational radio and TV authority. Jennings said: "I am very much of the opinion that in the well-regulated family and to the well adjusted child, television presents no greater problems than radio, comic books, or any other entertainment." He added that a number of boys' clubs and church groups have installed sets to keep youngsters off the street and TV has been a tremendous factor in accomplishing their purpose.

**N**BBC IS PULLING OUT all the stops to bring on Olsen & Johnson as the successor to the top rating Milton Berle Texaco theater show . . . they will use the Hollywood premiere technique with a mobile TV unit spotted outside of the International theater to catch the opening night celebs on next Tuesday; arranged an after-the-show press party at the Stork Club and have been sending out reams of plak on the two Nordic funsters.

**T**HE FIRST NATIONAL BANK of Boston is really TV minded. . . . Bank purchased its third show through B.B.D. & O., Inc. . . . Sponsorships include a half-hour educational program on Wednesdays, a five-minute weather commentary five times a week and pre-game baseball commentary twice weekly. . . . Newest TV set manufacturer to enter the field is Pathe Television Corporation. . . . Company will preview its video line at the Blackstone Hotel, Chicago, on July 5 and at the Hotel New Yorker on July 25. . . . Charley Hammond, NBC vice-president, has been making great interest in "The Brass Button Revue," starring boys and girls of the network's page staff, to be presented over WNTB on Wednesday, June 29th, 10:40 to 11:10 p. m.

### Walcott-Charles (TV) At Two N. Y. Theaters

(Continued from Page 1)

plete pickup, including commercials for Gillette Safety Razor Co.

Paramount will present the extra attraction on its regular 18 X 24 foot movie screen by means of its own intermediate video system, while Fox will utilize special instantaneous projection unit developed and installed by RCA and involving a specially designed 15 X 20 foot screen.

#### Event Is Unique

Tonight's event is a unique step forward for theater tele. It marks the first real test of the box office drawing power of sporting events, since the attraction will be extensively advertised by both theaters in the daily metropolitan press.

The new RCA equipment, only recently developed, will be making its first appearance before the general public. Installation of the special apparatus in the Fox Theater will not be completed until sometime today.

### Sutter, Van Praag Named Television Features V-P's

Election of two new vice-presidents of Television Features, Inc. was announced yesterday by Larry Gordon, prexy. Otto H. Sutter, who has been with the firm for three months, will be in charge of sales. He formerly held the same position with American Television Productions, Inc.

William Van Praag, who was

### Cantor Signed

Chicago—Eddie Cantor yesterday was signed to do three shows daily at the second annual National Television and Electrical Living Show to be held at the Chicago Coliseum September 30 through October 9. Cantor's stooges, the Mad Russian and Guffy, also have been signed.

Cantor's salary alone will probably exceed \$50,000.

The contract was signed by Arthur M. Holland of the Malcolm-Howard Advertising Agency of Chicago, acting for the show, and Lou Cohen of the William Morris Agency, acting for Cantor.

### Camel Cigs Sign CBS For W'kly Half-Hour

R. J. Reynolds Tobacco Co., for Camels, has signed with CBS for sponsorship of the 8:30-9 p.m. Friday period beginning October 7. Agency for Reynolds is William Esty.

Until the end of this year, time slot will be occupied by a mystery series, produced live from New York. Next year sponsor plans to inaugurate a series built around one of its radio properties, reportedly bandleader Vaughn Monroe, whose AM show is carried by CBS Saturday nights.

named to head production, formerly was associated with Bray Studios, Jerry Fairbanks, NBC and Brandt Brothers.

## Press-Time Paragraphs

### "One Man's Family" Set For NBC-TV

"One Man's Family," dramatic radio serial of many years standing, will be brought to New York from Hollywood by its producer and writer, Carleton Morse, for a weekly series over NBC-TV beginning July 27, 9:30-10 p.m., EDT. The entire radio cast, with one exception, will be seen on the video version.

### WNAC-TV To Debut First Daytimer

Boston—WNAC-TV, Yankee Network outlet here, airs its first live studio show Monday with the inauguration of "Shopping-Vues," an across-the-board women's show featuring Louise Morgan and guests. Program will be aired from Noon to 12:30 and will be the first daytimer in this area. Station went on the air officially October, 1948.

### DuMont Names Merchandising Director

Jeraldine Cooper, recently with Paramount Pictures, has joined the DuMont web to direct specialized merchandise promotion. Before the war, Miss Cooper spent three years in Europe working as a stylist with leading fashion firms. She is planning a Fashion News Clinic to promote women's fashions and department store merchandise in TV.

### 2 Sponsors Share All Promotions On NBC, CBS

Plans have been completed for TV coverage of boxing bouts promoted under the auspices of the new Madison Square Garden setup known to sports writers as Monopoly A.C., it was learned yesterday.

All major outdoor promotions of the Garden would be split between Gillette Safety Razor Co., which would place them on NBC and CBS. Position of the latter web, it was said, was assured in the terms under which Tournament of Champions, in which CBS was a 25 per cent stockholder, sold out to the Garden. Ballentine ale and beer would get first crack at the CBS bouts.

Gillette would control also the AM and TV rights to the regular Friday night bouts in the Garden, as it did last season. It is expected that these will again be scanned by NBC-TV. Gillette's radio pact with ABC comes up for renewal in August and may be switched to NBC next season, it was reported.

In addition to half of the outdoor fights, CBS would carry a weekly program from St. Nicholas Arena, with Ballantine picking up the tab. Weekly fights from St. Nick's were sponsored by Gillette over NBC last season.

### WPIX Sells Auto Races

Amalie Pennsylvania motor oil and lubricants has signed with WPIX for sponsorship of Friday night midget auto racing from Freeport Municipal Stadium, L. I., for twelve weeks. Agency is Hicks & Greist. Kedenberg Racing Association, promotor of the races, was represented in the deal by General Artists Corp.

### Joins WGAL-TV Staff

Barton K. Feroe, formerly in charge of radio and television at Foltz-Wessinger, Inc., Lancaster, Pa., has joined the staff of WGAL-TV, Lancaster. Feroe will be associated with the WGAL television sales department. His place at Foltz-Wessinger has been taken by John L. Calhoun.

### Brown Gets Flack Post

Charlotte, N. C.—Jean Carson Brown, has been named director of publicity and program promotion for WBT and WBTW, it was announced by Charles Crutchfield, general manager. Formerly Miss Brown was assistant to the WBT promotion manager.

## COAST-TO-COAST

### KEX Floral Parade

Portland, Oregon—For the seventh year, KEX broadcast Portland's Rose Festival Parade in a special two-hour-15-minute program heard on June 10. Barney Keep, Sherman Washburn, Jesse Leonard, Kay West and Ben Hunter, all KEX staffers, handled description chores, giving details of event from stadium where floats were assembled, and along various vantage points enroute of the parade.

### Belle Isle WSYR Veepee

Syracuse, N. Y.—A. G. Belle Isle, chief engineer at WSYR for the past 17 years, has been appointed vice-president, according to recent announcement. His appointment marked his 21st anniversary as a member of the WSYR staff. A member of the Institute of Radio Engineers and representing the second district as a member of the engineering commission, of NAB he is also a director of WINR in Binghamton.

### WHAY Staff Appointments

New Britain, Conn.—Harry T. Cleveland, formerly with WCCC, Hartford and Jesse R. Kelly of WONS have joined the sales department of WHAY. Carl L. Flower, formerly of WKOB, North Adams, Mass., has been appointed copy editor.

### King For A Day

Portland, Me.—Murray Carpenter, prexy and general manager of WPOR recently announced the running of a father's day contest inviting listeners to write letters stating "Why my father should be King for A Day on Father's Day." Winner of contest was 39 year old disabled vet Frederick R. Lorrain, Sr., whose four children submitted winning letter. Instead of usual prizes, WPOR arranged a day truly fit for a king, with Ray Mercier of the station serving "dad" his breakfast in bed as a beginner, dinner served by a maid to the entire family which has been prepared by famous chef and a host of other pleasantries.

### Pickens WHBC Musical Dir.

Canton, Ohio—Charles Pickens, staff pianist and music librarian with WHBC since 1942, has been named musical director. He is familiarly known to his listeners as "Piano Pickens" and will continue to be heard on his daily quarter-hour recitals on the air, Monday through Friday at 1:30 p.m.

### WFIL Gets Boy Scout Award

Phila., Pa.—WFIL was presented with a bronze statue of a boy scout recently by the Philadelphia Council of the Boy Scouts of America in recognition of the station's service on behalf of the scout movement. The statue was presented during a ceremony marking the observance of Flag Day and was accepted by Roger W. Clipp, general manager of The Philadelphia Inquirer stations.

## RMA's Standing Committees Include Special Tele Group

(Continued from Page 1)

R. G. Baker of GE; W. J. Barkley of Collins Radio Co., Cedar Rapids, Ia.; H. C. Bonfig of Zenith; Dr. Allen B. DuMont of DuMont Laboratories; J. B. Elliott of RCA Victor Division; Paul V. Galvin of Motorola; W. J. Halligan of the Hallcrafters, and L. F. Hardy of Philco.

Because of increasing new legislation, particularly state and municipal, affecting TV, a new legislative committee has been appointed by President Cosgrove, with the RMA general counsel, John W. Van Allen, as chairman and Frederic J. Ball, attorney of the Crosley division, AVCO Manufacturing Corp. at Washington, as vice-chairman. The committee will co-operate with RMA division and committee chairmen in handling legislative interests.

Other appointments made by President Cosgrove include the following chairmen of RMA standing committees:

**Advertising committee** (set division)—Chairman, Stanley H. Manson of Stromberg-Carlson; vice-chairman, L. E. Pettit, of GE—both reappointments.

**Cathode ray safety committee**—Chairman, R. E. Carlson of Tun-Sol Lamp—reappointment.

**Credit committee**—chairman, Wm. W. Paul of Radio Condenser Company, Camden, N. J.; reappointed chairman. Also reappointed are vice-chairman of the eastern committee, G. E. Hallett of Tun-Sol and vice-chairman of the western committee, H. N. Henry Saller, of John E. Fast & Company, Chicago.

**Excise tax committee**—director, S. Insull, Jr., of Stewart-Warner Corp., Chicago, chairman, succeeding director Joseph Gerl, of Sonora Radio & Television Corp., Chicago, who retires after two years of service. A. M. Freeman, of RCA Victor division, will continue as vice-chairman.

**Export committee**—V. S. Mameyeff, of Raytheon, chairman, and E. E. Loucks of Zenith reappointed as vice-chairman. Chairman Mameyeff succeeds James E. Burke, of Stewart-Warner, who retired after several years of service.

**Industrial relations committee**—director, G. W. Thompson, of Noblitt-Sparks Industries, Inc., Columbus, Ind., reappointed chairman, and R. T. Borth, of GE continued as vice-chairman. This committee

plans another conference of relations and personnel managers of RMA companies next Fall or Winter in New York.

**Industry statistics committee**—Frank W. Mansfield of Sylvania electric, reappointed chairman.

**Membership committee**—director, J. J. Kahn, of Standard Transformer Corp., Chicago, reappointed chairman to succeed Thos. A. White, of Jensen Manufacturing Co., Chicago, who retired after several years of service.

**School equipment committee**—A. K. Ward, of RCA Victor division, appointed chairman, and H. G. Korbick, of Webster Electric Company, Racine, Wis., named vice-chairman. Chairman Ward succeeds Lee McCann, of Stromberg-Carlson Co., who retired after several years of service.

**Service committee**—A. T. Alexander, of Motorola, reappointed chairman.

**"Town meetings" committee**—Chairman, R. C. Sprague, of Sprague Electric Co., North Adams, Mass.

**Traffic committee**—Richard C. Colton, of RCA Victor, reappointed chairman, and W. L. Fogelson, of P. R. Mallory & Co., Indianapolis, reappointed vice-chairman.

## MEXICO

**F**IRST interamerican advertising convention closed after meetings at Hotel Del Prado. Uruguay chosen for next convention. XEW radio station honored visitors offering luncheon at Churubusco studios.

XENA in Queretaro, new Radiogramas De Mexico affiliate opened Saturday with special broadcast featuring outstanding radio talent from XEW.

Los Panchos Trio and Tona Negro with Jose Sabre Marroquin orchestra a hit every Monday on Friday at XEW in the Nescafe hour program sponsored by Nestle.

Mexican Advertising Association making final arrangements for first public advertising display and exhibit to be opened soon. Exhibit includes newspaper, radio and general advertising.

Enrique Serna Martinez, owner XEMR, Monterrey, elected president national board of Mexican Chamber of Radio.

### New CBS Dramatic Series

CBS will launch a new five-week afternoon dramatic series "Make Believe Town," on August 3:30-4 p.m., the slot now occupied by the Robert Q. Lewis show. The latter will pinch-hit for Arthur Godfrey, who vacations during August and September.

# Password

To a record-breaking crowd at Portland's Jantzen Beach last week, the password was "Squirrel Cage".. the name of Bob Amsberry's sensational youngsters' show on KEX. Out to greet the popular star and to celebrate a big "Uncle Bob Day" were approximately 15,000 small fry (and a goodly representation of delighted grown-ups).. all admitted on free tickets secured either through writing KEX or by giving the password known only to KEX listeners.

To advertisers seeking sales in the rich Pacific Northwest market, the password is "KEX".. recognized as the station that stands alone in power and in showmanship throughout this vast area.

PORTLAND, ORE.  
50,000 WATTS  
ABC AFFILIATE

# KEX



WESTINGHOUSE RADIO STATIONS Inc

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

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





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 59

NEW YORK, THURSDAY, JUNE 23, 1949

TEN CENTS

## RECORD BUSINESS DISPLAYS OPTIMISM

### Zworykin Honored With Lamme Award

Swampscott, Mass. — Dr. Vladimir K. Zworykin, vice-president and technical consultant of the RCA Laboratories Division, yesterday was awarded the Lamme Medal of the American Institute of Electrical Engineers, which is holding its annual meeting here.

Dr. Zworykin was honored "for his outstanding contribution to the concept and design of electronic apparatus basic to modern television." He was introduced by Brig. Gen. David Sarnoff, RCA board

(Continued on Page 5)

### Fineshriber Honored At Columbia Luncheon

William H. Fineshriber, Jr., "Bill" to his associates at CBS—was tendered a luncheon by Columbia associates at Toots Shor's restaurant in New York yesterday. Fineshriber leaves CBS on July 15th to become vice-president and director of programs at Mutual.

Arthur Godfrey, who characterized the luncheon as a wake, paid personal tribute to Fineshriber for his counsel and guidance back in

(Continued on Page 2)

### Brewery Spot Windfall Follows End Of Strike

Within minutes after airing news of the end of New York's beer strike Tuesday night, WOR, New York, had sold and programmed several spot announcements by brewers. These included the R. & H. Brewing Company's "There's good news tonight—the beer strike is over," and other spot announce-

(Continued on Page 5)

### Psychological

WNEW, New York, mindful of the weather, last night programmed a new weekly quarter-hour, "Music to Keep Cool By." The show, to be heard throughout the summer Wednesday nights at 10, features records chosen for their psychological effect, as: "Baby It's Cold Outside," "Winter Wonderland," "Jingle Bells," "White Christmas."

### Flag Raising

WOR-TV will hold flag raising ceremonies today to mark completion of its 760-foot tower in North Bergen, N. J. Theodore C. Streibert, prexy, and other station officials will attend. Following the ceremonies, outlet's antenna will be hoisted into place atop the tower.

### Novik Heads Group Purchasing WLIB

Deal for the sale of WLIB, Brooklyn, to Morris Novik, radio consultant, and some New York business associates is practically closed, RADIO DAILY learned yesterday. The station is being purchased from Dorothy Thackrey of the New York Post.

Novik could not be reached for confirmation yesterday. His attorneys, Cohn and Marks, in Washington indicated that the transaction was on the fire but would not confirm consummation. It is expected that the FCC will be notified of the transaction in the next few days.

### BAB 2-Day Meet Opens; Station Reps Urge Co-Op.

Washington Bureau of RADIO DAILY Washington—Sales aid materials to be issued by the new Broadcast Advertising Bureau will be copyrighted, with slide film presentations limited to NAB members, according to proposals adopted yesterday by the NAB board's BAB executive committee. The group meets

(Continued on Page 5)

## Theater-Tele Scores Heavily As N. Y. Sees Walcott-Charles

"Theater Television," with all that the expression implies, came to New York last night, was seen, and conquered, pleasing mightily the 4,500 persons who jammed Fabian's Brooklyn Fox Theater in response to city-wide advertising in the leading newspapers to witness the heavyweight championship boxing bout between Jersey Joe Walcott and Ezzard Charles.

Despite the heat and humidity,

### Both RCA, Columbia Report Pickup In LP Record Sales—78 rpm Discs Create Merchandising Problem

### Michel Will Survey Radio In Germany

Werner Michel, chief of the CBS Documentary Unit, will enplane for Berlin, Germany, Monday, July 11, where, at the invitation of the American Military Government, he will conduct a month-long operational survey of RIAS (Radio in the American Sector).

RIAS is the civilian radio station in Berlin operated by German per-

(Continued on Page 4)

### Brazilian Executives Visit NBC Radio-TV Studios

A delegation of Brazilian radio and advertising executives visited the NBC studios yesterday afternoon. Included in the party were: Armando Calmon Costa, director general of Radio Nacional, Rio de Janeiro; Mario Neiva, manager of

(Continued on Page 2)

### Report Clark To Disavow Hume FCC-Bill Testimony

Washington Bureau of RADIO DAILY Washington—Attorney General Tom C. Clark was reported yesterday to be considering the issuance of a statement repudiating testimony given last week by the

(Continued on Page 3)

Spokesmen for the two leading U. S. record companies scoff at predictions that the industry is in for a blues cycle as far as sales are concerned. While admitting that manufacturers face a serious inventory problem in standard discs, company officials feel that the remarkable success

(Continued on Page 5)

### FCC Amends Ruling On Virgin Is. Radio

Washington Bureau of RADIO DAILY Washington—The FCC yesterday announced that it has abandoned its proposal to authorize low-powered commercial radio transmission in the Virgin Islands. Use of local channels with power as low as 50 watts had been proposed, with the FCC at first looking favorably on the idea in the hope that it would bring radio service

(Continued on Page 5)

### Lucas Gets Promotion With Associated Service

The appointment of James W. Lucas as Director of Programming for the Associated Program Service, was announced yesterday by Richard S. Testut, vice-president of Muzak Corporation and General Manager of Associated. Lucas, formerly

(Continued on Page 2)

### Directs Himself

Fletcher Markle, director of the "Ford Theater" on CBS, tomorrow will double as an actor when he appears opposite Helen Hayes in "A Farewell to Arms." Miss Hayes starred in the movie version of the play a decade ago. At that time, Gary Cooper had the role which Markle will play tomorrow. Program is broadcast on the web from 9-10 p.m., EDT.

RADIO DAILY



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate
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Phone: Randolph 6-6650

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

FINANCIAL

(June 22)

NEW YORK STOCK EXCHANGE

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, etc.

NEW YORK CURB EXCHANGE OVER THE COUNTER

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

Judy Cortada To Radio Best

Judith Cortada has joined the staff of Radio Best as an associate editor. She will report to Edward Boble, editor of the national radio and television fan magazine.

Miss Cortada has been a freelance contributor to magazines, including Coronet, The Woman and Radio Best, for the past two years. She was previously a publicity writer for ABC and an associate editor of Advertising Age.

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

ERNEST de la OSSA, director of personnel for NBC, is in Chicago attending the NLRB hearing in the dispute between NABET and IATSE. While there he'll look into the web's Chicago personnel setup.

IVOR KENWAY, vice-president of the American network, tomorrow will be the principal speaker at the commencement exercises of Greenwich (Conn.) High School.

T. C. SHAYS, of the sales department at NBC, is spending his two-week vacation in New Hampshire.

CHARLES TARRIS, of the audio-video facilities group at NBC, is en route to Hollywood to place in operation and test new consoles in four audience studios of NBC in the film capital.

JOHNNY LONG and the members of his band left yesterday for a series of one-night stands in Ohio and Kentucky.

J. L. VAN VOLKENBURG, Columbia network vice-president and director of television operations, will leave today for a two-week vacation at Ishpeming, Mich.

BILL CUNNINGHAM, Mutual network commentator, will broadcast his program on Sunday from Chicago.

DOUGLAS EDWARDS, Columbia network newscaster, leaves Friday for Kent, Ohio, where on Saturday he'll deliver an address at the first annual Radio News Editors Conference, which will be held at Kent State University.

GEORGE CROTHERS, assistant director of education and opinion broadcasts for CBS, is spending today and tomorrow in St. Louis, where he will address the radio workshop of KMOX-University of St. Louis.

HARRY C. BUTCHER, owner of KIST, Santa Barbara, Calif., is in town for conferences at the headquarters of NBC.

Fineshriver Honored At Columbia Luncheon

(Continued from Page 1) the days when he was a sustainer and the network had a lot of sustaining time to fill. Ed Murrow likewise paid tribute to Bill as an able network executive.

Fineshriver was the recipient of a gift pen desk set. The set bore an engraved plate which read: "To Bill Fineshriver—One of the rare real guys of radio—CBS pals."

Abe Burrows, at the insistence of luncheon guests, did a pianologue. Before entertaining, Burrows commented: "I didn't know this was a club date."

Among the Columbia Network executives attending the luncheon were:

James Seward, Davidson Taylor, Hubbell Robinson, Jr., W. J. Bratter, Merritt Coleman, Lester Gottlieb, Gerald Mausby, Lyman Bryson, I. S. Becker, Gison Gray, Martin Leeds, Howard Hausman, Larry Puck, Louis Hausman, Oscar Katz, A. S. Padgett, Edmund Chester, Julius Brauner, Henry Grossman, Robert Ray, Jack Carney, James Fassett, Irving Mansfield, Robert Lewis Shayon, Bruno Zirato, Will Roland, Elwood Hoffman, Charles S. Monroe, Edward R. Murrow, Wells Church, Werner Mielbe, Joseph Ream, Adrian Murphy, Howard Meighan, Lawrence Lowman, Edward Sare, Victor Ratner, and George Crandall.

Lucas Gets Promotion With Associated Service

(Continued from Page 1) Program Director, will now have full responsibility for the supervision of the Program, Advertising and Promotion, Quality Control, Product-Development and Research Departments.

Testut also announced the appointment of Leslie F. Biebl as Program and Promotion Manager. Biebl was formerly continuity chief for Associated.

Will Explain Operations

"Operation Lookout," an East Coast defense exercise slated for later this summer, in which civilians will serve as spotters for the Air Force, will be explained by area defense officials in a broadcast over WHLL, New York, on Monday at 2:45 p.m.

Brazilian Executives Visit NBC Radio-TV Studios

(Continued from Page 1) Radio Nacional and president of the Brazilian Advertising Association; C. L. Lindenberg, advertising manager of Laboratorios Phymatosan, S. A.; Alvarus de Oliveira, president of the Advertising Managers Association; P. Mendes de Freitas, director of Sales and Promotion, Laboratorios Farmaceuticos Oliveira Junior; Alceu Nunes Fonseca, director, Radios do Interior do Brasil; Manoel de Vasconcelos, of Publicidade e Negocios; and Dr. P. V. de Freitas.

Special Broadcast To Honor Program

As a gesture of Godspeed to the staff of America's Town Meeting of the Air who will depart Saturday on a round-the-world tour, ABC will air a special farewell ceremony at 2 p.m., on Saturday.

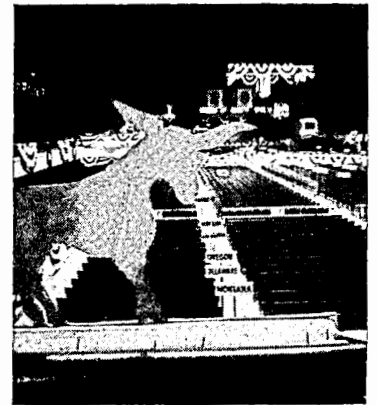
Gordon Fraser, ABC commentator, will present George V. Denny, Jr., originator of radio's oldest audience participation forum, Sam Prior, vice-president of Pan American World Airways, ABC and civic officials in the departure ceremony from Idlewild airport.

During the special program Denny will explain the significance of taking the American network program to 12 foreign capitals including London, Paris, Berlin, Vienna, Rome, Ankara, Tel Aviv, Alexandria, Karachi, New Delhi, Manila, Tokyo and finally Honolulu and San Francisco.

The first world tour program will be held in London and broadcast in the United States, Tuesday, July 12, at 8:30 p.m., EDT.

During the period when the foreign broadcasts are being arranged, ABC will continue to broadcast America's Town Meeting from New York with guest moderators presiding in Denny's absence. Clifton Fadiman, noted critic, will conduct the broadcast of Tuesday, June 28 at 8:30 p.m., EDT, on the issue: "Are We Spoiling Our Children?"

"Ladies and Gentlemen.."



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

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

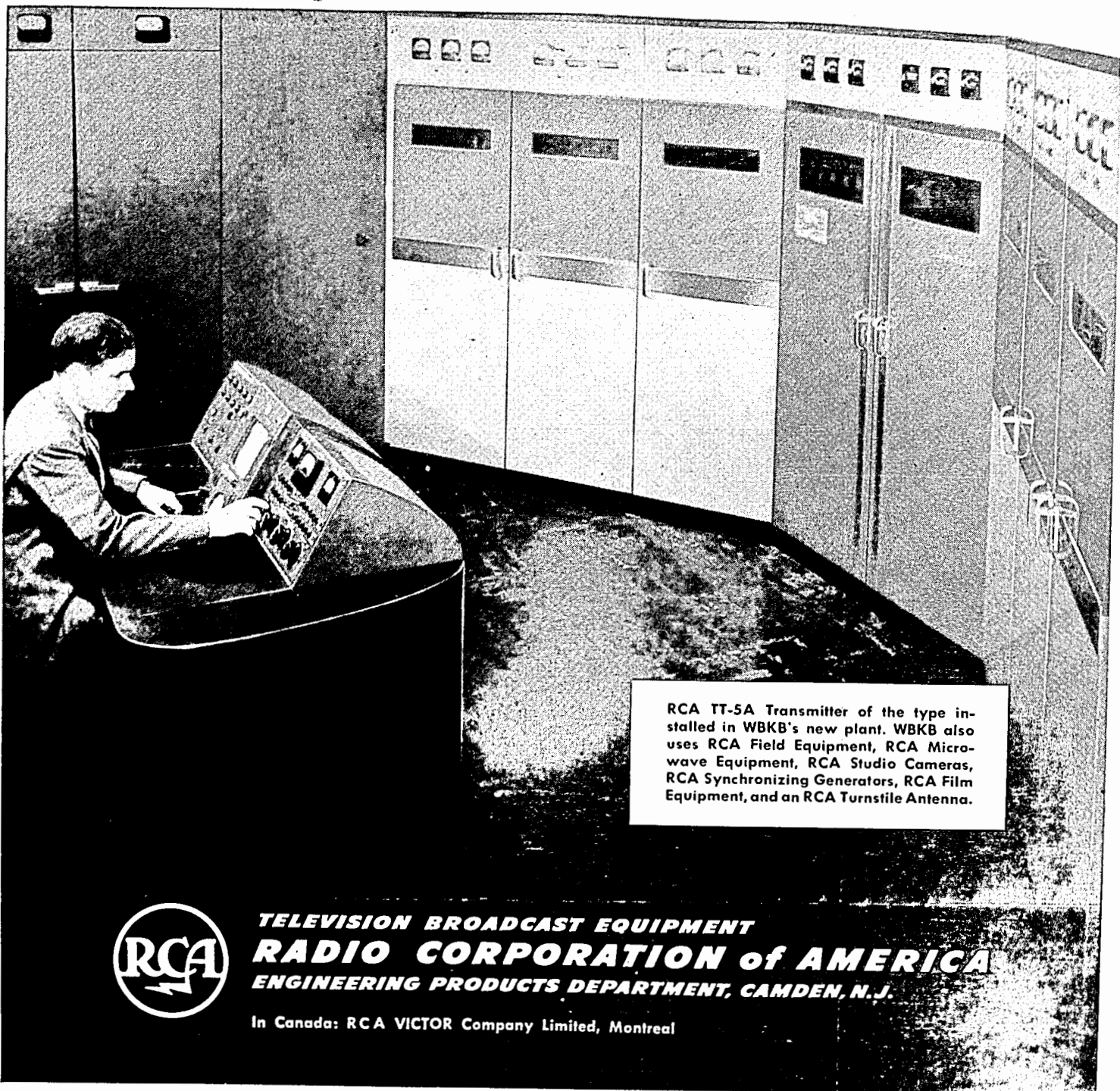
If you remember that when you buy radio in Baltimore, you're bound to end up with W-I-T-H. W-I-T-H gives you audience — big, steady, interested audience at rock bottom cost-per-listener.

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



Tom Tinsley, President - Represented by Headley-Reed

# WBKB'S new plant is 100% RCA-equipped



RCA TT-5A Transmitter of the type installed in WBKB's new plant. WBKB also uses RCA Field Equipment, RCA Microwave Equipment, RCA Studio Cameras, RCA Synchronizing Generators, RCA Film Equipment, and an RCA Turnstile Antenna.



**TELEVISION BROADCAST EQUIPMENT**  
**RADIO CORPORATION of AMERICA**  
**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal



## SOUTHWEST

**BRAD OLSON**, announcer on **KIXL**, Dallas, has joined the University Summer Theater Co., in Dallas and now has the leading role in the production now playing of the group "Death Takes a Holiday" being presented June 22-25 at the Arden Playhouse.

**Hugh Waddill**, staff organist on **WFAA**, Dallas, will be heard for a quarter-hour Monday through Saturday in a program titled "Organ at Twilight."

**Louis Veda Quince**, well known to Southwestern radio audiences as an announcer and script writer, has been signed to appear in the musical shows to be presented this summer at the State Fair Casino. The opening production will be "Up In Central Park" starring **Kenny Baker**.

When three and a half year old **Johnny Canyon of Smiley, Tex.**, wandered away from his parents during a shopping trip in San Antonio last Friday, his freedom was short lived. In mid-afternoon **KTSA**, San Antonio, aired two bulletins, asking listeners to advise Juvenile Aid Bureau of Johnny's whereabouts, and within the hour the bureau notified the outlet that the youthful adventurer had been reunited with his family.

A number of radio programs glamorize the life of a private detective and give anything but a true picture of the work of a member of that profession was the statement made here in San Antonio by the president of the International Secret Service Association, Inc., which concluded a convention last week.

**Thomas D. Rishworth**, director of the Radio House of the University of Texas at Austin, has been awarded a Rockefeller fellowship to attend an international seminar on radio in education to be held at Urbana, Ill., June 26 to July 9.

**Edythe Chan**, actress of the Dallas Little Theater and the Arden Club, is adding a "women's page" to the daily 10 a.m. news heard over **KIXL**, Dallas.

Lightning knocked **KTSA**, San Antonio, off the air last week. The bolt struck at the transmitting plant forcing the station to remain silent some two hours.

"Starlight Stars" featuring stars and staff members of the State Fair Casino Operettas will be heard each Friday evening in a series to be broadcast over **WFAA** and **WFAA-FM**, Dallas. **John Rosenfield**, amusements editor of the Dallas News, will conduct the interviews, and **Hugh Waddill**, **WFAA** staff organist, will furnish music for the series.

## PERSONALITIES

past and present  
a 5-min. radio feature suitable for sponsorship  
write for details  
**RADIO FEATURE SERVICE**  
545 Fifth Avenue, New York City



### Windy City Wordage. . . !

• • • What's this about a big local ad agency having two accounts that are ready to do a "switch job." . . . **Al Trace**, currently knocking 'em dead at the **B&K** flagship—the Chicago Theater, has another "You Call Everybody, Darling" hit in "Down-

### Chicago

hearted." Tune is published by a local music publishing firm, **Orten Music**, owned by one of the nicest guys in this town—**Maurice Wells**. "Moe" is all-smiles these days since he obtained his **ASCAP** license. . . . Current gossip on radio row has **Johnny Desmond** replacing **Jack Owens** very soon on the "Breakfast Club." . . . The top man of the American Association of American Railroads, president **William T. Faricy** (his headquarters are in Washington, D. C.) is in town huddling with **Gordon MacRae** on the format of **ABC's** "Railroad Hour" for next fall. The program will go on right through the summer with the hot-weather format calling for no guest stars with **MacRae** having **Lucille Norman** as his regular feminine co-star.

☆ ☆ ☆ ☆

• • • **Irv Wagner**, account executive with **Olian Advertising Agency** here, has been ordered by his doctor to "take up a hobby" and to forget about his ulcers. As a result **Irv** has turned out some top tunes. One of them "I Wanna Marry Mary" was co-authored with **Bill Anson**, former Chicago disc jockey, who is now one of Hollywood's top deejays doing his stuff over **KFWB**. The tune has been done on the **Bob Crosby** show by **Crosby** and the **Modernaires**, by "The King's Men" on the "Fibber McGee" show, by **Arthur Godfrey** and the **Sportsmen**. . . . In collaboration with **Jimmy Hilliard**, "Wag" has authored "Pancho is a Fool" and it's been recorded by **RCA-Victor** for August 1st release. Ironical twist here is that **Hilliard** is head of talent for **Coral Records** (Decca subsidiary) and latter firm still hasn't recorded tune. They're both great tunes and record companies would be smart to latch on to both songs.

### Report Clark To Disavow Hume FCC-Bill Testimony

(Continued from Page 1)

Justice Department attorney, **David Hume**, against the **McFarland** bill. **Clark** has been under some pressure from Capitol Hill to disavow responsibility for the statement put into the record by **Hume**.

Difficulty, it is reported, is that repudiation would seem in some quarters to point to a shift in Justice Department views toward less rigid enforcement of the anti-trust laws. Since the department has in recent years been all-out in its anti-trust prosecutions, **Clark** is said to fear that any move repudiating the hastily devised **Hume** testimony would be misunderstood. The department does not favor any weakening of the anti-trust laws or of FCC power to consider the anti-trust records of applicants, it is said.

Privately, **Clark** is reported to be extremely incensed about last week's performance, feeling that the department was put in the position of commenting upon a bill to which it had not given adequate study. It is the evident miscon-

### Michel Will Survey Radio In Germany

(Continued from Page 1)

sonnel under American supervision. Upon his return to this country in mid-August, **Mr. Michel** will present an oral and written report to the Department of the Army on his observation of Berlin radio operations.

### NARND Names Noble

**Bud Noble** has been named public relations chairman and bulletin editor of the National Assn. of Radio News Directors, replacing **John F. Hogan**, who resigned. **Nobel** is news director for **KFAB**, Omaha.

### On Active Duty

The **KLZ** Farm Reporter, **Lowell Watts**, is on a two-week tour of active duty with the United States Air Forces at **Lowry Field**, Denver. **Watts** holds the rank of captain in the Air Forces reserve, and was a **B-17** pilot in the **ETO** during the war.

ception about the bill and the present policies of the FCC which have aroused **Clark** most, it is said.

## AGENCIES

**MAURICE MAURER**, vice-president of **City Entertainment Corporation**, which operates the **Astor Theater**, has announced that effective with the engagement of "Lost Boundaries," **Donahue & Coe, Inc.** will handle the **Astor Theater** account.

**HARRY B. COHEN ADVERTISING CO.** of New York is taking additional space in the **One East 57th Street** building, where its offices are now located. When the new offices are occupied next week, the **Cohen** agency will have twice the space of its original quarters. Executive and research department offices will be located on the 6th floor while art, production, media, time buying and accounting departments will be moved to the added offices on the 4th floor.

**FEDERAL LIFE & CASUALTY CO.**, has engaged the **William Warren Agency**. **Stevens P. Jackson** is account executive. Advertising plans call for sponsorship on the **Galen Drake** program, **WCBS**, and television film spots planned for the Fall selling season.

**DANCER - FITZGERALD - SAMPLE** has been appointed by **Carter Products, Inc.**, to direct advertising for its new liquid deodorant, **Per-Stop**.

**FOOTE, CONE & BELDING INTERNATIONAL CORP.**, completing its plans for the Caribbean area, announced the appointment of **Alberto Ortega** as director of the Caribbean Division, with headquarters in Havana. **Ortega** formerly was with **Donahue & Coe, F. C & B** has named **Publicidad Guastella**, Cuba's largest agency, as its exclusive Cuban associate.

**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



## Recording Executives Optimistic Re Future

(Continued from Page 1)

of long-playing records will more than offset any sales resistance in other divisions.

Columbia Records, in a report to distributors yesterday on the first anniversary of the introduction of its Long Playing Microgroove Records, said that sales have topped its "most optimistic" estimates. Columbia says it has sold more than 3,500,000 LP records, and between 750,000 and 1,000,000 LP players and attachments.

A spokesman for RCA Victor declared yesterday that the firm's 45 rpm records, on the market less than three months, have sold with "phenomenal" success. RCA Victor admits that current business in the record industry as a whole has fallen off this year and in 1948, but points out that '46 and '47 were the best years in the history of record making. The record business is not going to the dogs, this official remarked, as long as "hot" records, such as "Riders in the Sky," can sell over 1,000,000 copies.

### Confusion Period Over

RCA Victor executive feels that the "confusion phase" dating from the introduction of the first long-playing records, with resultant buying indecision among potential customers, is definitely at an end. Record buyers who waited out the storm are now said to be buying more freely, but becoming more selective in their buying habits.

### Old Records Present Problem

The only real merchandising problem facing record firms today, in the opinion of RCA Victor, is how to dispose of huge backlogs of 78 rpm records, which become increasingly harder to sell as slow-speed records become more popular. Eventually, RCA Victor believes, all manufacturers are going to "take a beating" on the older-type of discs before disposing of them at sharp markdowns.

The firm also notes less of a seasonal, summer slump this year in record sales than ever before. This it attributes to recent intensive advertising and publicity campaigning for the various types of slow-speed discs and players, which has made the public more record-conscious than heretofore.

## Big Chief Krueger

Duluth—As a part of Minnesota's Centennial Celebration at Aitkin County, Big Sandy Lake, Minnesota, Bill Krueger, KDAL's chief newscaster, was inducted into the Chippewa Indian tribe, Mille Lac Lake branch. He received the honor just before broadcast of his "Ten O'Clock News."

## FCC Amends Ruling On Virgin Is. Radio

(Continued from Page 1)

to the islands. In addition, it was proposed that operators holding lower grade licenses than ordinarily required for standard broadcast operation be permitted to work on such stations.

The proposal was advanced, the Commission said yesterday, because until then there had never been any stations in the Virgin Islands. An application was filed asking for 50-watt operation, and, said the FCC:

"An examination of the population, culture, and economic level of the Virgin Islands indicated that there was a definite need for a local broadcast service but that there was doubt whether the economy of the Islands would support a standard broadcast station operated in the manner of stations in the continental United States. It was therefore thought desirable to consider the advisability of permitting stations operating in the Virgin Islands to effect certain economies in their equipment and personnel in order to encourage the inauguration of broadcast services there."

Since then, the Commission has received two additional applications for construction permits for the Virgin Islands proposing stations which, both in construction and operation, will meet all the requirements of the Commission's existing rules. In view of these applications and the arguments advanced in opposition to the proposed rules, it does not appear that any further consideration of a relaxation of present requirements is necessary in connection with the establishment of broadcast service in the Virgin Islands, it explained yesterday.

## Husband And Wife Team Set For ABC Buildup

Radio's newest husband-and-wife team, Irene and Allan Jones, will begin a Monday-through-Friday program series over ABC, 4:45-5 p.m. starting Monday.

Broadcasting from Hollywood, the Joneses will alternate talk and songs with tape-recorded interviews made by the couple on a recent tour. Mrs. Jones is the former Irene Hervey, of the movies. Her husband was heard on ABC in 1946-47 as the singing star of "Hollywood Music Hall," and also has made many films.

## BAB 2-Day Meet Opens; Station Reps Urge Co-Op.

(Continued from Page 1)

again today in joint session with the sales managers executive committee.

Eugene Katz, of The Katz Agency, and Frank Headley, of Headley-Reed, addressed the group yesterday, and there was discussion of ways in which BAB and NARSR can co-operate.

The committee approved the locating of BAB headquarters at 270 Park Avenue, New York, and will meet there next, on July 29.

Present yesterday were Robert D. Enoch, chairman, of KTOK, Oklahoma City; Frank U. Fletcher of WARL, Arlington, Va.; John J. Gillin of WOW, Omaha; Howard Lane of WJJD, Chicago, and G. Richard Shafto of WIS, Columbia, S. C.

## Brewery Spot Windfall Follows End Of Strike

(Continued from Page 1)

ments tied in with the strike settlement for Trommer's and Pabst's beer.

WOR's sales department is also primed with special copy being held for release in connection with the bakers' strike, which is expected to end on Saturday. Bond Bakers, Ward, Purity and Continental have ordered special spots to follow the strike bulletin.

## Zworykin Honored With Lamme Award

(Continued from Page 1)

chairman, as the "scientist extraordinary of this age." Gen. Sarnoff traced Dr. Zworykin's achievements in developing the principles of the Iconoscope tube and later the Kinescope, and his outstanding service as a wartime member of the Scientific Advisory Board and other important groups advising the military establishment.

In accepting the medal, Dr. Zworykin reviewed the development of television, and declared that its growth seems to be limited only by the space available in the frequency spectrum. He also touched on the many opportunities for use of video apparatus and technique in business and industry.

## Gets WHAT Promotion

Annette Oromaner, former assistant to the program director has been promoted to the full capacity of program director at WHAT, Philadelphia, Pa.

## Will Air Benefit Game

WMGM, New York, will air an exhibition baseball game between the Brooklyn Dodgers and the Cleveland Indians on Monday, June 27, starting at 9 p.m. Proceeds will benefit sandlot baseball teams.

Up to 42% Savings on your Recording Costs!

By The Sensational New COLUMBIA

lp Microgroove Method

See How You Save!

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

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc. ®

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

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

THE SHOW OF SHOWS WILL BE HERE SOON! ADVT.

## PLUG TUNES

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

The Novelty of the Year!  
**Come Wet Your Mustache with Me**  
 on Records  
 Capt. Stubby's Buccaneers (Decca)  
 Bottoms Up Quartet (20th Century)  
**Evan Georgeoff Music Pub. Co.**  
 1650 BROADWAY NEW YORK CITY

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.

**SOME DAY**  
 (You'll Want Me  
 To Want You)  
 DUCHESS MUSIC  
 CORPORATION

**MY ONE AND ONLY  
 HIGHLAND FLING**

From M.G.M.'s  
 "THE BARKLEYS OF BROADWAY"  
 recorded by  
 BUDDY CLARK—DINAH SHORE  
 Columbia  
 GORDON MacRAE—JO STAFFORD  
 Capital  
 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**—Robbins Music riding high with two numbers "Again" and "Forever and Ever" on the Lucky Strike Hit Parade. . . . Murray Baker and his staff now readying another winner in "Who Do You Know In Heaven" (to make you the Angel you are). . . . ● Look for more CBSolons to ankle over to Frank White's Mutual network within the next fortnight. . . . ● Norman Brokenshire, who NBCelebrates his 25th anniversary in Radio today, is credited with many 'firsts,' among which are, first to announce a horse race at Belmont Park; first to bring a microphone before the Congress; first to broadcast a Presidential Inauguration (Calvin Coolidge); first to broadcast from a plane . . . (and first to be satirized when radio comedians insisted on talking about the mythical radio announcer "Norman Broken Bottle.") . . . ● When former WINSinger Paul Carley brought 'another Billy Eckstine' for an Arthur Godfrey audition, he was asked his own vocation . . . he said, "Singer" so Godfrey insisted that he prove it . . . Paul did—and will appear as a contestant in September. . . . ● Carolyn Scott Olman, sixteen-year-old daughter of Abe Olman (He's Gen. Mgr. of The Big Three Music Pubs) has been signed for summer stock . . . she'll emote at the Nutmeg Playhouse located in Brookfield Center, Conn. . . . Clem Tamraz, former research assistant to the late Bob Ripley, is the co-writer of the beautiful ballad, "Believe Me," published by Mutual Music. . . . ● When Bertha Porter, WDRC music librarian, asked a group of songwriters congregated in front of the Brill Building where she might find "Mademoiselle Hortensia," she was guided to the offices of Deanna Bartlett forthwith. . . . ● Station execs will honor Harvey Hudson with a party on the stage of the MGM Theater in Richmond, Va., tomorrow to celebrate their WLEEding DeeJay's third anniversary. . . .

★ ★ ★ ★

● ● ● Music publishers are chasing around like mad trying to locate and acquire a new waltz, "Pretty Girl" . . . ditty was recorded by Ken Griffin on Rondo and sounds like a sure hit . . . number was written by Albert Reilly and published by Dial Music, located somewhere in Long Island. . . . ● Louise Carlyle will be heard for three weeks on Tommy Tucker's "Sing For Your Supper" via WOR starting July 3. . . . ● Metropolitan Association of Disk Jockeys will hold a "Midnite Cruise" at the Hotel Sutton in Gotham Saturday June 25. . . . Headed by Prexy Paul Brenner, the deejays will play host to numerous radio and recording larks and ye fourth estaters. . . . ● Tex Beneke and his ork booked into the Paramount for 4 weeks starting August 3. . . . ● Radiolites have discovered and rave about 'Mom' Sardi's culinary artistry at da Cinta's on W. 46th St. . . . ● eden ahbez ("Nature Boy") has placed his latest composition, "Land of Love" with Feist . . . number is scheduled for a number one plug starting middle of August. . . . ● Jean Traub, 19-year-old blind student at University of Rochester doing a fine disk jockey stint every Saturday afternoon at WGNR, New Rochelle, N. Y. . . . the hep youngster prepares his two-hour programs in braille but you'd never know he 'reads' because his spiel sounds so ad libby. . . . ● NBC is auditioning a new musical variety program, produced by Herb Moss and featuring Hank Ladd, Gordon Jenkins and Betty Brewer. . . . ● Carroll Lucas, former arranger for Sammy Kaye has formed his own orchestra and is handled by GAC. . . . ● Ten years ago, Sam (You Call Everybody Darlin') Martin and Red River Dave wrote a number titled "Stars Over Laredo" which Dave recorded for Decca . . . number was re-released last week on Coral and sounds like a click. . . .

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD**—MGM label brings Blue Barron & Ork back with another pair of waltzes. . . . Top side "Ting-A-Ling" is ably vocalized by Clyde Burke assisted by a vocal ensemble while the flip has a clever vocal (ensemble) and instrumental version of "Love Is A Beautiful Thing" . . . good item for deejays and jukes.

## 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.  
 Solly Cohn, Mgr.

On Records and Transcriptions  
*The Lively and Sparkling*  
**"MADEMOISELLE  
 HORTENSIA"**  
 RYTVOC, Inc., 1585 Broadway, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, June 23, 1949 — TELEVISION DAILY is fully protected by register and copyright

## CHICAGO GROWING AS TV CENTER

### TELE TOPICS

THE TELEVISION INDUSTRY seems stuck in an old fashioned word—"kinescope"—in describing the system of film recording of live television shows . . . this word, according to Webster's International Dictionary is derived from "kine-to-scope" and is defined as "an instrument for producing curves by the combination of circular movements—called also kinescope" . . . efforts to get away from kinescope have resulted in such trade names as Video Transcriptions and Tele-transcriptions . . . these are regarded as too long and unwieldy . . . the industry needs a new word describing film transcription service . . . any nominations?

FORD'S TRY for a replacement for "Through the Crystal Ball" via a variety show on CBS was a hit and miss affair. The production showed signs of originality, but there was no follow through to keep the viewer completely happy. Peter Donald, an adroit story-teller, was there with his quips. Big disappointment was Ethel Merman, a great name and a solid theater performer, but here the wrong songs and poor spotting proved a hurdle the shouting songstress never was able to overcome.

ONE OF THE GRIPEs of TV-viewers is the blasting sound at times when a television station fails to properly modulate the film track sound on some of the commercials . . . Little Johnny has been heard bellowing his call for Philip Morris and the shy girl graduate has piped up loudly her joy in getting a watch for graduation . . . Proper modulation of canned commercials is important . . . Poor modulation becomes annoying to home viewers.

COPIES OF THE KINESCOPE film of a discussion by Eleanor Roosevelt and Dorothy Doan on the work of the UN Commission on Human Rights will receive worldwide distribution by the UN. Discussion took place on Miss Doan's "Vanity Fair" show over CBS-TV Tuesday. . . . WTMJ-TV, Milwaukee, has arranged with Green Bay Packers, pro football team, to telecast all Packer Milwaukee games this fall. . . . World Video has signed with ABC and Modell & Harbruck, producers of "Market Melodies," to bring the Mrs. America contest to tele. For ten weeks beginning July 2, a half-hour of the "Market Melodies" time will be devoted to selection of a "Mrs. New York," to take part in the national finals in Asbury Park in September. . . . Appointment of George Kale Klayer and Edward Bunker as account executives on the CBS-TV sales staff was announced Friday by David Sutton, sales manager. Klayer was transferred from the web's radio sales, and Bunker formerly was with ABC sales.

### Columbia U., NBC Set 25 Video Courses

Study of video techniques will be incorporated in 25 professional training courses to be offered during the 1949-50 academic year by Columbia University School of General Studies in co-operation with NBC. Teaching staff will be comprised largely of web personnel, with the majority of courses to be given in the NBC studios.

#### Curriculum Outlined

Curriculum will cover basic radio and TV, dramatic writing, news, promotion, publicity, speech, announcing, acting, use of equipment, sound effects, audience research, international relations, production and direction, music and the documentary.

NBC staffers who will give courses are James Nelson, director of advertising-promotion; Hugh M. Beville, director of research; Patrick J. Kelly, chief announcer; Frederick G. Knopfke, sound effects manager; Sydney H. Eiges, v-p in charge of press; Adolph Schneider, director of TV news; Fred Bate, night executive officer.

#### Doris Corwith Included

Also Ferdinand Wankel, TV engineering operations; Wade Arnold, special programs chief; James Harvey, special programs staffer; Frank Papp and Edward King, producer-directors; Doris Corwith, director of talks and religious broadcasts, and Sterling Fisher, manager of public affairs and education.

### Service

Cincinnati — When Lou Smith, omcoo of WLW-TV's "Dugout Dope" show, told his video audience that the Cincinnati Reds' new loft folder, Poanuis Lowory, was having housing trouble, the ball club's switchboard was deluged with calls about available apartments. Lowory is sitting the offers but his teammate, Harry Walker, snapped one up without waiting.

### "Little Songs" Film Prepared For Video

TV version of "Little Songs On Big Subjects," human relations jingles created by WNEW (AM), has been prepared by the Institute For Democratic Education and will be tested for 11 weeks on the WPIX "Pixie Playtime" stanza beginning today. If response is favorable, kits will be made up by the IDE for distributions to stations nationally.

For tele, Otto Soglow has drawn a series of cartoons illustrating each jingle. These have been made up in film strip form and will be aired with recordings of the jingles, which were written by Hy Zaret and Lou Singer.

There are 11 one-minute songs in the group. During the WPIX trial, one jingle will be aired daily for a week and the series will be the basis of a letter writing contest for children.

### Theater-Tele Scores Heavily As N. Y. Sees Walcott-Charles

(Continued from Page 1)

beam from the Empire State Building tower. Reception, except for a few bad moments during early rounds was excellent. The audience was not only enthusiastic, but sympathetic during the poor portion of the third stanza, applauding vociferously when the picture cleared. Technical arrangements were the same as those demonstrated last April 4 to the Society of Motion Picture Engineers meeting at the Hotel Statler in New York.

A short talk was delivered by S. H. Fabian just prior to the telecast of the bout, which was shown between the two films of a double-feature program. There was no advance in prices for the extra attraction, which was appreciated by the audience as a sporting event and

from which they drew much amusement from the Walcott antics.

At the Times Square Paramount Theater a near-capacity house gathered, also in response to widespread newspaper advertising. Here again, enthusiasm was high, the crowd enjoying both the bout itself and the Walcott antics, with polite applause even for the between-the-rounds advertising. Reception, as in Brooklyn, was good, except for a few isolated spots where the picture wavered momentarily, only to be cleared later.

Despite the fact that the bout—as a fight—was nothing to write home about, the crowd stayed around until Charles had been proclaimed victor. It was a greater victory for Theater television.

### Three Webs Plan New Shows For Next Season

Number of network programs originating in Chicago, which has been growing steadily since the linking of the East and mid-West last January, is expected to take a sharp turn upward in the fall, thus further boosting the Windy City's stock as a national TV center.

All of the 16 web shows now originating in Chicago are on ABC and NBC—the two webs owning stations there—with NBC to start two more in the near future.

ABC has the lion's share of Chicago originations, 13, of which three are commercial—Super Circus, Action Autographs and Fun For The Money—and two are co-ops, Tomorrow's Champions and a Wednesday night wrestling pickup.

NBC Chicago shows are RFD America, Dave Garroway, and Judy Splinters (subbing for the vacationing Kukla, Fran and Ollie, also a WNBQ stanza). The Quiz Kids, now on a limited mid-west hookup, probably will be expanded to the full net soon, under sponsorship of Miles Laboratories. Beginning July 11, Vic and Sade will replace Colgate Theater, a N. Y. show.

Neither CBS nor DuMont carries any Chi originations, but CBS plans several in the fall when WBKB becomes a primary affiliate. DuMont has no plans for regular program originations from the Windy City.

Many reasons are advanced for the continuing growth of this list. These include cable availabilities, shortage of studio space in New York and, in some cases, lower production costs.

Because of this, some programs now originating in New York may be moved to Chicago in the fall.

In addition to those named above, ABC Chicago stanzas are: ABC Teleplayers, Sing-copation, Penthouse Sonata, ABC Barn Dance, Skip Farrell Show, Dr. Fix-um, Treasure Quest and Stand By For Crime.

### Eight Outlets Sign For WPIX Film Package

Eight stations have contracted with WPIX to date for the News outlet's package of 13 feature films that includes George Bernard Shaw's "Pygmalion" and "Major Barbara," both released for TV for the first time.

Stations are WGN-TV, Chicago; WBZ-TV, Boston; WWJ-TV, Detroit; KTLA, Los Angeles; WAFM-TV, Birmingham; WSB-TV, Atlanta; WHIO, Dayton, WBT, Charlotte.

## COAST-TO-COAST

### WSB Sports Controversy

Atlanta, Ga.—During a special sports show held by WSB recently the topic under discussion was "To pay or not to pay college athletes." WSB's sports director Thad Horton conducted a panel consisting of Chick Hosch, athletic publicity director of Georgia Tech; Ray Schuster, publicity director at the "U" of Alabama, Arnold Hederman, sports ed of the Clarion-Ledger, Miss., and Tom Siler, sports ed of the Knoxville News-Sentinel who offered their views on the subject.

### New Program On WDET-FM

Detroit, Mich.—Starting June 26, WDET-FM will inaugurate a new series of programs to be presented every Sunday afternoon, 3:30-4:00, called Editorial Edition. Program will feature editorial quotes from Metropolitan Detroit's community newspapers. It is being arranged by Mel Jerome, WDET's news editor.

### Contestants On AM & TV

Buffalo, N. Y.—Voice of Tomorrow contestants on WBEN's sixth annual contest will appear on both the station's AM and TV facilities. Each of the four winners in classifications receives a \$50 War Bond and is featured at The Buffalo Evening News Fourth of July Show. The two best singers are sent by the station to the Chicago Music Festival.

### WICH Program Changes

Norwich, Conn.—Homemakers Exchange, heard 12:30 to 12:45 p.m. allows listeners to phone in their household problems to the station and obtain an answer on the air phoned in by another listener. What's Cooking is a 5-minute, six days per week program relating the social news and events in and around Norwich. Station's newscasts (four 15-minute and eleven 5-minute summaries per day) begin with news roundup of latest developments in Eastern Conn., followed with important Conn. news and then the regular national and international items.

### WGL News Ed Joins WIBC

Fort Wayne, Ind.—Tim O'Sullivan, news editor of WGL, and executive secretary for the Fort Wayne chapter of the American Federation of Radio Artists, has resigned to become night news editor at WIBC, Indianapolis. O'Sullivan is a charter member and mid-west membership director for the National Assn. of Radio News Directors.

I want a permanent job either in Dallas or Houston, but am open to good offer elsewhere. I am a radio writer-director with 14 solid years' experience in local station, regional, national and international network operations, and have written for many top shows. Have written for TV, theatre, newspapers, pictures and been published nationally. I'm 38 and married. Excellent references. For detailed background write RADIO DAILY, Box No. 253, 1501 Broadway, New York City.

## NEW BUSINESS

**KNBH, Hollywood:** Two special five-minute shows sponsored by the Citizens Committee to Re-Elect Mayor Bowron. Agency for the account is Bishop & Associates. The Carnation Company, through Erwin Wasey Co., has purchased four spot announcements weekly. The account was placed for 52 weeks. Three of the spots are in the sign-on position and one will be seen during Phil Gordon's "Preview" program. Veloz and Yolanda will sponsor one one-minute film commercial per week during Phil Gordon's "Preview" program beginning May 31. The account, for 13 weeks, was placed direct. Blatz Brewing Company, through Kastor, Farrell, Chesley & Clifford, New York City, has purchased one 20-second station break announcement per week for a 13-week period on Channel 4. Baron's of Beverly Hills, through Columbia Advertising Agency, will run one 60-second film commercial during Phil Gordon's "Preview" program each week for a 13-week period. The announcements began June 7. Product is lamps.

**Victory Packing Company,** through the W. C. Jeffries Co. agency, will begin sponsoring one 20-second station break announcements per week June 7. The contract is for 52 weeks. In addition to these spot announcements Victory Packing Company will sponsor the Long Beach Dog Show remote broadcast scheduled for Sunday, June 26. Product is Thoro-Fed Dog Food. The May Co., through Milton Weinberg Advertising Agency, will sponsor two one-minute announcements. A American Tobacco Co., through N. W. Ayer & Son, New York, is currently running two announcements per week on Channel 4. Product is Lucky Strike cigarettes. The contract is for six weeks and expires June 26. M. J. B. Coffee, through Batten, Barton, Durstine & Osborn, San Francisco, will sponsor one one-minute participation spot in "Designed for Women." The contract is for 13 weeks.

**WBKB, Chicago:** Balaban Floor Covering Company, minimum of 104 telecasts to be seen twice weekly, through Irving Rocklin & Associates. Reed and Barton, semi-weekly one-minute film spots, through Badger and Browning & Hersey, Inc., New York. Nash-Kelvinator Sales Corp. one-minute spots three times per week, through Geyer, Newell and Ganger, Inc. Liggett & Myers Tobacco Co., film spots, through Newell-Emmett Co., New York. Following are new clients for spot announcements: Borden Milk Company; Lee Klein Home Appliance Company; Ashcraft Sales Company; Kayanay Manufacturing Company; Matthews Roofing Company; Curtis Circulations; Glass and China Shop; Brown and Williamson Tobacco Corporation and Mohawk Tablet Company. In addition, Fohrman Motors, Inc., through Malcolm-Howard Adv.

**WMAQ, Chicago:** The 52-week renewal by the Colgate-Palmolive-Peet Company of a spot schedule of eight one-minute announcements weekly. The renewal contract starts May 28th, and William Esty Company, Inc., is the agency. The Reber Preserving Company (Reber Butter Beans), through Newby and Peron, Inc., ordered a 13-week renewal of a three-a-week schedule of participations in the Food Magician program (five-a-week, 6:30 p.m.) for five weeks. Bristol Myers Company (Ipana tooth paste), through Doherty, Clifford and Shenfield, ordered one station break weekly through September 5. Two station breaks weekly through June 25 were ordered by the Kellogg Company (Pep) through Kenyon and Eckhardt.

**Greyhound Lines,** through Beaumont and Hohman, contracted for two one-minute announcements weekly in the Dave Garraway Show (five-a-week, 5:15 p.m.) and two weekly in the Hometowners program (five-a-week, 6:30 p.m.) for five weeks. Capper Publications (Capper's Farmer magazine), through the Buchen Company, contracted for six one-minute announcements to be aired on the Early Bird program (six-a-week, 5:30 a.m.). Four station breaks were ordered by the General Chemical Division of Allied Chemical and Dye Corporation. (insecticide), through Newell Emmett Company.

**WNBC, New York:** Two participation contracts have been signed for the Mary Margaret McBride program. The Throwsters Group National Federation of Textiles has signed Monday-through-Friday participations, which began June 13 and will run through June 9, 1950. The agency was H. B. Le Quatte, Inc.

A renewal contract for participations in the same program, Monday-through-Friday, has been signed by H. J. Heinz Co., starting June 20 and running through June 16, 1950. Maxon Agency handled the details. Station break ET announcements, Tuesdays, Wednesdays and Fridays at 11:30 a.m., have been purchased by Standard Brands Inc. for Instant Tenderleaf Tea, effective June 14 and running through Sept. 9, 1949. The deal was handled through Compton Advertising Agency.

**WINS, New York:** Two new spot campaigns have been sold, starting June 23. Republic Films signed for a series of 30-second spots plugging "The Red Menace." Donahue and Coe handles the account. Consolidated Edison bought an eight-week series of 30-second spots promoting dancing in Central Park. BBD&O placed the business.

Agency, Chicago, signed a 13-week contract for the continuation of wrestling from Rainbo Arena with Russ Davis.

## BEHIND THE MIKE

**MAXINE KEITH,** talented radio gal, has a birthday today.

Allen Prescott, the authority on New York's night life, now spends most of his time in a rustic manner, building a house on the Jersey shore.

Tin Pan Alley vets predict that Sammy Kaye's Victor plate of "Four Winds and Seven Seas" will top all his others in sales.

Mark Warnow's return to the Parade drew almost 2,000 congratulatory wires from well-wishers.

Ralph Edwards pulls over 7,000 letters a week even when no contests are running on his "Truth and Consequences." (During a contest the mail runs into hundreds of thousands weekly).

Marty Gould's ork will be heard three times weekly from Minsk's Carnival via Mutual starting next week. He'll broadcast from midnight to 12:15.

Don Dunphy, Guy Lebow and Marty Glickman have been invited by Tamarack Lodge to set-up arrangements for annual Damon Ruyana Cancer Fund basketball game there later in the summer. The tip of sportscasters are hopeful that this year's game will out-do the \$5,000 Fund check of 1948.

Wire services doing huge spread on Vic Damone's new beak—proving a worthy investment if only for the publicity involved.

Symphony Sid, the Bop-A-Lop Cassidy of the disc jocks, sez reports are that Miss Liberty music score will give us all a Berlin A-Lift.

Enterprising radioites could well study the talents of Alfr Drake for radio and television use.

Jack Robbins conferring with Leonard Feather about a new tone similar to latter's "Inside Be-Bo." This one will be tagged "Inside Tin Pan Alley."

ABC Chicago going all out with campaign to promote Nancy Donovan's three-week stint on Don McNeill's "Breakfast Club" next month.

### Wherry To Broadcast

ABC will carry a talk on the Republican party's farm program by Sen. Kenneth S. Wherry (R., Neb.) from Washington on Tuesday, July 28, at 9:45 p.m.

## LIBEL and SLANDER

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 60

NEW YORK, FRIDAY, JUNE 24, 1949

TEN CENTS

## VALUE OF LISTENER POLL QUESTIONED

### NAB Code Committee Appointed By Miller

Washington Bureau of RADIO DAILY  
Washington—NAB President Justin Miller yesterday named members of the NAB Standards of Practice committee together with appointments to vacancies on other committees previously announced. The Standards of Practice committee will study the problem of voluntary acceptance of the code adopted in May of 1948, at the Los Angeles NAB convention as "a guide to good programming."

Make-up of the Standards of Practice committee follows: *Medium Stations*—Eugene Carr, WHBC, Canton, O., chairman; *Small Stations*—  
(Continued on Page 3)

### Freak Wind Wrecks WMAQ Transmitter In Ill.

Chicago—A sudden squall yesterday wrecked the transmitter of WMAQ at Bloomingdale, and after a short interruption the station resumed broadcasting on an emergency transmitter. Howard Lindsay, transmitter engineer, said the freak wind struck the tower without warning and it toppled over while the station was broadcasting. The accident happened during the noon hour.

### Veale Leaves Lever Bros., Luckman In Full Charge

The resignation of William R. Veale as vice-president and general manager of Lever Brothers Co. has been announced by Charles Luckman, president.

Luckman said the separate post of general manager has been abolished.  
(Continued on Page 2)

### Dedication

Merton Downey, radio-TV singing star, will inaugurate the first intra-ward radio station installed in a city hospital when he headlines the opening show at Goldwater Memorial Hospital on Welfare Island next Tuesday afternoon at 2 o'clock. The inauguration of an intra-ward radio station marks an important step in recreation in New York City.

### Floral Gifts

Detroit—Over 2,000 long-stemmed roses were distributed to opening day spectators of the Motor City Open Golf Tournament, Northville, Michigan, by Stations WXYZ and WXYZ-TV, which aired and telecast the sports classic. Promotion was handled in co-operation with the Mount Clemens Rose Gardens. The flowers were distributed by WXYZ personnel.

### Crosley Sales Climb In New York Area

Sales volume of Crosley television, radio, and major appliance products in the metropolitan New York area during the first six months of the 1949 fiscal year is more than double that of the corresponding period in the preceding year, Bert Cole, vice-president and general manager of the Crosley Distributing Corporation, disclosed at a dinner in the Hotel Plaza Wednesday evening.

Cole said that May was the ninth successive month in which deliv-  
(Continued on Page 3)

### Free TV Demonstrations In Homes Hypo Set Sales

Free home demonstration of television receivers is the latest gimmick being used by TV retailers in the New York area to hypo sales of television receivers.

One White Plains, N. Y. dealer of standard name receivers offers the  
(Continued on Page 2)

## Stiff Competition Looms For Sale Of TV Projectors

Stiff competition for the sales of projection equipment to TV stations for the handling of commercial messages and news is developing with at least four companies making a bid for the station and sponsor business, RADIO DAILY learned yesterday.

The projection of ticker tape news, weather forecasts, public service messages and other news-

## Indiana University Weighs Reliability Of Polls After Completion Of Its Own Radio Survey

### New Webster Term Still Awaiting Okay

Washington Bureau of RADIO DAILY  
Washington—The Senate Interstate Commerce Committee yesterday failed again to act on the nomination of Edwin M. Webster for a new seven-year term on the FCC. Commissioner Webster has completed about two years of an unexpired term, and has been proposed by the White House to suc-  
(Continued on Page 4)

### Milwaukee Brewer Signs "Duffy's Tavern" For Fall

Blatz Beer of Milwaukee is reported to have signed Ed Gardner and Duffy's Tavern for fall sponsorship. Program has been an NBC network feature. However, CBS is reported making a strong bid for the Gardner show to be heard Wednesday nights ahead of Bing Crosby.

### RWG Drafts Agreement Following Discussions

Agreement was reached yesterday between the Radio Writers Guild and a committee representing agencies, sponsors and package producers, culminating more than seven months of discussions. The agreement, initiated by Na-  
(Continued on Page 4)

The value and reliability of radio listener polls is questioned by a survey group itself in a report issued this week by Indiana University on its third annual Radio Listener Survey. The Indiana report, summarized by H. J. Skornia, director of radio for the university, said that while  
(Continued on Page 4)

## Wool Industry Plans Include Radio-TV

Radio and television are expected to play an important part in a nation-wide sales promotion program aimed at stimulating sales of men's wool clothing. The plan was announced Wednesday at a meeting in New York of leading clothing manufacturers and officials of the Wool Bureau.

Television, the clothing men be-  
(Continued on Page 2)

## Canadian Radio Set Sales Show 1st Quarter Increase

Montreal—Sales of radio receiving sets in Canada for the first four months of this year totalled 186,662, compared with 140,716 sets for the same period of a year ago. Sales in April were higher than for that month of any of the past 12 years,  
(Continued on Page 3)

### Unlicensed

San Antonio—The first unlicensed local radio station to be in operation since the war years was closed down by an agent of the FCC, with the assistance of local police officers. The unlicensed transmitter had been heard throughout most of the city at various times during the past four months. It operated each Saturday starting 8 a.m.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

At 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

(June 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Reed Elected President Of Copy Research Council

Dr. Vergil D. Reed, associate research director for J. Walter Thompson Co., has been elected president of the Copy Research Council. He had been vice-president.

Other officers named were: vice-president, Dr. Franklin R. Cawl, the Kudner Agency's director of marketing and research; secretary-treasurer, Lloyd H. Hall, research company head; committee member at large, Nelson H. Seubert, marketing counselor for Standard Oil of New Jersey.

New Gardiner Series

Don Gardiner, ABC newscaster, starts a new series of five-minute, across-the-board news summaries on Monday. WJZ, New York, will carry the show at 6:30 p.m. and other ABC stations at 7 p.m.

★ COMING AND GOING ★

THEODORE C. STREIBERT and JACK R. POPPELE, members of the Mutual network directorate, are in White Sulphur Springs for the current board meeting.

STANLEY HUBBARD, general manager of KSTP, Minneapolis affiliate of NBC, has joined the executive contingent currently in New York on business.

GEORGE D. COLEMAN, general manager of WGBI, Columbia network affiliate in Scranton, Pa., is in town.

RELDA GARRETT, secretary to Joseph E. Baudino, general manager of KDKA, Pittsburgh, next Tuesday will go to Chicago for the convention of the National Secretaries Assn. She has been designated "Miss Secretary" by the Pittsburgh chapter and will compete for national honors during the convention.

MARK EVANS, director of the "Housewives Protective League" on WTOP, Washington, vacationing in Salt Lake City.

FRANK KING, general manager of WMBR, Jacksonville, Fla., is in Gotham on business. WMBR is an NBC outlet.

BEN GRAUER, announcer and commentator on NBC, and BILL STERN, sportscaster, will go up to Poughkeepsie tomorrow to report the boat races of the Collegiate regatta. Grauer will be back Sunday in time for his "Living-1949" show.

KENYON BROWN, general manager of KWFT, Columbia network outlet in Wichita Falls, Texas, is in town.

MRS. DORIS CORWITH, director of education and religious broadcasts at NBC, on Monday will be in Saratoga Springs, N. Y., where she will address the students of Skidmore College. On Thursday she'll be in Boston to discuss "The Impact of Television on Education" at a meeting of the New England Committee on Radio and Education.

HARMON L. DUNCAN, manager of WDUK, Durham, N. C., an American network outlet, was in conference yesterday at the Radio City headquarters of the web.

THOMAS AITKEN, JR., assistant manager of the McCann-Erickson office in Buenos Aires, Argentina, has arrived in New York on his triennial furlough.

ROBERT R. FEAGIN, manager of WPDQ, Jacksonville, Fla., a visitor yesterday at the offices of ABC, with which the station is affiliated.

S. E. ADCOCK, owner of WROL, Knoxville outlet of NBC, has arrived from Tennessee.

STEPHEN VAN GLUCK, program director of WNJR, Newark, N. J., is leaving for Chicago, where next Monday, Tuesday and Wednesday he will attend the program directors clinic of the NAB.

Wool Industry Plans Include Radio-Video

(Continued from Page 1)

lieve, will be especially well suited to the program because of the visual nature of clothing sales presentations. The Wool Bureau's news staff will serve as liaison between broadcasters and a manufacturers' committee, headed by Michael Daroff of H. Daroff & Sons.

WCSS Aids Hospital

Amsterdam, N. Y.—In behalf of Amsterdam's half-million dollar building fund campaign for St. Mary's hospital, WCSS logged a total of 47 hours, 33 minutes of free public service time which included remote broadcasts daily from downtown store windows, spots, baseball broadcasts, news, dramatic shows and musical programs on the schedule.

Free TV Demonstrations In Homes Hypo Set Sales

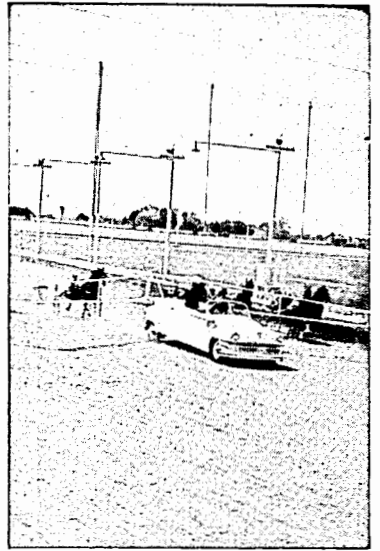
(Continued from Page 1)

inducement of a week's free trial to a home owner. The sets are installed at no cost to the family and they are allowed to use it for a week before making a decision as to whether or not they wish to buy. It is estimated that sales result in 90 per cent of the homes where trial sets are installed.

Veale Leaves Lever Bros., Luckman In Full Charge

(Continued from Page 1)

ished and that henceforth he will serve as both president and general manager. Veale joined Lever Bros. in June, 1946. Previously he was manager of Frankfort Distillers, Inc.



Barrier

We've had that picture a long time. It was news when we first got it. But even if it's stale to you . . . even if you've seen it in the newsreels . . . it has a sales point to make for W-I-T-H.

The idea of this new starting barrier is to get the harness racers off to an even start. It was invented by Steve Phillips, veteran starter. After they start . . . the horses are on their own.

Our radio point is this: Radio stations don't have a barrier to get them off to an even start. There's a difference in power. Difference in affiliation, etc.

The payoff at the real radio barrier is—who listens to what station!

Down here in Baltimore, it's the independent, W-I-T-H, that produces more listeners-per-dollar spent than any other station in town.

If you want to get sales at low cost in Baltimore, the country's sixth largest city, W-I-T-H is the way to do it!



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.

## NAB Code Committee Named By Miller

(Continued from Page 1)

Robert T. Mason, WMRN, Marion, O.; *Large Stations*—G. Emerson Markham, WGY, Schenectady; *FM*—William F. Ware, KFMX, Council Bluffs, Iowa; *TV*—Eugene Thomas, WOIC, Washington, D. C.; *Unaffiliated Stations*—Lawrence W. McDowell, KFOX, Long Beach, Calif.; *NAB Board*—William B. Quarton, WMT, Cedar Rapids, Iowa.

Named as advisory members were: *Station Representatives*—George Brett, the Katz Agency, New York; *Advertising Agencies*—George Ogle, American Association of Advertising Agencies, New York.

*NAB staff members to serve are: Executive Secretary*—Harold Fair, program department director; *Legal Secretary*—Richard Jencks, attorney; *Public Relations*—Robert K. Richards, public relations and publications department director.

A network representative and an advisory member to represent advertisers are yet to be named.

Additional appointments to committees previously announced are: *NAB-RMA Joint Liaison Committee*—Leonard L. Asch, WPTR, Albany, N. Y.; L. E. Pettit, GE; *FM Executive Committee*—Ray A. Furr, WIST, Charlotte, N. C.; *Public Relations Executive Committee*: R. A. Borel, WBNS, Columbus, O.

## Chicago Retailer Buys Time On 1,000 Watt Indie

Chicago—Marshall Field & Co. of Chicago, Oak Park, Evanston, and Lake Forest has signed for one-hour per day broadcasts, seven days per week for one year on WNMP, 1,000-watt independent, broadcasting for Chicagoland from Evanston, Illinois. The program—"Masterpieces of Music," instrumental master works of musical literature which has been a featured program on the station since its inception in September, 1947.

The Public Service Company of Northern Illinois has also begun a program on WNMP: "Hymns of Our Churches," a five-minute early morning program across the board, Monday through Friday, 7:55 to 8 a.m.

## South African Station Makes Commercial Claim

Johannesburg—The claim that Lourenco Marques Radio, Portuguese East Africa, "covers the Union of South Africa" has been repeated on the basis of a J. Walter Thompson survey of last October by Col. Richard L. Meyer of Davenport & Meyer (Pty.) Ltd., associates of the Pan American Broadcasting Co. representing L.M.R.

In a letter to *RADIO DAILY*, Meyer took issue with Gideon Roos, director general of the South African Broadcasting Corp., who had declared in a similar letter that the claim by L.M.R. of coverage of the Union was "to say the least of it, very optimistic. Even in South Africa, they do not claim as much as that," Roos' letter, reported May 24, had said.

Meyer pointed out that L.M.R. has used listener research consistently and because of this, he added, "we are at all times in a position to know exactly what proportion of the radio homes in the country and in each province of it tune to Lourenco Marques." In this connection, Meyer said the South African Broadcasting Corp. does not use listener research.

According to the Union-wide survey made by J. Walter Thompson last year, 63 per cent of all informants, including non-set owners, said they listened to L.M.R. during September, 1948. A breakdown of the survey into smaller areas indicated the following: Cape Province, 75 per cent; Natal, 68 per cent; Orange Free State, 78 per cent, and Transvaal, 64 per cent.

In commenting upon the results of the survey, Meyer said:

"It is true, of course, that Lourenco Marques broadcasts in the 31, 60 and 85 metre bands only; but this is the only way that it is possible to provide an adequate service in South Africa with its large area and widely spaced agglomerations. What is more, the S.A.B.C. also uses these same frequencies in order to cover the country areas and their relatively low-powered broadcast-band transmitters give a service only in the cities.

"Despite the fact that Lourenco Marques Radio transmissions on short wave have to compete with the S.A.B.C. broadcast band transmissions in the cities, 36 per cent of set owners in Johannesburg, for example, listen to Lourenco Marques Radio on any average weekday as against 58 per cent to the S.A.B.C. 'A' programs; 49 per cent listen to Lourenco Marques on an average Sunday as against 50 per cent to the S.A.B.C. 'A' programs. Not bad for 'shortwave' against broadcast band, as I think you'll agree," Meyer's letter concluded.

## Will Interview LaMotta

Sam Taub will interview middle-weight champion Jake LaMotta on his "Hour of Champions" show over WMGM, New York, Sunday at 12:30 p.m. Elwood Cooke, tennis and golf star, will also appear.

## Canadian Radio Set Sales Show 1st Quarter Increase

(Continued from Page 1)

exceeding even the frenetic figures of early 1947.

Overall prices are lower and the bulk of sales are predominantly in the lower price brackets. Sixty per cent of current sales are at list prices below \$75 per unit.

In "Straight" radios, table sets are outselling consoles by 20 to one, and account for 55 per cent of the total. April sales for this lower price bracket were 113,741 compared with 88,289 a year ago.

Record players and combination sets are necessarily in the higher priced brackets and a decline in sales this year was to be expected. Up to the end of April 5,003 had been sold against 6,574 a year ago.

## Wedding Bells

Jack Lacey, WINS, New York, disc jockey, and Agnes Code, executive secretary at the station, are to be married July 21. A honeymoon cruise to Havana and Nassau is planned.

Vincent Rowe, show supervisor on the "Betty Crocker Magazine of the Air" for Dancer-Fitzgerald-Sample, will be married to Miss Harriette Gifford today, June 24th in Illinois.

## Crosley Sales Climb In New York Area

(Continued from Page 1)

eries to Crosley dealers in this area have exceeded one million dollars. Approximately one hundred employees of the New York branch sales office and executives of Crosley's parent company, Avco Manufacturing Corporation, attended the dinner meeting, which was tendered to the Crosley sales organization by R. C. Cosgrove, executive vice-president of Avco and chairman of the Crosley Distributing Corporation.

Top Officers Attend

Among the other Avco officials present were Victor Emanuel, president; W. A. Mogensen, vice-president and treasurer; R. S. Pruitt, vice-president and general counsel; George Allen, director; and J. W. Craig, vice-president and general manager of the Crosley Division. Mr. Craig is also president of the Crosley sales organization.

## Will Operate KOLN

Effective July 1, Emory Dahlgard, secretary-treasurer of the Inland Broadcasting Company, will move to Lincoln, Nebraska to assume executive direction of Radio Station KOLN.

**THE  
SHOW  
OF  
SHOWS**

**WILL BE HERE SOON!**

ADVT.

• 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

CROSLEY BROADCASTING CORPORATION

## Univ. Survey Doubts Listener-Poll Value

(Continued from Page 1)

"an enormous amount" of useful information is collected in such surveys, such data is sharply qualified because the person questioned must reach a decision or draw a distinction arbitrarily and on the spot. The result, according to Skornia, is that such decisions "can, in many cases, be only guesses."

The report continues: "Considerably different methods from those commonly practiced must be developed before radio stations have wholly reliable data, either on listening to the radio or the impact of radio on listeners.

"Until more reliable techniques are developed, competitive stations in the same town are likely to buy and use for sales purposes contradictory survey complications. It would be simpler and less confusing to sponsors and broadcasters alike if there were only one survey, but unfortunately such simplicity is not always truth. . . ."

### 60 Students Participate

The Indiana survey was conducted by 60 of the university's students in their home towns during the last Christmas holiday. A total of 1,957 telephone interviews and personal calls were made in 39 American cities—mainly in Indiana—and one Canadian city.

Here are some of the survey findings—qualified with surprising candor by the pollsters' own misgivings about the accuracy of information thus obtained:

Tuesday was the one evening of the week when most of those interviewed said they'd be likely to be at home and free to listen to their radios. The evening voted least likely for listening was Saturday.

Seven o'clock was the hour of the morning when the highest percentage first turned on their radios.

### Get More News From Radio

An average of 55.6 per cent, in various occupational groups, said they got more news from their radios than from newspapers. An average of 75.9 per cent satisfied with the amount of local news on the air. An average of 87.7 per cent felt that radio was fair in its presentation of news.

An average of 13.2 per cent said they had at some time refused to buy products in protest against bad commercials. On the other hand, an average of 61.6 per cent of those interviewed said there were some commercials they found enjoyable.

### ABC Changes Opening

"Kate Smith's Music Room," originally slated to bow on ABC July 4, has been postponed until early fall "due to the press of her previous commitments," the network said yesterday. "Music Room" is a two-hour show featuring records chosen by Miss Smith and Ted Collins.

## RWG Drafts Agreement Following Discussions

(Continued from Page 1)

tional Secretary Roy Langham of the Guild and Austin M. Fisher for the producers, will be submitted to the union membership and the agency-producer group for ratification. The New York Guild ratification meeting is to be held Tuesday night at the Holland House, Rockefeller Plaza.

### Retroactive to Nov. 4

After ratification by both sides, the RWG will follow through with NLRB certification. The agreement will be retroactive to Nov. 4, 1948, the date when Federal mediators intervened to bring the two sides together after a strike seemed imminent.

When the agreement finally becomes operative the RWG will be national representative for all freelance radio writers, since free lancers employed by the network are already covered in a similar agreement signed in November, 1947.

Among radio advertisers repre-

## Dramatic Series Set To Replace Ozzie-Harriet

"Yours Truly, Johnny Dollar," dramatic series will go into the 6:30-7:00 p.m. spot on the CBS network, Sundays, starting July 17. This is the time period which will be vacated by Adventures of Ozzie and Harriet after the broadcast of July 10.

Starting September 11 the Sunday 6:30 spot will be occupied by "Our Miss Brooks," starring Eve Arden, which Colgate-Palmolive-Peet will move from its current 9:30 p.m. Sunday niche.

### Wedding Bells

Malcolm Laing, assistant in the sales department at NBC, has been married to Barbara Griffith, daughter of the owner of the Pennsylvania Drug Co. They are now on a Caribbean cruise.

sented by the agency-producer committee are Lever Brothers, Procter & Gamble, and General Mills.

## New Webster Term Still Awaiting Okay

(Continued from Page 1)

ceed himself. No serious opposition within the committee has been reported, and Webster is known to have the approval of most members.

Chairman Johnson has told RADIO DAILY he believes Webster one of the best qualified men on the Commission, and Webster also has the unreserved support of Chairman Wayne Coy for reappointment. His term expires June 30, and if his reappointment is not confirmed by the Senate by that date he will automatically be out of the Commission, since the President cannot make an interim appointment while Congress is in session.

It was believed in some quarters that Johnson may move for committee okay early next week, but Johnson himself refused to indicate what his intentions are.

HERE IS WHAT PROJECTALL CAN PROGRAM FOR YOU, EITHER SINGLY OR IN COMBINATION:

- INP spot news photos
- INS pandown or tape news bulletins
- Advertising copy
- Electric clock time signals
- Weather slides
- Illustrated programs on paper roll-downs
- Advance program notes
- Station promotion
- All forms of opaque titling
- 3-dimensional objects on revolving stage.

# PROJECTALL IS YOUR ANSWER FOR VERSATILE, LOW-BUDGET TV PROGRAMMING

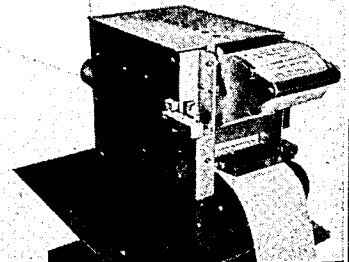
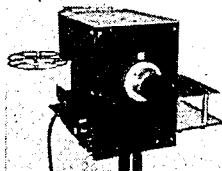
For real economy in TV news programming — the kind that helps propel station operation figures into the black — it's hard to beat the new INS "Projectall."

Time-saving and economical, it eliminates the need for extensive studio facilities or personnel while projecting an endless variety of distinctive, revenue-producing TV shows.

Projectall's single aperture construction eliminates the critical adjustment associated with more complex equipment using several apertures. Its pedestal turntable is specially designed to accommodate a slide projector and multiplexer mirrors in addition to the Projectall. Thus, a simple flip of the wrist — and test-patterns, slides, or movie film can be projected directly into the camera pick-up.

We suggest you check NOW with INS — exclusive sales agents — for terms and literature.

Manufactured by  
Tressell Television  
Productions, Inc.



## INS-INP TELEVISION DEPARTMENT

Robert H. Reid, Manager

235 E. 45th Street, New York 17, N. Y.



# EQUIPMENT

AM-TV

FM-FAX

Section of RADIO DAILY, Friday, June 24, 1949

## Competition Looms In TV Projector Sales

### Built-In Phonographs For New Apartments

The "Musicorner," a new innovation in modern living was introduced by RCA at a press conference in their Johnny Victor Theater, RCA Exhibition Hall, N. Y. this week.

Feature of the "Musicorner" will be a built-in RCA Victor phonograph which will be standard equipment in the living rooms of 310 garden-type apartments now under construction in the Lockwood Village development, Roselle, N. J.

Idea for the "Musicorner" was conceived by Milton L. Ehrlich, builder of the apartments in conjunction with Kirch-Radisco, RCA Victor's New Jersey distributors and Leo Kaplowitz, of the Music & Appliance Div. of Jersey Tire Co.

In addition to the phonograph, the "Musicorner" will feature a pre-built cut-out, in which any size table model TV set may be installed.

### Shea Appointed by Philco

Martin F. Shea has been appointed general manager of the Car Manufacturers Div. of Philco Corp. and will be in charge of the company's original equipment auto radio sales to the automobile industry, it was announced by John M. Otter, vice-president and general manager.

### Eleven Stations Using INS Projectall; Multiscope, Telop And WPIX Unit Are Among Others Offered

(Continued from Page 1)

chine is to project news printed on tape, on to the station's test pattern, thus enabling the home viewer to tune in his set and instead of viewing an immobile test pattern during non-scheduled broadcast hours, he is able to view the news, silently flashed on his screen, passing across the upper or lower portion of the test pattern.

One of the first machines developed was the Multiscope, which was introduced by WBKB, Chicago. This machine is now being manufactured by Acme Telectronics for Sterling Television, Inc., a subsidiary of Balaban & Katz, Chicago, and may be leased or purchased through the facilities of the United Press, anywhere throughout the country.

WBKB claims a total of 49 hours per week of Multiscope time, 35 of which are sponsored by Philco and 14 hours by Pabst beer. Price of the machine and stations who have already installed it or have contracted to purchase it is not available at this time.

The second machine to make its appearance was the Projectall, shown for the first time by the International News Service at the NAB Convention held at Chicago in April. This machine is now in regular production by Tressel Studio, Chicago, with exclusive distributorship rights for it owned by INS. Projectall lists for \$1,950.00 complete with pedestal (\$1,600.00 without pedestal) and may be leased for \$150.00 per month for a period of 90 days. Rental charges for the unit may be applied towards its purchase price at the end of the 3 months period.

According to Robert H. Reid, manager of INS-INP TV Dept., the following stations have already installed the Projectall: WMAR-TV, Baltimore; WJBK-TV, and WXYZ-TV, Detroit; WBNF-TV, Bingham-

ton; KTLA, Los Angeles; WGAL-TV, Lancaster; WMCT, Memphis; WFIL-TV, Philadelphia; KRON-TV, San Francisco; WNBQ, Chicago and WNBTV, New York, with WBRC-TV, Birmingham and WSPD-TV, Toledo, contracting to purchase it.

INS further reports that a number of advertising agencies have expressed interest in Projectall as a means of displaying their clients' advertising messages on paper tape, a far less costly method than on film.

CBS engineers, working in conjunction with Gray Research & Development Co., Inc., Hartford, Conn., recently developed the Telop projector, of which the first completed Gray model was installed at WCBS-TV, N. Y. this month. The Telop is priced at \$3,500.00 and Gray Research is now geared to production so that additional Telop projectors will be made available in the near future.

The most recent projection machine of these types to be used is a specially devised projector, constructed by William Sloat, assistant chief engineer of WPIX, New York and was first put to test June 9, when the station inaugurated a "Teletape News" service, providing a constant flow of up-to-the-minute news on the lower part of their test pattern. "Teletape News" is available to home viewers any time from 12:30 p.m. until scheduled program time, Monday through Friday.

With respect to the availability of this new machine, Robert L. Coe, station manager, said, "As you know, WPIX is just beginning the tape on the air. When this new tape method is mechanically perfected and legally protected, it will be made available to other television stations." No price for the machine has as yet been set.

### Color TV Studies Jets In 2000 Mph "Flight"

The practical application of color television for industrial purposes was given its initial test yesterday by the Wright Aeronautical Corp., engine building division of the Curtis-Wright Corp. at their plant at Wood-Ridge, N. J.

In order to enable its engineers to get a "closeup view" of a ram jet simulated under actual flight conditions of 2,000 mph, the TV camera, placed on the floor above where the jet was in operation, viewed the model shell of the jet and the roaring blue exhaust flame produced by it. The picture was projected on to the screen of a monitor console, and the equivalent of a 12-inch viewing screen, on which the image was seen in its full color.

Under Direction of Dr. Goldmark The television test was under the direct supervision of Dr. Peter Goldmark, director of the engineering research and development laboratory of CBS.

Engineers of the Wright plant present at the test seemed favorably impressed, but cautioned that special cameras would have to be developed in order to view this type of supersonic jet at closer range, before accurate studies of their behavior could be obtained.

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## PRODUCTION PARADE

**Portable Video Antenna**  
The Radion Corp., Chicago, announces a new development in TV portable antenna design. With a very low center of gravity, new antenna is compact, standing only 15 inches high, yet extending to a 92-inch spread when needed. The Radion 50 antenna is finished in brass, with golden plastic tips, and streamlined base.

**Selenium Rectifier Handbook**  
Federal Telephone & Radio Corp., East Newark, N. J. has just published a 48-page handbook titled "Federal Miniature Selenium Rectifier Handbook" which embraces a wealth of information on selenium rectifiers. Booklet may be obtained for 25 cents by writing Federal Telephone & Radio Corp., 900 Passaic Ave., East Newark, N. J.

## LOS ANGELES

By AL STEEN

**WARD INGRIM**, Mutual-Don Lee's vice-president and sales chief, is back in town after a month's Eastern tour.

Milton Berle arrived in Hollywood Monday for a film chore with Warners. Although he has completed his tele program for Texaco, the kinescope versions are still around. KNBH telecast one Tuesday night and the final program will be seen here next Tuesday.

J. Carrol Naish has nixed a film commitment in Europe and another in Cuba in order to portray Luigi through the Summer for CBS. CBS' Harry Ackerman returned Monday from New York.

Rexall Drug Co. starts sponsorship of "Bob McLaughlin Club Time" over KNX on July 4.

Leeds Music has just published two compositions by Billy Mills, conductor on the Fibber McGee show for the last 11 years.

Benton & Bowles will handle the "Armchair Detective" for Whitehall Pharmacal Co. KTLA will video-transcribe the show for Anacin, Kolynos and Bisodol. Program debuts here Wednesday and bows on the CBS Eastern outlets on July 6.

Television set sales have dropped off considerably in the last two months, according to a recent checkup. Price-cutting already has started.

Curt Massey is out to give help to the song pluggers and has started a "Be Kind to Song-Pluggers Day." Each Thursday he'll hold open house for the pluggers and their new tunes.

Hate to be pessimistic, but there are rumors around that several sheet music and record companies will do some heavy retrenching in the next few weeks, with some of them folding.

Jeanne Gray has been appointed woman's editor of KMPC.

### Teddy Steps Up Campaign

Teddy's the House of Sea Food, packers of Teddy's Frozen Fillets and Seafoods, have sponsored the Fitzgeralds over WJZ; Dorothy & Dick over WOR; and Martin Block over WNEW, to promote their products in this market. In addition a strong newspaper campaign is backing up the promotion. This fall television spots and participations will be added. Tracy, Kent & Co., Inc., is the agency. Alfred S. Moss the account executive.

### Pierre's Engages Nola Luxford

Nola Luxford has been appointed fashion director of the Hotel Pierre. Miss Luxford, who has a background of radio, stage, screen and international travel lectures, is well known in the fashion world as a designer of fabrics and also as MC of NBC's "Fashion Show of the Air."



### Mainly About Manhattan. . . !

● ● ● **THE MORNING MAIL:** "Dear Sid," writes Don Ball, WCBS program director. "I read with interest the Singin' Sam item in your col'm. Having worked with the late star over a period of years, I feel that he'd want to play it straight. Speaking for myself, for what it's worth, I'd rather run the risk of 'shattering a beautiful illusion' than incur the far greater risk of compromising or undermining public confidence in the integrity of my program operation. It seems to me that the average listener would appreciate being taken into confidence rather than simply being 'taken'. For this reason, I'd suggest that Jim Ryall obey that impulse and prepare a letter explaining the story of Singin' Sam. Instead of provoking ill will, as he seems to fear, I firmly believe that such a letter would help establish a stronger bond of good-will between the station and the listener. What's more, I feel that Singin' Sam himself would have wanted it that way."

☆ ☆ ☆ ☆

● ● ● And Edward Hochhauser, Jr., veepee of Transcription Sales, Inc., while naturally highly elated over the tremendous mail pull of "Reminisce With Singin' Sam," is of the opinion that Jim Ryall has no problem at all. "We've never hidden the fact that Sam has passed on," he writes, "and I don't think that Jim should either in his answers to requests which just can't be answered any more. Yet, by the same token, I don't think it good taste to blatantly answer every letter by pointing up Sam's death, any more than any disc jock worth his kilocycles would into a Glenn Miller, Fats Waller or Hal Kemp platter with a reminder that that particular artist wasn't around any longer."

☆ ☆ ☆ ☆

● ● ● **AROUND TOWN:** ABC's "Stop the Music" may be expanded an additional quarter-hour during the summer, becoming WW's warm weather replacement at the same time. . . . Bill Koblenzer has resigned from Frederic W. Ziv Co. after two and a half years of heading up the live program dep't (which has just been dissolved). Responsible for having brought in Vic & Sade and setting up the deal for Colgate, Bill isn't disclosing his future plans as yet but can be reached at his headquarters at 221 W. 57th St. . . . Marty Goodman has taken Wm. (So. Pacific) Tabbert under his wing. . . . Current Look mag. salutes Gordon MacRae, singing host of ABC's "Railroad Hour" as "radio's most versatile singer." . . . When they needed an expert on recordings made by yesteryear's greats for the "March of Time" documentary on the disc industry, they settled on Joe Franklin, the 23-year-old who wasn't even born when those headliners strutted at the Palace.

☆ ☆ ☆ ☆

● ● ● **MAIN STREET TREATS:** Jean Sablon's new Victor platter of "Paris Wakes Up" from "Miss Liberty," backed by "Dites Moi," from "So. Pacific." . . . Allen Funt's "Candid Camera" —filled with TV vitality. . . . "The Aspirin Age," edited by Isabel Leighton and published by Simon & Schuster. . . . Cathy Mastice's manner of toying with "It's a Great Big Wonderful World." . . . Three Beaus and a Peep's vocalizing on the Rob't Q. Lewis stanza. . . . Johnny Thompson's baritone on WJZ. . . . Marge and Gower Champion's TOPSchorian routines at the Riviera.

☆ ☆ ☆ ☆

● ● ● **SMALL TALK:** Priscilla Kent, scripter of "The 2nd Mrs. Burton," is taking a wire recorder and her typewriter to Europe next month to get some authentic local color for future script material. . . . Ted Lewis has tagged his projected TV series "Home Town," prompted by the click of his new Decca platter of the same name. . . . Andre Baruch defends the male species on "Leave It To The Girls" Sunday. . . . Sheldon Reynolds has sold the Faye Emerson show, "My Silent Partner," as a summer replacement for the Aldrich Family starting on the 30th.

## SOUTHWEST

**EARL FLETCHER** has resigned as KGVJ, Greenville manager to become manager of WEAR, Pensacola, Florida. Fletcher recently became a part owner of WEAR. Named to succeed Fletcher is L. Hackney, who served as KGVJ commercial manager the past year. Fletcher came here in 1945 to help supervise the construction of the outlet and became its manager.

Walter T. McKay and Arthur Stehling have applied to the FCC for authority to sell a one-third interest in KNAF, Fredericksburg, Representative Clark Fisher of San Angelo. The proposed selling price is \$7,550.90.

Bell Wells has been named program director for KCOH, Houston, replacing Dick Hetrick.

Bill Shomette, farm and ranch director for WOAI, San Antonio, is vacationing in California for two weeks. Shomette will attend some NBC shows while he is on the Coast.

Authority has been granted by the FCC to J. C. Long, sole owner of Radio Enterprises, Inc., license of KVIC, Victoria, to sell the outlet for an estimated sum of \$190,000 to KVIC Broadcasting Co., Inc., in which he will also retain an interest.

Raoul A. Cortez, president of KCOR, San Antonio, has been elected for another term as president of the League of United Latin-American Citizens at its 20th annual convention held last week in San Antonio. A one-hour-and-a-quarter special broadcast was originated through KCOR of the convention proceedings. Program was handled by Marvin Broyles, of KCOR.

John H. Mayberry, doing business as the Winter Garden Broadcasting Co., has made application to the FCC for a new standard broadcast station to be operated at Crystal City with a power of 250 watts or 1400 kilocycles with full time.

Elaine Winston, a professional model has been employed here at KITE, San Antonio, as a "Goodwill Girl." Miss Winston is visiting local business men, city officials wearing the new "Man from Mars" super HATrodyne radio, which is a tiny portable radio concealed in a tropical helmet, but sporting a hoop antenna on top. As Miss Winston went from office to office she handed out special KITE gifts and had the radio tuned to KITE.

### Joins CBS Sales Dept.

Thomas Hamilton, formerly an ABC account executive, has joined the network sales department of CBS as an account executive. He replaces A. H. Flaten, who moved over to the CBS-TV sales staff.

### Takes WQXR Post

Franklin Pulaski has been signed by WQXR, New York, as a summer replacement announcer. He previously announced shows for WNYC, New York, and the Voice of America, and has acted in radio, television, and summer stock.

# TELEVISION DAILY

Section of RADIO DAILY, Friday, June 24, 1949 — TELEVISION DAILY is fully protected by register and copyright

## TEST PATTERNS LIMITED BY FCC

### TELE TOPICS

**BOB STANTON**, veteran NBC sportscaster, and his new collaborator, Jimmy Powers, N. Y. News sportswriter, were far more interesting than the fistic principals, Ezzard Charles and Jersey Joe Walcott during NBC's telecast of the "championship" fight from Chicago Wednesday night . . . in fact Journalistic Jimmy proved an excellent verbal mate for boxing-wise Bob. . . Powers has a pleasant conversational delivery and sounds authoritative in his boxing observations . . . as a team they made the most of a colorless 15-round fight . . . most dramatic incident of the proceedings was the camera pickup of one of Charles' handlers fainting in the ring when Ezzard was declared the winner . . . most satisfying (to the sponsor) was the fact that the fight went 15 rounds with plenty of time for assorted time-worn Gillette commercials.

**SUCCESS OF LARGE-SCREEN** theater-tele from a box office point of view at Fabian's Fox theater in Brooklyn will probably result in RCA installing this service in major theaters in key center cities . . . it is known that 20th Century-Fox, RKO and Warner Theaters had observers at the fight telecast and were reported impressed with the drawing power of the televised fight attraction.

**LOS ANGELES JOTTINGS:** General Foods is dishing out \$6,000 for the production of Jack Carson's proposed television show. . . KFI-TV has upped its rates seven to 30 per cent, with higher advances in the smaller units. . . Herbert Phillips has been named art director of Don Lee's KTLA. . . John Dickenson of Paramount's New York television department in Hollywood for conferences at KTLA. . . Freeman Hasbrook, former managing editor of the Burbank News and San Fernando Journal, has joined the KFI promotion and publicity department.

**IN CASE** you are interested here are a few statistics on the WOR-TV tower which was dedicated yesterday; height, 760 feet; weight, 840,000 pounds, and is secured by 32 steel bolts to a four million pound base imbedded in solid granite. Located on the Palisades, 240 feet above the Hudson, the tower and antenna have an overall height of 1,050 feet.

**JUDGING** of the "Mrs. Philadelphia" beauty contest will be carried by WPTZ in a series of nine weekly half-hour programs under the sponsorship of the Reddi-Whip Co., Thursdays, 9 p.m., beginning May 7. Winner will compete in national finals at Asbury Park, N. J. Account was placed through Abner J. Iclula agency.

### Ascap Pact By Aug. 1 Aim Of New Extension

Ascap yesterday extended again its agreement with the industry covering use of its members' music on tele "pending final agreement . . . as to the rates of compensation." Agreement would have expired July 1 and was pushed ahead to August 1. The extension was decided at a meeting of the Ascap board yesterday.

It was reported that the networks' contract conditions were submitted to the Ascap board and that the society decided to poll its membership in an attempt to obtain long-term rights which it does not now have and which were demanded by the broadcasters.

In announcing the extension, Fred E. Ahlert, Ascap prexy, said, "It is my earnest belief that negotiations can be brought to a successful conclusion prior to August 1. The Society will continue to make all possible efforts to keep the extensive and varied Ascap repertory available to the American public on television."

### New Package Firm Set

Theatrical consultant Muriel Campbell has opened her own package house at 347 Madison Ave., and will represent three properties for Pioneer Telefilms, which became inactive when its founders, Ralph Cohn and Jules Bricken joined Columbia Pictures. Miss Campbell also is working on a series written by Marc Connelly.

## Bout-Via-Tele Is Eye Opener To Movie-Exhibitor Skeptics

Whatever doubt still remained in the minds of motion picture exhibitors regarding the potentialities of theater television was dispelled Wednesday night when the Brooklyn Fabian-Fox Theater, playing its second week of a so-so double feature show, was suddenly packed to the rafters with 2,500 persons watching the telecast of the Walcott-Charles bout. Exhibitors who were present in the audience voiced the opinion that presentation of special television events henceforth will become a major stimulant to movie box-offices.

After watching an overflow audience enthusiastically demonstrate its approval of what was in reality

### Turnabout

Philadelphia—The Philadelphia Eagles, NFL champs and the first pro grid team to put the kibosh on TV coverage of its home games, has turned to tele to promote ticket sales for the coming season. Station has signed with WCAU-TV for one-minute film spots featuring back Steve Van Buren in a pitch emphasizing the team's new players and suggesting that fans buy their season tickets early.

## "Offset Carrier" Aids Reception In Fringe

Effective coverage areas of WCBS-TV, New York, and WMAR-TV, Baltimore, have been extended ten miles or more by the inauguration of an "offset carrier" operation, it was announced yesterday by William B. Lodge, CBS V. P.

Involved in the operation, which was authorized by the FCC, was a slight frequency shift of 6,200 cycles which threw the stations, both on channel 2, out of line and eliminated interference in fringe areas. The shift is so slight, however, that it does not affect the tuning of receivers, Lodge said.

The system is seen as another step to help lick the problem of co-channel interference. NBC recently improved fringe reception of its WNBT, New York, and WNBW, Washington, through a carrier synchronization operation.

## Hits Separate Use Of Aural, Visual Transmitters

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday clamped down on the excessive use of test patterns by TV stations as a means of operating economy. An interpretation of its Rule 3,661 (B) regarding separate use of aural and visual transmitters was issued to clarify the matter.

It means, the Commission said, that TV channels should be used "only for simultaneous visual and aural programming and for incidental experimental or test purposes, and not for separate aural broadcasts."

"The Commission is of the opinion," it said, "that to permit a television sound channel to be used either to duplicate AM or FM aural broadcasts, or to originate aural broadcasts only, would not be an economical use of radio frequencies and would not be in the public interest."

Text of the FCC's interpretation follows:

(1) DUPLICATION OF AM OR FM PROGRAMS ON THE AURAL TRANSMITTER OF A TV STATION.

(a) While the same program is broadcast on the visual transmitter—is consistent with section 3.661 (B).

(b) While a test pattern is broadcast on the visual transmitter—is not consistent with section 3.661 (B).

(2) BROADCAST OF THE AURAL TRANSMITTER OF A TV STATION OF TRANSMISSIONS ORIGINATED BY THE TV STATION.

(a) While a printed moving text is broadcast on the visual transmitter—is consistent with section 3.661 (B).

(b) While still pictures or slides are broadcast on the visual transmitter—is not consistent with section 3.661 (B) except for the purpose of necessary tests of station equipment, and except when the aural and visual transmissions are integral parts of a program and the visual transmissions have a substantial relationship to the aural transmissions.

(An example of the latter type of program would be a travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture. Another example would be a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events.)

(c) While a test pattern is broadcast on the visual transmitter—is not consistent with section 3.661 (B) except for the purpose of necessary tests of station equipment, and except for the purpose of the actual demonstration of TV receivers to prospective purchasers.

In such cases the aural transmissions shall not consist of any program material or musical composition but shall consist only of a single tone or a series of variable tones.

(3) BROADCAST OF THE AURAL TRANSMITTER OF A TV STATION OF TRANSMISSIONS ORIGINATED BY THE TV STATION.

(a) While a printed moving text is broadcast on the visual transmitter—is consistent with section 3.661 (B).

(b) While still pictures or slides are broadcast on the visual transmitter—is not consistent with section 3.661 (B) except for the purpose of necessary tests of station equipment, and except for the purpose of the actual demonstration of TV receivers to prospective purchasers.

In such cases the aural transmissions shall not consist of any program material or musical composition but shall consist only of a single tone or a series of variable tones.

(4) BROADCAST OF THE AURAL TRANSMITTER OF A TV STATION OF TRANSMISSIONS ORIGINATED BY THE TV STATION.

(a) While a printed moving text is broadcast on the visual transmitter—is consistent with section 3.661 (B).



## NEW BUSINESS

**WOR, New York:** New contracts have been signed by Messing Bakeries, Inc., through Blaine-Thompson Co., for a series of spots in "Luncheon At Sardi's" and Standard Brands for Tender Leaf Tea spots, Compton & Co. handling contract details.

Stahl Meyer, Inc., for the company's meats, has signed long-term participation in "Prince Charming," through the Blaker Advertising Agency, Inc. Richmond Chase Company, for Heart's Delight canned fruit, has purchased a long term participation in "The McCanns At Home," through Brisacher Van Norden & Staff of San Francisco, Calif.

Taylor Provision Company, for Taylor hams, has purchased a long term participation in "Breakfast With Dorothy And Dick." Samuel Croot Co. placed the contract. B. Manischewitz Company, for its food products, has signed for a long term spot series through A. B. Landua, Inc.

General Foods Corporation, for Jello, has taken a participation in "Martha Deane." Young & Rubicam, Inc., handled the contract details. Sweets Company of America, has signed for Tootsie Rolls. Moselle & Eisen placed the spots.

Two airlines have renewed spot placements: Transcontinental and Western Airlines, Inc., on a long term basis through Batten, Barton, Durstine & Osborn, and Eastern Air Lines through Fletcher D. Richards, Inc.

Other spot renewals include Willoughby Camera Store, Inc., through Sterling Advertising Agency; Manufacturers Trust Company, for its bank service, in "Rambling With Gambling" through Pearson Advertising Agency, Inc., and Beltone Hearing Aid Company in "Rambling With Gambling," the Chicago office of Ruthrauf & Ryan handling contract details.

**WIND, Chicago:** Aunt Mid Company, thru Schwimmer and Scott, have placed a heavy one half minute and one minute announcement schedule. The contract runs thru May 16, 1950. Manhattan Pickle Company has started a spot campaign. The agency is M. C. Lawrence. Spiegel's, has picked up sponsor tab of the 11:45 to 12:00 noon show, "Songs by Sinatra." The agency is Schwimmer and Scott. Home Carpet Cleaners has placed one minute announcements thru the Sidney Clayton and Associates Advertising Agency. The Anso Film Company, thru Young and Rubicam, will carry one-minute spot announcements three times a week. Contract runs thru July 1st.

## Will Substitute For McNeill

Chicago — Allen Prescott will substitute for Don McNeill as toastmaster of ABC's "Breakfast Club" the week of July 4, while the latter vacations in Canada. The show is heard daily from 9 to 10 a.m.

## COAST-TO-COAST

## New Program On WCSS

Amsterdam, N. Y.—A quarter-hour program titled "Homes on the Land" has been added to the WCSS broadcast schedule. The program will be heard each Thursday at 9 p.m. and is the fifth in a series produced by the Farm Credit Bureau of the U.S. Department of Agriculture.

## Warren Joins WFIL Staff

Philadelphia, Pa.—On June 13th, Jerome M. Warren joined the sales staff of ABC affiliate, WFIL. His assignments include, duties in sales, sales service and business development. A Syracuse "U" graduate he studied a business course in radio and TV at the New York University evening school and later at the Television Workshop in N. Y.

## WSPR Marks 13th Anniversary

Springfield, Mass.—June 3rd marked the thirteenth anniversary of broadcasting for WSPR. The station is an affiliate of ABC and as of January 15th, of this year, WSPR now operates also an FM outlet with transmitting facilities in Wilbraham.

## WCAE Gun Play

Pittsburgh, Pa.—Due to a stray bullet shot through the cables by an unknown person, near the station's transmitter at Baldwin Township, WCAE was off the air for about eight minutes recently during which time WCAE's musical show, the Tune Factory was interrupted.

## Kennedy Gen. Mgr. WKDN

Camden, N. J.—The former national radio representative of Forjoe & Co., Malcolm E. Kennedy has joined WKDN as general manager of that station, which has been "serving South Jersey from the Capital to the Cape" since October 31, 1948.

## KWK Party for New Offices

St. Louis, Mo.—KWK entertained 1000 clients, local agency people, business men, local and state dignitaries at a cocktail party and buffet dinner on the evening of June 16th. The party was to commemorate the formal opening of the station's new offices and studios in the Globe-Democrat Tower Building. At 7 p.m. on the same evening a dedicatory broadcast included messages from the Mayor of St. Louis, the president of the chamber of commerce and from KWK's president.

## WSYR Promotes Portables

Syracuse, N. Y.—Endeavoring to boost summer radio listening, and at the same time aid radio dealers merchandise portable sets, WSYR has launched a campaign, the theme of which is "take your portable with you on your vacation so you won't miss your favorite shows." In addition to the use of liberal air courtesies, catchy 64-line daily display advertisements urge the use of portable radios.

## Finch Gen. Mgr. WJIM

Lansing, Mich.—The promotion of Howard K. Finch to position of general manager at WJIM has been announced. He was formerly vice-president in charge of production and the promotion comes shortly before the station's fifteenth anniversary celebration. Howard Finch has been with WJIM since it was established in 1934, with the exception of four years, during which time he served with the armed forces.

## WNLK "Bible" Programs

Norwalk, Conn.—WNLK in cooperation with the Norwalk Ministers' Association is planning a series of fall programs dealing with the Bible as literature. The Ministers' Association is working out an assignment of topics to their members, so that they can work on them during the summer. The programs will be modeled on the style of college courses dealing with the Bible, will be half-hour evening programs once a week, with opportunity for audience participation.

## KLZ Staffer Wins Award

Denver, Colo.—Lucille Hastings, KLZ radio news staffer, has been awarded two first place certificates for radio writing in competition held by the National Federation of Press Women meet held June 4th at Kansas City, Mo. She won the first place for a newscast in the radio division and one for a KLZ radio script "Colorado Speaks." This is the fifth time that a KLZ newscast submitted by Miss Hastings was placed in national competition by the group.

## KWBR-FM Now KGFS

San Francisco, Calif.—KWBR-FM has been assigned new call letters by the FCC. Effective June 8th, the new call letters are KGFS. FM listeners now hear KGFS instead of the familiar KWBR-FM when they dial 97.3 mc. on the FM band. The station is on the air from 3 to 11 p.m. daily from studios in San Francisco's Twin Peaks area.

## KTAR Indian Pow-Wow

Phoenix, Ariz.—J. Howard Pyle, program director at KTAR will emcee the Annual Southwest All-Indian Pow-Wow to be held at Flagstaff, Arizona, July 2, 3 and 4. Since 1937, KTAR originated a description of the ceremonies from Flagstaff in a one-hour world-wide broadcast over NBC.

## WJR Declares Dividend

Detroit, Mich.—The directors of WJR, The Goodwill Station, Inc., have voted a dividend of 10 cents per share to be paid June 30, 1949, to shareholders of record at the close of business as of June 20, 1949, according to George A. Richards, chairman of the board.

## PROMOTION

## Columbia Catalogue

A new, fully cross-referenced page LP catalog, listing every Masterworks, Popular, Children's, and Folk Music LP record released through August, 1949 as well as all available 7-inch Microgroove records, has been issued by Columbia Records, Inc.

The catalog contains more than 1,200 individual listings representing over 300 LP records and over 240 7-inch Microgroove records. Each listing is cross indexed by artist, composer, record title and individual selection.

## Special Thesaurus Brochure

NBC's radio-recording division has released a six-page, two color brochure plugging services of its manager and as board member. Division. A transcribed Tex Bene Show will be offered in July.

## Wedding Bells

Virginia Martel, chief secretary to Helen J. Sioussat, CBS Director of Talks, will be married to Morn A. Barrett, Assistant Supervisor of CBS Television Operations, in the chapel of St. Bartholomew's Church, New York, on Saturday, June 24. Couple will honeymoon at DeHollow Ranch, Montauk, L. I.

## Send Birthday Greetings To—

June 24  
S. Kirby Ayers Lois Ravel  
Frank Bastone Martin Pine  
Tom Wildman Jack Sterling  
Harry M. Baldwin

June 25  
Martin Gosch Cliff Soubier  
Smiley Whitley

June 26  
June Marshall Arthur Pryor, Jr.  
Robert J. Ross John M. Sayre  
Fred Weber William Wirges  
Bert Brillen

June 27  
Seymour Heffer Milton Mabie  
Si Mann

June 28  
William A. Abernathy

Ann Leaf Frank Chase  
J. Leonard Reinsch  
Richard Rodgers Richard Paige  
Margaret Arlen Rosalie Allen  
DeLancey Provost Buddy Basch

June 29  
Nelson Eddy Roy Post  
N. S. Livingston

Ruth Warrick Jack Baker  
Adrian Rollini Jim Nolan  
Dorothy Gregory Loyal L. Lane

June 30  
Frank Gallop H. R. Gross  
John Mayo Harry Wismer  
Phillips Carlin Lena Horne  
George McCullough





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 61

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TEN CENTS

## NAB PROGRAM CLINIC OPENING TODAY

### BMB Sets Deadline For New Subscribers

Broadcast Measurement Bureau has set an Aug. 15 deadline for subscriptions to be included in its second nationwide study. Kenneth Baker, BMB's acting president, warned that subscribers who miss the deadline will go to the end of the list, getting their reports only after all other data requests from subscribers, advertisers, and agencies have been filled.

To date about 550 subscriptions have been received for the second

(Continued on Page 2)

### NAB Group Will Continue Television Sub-Committee

Washington Bureau of RADIO DAILY Washington—The NAB sales managers' executive committee on Friday voted to continue its television sub-committee, originally set up in 1947. Eugene Thomas of WOIC, Washington, is chairman.

The activities of the sub-committee include a continuing study of sales practices, rate-card forms and contract forms, in the hope that a satisfactory set of standard forms can be promulgated.

Chairman John J. Gillin, Jr.,

(Continued on Page 5)

### TBS Signs Donald For 5-Min. ET Series

Transcription Broadcasting System, Inc., New York, has signed Peter Donald to do a five-minute comedy show package, "Anything for Laughs," six times weekly. The deal was arranged through the William Morris office, Donald's agent.

### Topical?

ABC has scheduled three special half-hour programs for next week on the theme, "How to Meet the Recession." Under the direction of Robert Saudek, vice-president in charge of public affairs, leaders in government, business, finance, and labor will engage in informal discussion Tuesday, Wednesday and Thursday nights from 10 to 10:30.

### Open Letter

The MBS Newsreel Friday night featured excerpts from an "open letter" to the Ku Klux Klan read over its Jasper, Ala. affiliate, WWWW, on June 23 by Newscaster Paul Trawich. The latter broadcast a defiant reply to the hooded brethren after he had received threatening phone calls, demanding that he stop reporting on the Klan's terrorism in the Birmingham area.

### Comm. Would Deny WHAS Sale To Crosley

Washington Bureau of RADIO DAILY Washington—The FCC yesterday released the recommendation of hearing examiner Leo Resnick that transfer of WHAS, Louisville and its FM and TV permits, from the Courier-Journal to Crosley Radio be denied. Price was to be \$1,925,000. The negative finding was based on evidence concerning overlap of service of WHAS and Crosley's powerful WLW, Cincinnati. This

(Continued on Page 5)

### Morency Honored; Heads Hartford C of C

Paul W. Morency, vice-president and general manager of WTIC, Hartford, has been elected president of the Hartford Chamber of Commerce—the first broadcaster thus honored.

Morency formerly headed NBC's Stations Planning and Advisory Committee and served as an NAB

(Continued on Page 2)

## Broadcaster Has Answer For Free Plug Fraternity

Tired of wading through masses of "releases" and unwarranted requests for plugs under the guise of "public service," officials of WTOR, Torrington, Conn., have come up with a defense against such free-time sharks.

The station has drafted a form letter which is sent in reply to all such requests from "concerns which deluge the poor radio stations with all types of comm-

### Expect Five Hundred Program Heads To Participate In 3-Day Session At Northwestern University

### New Giveaway Series Set For CBS Web

A new five-a-week, 45-minute giveaway quiz show, "Spin and Win," has been announced by CBS, starting July 4. The show will be heard from 7 to 7:45 p.m. Monday through Friday, replacing three CBS programs off for the summer.

"Spin and Win," a Mark Goodson-Bill Todman package, will feature Warren Hull as disc jockey-quizmaster. Hull will telephone listeners

(Continued on Page 4)

### Standard Oil Co. To Drop Philharmonic Sponsorship

Standard Oil Co. of New Jersey probably will not renew sponsorship of the New York Philharmonic Orchestra broadcasts on CBS this fall, a spokesman for Standard Oil said on Friday.

The company has until Thursday

(Continued on Page 2)

### Production Is Off, Except For Auto Sets, Portables

Washington Bureau of RADIO DAILY Washington—For the first time in more than a year the rate of production of home TV receivers declined somewhat in May, according

(Continued on Page 5)

By Staff Correspondent, Radio Daily Chicago — More than 300 registrations were in by Friday for the NAB Program Directors' Clinic which opens today at Northwestern University, and will continue through Wednesday. Total registration of close to 500 is expected by Harold Fair, the NAB's program director. To-

(Continued on Page 3)

### WNYC Renews Bid For Full Time Service

WNYC, New York City's municipal station, will again petition the FCC today for permission to operate fulltime with 5 kw daytime, 1 kw nighttime.

The station, now broadcasting with 1 kw and signing off at 11 p.m., has been seeking permanent time and power extensions unsuccessfully since 1942. Seymour Siegel, in charge of radio for New York's

(Continued on Page 2)

### Grove Labs To Sponsor 'The Shadow' On Mutual

The Grove Laboratories, of St. Louis, Mo., will sponsor "The Shadow" over more than 400 Mutual network stations when that program returns from its summer vacation on September 11, Jess

(Continued on Page 2)

### Human Relations

Denver—A new weekly radio series on human relations problems, entitled "What Should I Do" began on KLZ, Denver, Sunday night. Presented in co-operation with the Denver Post, "What Should I Do" features Janet Holmes, who conducts a column in the Denver Post; Judge Philip Gilliam of juvenile court; Mrs. Mary Rose, probation officer.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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FINANCIAL

(June 24)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

'Task Force' Sales Meets In Chi., N. Y. For WLW

Cincinnati — New "task force" sales meetings to be held three times a year will replace WLW's previous annual sales conferences in Cincinnati, Harry Mason Smith, vice-president and sales manager of the Crosley Broadcasting Corporation, has announced. Under the new arrangement, key headquarters sales, programming and promotional personnel will travel from Cincinnati thrice yearly to New York and Chicago for conferences with WLW sales representatives in those cities. The meetings will be held in March, June and October.

Previously, WLW's New York and Chicago sales forces joined with the Cincinnati staff at the home office for an extended conference each January.

"The new setup," Smith said, "will make possible more individualized discussion of accounts processed out of Chicago and New

★ COMING AND GOING ★

CARL HAVERLIN, president of BMI; ROBERT J. BURTON, vice-president in charge of publisher relations, and ROY HARLOW, director of station relations, leave tonight for Chicago to attend the program directors clinic of the NAB.

ROBERT MAGEE, president of WHUM, Reading, Pa., is in town for conferences with his national representatives.

WARREN CROMWELL, assistant features editor in the press department of NBC, is spending two weeks on Cape Cod.

ZENA BIER, of the NBC press department, left Friday on her vacation, which she'll spend in Hollywood and San Francisco.

TRUDY GLASS, receptionist at WCBS, is back at her desk following two weeks in Texas and Oklahoma.

MILTON BACON, assistant to the manager of WCBS, tomorrow will be in New London to address the Kiwanis Club of that city.

AL MORGAN, reporter on "This is New York" over WCBS, is spending a month at Lake Chautauqua.

TED MALONE, the American network's roving reporter, left with his family yesterday on a 15,000-mile tour of the United States and Canada, his first vacation in five years without interrupting his broadcast schedule.

ROBERT BRADHAM, general manager of WTMA, Charleston, S. C., and GRANGE CUTHBERT, commercial manager of the station, paid a call Friday at the New York offices of their station reps.

DON MILLER, sales manager of WCBS, leaves today for a three-week vacation in Maine.

BERT LOWN, vice-president of Associated Program Service in charge of station relations; JAMES W. LUCAS, director of programming, and LESLIE F. BIEBL, program promotion manager, are in Chicago for the NAB clinic.

Morency Honored; Heads Hartford C of C

(Continued from Page 1)

director for 11 years. Currently he is chairman of the New England Regional Network, and a director of BMI and the Advertising Council.

Prominent for many years in Hartford civic affairs, he is a director of the Symphony Society of Greater Hartford, a trustee of the Southbury Training School for Boys, and a director of the Julius Hart School of Music. During the recent war he was awarded the Connecticut State Medal for extraordinary civilian service.

WNYC Renews Petition For Full Time Service

(Continued from Page 1)

municipal stations, said he will ask the FCC for a hearing on the petition.

CBS is expected to object to the WNYC motion on the grounds of interference with the signal of its own-and-operated station, WCCO, Minneapolis, which shares the 880 kc frequency. According to Siegel, however, there has been no clash in signals in the seven years during which time WNYC has used that frequency.

Standard Oil Co. To Drop Philharmonic Sponsorship

(Continued from Page 1)

to decide whether or not to pick up its option on the show, but the spokesman said the chances "are strong that we will not" do so. The series, sponsored on CBS last October through April on Sundays from 3 to 4:30 p.m., was worth about \$500,000 to the network in time billings.

York. We feel that specialized problems can be worked out better by frequent conferences in the cities where they exist than they can at the more generalized annual meeting in Cincinnati."

BMB Sets Deadline For New Subscribers

(Continued from Page 1)

BMB study, according to Baker. There were about 700 subscribers to the first study, in 1946.

Baker stressed the importance of meeting the Aug. 15 deadline, pointing out that many subscribers habitually wait until the last minute, and that hundreds of thousands of ballots must be tabulated very rapidly to deliver the report by fall.

Grove Labs To Sponsor 'The Shadow' On Mutual

(Continued from Page 1)

Barnes, MBS vice-president in charge of sales, announced Friday.

The Grove Laboratories sponsorship, in behalf of its Grove and F. W. Fitch products, will be in addition to the commercial broadcasts of "The Shadow" over a network in the Eastern markets, by the D. L. and W. Coal Company for "Blue Coal."

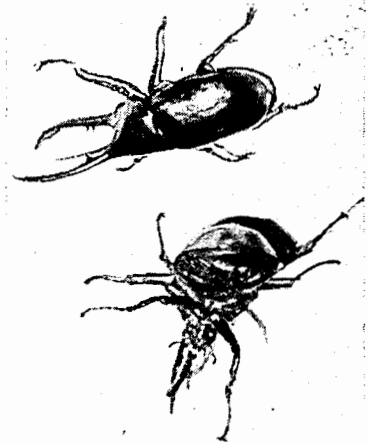
Station Editorializes On Transportation Issue

One of the first radio editorials sanctioned by the recent FCC decision was aired this week by WHLI, Hempstead, Long Island. WHLI's editorial was cued by announcement of the Nassau County Transit Commission's findings in its probe of the Long Island Railroad.

The station had taken a stand on that subject some time earlier, when it broadcast a "documentary" titled "Operation Snafu" after the Long Island RR had broken down during the Big Snow of 1947.

Stork News

Martin Karl, a member of the Mariners Quartette heard on the Arthur Godfrey show over CBS, is the father of a girl born Wednesday to Mrs. Karl at the Women's Hospital. Baby, which weighed in at eight pounds, 10 ounces, will be named Alming Ann.



Beaten Beetle

That's a picture, according to the New York Zoological Park authorities, of the end of a wrestling match. It was between two giant Hercules beetles.

Somebody, or some things are fighting all the time, no matter where you look!

That goes for the accounts you have that are in the highly competitive fields. The way things are shaping up in the business arena, you just can't buy time the way you did during the "soft touch" years.

Maybe you're one of the alert fellows who saw the change coming and took closer looks at the call letters you put on a radio budget sheet.

If so, we're sure of one thing. If you bought time in Baltimore, and produced sales at a low cost, you must have used W-I-T-H. W-I-T-H is the BIG independent that produces more listeners-per-dollar-spent than any other station in this big town.

Use W-I-T-H and nobody is going to "rattle" you to the ground!



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

# Big Clinic Registration Reflects Wide Interest

The advance registration for the first annual NAB Program Clinic to be held at Thorne Hall, Northwestern University, today, tomorrow and Wednesday was announced Friday by Harold Fair, director of the NAB program department. The registration follows:

**A**  
 Adams, William J., WHEC, Rochester, N. Y.  
 Adkins, Denise, KMAE, McKinney, Texas.  
 Alexander, John, KODY, North Platte, Neb.  
 Anderson, Alice, WTHH, Port Huron, Mich.  
 Anderson, Leonard G., WKBI, La Crosse, Wis.  
 Arceaux, George, KCIL, Houma, La.  
 Arnold, Murray, WIP, Philadelphia, Pa.  
 Arnold, Ted, WIFB, Rock Island, Ill.  
 Arthur, Don, WDUZ, Green Bay, Wis.  
 Avery, Lewis H., Avery-Knodel, Inc., New York.

**B**  
 Baldwin, Lloyd W., WZIP, Covington, Ky.  
 Barnes, Wade, NBC Radio-Recording Div., N. Y.  
 Barnett, Wells H., Jr., John Blair & Co., Chicago.  
 Barnhart, Charles E., WMBD, Peoria, Ill.  
 Bartlett, Marcus, WSB, Atlanta, Ga.  
 Baxter, Leo, WBOV, Terre Haute, Ind.  
 Beard, Alex P., WSTP, Salisbury, N. C.  
 Berry, Ben, KSCB, Liberal, Kansas.  
 Biehl, Leslie F., Associated Program Service, New York.  
 Biggar, George C., WLS, Chicago.  
 Boyd, Al, WLS, Chicago.  
 Bradshaw, J. B., KFBI, Wichita, Kans.  
 Brady, Gervis, WHBC, Canton, Ohio.  
 Bren, Ed, KVFJ, Ft. Dodge, Iowa.  
 Brevik, Eric, WDAY, Fargo, N. D.  
 Brooks, George L., KDX, Dickinson, N. D.  
 Bryson, Judy, WTCN, Minneapolis, Minn.  
 Byrum, Howard E., WTRJ, Humboldt, Tenn.

**C**  
 Carey, Samuel S., WRVA, Richmond, Va.  
 Cary, Harvey, WKRC, Cincinnati, Ohio.  
 Cashion, John T., WKBC, N. Wilkesboro, N. C.  
 Chalmers, Jim, WEIM, Fitchburg, Mass.  
 Cline, Clay, WJZI, Clarksville, Tenn.  
 Cobb, Wilton, WMAZ, Macon, Ga.  
 Coleman, George D., WGBI, Scranton, Pa.  
 Conger, Fred L., WREN, Topeka, Kansas.  
 Cooke, Forest W., WIFB, Rock Island, Ill.  
 Corbitt, Ken, WTK, Durham, N. C.  
 Crencens, George, WEEK, Peoria, Ill.  
 Cupp, Roderick, KMBC-KFRM, Kansas City, Mo.  
 Curtis, Franklin R., WTRF, Bellaire, Ohio.

**D**  
 Davidson, Billie Lynn, KLPR, Oklahoma City, Okla.  
 Davison, Walter B., Capitol Transcriptions, Hollywood, Calif.  
 Dixon, Marlon E., KGVO, Missoula, Mont.  
 Donato, Nat V., C. P. MacGregor, New York.  
 Douglas, Harold, KFRU, Columbia, Mo.  
 Douglas, Jack, KELO, Sioux Falls, S. D.  
 Drain, Robert J., WSBT, South Bend, Ind.

**E**  
 Engle, A. Robert, WMRI, Marion, Indiana.  
 Englehardt, Wally, KVFJ, Ft. Dodge, Ia.  
 Estes, Robert, WWSJ, Winston-Salem, N. C.

**F**  
 Fairburn, Theodore J., WLDS, Jacksonville, Ill.  
 Fast, H. E., WKRC, Cincinnati, Ohio.  
 Faulkner, Jack, WSTP, St. Petersburg, Fla.  
 Franklin, Harold, Institute for Democratic Education, New York.  
 Freburg, Charles R., WOC, Davenport, Ia.  
 Freeman, Pat, Canadian Association of Broadcasters, Toronto, Canada.  
 Friedheim, Robert, World Broadcasting, New York.  
 Froeh, William H., WISL, Indianapolis, Ind.

**G**  
 Ganter, Raymond C., WFBL, Syracuse, N. Y.

Gardner, Florence M., KTFI, Twin Falls, Idaho.  
 Gates, Robert A., WFAH, Alliance, Ohio.  
 George, Roy, KRLD, Dallas, Texas.  
 Girardin, Raymond G., WBEI, Boston, Mass.  
 Gooding, Ken, KRES, St. Joseph, Mo.  
 Gordon, Herbert, World Broadcasting, New York.  
 Grams, Harold, KSD, St. Louis, Mo.  
 Grant, Douglas B., WMT, Cedar Rapids, Iowa.

**H**  
 Harden, Frank, WIS, Columbia, S. C.  
 Harre, Arthur F., WJJD, Chicago.  
 Harris, Charles L., WGRC, Louisville, Ky.  
 Harris, Charles L., Jr., WGRC, Louisville, Ky.  
 Harris, Glenn E., KMA-KMTV, Shenandoah, Iowa.  
 Hassett, Buzz, KROS, Clinton, Iowa.  
 Hatcher, Ward, WGRC, Louisville, Ky.  
 Hayes, John S., WTOP, Washington, D. C.  
 Henderson, Brooks, KSTP, St. Paul, Minn.  
 Hester, Del, WAAF, Chicago.  
 Higbee, Arthur L., KSUB, Cedar City, Utah.  
 Hoerner, Ed, WWL, New Orleans, La.  
 Hoffman, Joy Adele, Chicago, Ill.  
 Howell, Rex G., KFKJ, Grand Junction, Colo.  
 Hunter, Charles, WJW, Cleveland, Ohio.

**J**  
 Jacobs, John W., Jr., WDUN, Gainesville, Ga.  
 Jaddasohn, Kurt A., SESAC, New York City.  
 Jansen, Karl F., KTUL, Tulsa, Okla.  
 Johnson, Arnold C., WTHH, Terre Haute, Ind.  
 Johnson, Bernard J., WSOY, Decatur, Ill.

**K**  
 Kaiser, Richard E., WONW, Defiance, Ohio.  
 Kennedy, Ken, WDAY, Fargo, N. D.  
 Keown, John T., KWGS, Tulsa, Oklahoma.  
 Kerrigan, Jack, WIO, Des Moines, Iowa.  
 Kirby, Joseph B., WKRS, Waukegan, Ill.  
 Kmetz, Violet, WEFM, Chicago.  
 Krieger, Edward L., WSOO, Sault Ste. Marie, Mich.

**L**  
 LaMere, Robert, WLBH, Mattoon, Ill.  
 Landes, Max, KVFJ, Ft. Dodge, Iowa.  
 Landreth, Ellis, WBRW, Welch, West Virginia.  
 LeGrand, F. J., KFRU, Columbia, Mo.  
 LePoidevin, Harry R., WRJN, Racine, Wis.  
 Little, Lee, KTFG, Tucson, Ariz.  
 Logan, Horace, KWKI, Shreveport, La.  
 Low, Bert, Associated Program Service, New York.  
 Lucas, James W., Associated Program Service, New York.

**M**  
 MacMillan, Lowell H., WHEC, Rochester, N. Y.  
 Mahool, Barry, American Heritage Foundation, New York.  
 Maley, Robert D., WHIZ, Zanesville, Ohio.  
 Martin, Paul, WKBW, Buffalo, N. Y.  
 Martin Thomas E., WRUN, Utica, N. Y.  
 Martin, Whitney R., WCMJ, Ashland, Ky.  
 Muschmeier, Howard W., WPTB, Albany, N. Y.  
 Merridew, Reg, WGAR, Cleveland, Ohio.  
 Mertz, William M., Jr., Transcription Sales Inc., Springfield, Ohio.  
 Mickelson, Sig, WCCO, Minneapolis, Minn.  
 Miller, Charles D., KRNT, Des Moines, Iowa.  
 Miller, L. A., "Jiggs," KFAB, Omaha, Neb.  
 Milligan, Merritt, WTAD, Quincy, Ill.  
 Milsten, David R., SESAC, Tulsa, Okla.  
 Molina, Henry G., Jr., WEIM, Fitchburg, Mass.  
 Molloy, Phil, WIFB, Benton Harbor, Mich.  
 Muschany, Elmer G., KXOK, St. Louis, Mo.  
 McGovern, S. H., KSO, Des Moines, Iowa.  
 McGrath, Ed, WSPA, Spartanburg, S. C.

**N**  
 Nesper, Paul W., Jr., WHTC, Holland, Mich.  
 Nickson, George, KXXX, Colby, Kansas.

**O**  
 O'Brien, Gerald, KTFG, Tucson, Ariz.  
 O'Halloran, Pat, KFQ, Wenatchee, Wash.  
 O'Neil, Tom, Associated Press, New York.  
 Olson, R. L., WBVS, Canton, Ill.  
 Ogden, Clifford E., Capitol Records, Hollywood, Calif.  
 Olson, Ray, WOW, Omaha, Neb.

Owen, Forrest Flogge, WELI, Battle Creek, Mich.

**P**  
 Page, H. G., WSRS, Cleveland, Ohio.  
 Page, Arthur C., WLS, Chicago, Ill.  
 Pardington, Doris, WAIR, Winston-Salem, N. C.  
 Parkinson, Geer, WBNS, Columbia, Ohio.  
 Patricelli, Leonard J., WTIC, Hartford, Conn.  
 Patterson, Wade, KCRG-KCRK, Cedar Rapids, Ia.  
 Perrin, W. Keyes, WHFC, Cicero, Ill.  
 Plant, Ted, WRYO, Rochester, Pa.  
 Plumstead, E. M., WSGN, Birmingham, Ala.

**Q**  
 Quinn, Robert L., WLKA, Ludington, Mich.

**R**  
 Reilly, William, NBC Radio Recording Div., Chicago.  
 Roeder, Charles A., WCBM, Baltimore, Md.  
 Rogers, Naylor, Keystone Broadcasting System, Chicago.  
 Ronan, Honore E., WDAN, Danville, Ill.  
 Roper, Lillian M., WGBF, Evansville, Ind.  
 Runnerstrom, Robert O., WCOL, Columbus, Ohio.

**S**  
 Saunders, Allen, WCIA, Chambersburg, Pa.  
 Scala, Edward M., WBNF, Binghamton, N. Y.  
 Schleifer, Ken, WBYS, Canton, Ill.  
 Schmutz, Fred H., WNMP, Evanston, Ill.  
 Schneek, W. Leroy, WNAE, Warren, Pa.  
 Shaffer, Russel, KBOL, Boulder, Col.  
 Shoehalter, Nat, WCTC, New Brunswick, N. J.  
 Short, Joseph A., WHCU, Ithaca, N. Y.  
 Shumate, Tom Lewis, KSO, Des Moines, Ia.  
 Shute, Elden H., Jr., WLAM, Leviston, Maine.  
 Sims, Ralph Hyton, WJBO, Baton Rouge, La.  
 Sinn, John L., World Broadcasting System, New York.  
 Skelton, Kenneth W., WDAE, Tampa, Fla.  
 Snyder, Glenn, WLS, Chicago, Ill.  
 Sparks, Floyd, KOTA, Rapid City, S. D.  
 Spencer, Donn, KVOE, Santa Ana, Calif.  
 Sprague, Ed, WCOL, Columbus, Ohio.  
 Spry, Eugene F., WKAI, Macomb, Ill.  
 Stemmler, Nick, WRUN, Utica, N. Y.  
 Stierman, Arnie, KPTH, Dubuque, Iowa.  
 Stierman, Vern, KPTH, Dubuque, Iowa.  
 Stone, Robert, SESAC, New York.  
 Swan, John Davenport, WCAX, Burlington, Vt.

**T**  
 Tate, Hal, RADIO DAILY, Chicago.  
 Teich, Walter J., KROS, Clinton, Iowa.  
 Terrando, Joseph, WLFO, La Salle, Ill.  
 Thompson, Al, KSAL, Salina, Kansas.  
 Thompson, Alan G., WCNB, Connersville, Ind.  
 Topmiller, C. H., WCKY, Cincinnati, Ohio.  
 True, Joseph E., WMOH, Hamilton, Ohio.  
 Turner, William E., WCTW, New Castle, Ind.

**V**  
 Van Gluck, Stephen, WNJR, Newark, N. J.

**W**  
 Wallace, Bill, KIOA, Des Moines, Iowa.  
 Watson, Bob, KGNC, Amarillo, Texas.  
 Weaver, Bill, KLFJ, Dallas, Texas.  
 Webb, Frank V., KFJ, Wichita, Kansas.  
 Weiss, Pierre, Lang-Worth Feature Programs.  
 Langlois, C. O., Lang-Worth Feature Programs, New York.  
 Widenhofer, Norman C., WGL, Ft. Wayne, Ind.  
 Wildoe, Russell, WJPG, Green Bay, Wis.  
 Wilson, Jack, SESAC, New York.  
 Wilson, Paul A., KANS, Wichita, Kans.  
 Wobus, William, WJOB, Hammond, Ind.

**Y**  
 Young Thomas L., KWAT, Watertown, S. D.  
**SUPPLEMENTAL LIST**  
 Ahrens, Charles, United Press, Chicago.  
 Arnold, Payne, NAB, Washington.  
 Baker, Kenneth H., NAB-BMB, Washington.  
 Batson, Charles A., BAB, Washington.  
 Blaine, Winona, KMAE, McKinney, Tex.  
 Burton, Robert, BMI, New York.

# NAB Program Clinic May Attract 500

(Continued from Page 1)  
 day's agenda will be highlighted by a discussion of the program director in his role as a business man. His relationship with other station executives, and with station representatives, advertising managers and agency men will be explored.

Featured speaker today is Kenneth H. Baker, research director for NAB, and acting president of BMB. Baker will talk about methods of checking, analyzing, and evaluating audience reaction to programs. This will be followed by an open discussion of station promotion, special events coverage, farm programming, and proper use of national news wires.

**Petty To Speak**  
 Tomorrow Don Petty, NAB general counsel, will lead a discussion on the broadcasting of controversial material. There will be special emphasis on new aspects of this subject in the light of the FCC's recent relaxation of rules governing radio editorializing. A seminar on the program director's part in community and civic affairs is also slated for tomorrow.

**Showmanship Is Theme**  
 The program director as a showman is the theme of Wednesday's closing sessions. The utilization of music, tape and wire recordings, transcriptions and transcription libraries will be studied. Charles Batson will report on his recent research into various phases of television production. All clinic sessions will be held in Thorne Hall, on the downtown campus of Northwestern University.

# Brewers Buy On WBKB

Chicago—WBKB has started the "Turf Spotlights from Arlington Park," featuring the high-light horse race of each day. The program will be sponsored on Mondays, Wednesdays and Fridays by the Keeley Brewing Company, and by the Chicago Dodge Dealers Association on Tuesdays, Thursdays and Saturdays.

Collins, Jules, ASCAP, New York.  
 Cooper, John, INS, New York.  
 Fair, Harold, NAB, Washington.  
 Fadderson, Don, Northwestern University.  
 Finkelstein, Herman, ASCAP, New York.  
 Halliday, Eugene M., KSI, Salt Lake City, Utah.  
 Haulon, Jim, WGN, Chicago.  
 Harlow, Roy, BMI, New York.  
 Haverlin, Carl, BMI, New York.  
 Howard, Royal V., NAB, Washington.  
 Kelly, Leon E., WRAC, Williamsport, Pa.  
 Langlois, J. D., Lang-Worth Feature Program, New York.  
 Longwell, Charles, Northwestern University.  
 Lindsay, Merrill, WSOY, Decatur, Ill.  
 Miller, Ben, NAB, Washington.  
 Miller, Justin, NAB, Washington.  
 Mitchell, Maurice, BAB, Washington.  
 Petty, Don, NAB, Washington.  
 Reimond, Dick, WIFB, Harrisburg, Pa.  
 Simpson, Natalie, KMAE, McKinney, Tex.  
 Tinnon, John, WKF, St. Louis, Mo.  
 Weaver, Pat, Young & Rubicam, N. Y.  
 Wheeler, Ed, WWJ, Detroit.  
 Willemine, Ray, Northwestern U.  
 Worcester, Charles, WMT, Cedar Rapids, Iowa.

## SOUTHWEST

AS the first move in a carefully planned program for introducing television to San Antonio and the Southwest area, officials of WOAI issued invitations to set distributors and dealers within a radius of 75 miles to attend a meeting in the Gunter Hotel on the evening of June 21. Approximately 60 representatives of set manufacturers were present. Purpose of the meeting was to acquaint dealers and salesmen with WOAI's plans for television and to discuss the problems involved in launching TV in a new area. WOAI-TV expects to be on the air before the end of 1949. An educational film on television, "Magic in the Air," was shown at the meeting.

Henry Howell, news editor for WOAI, San Antonio, spoke before the Three Rivers (Tex.) Rotary Club and then was taken on a tour of farms and ranches in the area.

Application has been made to the FCC by the North Plains Broadcasting Corp. of Dumas, of which Lucian W. Spencer is president, licensee of KDDD, for changes in operating hours, from daytime only to unlimited, and switch from present 800 kilocycle setting to 1240 kilocycles with 250 watts operating power day and night. Application is contingent on KICA, Clovis, N. M., changing its facilities.

Jerry Lee, WOAI, San Antonio, program and production manager, at one time was a singing star with his own program over WMCA and WNEW, New York, and also in Hollywood. When a swollen jaw last week caused WOAI singer Cliff Warren to miss a broadcast of his show, Lee stepped into the breach, demonstrating that he still is in very fine voice. He was billed as "George Gilbert" for last week's one-timer.

Two special broadcasts were aired by KTRE, Lufkin, direct from the scene of a new gas well being blown in. For the first time it is believed the actual sound of a well being blown in has been broadcast. Interviews with the workers and others thereabouts were also made. It was believed that with the discovery of this well a new east Texas field has been uncovered.

## New Giveaway Series Set For CBS Web

(Continued from Page 1)  
at home with questions about records being played. If the listener muffs the question, a studio contestant tries. If the latter answers correctly both he and the listener share the prize.

If the listener answers the first question he gets a crack at the jackpot question. This, according to CBS, entails identifying a record that has been played backwards. If he fails, another studio contestant tries, and both share the loot for a successful answer.



## California Commentary . . . !

● ● ● KMPC let out approximately a dozen of its personnel during the last couple of weeks. Among the casualties was Betty Hudson, publicity chief. And speaking of KMPC, Frank Mullen made his final exit Saturday, heading East with his family for a summer in Connecticut. He says he'll be back here in the Fall, but he doesn't know what he's

## Hollywood

going to do yet. . . . There's a new video outfit on Sunset Blvd. which claims to have produced three quality short film subjects for \$2,500 each—and using full union crews, too. If true, it has cracked the most serious tele film problem, costs, that is. . . . Thornton Chew, engineering supervisor of KTSL, has resigned to become vice-president in charge of engineering for Jack Gross' KFMB-TV in San Diego. . . . It's another boy for the Ivan Ditmars. He's the KNX staff organist. . . . Fred Mahlsledt, CBS' manager of research for Radio Sales, is in town from New York. . . . Recent honeymooners: Ruth Ashton, assistant director of public affairs for Columbia Pacific Network, and Ed Conklin, KNX day news editor. . . . John Reddy is putting the finishing touches on a film version of "Bride and Groom" which rolls shortly at General Service Studios. . . . Gag around ABC: Jack McElroy is in stitches, but not from laughter. The host of "Breakfast in Hollywood" jammed his right arm through a window on a fishing boat off San Diego, requiring 10 stitches. . . .



● ● ● Television Recorders, Inc., which has a new kinescoping system, has closed a deal with KLAC and has started installing equipment. Understood that the system will be available to other video outlets here. . . . We received a very neat four-page newspaper which KRIG in Odessa, Tex., has started to publish, teeing off with its third anniversary. . . . Natalie Reiff, Don Lee log editor and assistant television promotion director, leaves this week for New York where she plans to enter the television network field. She is being succeeded here by Joyce James. . . . Buddy Twiss, vice-president of Carlton E. Morse Productions, is resigning July 15 to take a two-year tour of the United States, Mexico, Canada and Europe with Mrs. Twiss. Twiss joined Morse in 1944 after serving with NBC as supervisor of announcers, news and special events. . . . Masterson, Nelson & Reddy has sold a new five-a-week radio show to ABC, which bows from Hollywood on July 11. The program takes over the noon eastern spot formerly held by "Welcome Traveler," which goes to NBC. . . .



● ● ● The William Morris office is packaging a quarter-hour musical featuring Ben Gage, to be tagged "Ben and His Songs" with program slated for summer broadcast. . . . Keith Heatherington and Steve Shoemaker are the newest additions to KFWE's stable of disc jockeys. . . . "Sandy Dreams" will take a vacation from July 9 to 16. Meanwhile, Producer Gladys Rubens has announced that she has no intention of taking the show off KTLA, despite reports to the contrary. . . . John Wald, official Richfield Reporter of the airways, has been signed for a role in Colin Miller's "A Kiss for Corliss," now in production at General Service. . . . KTTV premiered its new show, "Hollywood Presents," last week, show-casing young talent for Hollywood writers, directors and producers. . . . Another KTTV newcomer was "Playtime," a prize gimmick for kids, which Jackson Wheeler and Jack Rourke are producing. . . . NBC has completed installation of a 60-foot-long Trans-Lux sign at Sunset and Vine. Operation of the sign, which will present program previews for network and tele programs, will get under way shortly. . . . Academy of Television Arts and Sciences has set up its new headquarters in the Nassour Studios.

## AGENCIES

WINARICK, INC., New York, announces the appointment of Kastor, Farrell, Chesley & Clifford, Inc., as advertising agents for their products, Jeris Hair Tonic, Jeris Hair Oil, and Herpicide.

WCSS, Amsterdam, N. Y., announces that the Dobler Brewing Company, through its agency Woodard & Fris, Inc., has purchased five fifteen-minute programs a week built around the songs of Perry Como. Also McCann-Erickson, Inc., has placed for its client, Beverwyck Brewery, Inc., an order for a five-minute sports round-up, immediately following the broadcast of each home game of Amsterdam's entrant in the Canadian-American League.

GIBRALTAR ADVERTISING AGENCY, INC., which handles all television for Bonafide Mills, announces that the client will take an eight-week hiatus after the program of Friday, June 24th. Bonafide Mills will return to the air with a new variety show over the NBC-TV network (plus affiliated stations via kinescope recordings). The new show will continue to promote Bonny Maid Linoleums and Bonny Maid Versa-Tile.

LESTER HARRISON, INC. has been appointed by Resolute Paper Products Corp. to introduce "Sure" tinted tissue. Radio will be used in initial market tests.

J. M. MATHES, INC., has been named to direct advertising for the Capehart-Farnsworth Corp., new IT&T subsidiary.

Completing  
our fourth year  
supplying prizes  
to broadcasters

Our Service  
is now available  
to an additional  
number of  
TELEVISION  
STATIONS

Write or phone for details

prizes  
INCORPORATED

130 EAST 44th ST. NEW YORK 17  
Murray Hill 7-4375-6



## Comm. Would Deny WHAS Sale To Crosley

(Continued from Page 1)

overlap, Resnick found, is "substantial and significant."

He pointed out that there would be no overlap in the TV signals of the stations permitted the two companies and no appreciable overlap of FM service.

The examiner's report becomes the Commission decision in 40 days if exceptions are not filed, but it is assumed that exceptions will be filed in a case of such importance.

Resnick pointed out that in the overlap area 2,614,947 people receive primary daytime service from both stations and 1,680,172 receive primary service at night from WLW and WHAS. In the overlap is 67 per cent of the population within the 0.5 MV/M contour daytime and 41 per cent of the population within the WLE 0.5 MV/M contour. Corresponding night time figures are 54 and 41 per cent.

"To permit a single corporation to own and control these two powerful stations, which operate on two of the nation's 24 most desirable clear-channel frequencies, and which serve to a considerable extent the same vast areas and populations would be to render section 3.35 (multiple ownership) a nullity and to abandon the Commission's long established policy in favor of competition and against concentration of control."

## Production Is Off, Except For Auto Sets, Portables

(Continued from Page 1)

to RMA figures released at the week-end. Average weekly turnout of 40,816 was about two per cent below the April production, although it was 26 per cent better than the weekly average for the first quarter of 1949.

Further drops in AM and in AM-FM and FM sets were also reported with figures of 449,128 and 28,388 respectively to be compared with April totals of 468,906 and 37,563. Indicative of the seriousness of the production slump is the fact that in January production of AM-FM and FM-only sets reached a total of 147,733 while AM-only sets numbered 561,900.

Of the AM-only sets, it was noted that May production of auto and portable sets was higher than in April—181,803 auto receivers and 132,091 portables. This meant only 135,234 regular home receivers—less than the 163,262 TV sets turned out. Of the total number of TV sets, 38,154 included FM bands.

## Substituting For Heatter

John B. Kennedy will substitute for Gabriel Heatter on NBS from 7:30-7:45 p.m. daily, starting July 4 while the latter vacations. Heatter will return to his regular news slot two weeks later.

# COAST-TO-COAST

### Name Publicity Dir. WBT-WBTV

Charlotte, N. C.—Jean Carson Brown, assistant to Bob Covington, WBT promotion manager, has been named director of publicity and program promotion for WBT, WBT-FM and WBTV, according to Charles Crutchfield, general manager of the station. Miss Brown has been connected with the station since 1947.

### Color Chart For Molded Capacitors

The Duranite Decoder Chart issued by Aerovox Corp. of New Bedford, now enables the user to compare the color-coded tubular with the units on the chart until the color bands match, whereupon values are read at a glance. Need for such decoding is that molded tubular paper capacitors used in radio, TV and electronic assemblies are RMA coded with color bands. Chart may be obtained from any Aerovox jobber.

### WCOP News Beat

Boston, Mass.—During the recent Eastern Mass. Street Railway Co. strike, WCOP scored a news beat on all other Boston stations when they aired two exclusive reports from Gov. Dever on the progress of the strike. By means of a telephone recorder, station recorded an interview with the Gov. and State Labor Comm. The following evening, station obtained another exclusive statement from the Gov., after the union had rejected the compromise proposal.

### Experimental News Program

Hartford, Conn.—A new-type news program is being experimented with over WDR. Announcer Bill Sheehan selects three major news developments of the week, outlines developments briefly, and then reads editorial comment on these events from the two Hartford newspapers, The Courant and The Times. First of Sheehan's experimental shows was aired on June 18, during a period the station set aside especially for the show.

### WTOL-FM Now On Air

Toledo, Ohio—WTOL commenced their FM operation on June 10, according to an announcement by Thomas Bretherton, station manager. Equipment costing \$25,000 was installed to make FM broadcasting possible. Station's regular AM programming is now duplicated on FM and is being powered by a 1000 watt transmitter.

### Children's Quiz Programs

Syracuse, N. Y.—WSYR, in cooperation with the municipal Park Dept. is broadcasting a special half-hour series of children's quiz programs every Sat. at 12:30 p.m. Called "Fun With Floyd," the special series is tape recorded in a different park or playground each Wed. Floyd Ottoway is quizmaster of the ceremonies.

### Merit Issues New Catalog

A new catalog, No. 4911, covering all TV transformers manufactured by the Merit Coil & Transformer Corp., Chicago, has been published by Merit. New catalog is indexed both numerically and by classifications, on the same page for quick and easy reference. Each page illustrates at the bottom, with half-tone reproductions, the various models and mountings listed on the page above. All TV replacement parts are heavily starred for quick identification.

### Vacation Time Problems

Paterson, N. J.—WPAT's "Youth Takes The Stand," which is a weekly feature presented under the auspices of the Passaic & Bergen Counties' PTA, aired a highly instructive program June 18, when parents, teachers and students joined in an endeavor to determine what children miss in educational and other training when not sent to a children's camp for summer months; what they gain when sent to camp, and what an experience of this kind means to their teachers and parents.

### KEX Draws 12,000 Youngsters

Portland, Ore.—Over 12,000 youngsters flocked to Jantzen Beach here for "Uncle Bob's Day" on June 14, when KEX, over which the program is broadcast, mailed out some 7000 free admission tickets on mail requests to "Uncle Bob's Squirrel Cage" program—and a pass-word "Squirrel Cage" was given over the air during the last few days of the campaign. Those who knew the "pass-word" were issued free tickets at the amusement park.

### Reports Lions' Club Meet

Yankton-Sioux City, Ia.—During the recent state convention of the Lions' Club here, WNAX newsman Bill Slattery transcribed an on-the-scene interview with four visiting state Lions district governors. Program was piped over the station's facilities as well as fed direct to the convention floor through WNAX's permanent line to the Mayflower Hotel. The Lions International president, speaking at the time, interrupted his speech for all to hear the 15-minute transcribed broadcast.

### WEBR Appointments

Buffalo, N. Y.—Cy King, general manager of WEBR has announced the appointment of Preston L. Taplin as program director and Clarence Allen as special events director of the station. Taplin served two years as radio correspondent for the Army's Psychological Warfare Dept. and was connected with WELM, Elmira prior to joining WEBR. Allen is a veteran member of WEBR conducting a regularly scheduled sports program called "Outdoorsman," which is broadcast Mondays and Fridays.

## Broadcaster Answer To Free-Plug Seeker

(Continued from Page 1)

a radio station! Brochures recently received from your concern are interesting, but we at WTOR, and others in the radio industry, derive no income, actual or potential, from information contained therein.

"Radio is an advertising medium. If you believe in radio advertising then it is worth expending money on it. . . . If you do not believe in this method of advertising, radio stations should be deleted from your mailing list. . . ."

Very truly yours,

Richard Kilbourn  
Program Director"

WTOR officials emphasize that legitimate requests for public service announcements from reputable groups are always honored by the station.

## NAB Group Will Continue Television Sub-Committee

(Continued from Page 1)

WOW, Omaha, of the SMEC, approved the appointment to the television sub-committee of a large number of station and network representatives, in order to provide freer access to current problems in this regard.

Other sub-committees of the sales managers group were named in part as follows:

All Radio Presentation: Gordon Gray, WIP, Philadelphia, chairman; Eugene S. Thomas, WOIC, Washington, and Simon Goldman, WJTN, Jamestown, N. Y.

Small Market Stations: Simon Goldman, WJTN, Jamestown, N. Y., chairman, with two others, not members of the SMEC, to be appointed.

Television: Thomas, chairman, and others to be appointed.

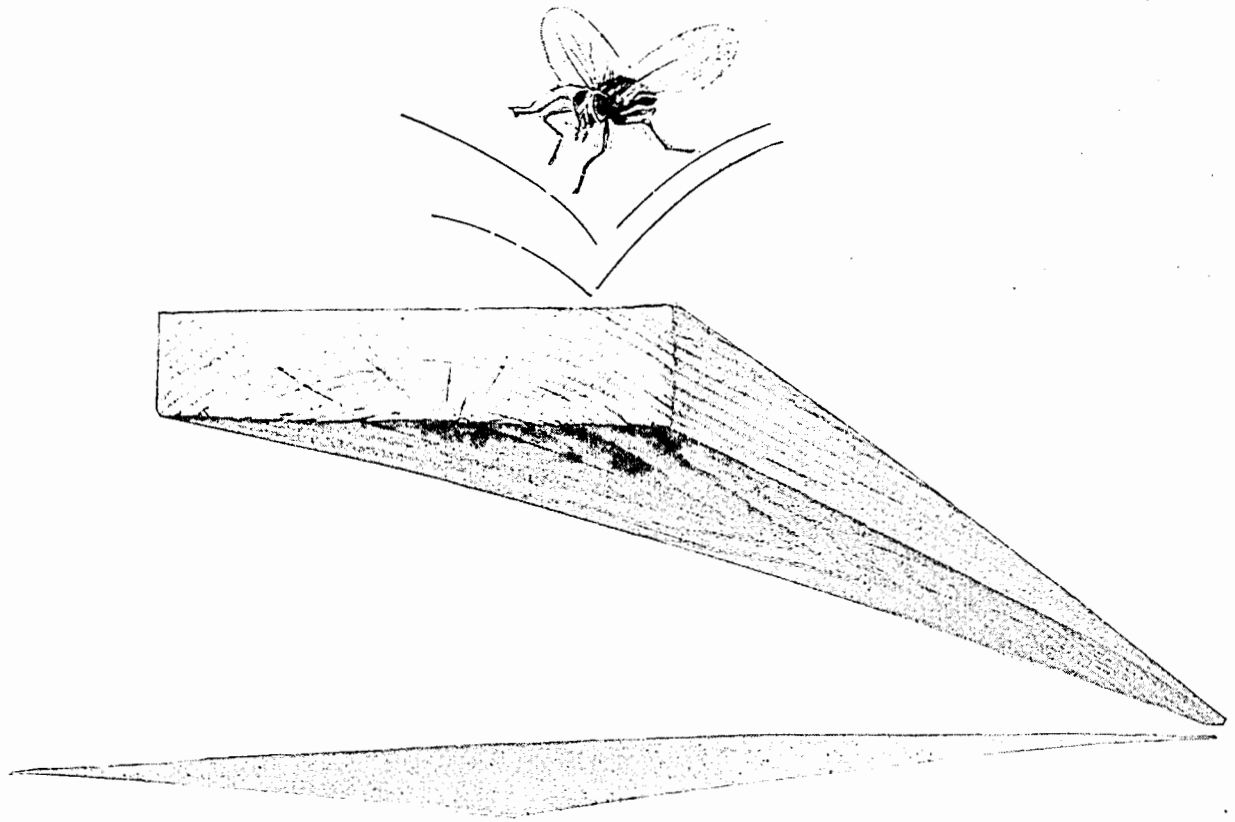
Retail Advisory: Arthur Gerbel, Jr., KJR, Seattle, Wash., chairman; Goldman and O. M. Schloss, WWSW, Pittsburgh, Pa.

Sales Practices: John M. Outler, WSB, Atlanta, Ga., chairman; Gerbel and Schloss.

The sales managers group also discussed, during its all-day meeting at NAB headquarters, the forthcoming series of NAB district meetings scheduled for fall. It was unanimously agreed that sales problems and plans for meeting them should predominate in the programs, at all meetings. Those will include a discussion of small market stations' problems, and specific programs which will sell, such as news, women's farm programs and others.

## Wedding Bells

Frances Buss, director of "Vanity Fair" on CBS-TV, was married Saturday to William Buck, eastern representative of Apex Film Corporation.



Supersensitive electron tube, developed by RCA, makes possible more accurate measurement of minute vibrations.

## *Can a housefly make a board bounce?*

Surprising though it seems, a fly—when it lands on a board—causes distinct vibrations. They can be detected by a remarkable new RCA electron tube.

Slimmer than a cigarette, and only half as long, RCA's tube picks up vibrations with a pin-sized shaft—and these vibrations may then be converted to visible or audible signals. More important, the new tube can be used to make measurements of the degree of vibration.

Scientists predict many practical uses for this *electronic transducer*. Airplane designers can hitch it to engines or whirling propellers and locate vibrations which might lead to trouble. Oil men can use it to measure the sound waves with which they scout for oil.

And your smooth-running automobile of the future may be an even better car when the facts gathered by RCA's new tube are put to work.

### **Another RCA "first":**

The electronic transducer, first of its kind, is one of many research achievements pioneered at RCA Laboratories. Such leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

*Examples of the newest developments in radio, television and electronics can be seen 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, June 27, 1949 — TELEVISION DAILY is fully protected by register and copyright

## TV-FILMS TO INSTRUCT OWNERS

### TELE TOPICS

**BURR TILLSTROM'S** meteoric rise to national prominence is far from unique in show business. And like most of the others he had many years of training, hard work and little or no compensation before he began to reach the top. But Tillstrom is unique because of the manner in which his wondrous show, "Kukla, Fran and Ollie," has captured the hearts and imagination of those in the trade—reviewers, editors, artists and execs.—supposedly the toughest audience in the world. When Fran Allison came to New York last month she was besieged by those who knew her on the show and wanted to meet her in person. Now Tillstrom is going through a similar whirl. His two weeks in town have been so hectic that he hopes to "disappear" on a secluded vacation this week.

**TILLSTROM IS DIFFERENT** from other performers in many ways. In his business dealings, he eschews immediate gain in favor of personal freedom and long-range security. He feels that at the present time talent should not seek excessive fees while the industry is still losing large sums. While recognizing the value of publicity, he has no press agent and has avoided many of the usual forms of exploitation. "If a newspaperman sees the show, he's going to say what he thinks about it in print," he said, "and there's nothing we can do about it." In short, an artist in the true sense of the word who has brought to tele the happiest program in show business. . . . One of Tillstrom's delightful puppets is a slightly deaf hag, Beulah Witch, named after Beulah Zachary, producer of the show, who is in town with Tillstrom. Miss Zachary is very fond of her namesake, who like all the other dolls, is very real to her and every KFO aficionado. "That Beulah is a character," Miss Z. said the other day. "Don't let her kid you, though, she can hear anything she wants to hear."

**LARRY RUDELL**, of ABC, like many others, thinks kinescope should be replaced by another word describing film transcriptions. To be more specific, Larry would like to have the industry adopt ABC's version—Video Recording. He points out that in sales correspondence the service is referred to as "V-R." What do you think?

**CHICAGO SIDELIGHTS:** Motorola makes TV receivers available for any hospitalized employe of the company. . . . Firm estimates that 20 of its 4,900 employes are hospitalized at a given time. . . . First community concert to be televised in Chicago will be staged by the Grant Park Symphony orchestra on July 9 at 8 p.m. . . . The program, all-Gershwin music, will get special event coverage from WBKB.

### Berle Tops In First Hooper Web Ratings

Texaco Star Theater, with a rating of 74.4, leads the first fifteen list of C. E. Hooper's first network tele-ratings survey. Study was made for the month of May on TV home based estimates.

Complete list of the first fifteen follows:

Texaco Star Theater . . .	74.4
(24 NBC cities)	
Talent Scouts . . . . .	73.0
(5 CBS cities)	
The Goldbergs . . . . .	60.6
(11 CBS cities)	
Toast of the Town . . . . .	54.6
(17 CBS cities)	
Cavalcade of Sports . . .	48.1
(13 NBC cities)	
Fred Waring . . . . .	42.1
(24 CBS cities)	
Bigelow Show . . . . .	41.6
(27 NBC cities)	
Suspense . . . . .	41.1
(10 CBS cities)	
Godfrey Friends . . . . .	39.9
(26 CBS cities)	
Admiral Revue . . . . .	38.1
(DuM-NBC 30 cities)	
Fireside Theater . . . . .	35.1
(6 NBC cities)	
Your Show Time . . . . .	34.3
(26 NBC cities)	
Amateur Hour . . . . .	33.6
(15 DuMont cities)	
Stop the Music . . . . .	32.9
(9 ABC cities)	
Colgate Theater . . . . .	31.5
(14 NBC cities)	

### Expansion

Chicago—The Quiz Kids tele show, which has been seen in the midwest for the past six months, will be viewed in the East for the first time Wednesday, June 29, at 8:00 p.m., EDST, when the show goes over the full NBC network for the first time. Quiz Kids is broadcast as a sustaining show during the summer months, but as previously reported in RADIO DAILY, Miles Laboratories will resume sponsorship over the full network this fall, on Wednesday evenings at 10:00 p.m., EDST.

### DuMont Mobile Unit In Dealer Promotion

The Telecruiser, DuMont's \$100.-000 mobile unit, will tour the New York area beginning today in an extensive promotion campaign designed to push the sale of receivers, add to dealer goodwill and show-off the unit, described as a complete studio on wheels.

#### Will Aid Dealers

Twice daily the Telecruiser will be parked in front of a dealer's store and a closed circuit camera chain will scan bystanders and the store. Two receivers will be installed on the sidewalk and a third in the truck, facing an open window, so that passersby may view the pickups.

### Ten Pix Will Teach Better Operation Of Receivers

Washington Bureau of RADIO DAILY

Washington—Production of a series of 10 one-minute films for television airing to tell TV set-owners how to care for their sets was voted last week by the RMA Town Meetings Committee. TBA will co-operate on production. A major purpose of the films will be to eliminate as many "nuisance calls" on servicemen from people who know absolutely nothing about their TV sets.

Information developed at the six "Town Meetings," sponsored last year by RMA, indicated a need for an educational program for set owners. Servicemen reported that many of their calls came from set owners who did not understand the use of receiver controls and antenna equipment or who had improperly placed their receivers. Many of these minor troubles, the servicemen said, could have been remedied by their owners without the aid of service technicians.

When prepared for early Fall broadcasting, the films will be made available to all television broadcasters for use as convenient. Many TV broadcasters already have indicated their interest in co-operating in this program to help TV set owners get the best possible television reception.

The RMA Town Meetings Committee also agreed to recommend that the RMA board of directors appropriate funds for a "Town Meeting" to be held next Fall in Washington in co-operation with the Washington Electric Institute.

### Three Daytimers Dropped By WCBS-TV For Summer

WCBS-TV daytime schedule will go off the air for the summer after July 8. Ted Steele's daily half-hour stanza will be cut to 15-minutes and aired at 7:15 p.m. across-the-board. Dorothy Doan, mentor of "Vanity Fair," will be retained on the CBS staff for the summer and will return to the air in the fall. Jack Sterling will continue his other AM and TV work and probably will resume the daily show in the fall.

### Happy Birthday

Washington—WNBW, NBC owned and operated TV outlet here, marks its second anniversary today. The first station built after the war, WNBW was the seventh outlet on the air in the country; eleventh to receive a commercial license.

## The Week In Television

### \$7,350,000 For New Stations This Year

At least \$7,350,000 for equipment and construction will be spent by the 49 holders of outstanding CP's whose stations are expected to go on the air during this year and the early part of 1950. . . . New plans for coverage of Madison Square Garden fights would split all outdoor bouts between NBC (Gillette) and CBS, with Garden originations going to Gillette and NBC, St. Nick's to CBS and Ballantine. . . . FCC clamped down on excessive use of test patterns as a means of operating economy, said that TV sound channel should not duplicate AM or FM programs. . . . TBA asked the Commission to lift the freeze in 11 areas comprising 22 channels on the grounds that the questions of interference and station spacing are not factors. . . . Chicago was seen gaining new prominence as network origination point, with 16 web stanzas now on the air, two more to start this summer and others planned for the fall. . . . Ascap again extended its TV agreement, this time to Aug. 1, "pending final agreement. . . as to the rates of compensation." . . . Walcott-Charles bout was seen in two large N. Y. theaters, both of which plugged the pickups in advance and drew capacity crowds. . . . Camel cigs signed with CBS for a weekly half-hour show to begin in the fall.

# *Muchas Gracias, Señor!*

BOX 4563

TEL. 2-4271

**WAPA**  
**"The Voice of the Caribbean"**  
10,000 Watts—660 k. c.  
**SAN JUAN, PUERTO RICO**

June 22nd, 1949.

Mr. Frank Burke,  
THE RADIO DAILY,  
1501 Broadway,  
New York, N. Y.

Dear Mr. Burke:—

From my coffee plantation in the mountains of Puerto Rico, far from the continuous pressure of my office and radio station and where everything seems so near to nature, I am writing this letter to you and to "RADIO DAILY" to express my admiration and appreciation for the splendid and vigorous cooperation and leadership which you accepted in fighting for the principle of free radio, which was challenged by the creation of radio station WIPR, owned and controlled by the Insular Government of the territory of Puerto Rico, authorized specifically by the FCC through a franchise to operate commercially in open competition with private radio stations.

It is easy to defend the strong and powerful, but to fight for the little fellow and a principle without the hope of material reward, is only done by those whose ideals come before personal gain.

I cannot forget that once we explained to you what WIPR meant to the principle of free enterprise and freedom of speech and submitted to you the evidence which convinced your allegation, you came out with the American fighting spirit to see that justice be done to those who were striving towards the observance of a fundamental principle. Without your full cooperation, I sincerely believe we would never have reached first base.

Allow me to congratulate "RADIO DAILY" and you personally for your vigorous and continued campaign in our behalf. May God keep you in a position to fight wrong against right, wherever and whenever it appears, for it is that spirit of fairness and fair play which makes America what it is today.

Sincerely Yours,

Jose Ramon Quinones

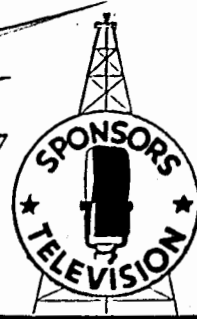
President.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 63

NEW YORK, WEDNESDAY, JUNE 29, 1949

TEN CENTS

## 'CLINIC' HEARS LEGALISTIC TREATISE

### Radio Ban Lifted By House Committee

Washington Bureau of RADIO DAILY  
Washington—An NBC wire recorder yesterday signified the end of the ban on broadcasting facilities in hearing rooms of the Un-American Activities Committee. As the committee opened an investigation of Communism in the District of Columbia, Rep. Francis D. Walter of Pennsylvania, ranking Democrat, called for a vote on the question of permitting a microphone in the hearing room.

It was thought almost certain that  
(Continued on Page 2)

### Sauter Heads Committee For "Night Of Stars"

James Sauter has been appointed chairman of the producing committee for the 16th annual "Night of Stars," United Jewish Appeal benefit, which will be held at Madison Square Garden on Monday evening, November 14th, it was announced by Nathan Straus, overall chairman of the event.

Mr. Sauter, who was Wartime Executive Director of the United Theatrical War Activities Com-  
(Continued on Page 4)

### Gildersleeve Renewal Announced In Chicago

Chicago—The 52-week renewal of The Great Gildersleeve program on the full NBC network by the Kraft Foods Company was announced by Paul McCluer, manager of the NBC Central Division network sales department.

The renewal contract is effective Wednesday, Sept. 7, when the pro-  
(Continued on Page 2)

### Ponders TV

Jack Benny, in New York for conferences with CBS executives, indicated yesterday that he might not launch his own television show this fall, and would devote his full time to production of his network radio program. Benny believes the techniques of TV production and radio differ and that it would be unsatisfactory to put his radio program on video.

### Irate Listener

Louisville—Power failure at WAVE transmitter caused the station to go off the air for several minutes Saturday morning. During the interval an irate listener called in insisting that "in the future station should please announce when it is off the air."

### Radio News Problems Discussed At Confab

Kent, O.—Ways and means of improving the presentation of radio news highlighted discussions at Kent State University's first annual Radio News Editors conference here last Saturday. The one-day workshop was sponsored by the KSU school of journalism and the Ohio Association of Radio News Editors in cooperation with the National Association of Broadcasters.

NAB's Arthur Stringer, keynote speaker, congratulated radio management for the progress made in station-originated radio news.

"At the beginning of the post-war  
(Continued on Page 8)

### Coe Gets Promotion With NBC Tele Dept.

Frederick Coe, NBC video producer-director, yesterday was named manager of new program development for the network's Television Program Dept.

Coe, who is credited with guiding "Philco Television Playhouse" to the top spot among television dramatic  
(Continued on Page 2)

## Movie Co. Enters ET Field With Commercial Recordings

Metro-Goldwyn-Mayer will offer eight transcribed program series featuring big-name performers for local radio sponsorship throughout the U. S., Canada, and other English speaking countries, starting about Sept. 1. This was announced yesterday by Bertram Lebar Jr., sales director of WMGM, New York, and head of the newly formed MGM Radio Attractions.

WMGM, owned by the film com-

## NAB Counsel Clarifies Editorializing And 'Controversial' Broadcasting; Farm Shows, News Scanned

By HAL TATE

(Chicago Rep., RADIO DAILY)

Chicago—Don Petty, NAB general counsel, highlighted the second day's sessions of the three-day NAB program directors clinic here yesterday by clarifying editorializing and controversial subjects to the more than 300 directors and executives assembled here. Petty pointed out that

(Continued on Page 6)

## Five More Outlets Joining Yankee Web

Boston—Five Massachusetts stations, WNBH, New Bedford, WCOB, Hyannis, their associated FM stations, WFMR and WCOB-FM, and WALE, Fall River, will affiliate with the MBS-Yankee network on August 1, it was announced by Basil Brewer of the Bristol Broadcasting Co., owner of the first four outlets.

The Bristol Broadcasting Co., li-  
(Continued on Page 6)

## Paramount Buys Spots For 'Sorrowful Jones' Pix

Paramount Pictures has bought one of its heaviest radio exploitation schedules in support of "Sorrowful Jones," the new Bob Hope starrer. An estimated \$10,000 worth of spot announcements has been placed through the Paramount agency,

(Continued on Page 2)

## CBS-TV Completes Deal For Boxing Coverage

Completion of arrangements with Madison Square Garden corporation which gives CBS radio and TV rights to a new series of boxing bouts from St. Nicholas arena start-

(Continued on Page 4)

## 17 Subscribers Sign For TV-Hooperatings

Seventeen agencies and advertisers have been signed as the first charter subscribers to the Network TV Hooperatings Report. C. E. Hooper announced yesterday at a subscriber conference in the Biltmore Hotel, New York.

The following firms were listed as subscribers starting with Hooper's June report, the first to be released on a commercial basis; the current

(Continued on Page 7)

## New Dramatic Series Announced For CBS

A dramatic serial dealing with the family life of a poorly-paid minister in a small town, "The Brighter Day," will preem on CBS

(Continued on Page 4)

### Video Spark Plug

"Trigger," a Salt Lake City horse who put in his appearance on a TV program over KDYL-TV was easily led up the stairs to the studio, but at program's end, refused to budge down the stairs until a plank from the top of the first flight to the first landing finally induced him to make the trip. Total elapsed time before he'd move—2 hours.

The transcriptions themselves,  
(Continued on Page 2)



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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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

(June 28)

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, Philco pfd., RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, and NEW YORK CURB EXCHANGE.

OVER THE COUNTER

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

Radio Ban Lifted By House Committee

(Continued from Page 1)

there will be committee resistance again if TV cameramen attempt to set up at committee hearings, but yesterday's okay signalled the end of any overall policy of prohibiting coverage. It was believed, considerations of the size of the hearing room and the witnesses to be heard may govern the committee decisions on TV, with radio usually free to set up.

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

★ COMING AND GOING ★

RAYMOND GUY, manager of radio and allocations engineering for NBC, is in Chicago on business. He is accompanied by LESTER LOONEY and WILLIAM DUTTERA, of the engineering staff. They'll be back tomorrow.

QUINCY A. BRACKETT, president of WSPR, Springfield, Mass., is in town for conferences at the headquarters of ABC, with which the station is affiliated.

FRED MAHLSTEDT, manager of research for CBS Radio Sales, has arrived in Hollywood on a short business trip.

BILL TUTTLE, vice-president of Ruthrauff & Ryan in charge of radio and television, leaves today for a vacation of one month in Europe. He will be accompanied by his wife, ALICE FROST, star of "Mr. and Mrs. North." They'll visit England, Scotland, Sweden, Switzerland and France.

RALPH BARUCH, sales representative in the transcription division of SESAC, left Monday for New England, where he'll spend 10 days visiting subscribers.

CRAIG BARTON, talent coach for WFAA, Dallas, Texas, is on the last lap of a two-week vacation.

NED BROOKS, national affairs editor of "Sunoco 3-Star Extra" on NBC from Washington, in New York for the Alger Hiss trial.

R. C. MADDUX, vice-president of WOR in charge of sales, to Chicago to make some personal presentations of WOR sales material. He'll be back next Tuesday.

HARRY WISMER, American network sports commentator, has arrived in New York from Detroit. On Friday he'll leave for Washington to broadcast the Capital Golf Tournament as a feature of his Saturday sports program over ABC.

F. P. RICE, of Allen B. DuMont Laboratories, Inc., today is in Urbana, Ill., where he will address a luncheon meeting of the Seminar on Educational Radio sponsored by the Rockefeller Foundation and held at the University of Illinois. His topic will be "Some Possible Uses of Television in Education."

GEORGE CROTHERS, assistant director of education and opinion broadcasts for CBS, has returned from St. Louis, where he addressed the members of the KMOX-University of Missouri Radio Workshop.

H. R. BAUKHAGE, American network commentator, will vacation from the program starting July 4. Earl Godwin will substitute during his absence.

BERT LOWN, JIM LUCAS, and LES BIEBEL, of Associated Program Service, left for Chicago over the week-end to attend the NAB Program Directors Clinic.

Gildersleeve Renewal Announced In Chicago

(Continued from Page 1)

gram returns to its 7:30-8:00 p.m., CDT time spot. Canadian listeners will hear the program for the first time, for the new contract orders the full Dominion network of the Canadian Broadcasting Corporation.

The Great Gildersleeve stars Hal Peary in the title role. Needham, Louis and Brorby, Inc., Chicago, is the Kraft agency, and Jack Galbraith is the NBC Chicago account executive.

Paramount Buys Spots For 'Sorrowful Jones' Pix

(Continued from Page 1)

Buchanan & Co. on local and network stations in key cities.

This backing is in addition to innumerable free plugs on disc jockey shows, guest appearances by the film's stars on local and network programs, and television trailers.

No Action On Webster

Washington—No action has been taken by the Senate Interstate Commerce Committee yet on the re-appointment of Commissioner Edward M. Webster to a full seven-year term on the FCC. Webster's term expires Thursday night and he will leave his office unless the Senate has acted on the nomination. Opposition to Webster still is underground, and based upon considerations of power politics rather than merit.

Wedding Bells

Secret marriage of Hal Tate, Chicago representative of RADIO DAILY, to Lucille Schall, formerly a nurse at Kenroton Hospital, Chicago, last December, was revealed by Mr. and Mrs. Tate in Chicago yesterday.

Movie Co. In ET Field With Commercial Records

(Continued from Page 1)

Lebhar said, will be released to stations "at a lower cost than any other programs of comparable quality," with exclusivity in each market. The movie company's program syndication plan will utilize facilities of WMGM's new studios at 711 Fifth Ave., and the Bloomfield, N. J. pressing plant of MGM Records, in addition to resources of the MGM film establishment at Culver City, Cal.

Katz Production Chief

Raymond Katz, WMGM's program director, is in charge of production for MGM Radio Attractions. Les Peterson, radio director for MGM Pictures, is the film company's liaison with station officials in New York.

The initial eight-program lineup includes the following shows: "Good News from Hollywood," three weekly quarter-hours starring George Murphy with guest stars; "At Home with Lionel Barrymore," three weekly quarter-hours; "Crime Does Not Pay," weekly half-hour dramatizations of MGM two-reelers; "Hollywood, USA," five weekly quarter-hour interviews with Hollywood figures; "MGM Theater of the Air," weekly one hour adaptations of past MGM movies; "Maisie," weekly half-hour starring Lew Ayres; "Judge Hardy's Family," weekly half-hour starring Lewis Stone.

Coe Gets Promotion With NBC Tele Dept.

(Continued from Page 1)

programs, will continue to supervise the Philco series. He also produced the American National Theater and Academy and Theater Guild video programs.

Coe came to NBC in 1945 from WSM, Nashville.



65 MILES UP

That's a view of earth . . . about 65 miles up. But who went up there to take the picture? Nobody.

Johns Hopkins University scientists placed a camera in a German V-2 rocket. And the picture was snapped when the rocket reached the top of its flight and started back to earth.

That just goes to show you there is usually a way of getting around the impossible.

To some radio time buyers there are certain markets that are tough, almost impossible to reach. We wouldn't know about other cities . . . but if it's Baltimore you're trying to picture . . . the way to do it is list the call letters W-I-T-H.

It's Baltimore's successful independent station. The station in this sixth largest city, that delivers more listeners-per-dollar spent than any other station in town!



WITH

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

# WJBK DETROIT

*... Now No. 1 Independent*  
**IN THE U.S.A**

WJBK now ranks first in the U. S., in afternoons, among the 1100 "Independents" in cities served by the four major networks—with an average share of audience of 18.3!

How Come! . . . Well, WJBK's "Jack The Bellboy" (America's No. 1 Disc Jockey, according to Billboard

Mag.) chalks up a Hooper of 8.4 against his network competition and on Sunday afternoons, WJBK gets an amazing 44.4 of listening audience. No wonder WJBK was selected as key station for all Detroit Tiger baseball broadcasts and carries more local business than any other Detroit radio station!

*Cash in... Call Katz for availabilities*



## HOOPER STATION AUDIENCE INDEX

CITY: DETROIT, MICH.

City Zone

MONTH 8 MAY, 1949

Total Coincidental Calls—This Period 16,392

### SHARE OF AUDIENCE

TIME	HOMES USING SETS	A Netw	B	WJBK AM & FM	C	D Netw	E	F Netw	G Netw			FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	16.7	5.9	1.1	7.2	1.9	37.3	1.3	23.5	20.8			1.0	2,595
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	22.5	4.1	1.6	21.3	1.3	24.6	6.8	18.6	18.2			3.5	3,821
EVENING SUN. THRU SAT. 6:00 P.M.—10:30 P.M.	28.8	5.7	0.8	10.5	2.6	28.7	3.8	22.9	13.7			11.3	7,819
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	27.2	8.7	1.7	44.4	1.1	5.0	8.9	15.4	9.5			5.3	1,490
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	17.2	7.2	3.1	28.6	2.0	27.6	8.2	7.2	10.2			5.9	667
TOTAL* RATED TIME PERIODS	23.0	15.6	1.3	17.1	1.9	27.0	5.1	19.9	15.5			6.6	16,392

# WJBK

DETROIT, MICHIGAN

OWNED AND OPERATED BY THE FORT INDUSTRY COMPANY

NATIONAL SALES HEADQUARTERS: 527 LEXINGTON AVE., NEW YORK 17, Eldorado 5-2455

## SAN FRANCISCO

By NOEL CORBETT

**K**EN LANGLEY, head of the local AFRA office is arranging a night yacht cruise of the Bay as the entertainment highlight of the AFRA Convention to be held in San Francisco August 25 to 28. Local delegates for the meeting to be held at the Palace Hotel are Ira Blue, Bill Gavin, Henry Leff, Clancy Leisure, Pede Worth and president Bert Buzzini.

Monty Masters writes and produces the new KNBC Thursday night whodunnit, "Candy Matson, Detective." His wife, Natalie Masters, is the star.

Ruth Anderson, the Bay Area's only gal disc jockey, is catching on with her new KNBC show. Femme spinner has two more programs in the fire.

Alice Marino and her "Aunt Lolly's Story Telling Time" on KSFO, has been picked up by E. A. Wrights Jams and Jellies for 13 more weeks.

Dick Bertrandias has resigned from KNBC to accept a job with the military government in Japan. He will serve as a Public Service Specialist. Bertrandias started NBC in Press in 1937, then switched to Program. During the war he was a Navy ensign.

Dean Borba stars in the new KPIX-TV program, "Barbary Benny's Burlesque." Show is on Friday nights featuring atmosphere of old San Francisco.

Here 'N' There . . . Jack Washburn, KNBC page got his "break" when he sang on "Light and Mellow" . . . Newswriter Robertson Grant leaves the KNBC staff to become announcer on KGW, Portland, Oregon. . . Everett Zeigler has rejoined the J. Walter Thompson Company as supervisor of the media and research department, assisting Lowell Mainland.

### New Dramatic Series Announced For CBS

(Continued from Page 1)  
network July 11, 2:45-3 p.m., EDT.

The program, which is written by Orin Tovrov and sponsored by the Procter & Gamble Co., will be aired Mondays through Fridays.



### Mainly About Manhattan. . . !

● ● ● You can practically always count on Hal Davis and Herb Landon, the adroit press lads at Kenyon & Eckhardt, to come up with an out-of-the-world stunt and liven up the front pages. Among other things the pair dreamed up was that cow-lifting idea on "County Fair" and then there was the punch-your-way-out-of-a-paper-bag stunt on the same stanza, plus others too numerous to list here. But the one they're working on now takes the cake with all the icing. This one's a lulu, and how they do those things in this hot weather we'll never pretend to understand. It seems that down in peaceful W. Va., they discovered a sleepy little hamlet tagged Mole Hill (population last census 93). You'd think they'd be content to let geography stand as it is in the books, but not these lads. Practically right away they wondered if it weren't possible to make a Mountain out of a Mole Hill. Well, to make a long story readable, Herb lit out for the place and spent some six weeks wrangling with Senators, Congressmen, P.O. Dep't officials, road commissioners, judges, sheriffs and the like, not to mention the Gov. of W. Va., himself. What's more, he had to get the residents of the town to sign a petition requesting the name change. Result: On "County Fair" July 9th, the celebration takes place, proving, as every advertising agency exec. already knows, that it is possible to make a Mountain out of a Mole Hill.

★ ★ ★ ★

● ● ● Nan Coburn (formerly Jo Ranson's Gal Friday at WMGM) dropped in at this desk to say hello after being in Calif. the past year or two. Among other bits of info she imparted was the fact that the H'wood housing shortage has definitely been licked. Houses are still tough to find, she admits, but apartments are a dime a dozen and what's more, landlords are once again coming up with one-month concessions (one of the loveliest words in the English language).

★ ★ ★ ★

● ● ● **AROUND TOWN:** Signing of Sinatra by American Tobacco ended his negotiations with Mutual regarding a disc jockey series. . . . Peter Lind Hayes looks set as the permanent lead in "Inside USA," which alternates with the Jack Benny TV'er on CBS. . . . Ed Wynn and a sponsor for his TV show are practically at the signing stage. . . . Don Quinn has penned a new show tagged "Halls of Ivy," which is attracting agency interest already. . . . When Don Budge returns from his tennis matches in England in Sept., he'll take a sportscaster's berth with NBC-TV on the coast. . . . Wm. Gargan looking for a top-flight writer for his TV mystery series. . . . Gordon MacRae may replace Bob Crosby next fall in "Club 15." . . . Bob Hope offered a mint to do a video series for Gen'l Motors. . . . NBC grooming a new comic—Jack Douglas—on the coast. . . . Y & R's Tom Slater, up in Canada for Canadian Broadcasters Convention, planning a week in Nova Scotia with his missus. . . . Dusty Bruce cables from Paris: "I love the place but still can't believe they've never heard of disc jocks over here." . . . Ted Granik's television forum on NBC gets a new time slot starting July 3rd at 4:30 p.m. . . . The Peter Donalds flying to Bermuda for a 4-week stay. . . . Columbia Records have signed Ted Steele to an exclusive recording contract guaranteeing eight sides per year. . . . CBS has cut network personnel 10 per cent in an economy move . . . cut affects about 175 employees.

★ ★ ★ ★

● ● ● **CRACKING THE QUIP:** Jack Perlis wonders howcum that marrying grandpop never got on the "Bride & Groom" ainer. He could've become a permanent member of the cast. . . . Geo. Wright sez it seems like there're only 6 days in a week now. Berle took Tuesdays with him. . . . Winnie Garrett notes that on B'way, triumph is 50 per cent 'try' and 50 per cent 'umph'.

## SOUTHWEST

**A**N account of training activities at Texas National Guard encampment at Camp Hood, Tex. was broadcast recently over KABC San Antonio, and member stations of the Texas State Network. Ker McClure, KABC newscaster, transcribed events at the encampment.

Alma Sioux Scarberry, well known novelist and radio writer will open the Alma Sioux Scarberry School of Creative Writing in San Antonio with the first term set to run 12 sessions for 12 weeks. Training will offer radio staff writing, among other subjects, with members of the school to create and produce their own series of radio shows.

Two new transcribed shows have made their appearance over KABC San Antonio, and will be heard thereafter each Saturday. Front Page Drama and Jungle Jim are the two shows and are sponsored by San Antonio Light.

Tommy Reynolds, sportscaster for KCOR, San Antonio, is sporting a new hat these days and he hopes that it will be a "lucky hat." It seems that every time the San Antonio Missions lost a game he was wearing his hat, several of the players went up to the booth and removed the hat prior to the start of their current home series and set fire to the hat in ceremonies at home plate.

### Sauter Heads Committee For "Night Of Stars"

(Continued from Page 1)

mittee, Inc. from 1942 to 1946, is a holder of the Presidential Certificate of Merit for Civilian War Service and is Deputy Commissioner of the Department of Commerce, City of New York. He was chairman of the Radio and Television Division of the 1949 Red Cross Fund of Greater New York, is chairman of the Mayor's Entertainment Committee, City of New York, and chairman of the Stage, Screen, Radio and Television Division of the Democratic National Committee. He is also a member of the Boards of Directors of the U.S.O., the Veteran Hospital Camp Shows, Inc., the American Theater Wing, Inc. and the Police Athletic League, of New York.

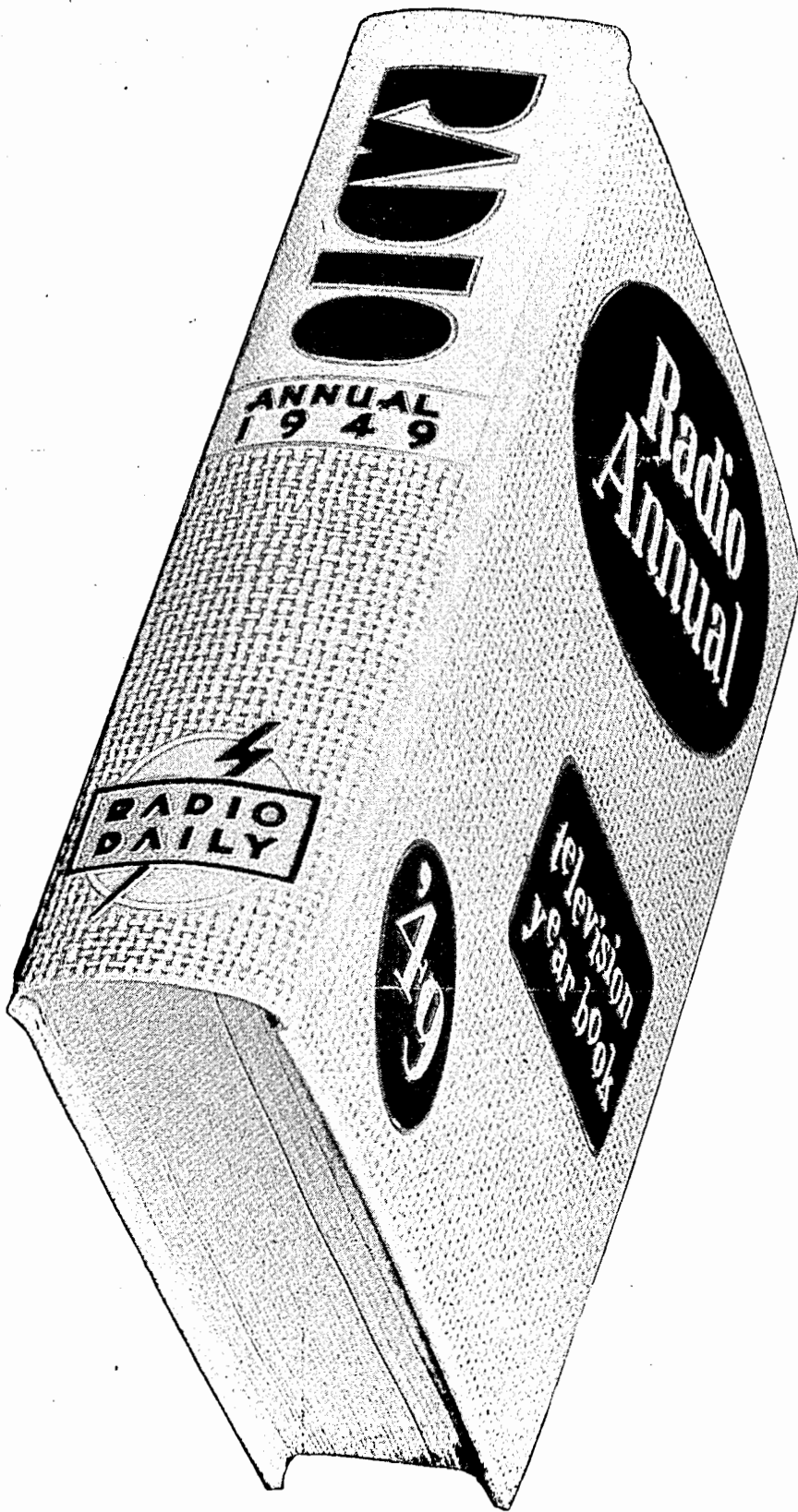
### CBS-TV Completes Deal For Boxing Coverage

(Continued from Page 1)  
ing next fall, was announced by Lawrence Lowman, network vice-president, yesterday.

The agreement also gives CBS radio and TV rights to pick up fights promoted by the Garden in other key cities on nights when no St. Nick's card is scheduled. In addition the network is allowed to broadcast outdoor championship fights promoted by the Garden.

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





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Send me the 1949 RADIO ANNUAL and the next 260 issues of Radio Daily (full year's subscription).

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

NAME .....

TITLE .....

COMPANY .....

STREET ADDRESS .....

CITY AND STATE .....

## PROMOTION

### Promote FM Station

More than 600 columns of news-paper advertising will be used in two months by WPJB, the FM station of the Providence Journal, Providence, R. I., to proclaim advantages of FM listening and spur set sales in what is ordinarily a dull season.

"Radio authorities say you need FM for the best in radio" is the theme around which WPJB has built its intensive campaign. Newspaper ads, bus cards, window streamers, counter displays and truck posters carry this theme throughout the WPJB listening area.

Pictures of more than 150 distributors and dealers are being used in the WPJB newspaper ads. Each advertisement proclaims some superior feature of FM reception in an endorsement by the dealer whose picture is used. The WPJB signature cut provides the station tie-in. All copy is aimed at selling FM as the superior listening medium.

Several dealers have used their own ads to boost set sales and these ads have been run in conjunction with endorsement ads scheduled by WPJB.

As a further service to FM and the distributor, a set display has been maintained in the Journal Building lobby for the duration of the campaign. One of the sets on display is tuned constantly to WPJB to demonstrate the clarity of FM reception. All sets carry price tags. Sets are changed weekly to give each of the major manufacturers of receivers a share in the lobby promotion.

"When our survey of more than 2,000 homes showed that 70 per cent of those not owning FM were planning to buy FM sets next, we decided it was time to help these people make up their minds about FM," H. William Koster, manager of WPJB, said in explaining the origin of the campaign.

WPJB promotion of FM already had given Rhode Island a record nearly five times as good as the nationwide average increase in FM set sales. During 1948, FM sales increased some 35 per cent for the United States as a whole, but in Rhode Island the increase was 162 per cent. Constant FM promotion by WPJB through columns of the Providence Journal, Sunday Journal and the Evening Bulletin has been credited for this difference.

### Five Additional Outlets Joining Yankee Network

(Continued from Page 1)

censee of WNBH and WCOB, has purchased controlling interest in the Narragansett Broadcasting Co., owner of WALE, the announcement added. This will bring the MBS-Yankee affiliates in Fall River to two. The transaction is subject to FCC approval.

## Petty's Legalistic Treatise Feature Of Program Clinic

(Continued from Page 1)

many broadcasters are confusing Paragraph 315 of the Communications Act of 1934 with the recent FCC reversal of the Mayflower decision which permitted stations to editorialize. He emphasized that a station can refuse time to any politician, for he added, that if time is given to one legally qualified candidate, similar time must be given to the candidate's legally qualified opponent.

Petty defined a legally qualified candidate as one who has won his primary election.

Regarding editorializing Petty said that while stations can now editorialize, the FCC expects stations to give equal time for rebuttal if it is requested.

#### Says Identification Is Necessary

Petty also reminded the program directors that the sponsor of a controversial-issue program must be identified on the air. While legally the station does not have to give time to opponents on controversial issues, Petty said common sense and fair play demands that the station do so. He did say that the station has the right to choose the type of program which the station offers those wanting time for rebuttal purposes. The safest thing for stations to do, Petty said, is to get written opinions from lawyers on any matter the station is in doubt about. When the station has written proof of its actions and intentions, should the FCC at any time investigate the matter, Petty said, "it will show that the station acted in good faith."

Regarding libel and slander, Petty said broadcasters should be primarily guided by the laws of their own state. He advised the program directors to continue using disclaimers because even though it did not protect stations from libel at least it would help mitigate the damages to them.

#### Criticizes The FCC

Petty again hit at the FCC, saying that it had no authority to issue any edict regarding controversial issues. Regarding legally qualified candidates using time, Petty said that they, themselves, could only ask for time and not their spokesmen.

Petty said a station owner can advocate a candidate for office if the station thinks he is best suited and that it is not necessary to give or sell time to the opponent. Where one candidate has money and another has not, Petty said the station can sell time to the one with money and refuse time to the candidate who has none. Petty constantly reiterated that a letter from a lawyer is the best safeguard for a station on all controversial and editorializing matters.

#### Redmond Talks Music

Continuing "The Program Director as a Business Man," Tuesday's session of the NAB program director's clinic opened with an address by Dick Redmond, program director

of WHP, Harrisburg, Pa., who suggested that the primary consideration in the presentation of musical shows is to produce each program, rather than put it together haphazardly. As an example of this theory, he demonstrated the practice used at WHP of inserting introductions to musical shows in the music according to natural fades and builds rather than by timing vocal introductions by the clock.

#### Tinnea Discusses Deejays

Continuing the study of musical programs, John Tinnea, assistant station director of KWK, St. Louis, discussed the disc jockey program. He stressed that the dominant factor in making a disc jockey show successful is to make the disc jockey an important person in his community. He must either become a "hero" or a "home-folks" type of person to his audience. Any means to this end, whether it be high salary for the disc jockey or many public appearances, he said, is worth the effort and money necessary.

Art Page, farm director of WLS, Chicago, was the first of two speakers on farm problems in radio. Speaking on "planning for rural needs," he advised that a broadcaster must share the life of the rural people, sharing in their interests, work and social activities. The second speaker on rural radio, Charles C. Worcester, farm service director of WMT, emphasized that rural listeners depend on radio more than do any other group of listeners. Both speakers emphasized the necessity of a station's having rural editors who are familiar with rural problems and life.

#### News Service Officials Heard

Representatives of three news services, Tom O'Neill, Associated Press; John Cooper, International News Service, and Charles Ahrens, United Press, brought to the NAB clinic a description of the way in which their respective news services can be used to fullest advantage, pointing out many services of their companies which are usually ignored by stations.

Rex Howell, general manager of KFJX, Grand Junction, Colo., opened the afternoon session with "The Why and How of Public Interest Programming," stressing that it is impossible to have good public service programs without good programming. He went on to say that the broadcaster must give his audience the level of entertainment it wants, if public service shows are to be tuned in. Finally, he commented that if a station builds a reputation of being the community's friend, the community will listen to it.

#### Cites Benefit Programs

Ernie Brevik, public interest director of WDAY, Fargo, N. D., presented the story of the success WDAY has had in its "Parade of Pennies" campaign for "CARE," offering station personnel all mater-

## AGENCIES

THREE NEW OFFICERS and three new members have been named to the Advertising Council's Business Paper Advisory Committee. Nelson Bond, vice-president and advertising director for McGraw-Hill, was elected chairman. Kingsley Rice, publisher of "Power Generation," and John H. Whelan, secretary and general manager, Haire Publishing Co., were named vice chairmen. New members are Thomas W. Ashwell, publisher of "Export Trade & Shipper," Reginald Clough, president and editor of "Tide," and J. H. Van Deventer, former publisher of "Iron Age." Bond and Whelan are also serving on the committee for the first time.

DAVID B. WILLIAMS has been elected a vice-president of Erwin, Wasey & Company, effective July 1, 1949. He has been associated with Erwin, Wasey since his release from the Army in 1946. He has served in the company's Chicago, Seattle and Los Angeles offices in the media, service, contract and copy departments. At present he is an account executive in the Los Angeles office for California Bank, E. F. Hutton and Company, and the Malted Milk Division of the Carnation Company.

BOB BRIGHT has joined the Emil Mogul Co., New York, as director of radio and television. He formerly operated his own video package firm.

BOBLEY ADVERTISING AGENCY, for Ripley Clothes, which sponsors wrestling over WPIX-TV from the Queensboro Arena each Wednesday, will shortly launch a new series of promotional films on video titled "The Art of Wrestling," with telecaster Guy Lebow and Gene Stanley, "Mr. America."

FREDERICK A. MITCHELL has been added to the agency's account executive staff and Richard T. McClaughry to the copy staff, it has been announced by Needham, Louis and Brorby, Chicago and Hollywood advertising agency. Mitchell has been in charge of marketing research and sales analysis for Marathon Corporation, Menasha, Wis., for the past two years.

McClaughry was with the copy department of the Morris F. Swaney agency before joining NL&B.

ial necessary to present such a program over their stations.

Edwin K. Wheeler, assistant manager of WWJ, Detroit, spoke on the success his station has had in public service broadcasting, particularly in the line of highway safety.

Ben Miller, NAB assistant program director, wound up the Tuesday session by telling the program directors of several score program sources that the stations could utilize in obtaining material and complete programs for their stations.

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, June 29, 1949 — TELEVISION DAILY is fully protected by register and copyright

## COY SLATED FOR TBA PRESIDENCY

### TELE TOPICS

**A**CTING ON THE PREMISE that every night should be New Year's Eve in television, Olsen & Johnson, aided and abetted by their families and assorted stooges, turned the International theater and the NBC TV network into a hodgepodge of fast-paced fun-making with the debut of their Buick Hour last night. Maybe the ghost of Milton Berle stalked in the wings at times but Ole and Chic went to work as TV's benefactors and let the gags and blackouts speak for themselves.

**T**O SAY THAT O. & J.'s production is something of a family affair is not exaggeration. J. C. Olsen, the slim dead pan son of the senior member of the comedy firm, showed the influence of his old man as he bowed in and out of the proceedings. Comely June Johnson, daughter of bouncing and expansive Chic, proved a TV eye-ful seasoned with the experience of vaudeville, supper clubs and revues. Sharing the family billing was Marty May, a comic in his own right and husband of June Johnson in private life.

**T**HE COMEDY STRENGTH of Olsen and Johnson is their pacing, topical gags, audience participation stunts and mimicry. Just how consistent and effective they will be in television rests with Ezra Stone, director-producer, and the staff of Kudner agency experts. At this writing they are off to a good start. Time and the ratings will tell the rest of the story.

**D**ON GIESY, DuMont TV network public relations executive, and his assistant, Louise Pollett, resigning their posts. . . Giesy will open his own public relations office on July 5th. . . Gerald Lyon, formerly of USO Camp Shows, will succeed him at the DuMont post. . . Nominations for a word to replace "kinescope" in the TV transcription field continue to come in. . . Herb Hobler of Mutual network sales, would replace it with "telescription" while E. T. D. comes up with the following suggestions, vidpix, telepix, telescription and telekino. . . Stanton M. Osgood has taken over his new duties as director of CBS-TV production. . . Sale of the Tele-news-INS daily newsreel to a group of Chevrolet dealers for showing on WRGB, Schenectady, was announced yesterday. . . DuMont television network makes the claim that it is now offering more live programming than any other TV network. . . Gloria Benson, currently at the Penthouse club, will appear on Jack Sterling's show over WCBS-TV tomorrow at 1 p.m. . . NBC's "Quiz Kids" will make its TV debut over the networks eastern and midwest TV web tonight, 8 p.m., EDT. The show will have the same format and youngsters as its radio show.

### Top Ten TV Shows Named

The top ten television shows for the month of June in the New York area, according to the television audience survey of Pulse, Inc., are as follows:

	Program Average Rating	
	June	May
<b>Once A Week Shows</b>		
Star Theater, WNBT, Tuesday	68.0	67.0
Broadway Revue, WABD, and WNBT, Friday	58.8	57.7
The Goldbergs, WCBS-TV, Monday	47.0	50.4
Toast of The Town, WCBS-TV, Sunday	47.0	46.5
Godfrey & His Friends, WCBS-TV, Wednesday	41.3	50.2
Suspense, WCBS-TV, Tuesday	35.3	30.4
TV Theater, WNBT, Wednesday	30.9	41.8
Break the Bank, WJZ-TV, Friday	30.8	
Fred Waring Show, WCBS-TV, Sunday	28.5	31.8
Stop the Music, WJZ-TV, Thursday	25.9	
<b>Multi-Weekly Shows</b>		
Howdy Doody, WNBT, Monday-Friday	18.2	23.5
Giants Night Baseball, WPIX, Tuesday, Thursday	16.0	
Small Fry Club, WABD, Monday-Friday	14.8	18.0
Lucky Pup, WCBS-TV, Monday-Friday	13.7	17.9
Kukla, Fran & Ollie, WNBT, Monday-Friday	13.2	15.1
Roller Derby, WJZ-TV, Monday, Thursday, Friday	12.0	11.6
Dodgers Daytime Baseball, WCBS-TV, Tues., Wed., Fri.-Sun.	10.7	
Camel News Caravan, WNBT, Monday-Friday	10.5	11.2
Fred Howard Show, WCBS-TV, Monday-Friday	10.4	14.5
Six Gun Playhouse, WPIX, Monday-Friday	9.9	10.9

### Wynn Signs With CBS For Coast TV Show

Signing of Ed Wynn to an exclusive contract for television appearances on CBS was announced yesterday by J. L. Volkenburg, vice-president and director of television operations for the network. Wynn will star in his own TV show which will originate in Hollywood and will be kinescoped for East coast presentation. The William Morris agency represented Wynn in the CBS negotiations.

### Levys Buy Interest In TV-Film Company

Aaron Katz, president of Official Films, Inc. and Official Television, Inc., New York, yesterday announced that Leon Levy, formerly general manager of WCAU, Philadelphia and member of the board of CBS, and his brother, Isaac Levy, CBS board member, have acquired an interest in both Official firms and will serve as members of the board of the two corporations. Official Television, Inc. are distributors and producers of live and ET shows.

### 17 Subscribers Announced For Web-TV Hooperatings

(Continued from Page 1)

May network TV Hooperatings being issued as "complimentary": Batten, Barton, Durstine & Osborn; Campbell-Ewald; Chrysler Corp.; Electric Auto-Lite Corp.; Wm. Esty; Firestone Tire & Rubber Co.; Foote, Cone & Belding; General Mills; Geyer, Newell & Ganger; Household Finance Corp.; C. S. Johnson & Son; Kudner Agency; Lever Bros.; P. Lorillard & Co.; Marshalk & Pratt; Sullivan, Stauffer, Colwell & Bayles; Transamerican Broadcasting & Television Corp. Agencies already listed as Hooper subscribers will be furnished net-

work video Hooperatings at a basic charge of \$300 monthly for Part I of the report. Advertiser subscribers wanting network TV data will be billed at the rate of \$100 monthly per program. The July network report on television will include data on 37 cities covered in the May report. On the basis of subscriptions sold for the July TV Hooperatings, television will account for about 5 per cent of his firm's total income, Hooper said, with the remaining 95 per cent derived from network and local radio studies.

### FCC Chairman Set To Head Video Organization

Wayne C. Coy, chairman of the Federal Communications Commission, is expected to resign when he returns from the international communications conference in Paris in mid-July to accept the post as president of the Television Broadcasters Association, industry organization sponsored by the major manufacturers and TV broadcasters.



Coy was informally offered the post by a committee from T B A some weeks ago and at that time promised to take the offer under consideration. Since then in Paris, Coy is reported to have confided in American broadcaster friends that he plans to leave government service for private business and the TBA offer appears attractive.

Since the original proposal was made to Coy a committee of the TBA has been quietly canvassing the membership in an effort to raise \$100,000 to finance the paid presidency and to expand the operations of the organization's offices. Already several members have volunteered to subscribe to the fund and in most cases the name of Coy has been considered acceptable for the paid presidency.

**Coy's Successor Discussed**  
Washington—With a drive for the naming of Ben Cottone to succeed Wayne Coy shaping up, opposition to the reappointment of Commissioner Edward M. Webster to the FCC continued to stay under cover yesterday. There are only two more days to Webster's term. Efforts to learn of any important opposition within the radio industry were unavailing, while it is known that there has been a good deal of industry support registered in his behalf.

Coy is expected to leave his Commission post shortly after his return from Paris—probably late this month, and there is a major boom on to place Cottone, now Commission general counsel, in his place. Cottone is said to be popular among industry leaders, having been close to both Coy and former Chairman Charles Denny during his term as Commission general counsel.

## Attend News Meet

The attendance at the first annual Radio News Editors Conference at Kent State University, Kent, Ohio, on last Saturday included the following executives:

Max Plancher, news director, WHKK, Akron.  
 Robert C. Horn, news editor, WRFD, Worthington.  
 Al Frances, news editor, WHBC, Canton.  
 John Baker, ass't news editor, WHBC, Canton.  
 Gene Ragle, news director & ass't gen. mgr., WCLT, Newark.  
 Frank R. Curtis, program director, WTRF, Bellaire, Wheeling, W. Va.  
 William F. Westerhold, news editor, WLEC, Sandusky.  
 Allan Land, news editor, WHIZ, Zanesville.  
 Harold Hageman, news editor, WADC, Akron.  
 R. Marvin Cade, ass't news editor, WJW, Cleveland.  
 Al Parlin, news editor, WTOL, Toledo.  
 Charles R. Day, news director, WGAR, Cleveland; president, OARNE.  
 Fred Brophy, news director, WHIO-TV, Dayton.  
 William Crooks, news director, WFMJ, Youngstown.  
 Robert W. Dailey, radio editor, McCann-Erickson, Cleveland.  
 Arthur Oldham, McCann-Erickson, Cleveland.  
 Mike Levine, news editor, WMCK, McKeesport, Pa.  
 Edward Sheridan, newsman, WPAY, Portsmouth.  
 Robert S. French, gen. mgr., WVKO, Columbus.  
 Robert E. Rogers, news director, WAKR, Akron.  
 Bill Selah, news editor, WAKR, Akron.  
 Arthur Stringer, NAB.  
 Gene Martin, news editor, WLW, Cincinnati.  
 Dallas DeWeese, Sohio reporter, WLW, Cincinnati.  
 John Cooper, INS, New York.  
 Harold Lisk, INS bureau mrr., Columbus.  
 Floyd Weidman, WEWS, Cleveland.  
 H. A. Seville, WEOL, Elyria.  
 Willis Evans, United Press, Columbus.  
 Ross Downing, United Press, Pittsburgh.  
 Ade Ponikvar, INS, Cleveland.  
 Kenneth Halterman, WHHH, Warren.  
 Marion Del Vecchio, WTRF, Bellaire.  
 Robert West, "WKSU," Kent State U.  
 W. Dan Oana, KSU, student.  
 Carol Crites, KSU, student.  
 Paul Gingham, Columbus attorney.  
 Tim Elliott, (unattached), Akron.  
 Douglas Edwards, CBS-TV, newscaster.  
 Eugene Carr, director of radio, Brush-Moore Newspapers, Canton.  
 Robert Mason, WMRN, Marion.  
 Bob Rowley, WEOL, Elyria.  
 Murray Powers, managing editor, Akron Beacon Journal.  
 William Taylor, head, KSU school of journalism.  
 Prof. Michael Radoek, KSU school of journalism.  
 Prof. James A. Fosdick, KSU school of journalism.  
 Prof. Carleton J. Smyth, KSU school of journalism.  
 Henry C. Beek, Jr., KSU school of journalism.  
 Dr. Roy Wenger, director, audio-visual aids, KSU.  
 Will Henderson, State News Bureau, Cleveland.

## Publicity Committee Of Pioneers Announced

The personnel of the Publicity Committee of Radio Pioneers was announced Friday by NBC's William S. Hedges, president. Dorothy Gordon of the New York Times is chairman. The other members of the committee are Ben Gross, New York Daily News; E. L. Bragdon, Radio Corporation of America; Charles Butterfield, Associated Press; Martin Codell, editor of Television Digest; M. H. Shapiro, Broadcast Music, Inc.; Don Short, New York Journal-American; Sol Tai-

# Improvement Of Radio News Discussed At Kent 'U' Meet

(Continued from Page 1)

period," he declared, "only a few had prior news experience and a conviction of the true worth to the station of the news department.

"If we do not falter in our progress during the next four years—if we develop and maintain a professional and adult attitude toward our jobs in radio news, then radio news will achieve a new high place in the regard of listeners, sponsors and managements," Stringer asserted.

Newsmen should have a keen interest in the cash register, he said, urging "acceptable sponsorship of news programs."

Charles Day, news director at WGAR, Cleveland, and president of the Ohio Association of Radio News Editors, spoke on "How to Use your Newsroom."

Most stations need to show more effort in their news coverage by making use of what facilities they already have, he explained. This means cultivating local contacts, re-writing stories, using the telephone for covering local stories, and making effective use of the wire services, he said.

"All news associations have one big challenge on their hands," Day pointed out. "They need to convince most radio station managements that news is a real job, a full-time one, and an important one."

### TV News Problems Discussed

Douglas Edwards, CBS-TV newscaster, was principal speaker at the conference dinner. He outlined the past, present, and "some projection of the future" of television news.

"In the future—as better and more mobile field equipment comes along—we will be able to switch to the scene of a fire, an earthquake, a flood, a feature story, an election booth, or the floor of the Senate at the time when major news is actually being made," he said.

It will always be necessary, he declared, to capsule events into regular news stanzas. Film will be the answer to the problem of picturing developments which take place over the span of the afternoon.

Edwards said he could see, "not too far away," a TV news picture

## WNYC Staging Exams For Five Radio Posts

Competitive written examinations have been held by WNYC, New York, the city station, for five posts under regulations of the municipal civil service commissions.

The job titles are assistant program director, continuity writer, radio operation assistant, radio traffic assistant, and radio dramatic assistant.

shoff, editor of Broadcasting Magazine; Bill Wiseman, WOW, Omaha; and Frank Burke, editor of RADIO DAILY.

service similar to the present wire-photo networks. Film made of an event will be relayed by cable or microwave to a central news office where a kinescope or TV recording can be made and that film then cut and fit into the body of a news show.

### No. 1 Program Preference

Robert Mason, manager of WMRN, Marion, Ohio, emphasized the importance of news in radio programming.

"News is number one in audience preference," he declared. "It has the greatest immediate appeal. It has the broadcast basic interest. It can build into a station an individual personality and character." Also, he pointed out, "news is one of the most salable products of the program department."

Other speakers included Paul Gingham, Columbus, O., attorney, who discussed "Legal Aspects of News Broadcasting," and Floyd Weidman of WEWS-TV, Cleveland, who presented a television film story.

More than 50 radio news directors from Ohio and Pennsylvania attended the conference. Robert S. French, general manager of WVKO, Columbus, O., served as conference director. Prof. Carleton J. Smyth, head of the KSU radio-journalism sequence, was executive secretary.

## BEHIND THE MIKE

Manager Dick Klein, of the Hotel Sutton, tossing that "MADJ Mid-night Cruise" at his hostelry, swimming pool this Saturday mid-night.

Alfred Drake, being profiled by the N'Yawker, also being set for his own TV show in the fall.

Herb Sheldon took his entire staff to Shorehaven Beach Club the other day to beat the heat and wrote his next day's script there.

Hugh James cutting a flock of records for the Red Cross Nat'l Blood program.

Merrill E. Joels just completed the narration on an album of Children's Records, playing nine characters as well.

The largest rum bottle in the world, standing 8 feet high, will be used by Noro Monales at the Capitol when he features "Rum and Soda."

Richard Dana, writer of Peabody Award-winning United Nations CBS program "Memo From Lake Success," is currently writing for UN dramatic transcribed series "UN Story."

### Returning To Air

Two CBS dramatic programs "Broadway's My Beat" and "Escape," will return to the air on July 7 as summer replacements for "F.B.I. in Peace and War" and "Suspense," respectively.

# Some Pumpkin!

The modern magic pumpkin that whisks girls to a princely party is WBZ and WBZA's new "Cinderella Weekend" program, 9:00 to 9:30 AM, Monday through Friday. Each morning, 300 New England women vie to participate in this fascinating quiz show, conducted by Fun-Master Verne Williams. And each week's winner gets a weekend for two in New York, all expenses paid. "Cinderella Weekend" is a golden opportunity for its many, many listeners... and—by the way—this potential gold mine is available to some alert sponsor! Get the facts from Herb Massé at WBZ, or from Free & Peters.

**BOSTON**  
**50,000 WATTS**  
**NBC AFFILIATE**

**WESTINGHOUSE RADIO STATIONS Inc**  
 KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

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





# RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

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NEW YORK, TUESDAY, JUNE 28, 1949

TEN CENTS

## INDUSTRY LEADERS AT PROGRAM CLINIC

### Jurisdiction, Issue In SBS-WGST Matter

Washington Bureau of RADIO DAILY  
Washington — Southern Broadcasting Stations, Inc., told the Supreme Court yesterday that there is no occasion for that body to take jurisdiction in the matter whether it should be paid damages for breach of contract by WGST, Atlanta. WGST terminated a contract with Southern Broadcasting Stations, Inc., in response to an FCC demand that it either assume the responsibilities of a licensee or surrender its license.

Yesterday's answer was filed for  
(Continued on Page 6)

### NBC Series To Originate From Europe, Asia Cities

A 13-week series of roundtable-discussion programs, "Americans Abroad," with representatives of American organizations, currently on a round-the-world tour of foreign capitals, will be broadcast by NBC, beginning July 9, 12:15-12:30 p.m., EDT.

Recordings, which will be made in the overseas capitals after the group has met with foreign leaders, will be flown to this country for  
(Continued on Page 2)

### Interest In Music Reported Increasing

Fort Wayne, Ind.—Inventories of The Magnavox Company have been reduced in excess of one million dollars since the close of its fiscal year ended February 28, 1949, Frank Freimann, executive vice-president of The Magnavox Company, reported.

Freimann, just returned from an  
(Continued on Page 2)

### 94.2 Of U. S. Families Have Own Radios

A total of 94.2 per cent of all families in the United States own radios, and 63.0 have home telephone service, according to the 1949 edition of "A Basic Marketing Chart of the United States" published by the Research Co. of America in New York.

The income of Americans, according to the chart, jumped from \$76 billion (\$575 per capita) in 1940 to \$190 billion (\$1,323 per capita) in 1947, an increase of 150 per cent. The greatest gains in income occurred in the East South Central, West South Central, Mountain and Pacific Divisions, with an increase ranging from 184 to 197 per cent. The smallest gains during this period were reflected in the New England Division (116 per cent), Middle Atlantic Division (121 per cent) and the East North Central Division (149 per cent).

### Crosley To Oppose FCC Report On WHAS

Cincinnati—Indications that the Crosley Broadcasting Corporation will take exceptions to the FCC examiner's report denying the company the right to purchase WHAS, Inc., Louisville, is contained in a statement issued by James D. Shouse, chairman of the board and president of the Crosley Broadcasting Corporation. The Shouse statement followed the release of the findings by Examiner Leo Resnick

(Continued on Page 2)

### Programming 'Keystone,' Says Miller; Weaver Hits Measuring Devices; Confabs May Become Regional

By HAL TATE

(Chi. Representative, RADIO DAILY)

Chicago — In one of the hardest hitting talks ever delivered before any radio group, Pat Weaver, vice-president of Young and Rubicam, Inc., New York, and director of radio and television for the agency, told the more than 300 program directors assembled here for the first day's session of

(Continued on Page 5)

### Radio Industry Active Says Emerson Exec.

A reassuring note on radio's future was sounded yesterday by executives of the Emerson Radio & Phonograph Corp. at a luncheon meeting of Emerson distributors attending a two-day conclave at the Waldorf-Astoria, New York.

Radio is not "a dead duck," or even an ailing duck, in the opinion of Emerson's executive vice-president, Dorman Israel. "Believe me,

(Continued on Page 2)

### Spot Radio Included In Grape Juice Drive

San Francisco—Spot radio is reported included in the advertising plans of Cella Vineyards in a drive to popularize Betsy Rose grape juice this year. Company, owned by J. B. Cella, has plans to market a million cases of the California made grape juice this year.

### D. of J. Anti-Trust Unit Studying Web Operations

Washington Bureau of RADIO DAILY  
Washington—A study of network operations is under way by the Department of Justice anti-trust unit, a top official of that unit admitted

(Continued on Page 8)

### Listener Ratings High In New York Area

The average quarter-hour radio-TV sets in use in metropolitan New York was higher this month than in May, 1949, and in June of last year, the latest radio audience survey made by Pulse, Inc., indicated.

The survey showed that 26.2 per cent of the sample of radio-TV homes had their sets tuned in during the first week of this month, 6

(Continued on Page 6)

### Will Manufacture ET's In New Kentucky Plant

Closing of the New York production plant of Muzak Corporation and removal of all manufacturing of transcriptions and phonograph records to Elizabethtown, Ky., was an

(Continued on Page 2)

## Advertising Of Applications, '90-Day Cut-Off' Hit At FCC

Washington Bureau of RADIO DAILY  
Washington—Strong opposition to the FCC's proposals for public advertising of applications for new permits, modifications, renewals and transfers was voiced yesterday by four industry representatives, while a number of others who had been expected to appear failed to testify before the Commission. Among those failing to appear were the four networks and TBA. Op-

position to the advertising proposals was registered by the FCC Bar Association, NAB, and Attorneys Vernon Wilkinson and George S. Smith.

Guilford Jameson, Bar Association president, said there is no need for these requirements, which "will place additional burdens upon applicants and licensees without commensuration by any benefits

(Continued on Page 8)

### Unanswered

TBA's request to the FCC for a partial lifting of the TV freeze as yet has not been answered by the Commission. The letter to the Commission pointed out that the freeze might be ended in 11 market areas, comprising 22 channels, where, because of station scarcity, problems of station interference and spacing does not exist.

### New High

A prize of \$52,000 in merchandise and cash, claimed by CBS to be radio's biggest jackpot, was won on the net's "Sing It Again" telephone quiz, June 25, by a sales engineer at Rochester, N. Y. The scoreboard to-date for other webs follows: ABC's "Stop the Music," \$35,250; MBS' "Queen for a Day," \$35,000, and NBC's "Truth or Consequences," \$30,000.



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

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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 (June 27)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., Philco, Philco pfd., RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER.

Interest In Music Reported Increasing

(Continued from Page 1) extensive coast-to-coast business trip, declared that he found a renewed interest in good music. He confidently expects because of this interest, that there will be a further accelerated reduction of the company's inventories of radio-phonograph combination sets. Key Magnavox dealers also reported to Mr. Freimann that May sales of radio-phonograph combination sets have greatly exceeded those in months of March and April. Based on monthly reporting, this condition seems to be general among Magnavox dealers. The company is making plans for the private showing to its dealers of new models at the Music Merchants Show starting the week of July 25th and which will be held in New York City.

Crosley To Oppose FCC Report On WHAS

(Continued from Page 1) of the FCC in which technical objections to the transaction were released.

Text of Statement The Shouse statement follows: "The recommendation of Mr. Resnick was in the form of an initial decision which was made public simultaneously with its filing with the FCC.

"The Commission has not acted upon Mr. Resnick's recommendation. The Crosley Broadcasting Corporation will take exceptions to the examiner's report and oral arguments will be requested.

"I have not had an opportunity to study the examiner's report. But I understand that the averse finding was based upon a strict interpretation of the same multiple ownership rule of the Commission which forced Crosley Broadcasting some years ago to sell WSAI in Cincinnati to the Marshall Field interests.

"Relates Only to Overlap" "The multiple ownership problem relates only to an overlap in the areas served by the amplitude stations WHAS and WLW, and does not apply to the AM and television facilities involved between Crosley and WHAS, Inc.

"To deny a transfer involving all the properties concerned because of a technical problem pertaining only to the amplitude service indicates that the examiner's report concerned itself primarily with an interpretation of the Commission's rule which I do not believe as intended at the time the rule was formulated some years ago."

Announce Avco Earnings

Consolidated net income of Avco Manufacturing Corporation for the six months ended May 31, 1949, after all charges including Federal taxes, amounted to \$2,566,640, equal after preferred dividend requirements to 35 cents per common share, Victor Emanuel, president, announced Friday. This compares with consolidated net income of \$3,141,607, or 43 cents a common share, in the first half of the 1948 fiscal year.

Earnings in the second quarter of the current fiscal year amounted to 21 cents a share, which is the same amount as in the second quarter of 1948. Earnings in the first quarter of 1949 amounted to 14 cents per common share.

Net sales for the first half of 1949 amounted to \$71,054,898, as compared with \$62,257,080 during the same period last year.

Gets New Sponsor

Philip Morris and Co. will assume sponsorship of CBS' "Crime Photographer" effective Thursday, August 4, 9:00-9:30 p.m., EDT. Show now sponsored by Toni Company will air its final broadcast under Toni banner on July 28. Agency is Biow & Co.

NBC Series To Originate From Europe, Asia Cities

(Continued from Page 1) broadcast. The discussion programs will originate from London, July 9; Paris, July 16; Berlin, July 23; Vienna, July 30; Rome, Aug. 6; Ankara, Aug. 13; Tel Aviv, Aug. 20; Cairo, Aug. 27; Beirut, Sept. 3; Karachi, Sept. 10; New Delhi, Sept. 17; Manila, Sept. 24, and Tokyo, Oct. 1.

Participants will be drawn from a group of 30 Americans on a global tour with World Town Hall Seminar, representing national organizations active in the fields of labor, management, farming, education, civil liberties, international relations and inter-racial relationships, as well as civic, patriotic and women's groups. Foreign leaders also will speak.

Will Manufacture ET's In New Kentucky Plant

(Continued from Page 1) nounced yesterday by Harry E. Houghton, president of Muzak. The executive offices, commercial service departments and all recording facilities will remain in New York.

Manheim To London

Harold "Het" Manheim of the CBS picture department has resigned effective August to join a new British film producing company. He sails for London on August 15.

Radio Industry Active Says Emerson Exec.

(Continued from Page 1) we still have a radio industry, and it's anything but small," he declared. Radio set makers and equipment manufacturers have nothing to fear from the future, he said.

Israel predicted more innovations in radio set construction, and large-scale production of such items as the "shirt-pocket" radio, opening a "radio-on-every-person" market.

Yesterday's meeting marked the first public showing of Emerson's 1950 radio and television line. This is highlighted by the firm's Model 621, described as the industry's first four-in-one table model combining TV, FM, AM, and record player adapter unit. This set, with a 61 square inch picture screen, will retail for \$269.50.

Emerson's president, Benjamin Abrams, announced details of the firm's "price protection policy," aimed at cushioning dealers and distributors against losses resulting from price changes. Emerson will reimburse its dealers and distributors for the difference between old and new prices on stock bought within 30 days of the price change. Abrams termed this policy a "stabilizing" tactic much needed by the industry.

Advertisement for W.I.T.H. AM Baltimore, Md. FM. Includes image of a deer and the text: "What do we do now?"

When a scared deer gets loose in a china shop, there's not much you can do except open the door and hope for the best. But if you timebuyers want a sales kick in Baltimore, you don't have to trust to luck. Cold, hard facts and figures lead you straight to W-I-T-H, the bargain buy in this market. Yes, sir! If you want to do a lot with a little bit of money, use W-I-T-H, the station that delivers more listeners-per-dollar than any other station in town. Get the full W-I-T-H story from your Headley-Reed man today.

Advertisement for W.I.T.H. AM Baltimore, Md. FM. Includes image of a man's face and the text: Tom Tinsley, President - Represented by Headley-Reed



**Du Mont has only one "baby."**

With the Du Mont Television Network, it's television and nothing but television. When you talk television advertising to a Du Mont representative you will talk only television—he has nothing else to sell. And over the Du Mont Television Network, your message can reach 99% of all the television receivers in America.

DU MONT TELEVISION NETWORK **DU MONT** 515 Madison Avenue, New York 22, N. Y.

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## LOS ANGELES

By AL STEEN

IT IS said that reports that Eddie Cantor would take over Garry Moore's spot on "Take It or Leave It" in the Fall were more or less pre-immature. Nobody appeared to be able to confirm it last weekend, although it is understood that Garry has something "big up his sleeve."

C. P. MacGregor, head of the transcription company of the same name, last week became president of the Los Angeles Rotary Club No. 5.

Stu Reynolds, Don Lee account executive, is back on the job after a 10-day confinement at Hollywood Presbyterian Hospital.

Elliott Lewis has been signed by Mayfair Transcriptions for five open-end quarter-hour shows a week, narrating original stories by Charles Crowder.

Het Manhiem, CBS' motion picture representative, has resigned to join a British film company.

Carlton Morse will take his TV cast of "Slice of Life" to New York for its Eastern debut July 22. His "One Man's Family" video show starts July 25.

Al Woolley, manager of NBC Recording in Hollywood, and Mrs. Woolley became the parents of a daughter last week.

ABC's "Surprise Package" was the first to originate from the network's new Studio Z at Tom Breneman's Restaurant.

Southern California Broadcasters Association has voted to oppose in principle the rising tide of advertisers who offer to purchase time on a cost-per-inquiry basis.

"Easy Aces" started over KECA on Monday under sponsorship of Thrifty Drug Stores.

Matty Malneck is subbing for Milton deLugg on KTTV's "Rumpus Room" while deLugg is in New York with Abe Burrows.

Bill Sanders has been named production assistant to Bob McLaughlin at KLAC.



## Mainly About Manhattan. . . !

• • • Before the week is out, Eddie Cantor tells us, he'll have signed with Niles Trammell for an air show for this season and a TV'er the following year. . . . Bill Slater asked Morey Amsterdam, on the Sardi show, whether he'd ever been to his home town of Parkersburg, West Virginia. "I don't know," cracked Morey. "Wait'll I run home and go through my towels!" . . . Nat Hiken scripting the Tallulah Bankhead airtel next fall. . . . N. W. Ayer has a client interested in the "Showtime" film series recently bankrolled by American Tobacco. . . . ABC readying a new show, "Academy Quiz," along the lines of "Info, Please," with name film stars on the panel. . . . Herb Polesie starts his 4th year with "20 Questions" next month. . . . That second dummy Edgar Bergen is working into his act will specialize in heckling Chas. McCarthy. (We'd still love to match master Charles with Jerry Mahoney). . . . Georgie Jessel spent the week-end on a H'woodite's half-million dollar yacht. When he left it, the owner asked him how he liked it. "It's terrific," said Geo. "Anyone who doesn't own a boat like this is crazy."

★ ★ ★ ★

• • • Starting July 4th, the Tremaynes (Les and Alice Reinheart) are going on WOR daily, Mon. thru Fri. at 3 p.m., and Sat. at noon, as usual. Les and Alice started their half-hour gab session weekly on WOR not long ago and quickly demonstrated their right to be heard daily. Meanwhile, Alice will do the femme lead on Wyllis Cooper's TV show on ABC this Thursday. As for Les, he's still doing "Detective Story," "The Falcon" plus the Drew Pearson airtel.

★ ★ ★ ★

• • • AROUND TOWN: Allen Prescott makes his 6th sub appearance on the "Breakfast Club" the week of July 4th. . . . Postcard from Alan Courtney informs he's doing a nightly stanza from the Continental Hotel in Miami Beach via WINZ. (His youngster, Harold, incidentally, just enlisted in the army and is stationed at Ft. Jackson, So. Carolina). . . . CBS' "Sing It Again" does a one-time simulcast on July 9th. Show is slated to become full-time simulcast shortly after that. . . . Movie director-producer, Art Leonard, who opened a nitery in Kew Gardens a month ago, is readying a semi-weekly interview and show biz gab session via WWRL. And Guy Lombardo is doing the same thing from his restaurant in Freeport, L. I., with a daily luncheon show emceed by Tedd Lawrence. . . . Illinois Jacquet, the Bop City jazz master, signed for his 2nd appearance on Ed Sullivan's "Toast of the Town" this Sunday. . . . Sonny Howard, currently at the Strand, who imitates every known singing star from Bing to Pinza and even Sarah Vaughan, is the latest Godfrey grad to hit the bigtime. . . . Leo De Lyon off on a 5-month tour of the nation's nite clubs and theaters. . . . "What's happiness?" scoffs John Conte. "You can't buy money with it."

★ ★ ★ ★

• • • TODAY'S QUOTE: "Television is the kind of radio which lets people at home see what the studio audience is not laughing at."—Fred Allen.

★ ★ ★ ★

• • • Interviewed by Nat Shoehalter over WCTC, Tallulah Bankhead asserted that she wouldn't appear on television 'until her face were lifted.' "Someone once offered me a large sum of money to appear on TV," she said, "and I replied I'd rather be dead. If I were seen on television, I would be dead because anyone who saw me would never come to see me again."

## SAN FRANCISCO

By NOEL CORBETT

WALTER CONWAY has been appointed sales promotion manager of KCBS. He was formerly with KNX and the Knollin Ad Agency.

Here 'N' There . . . Fred Mahlstedt, manager of Radio Sales Research for CBS and Gordon F. Hayes, in charge of the Radio Sales Office in Chicago are visiting Arthur Hull Hayes, CBS veepee, to familiarize themselves with the San Francisco Bay Area market and look over the sales facilities of KCBS. . . . Wally Hutchinson, KGO's assistant advertising manager, married Kathleen McGuinness June 11. Hutchinson writes the "Bob Franklin" radio column, paid ad about KGO and KGO-TV for local Metropolitan dailies.

## Limited Contracts Urged By Station Reps Group

Station representatives have been urged by the National Assn. of Radio Station Representatives board of directors to avoid long-term video contracts and adopt rate guarantee periods of not more than a year.

The board's recommendation, according to NARSR's managing director, T. F. Flanagan, is aimed "not to retard television by imposing upon it standards of practice which originated in AM broadcasting, but out of consideration for the interests of television on station owners which will best be served by resisting pressure to give rate guarantees for more than a period of one year."

## Stork News

Des Moines, Ia.—Bob Burlingame, KIOA, news director, is the father of twin sons, Robert and Roger.

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DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
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3 MARKETS WITHIN  
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# INDUSTRY LEADERS AT PROGRAM CLINIC

## Avery, Baker And NAB's Mitchell Are Heard

(Continued from Page 1) the three-day NAB program directors clinic at Thorne Hall, Northwestern University's downtown campus, that the radio industry has to put up with more measuring devices and tests than any other medium.

Weaver, who emphasized he was speaking personally and not as a spokesman for the agency, carried out the "let-the-hair-down" theme which is characterizing the entire three-day clinic, by lashing out at the Broadcast Measurement Bureau, which he claimed is not going into the figures of how many people are being reached per dollar spent in radio. Weaver unequivocally stated that the number one advertising medium the past year has been radio. He warned, however, that this "number one" status of radio will not prevail indefinitely and that he personally feels that television will eventually take over radio's position. He pointed out that already in New York radio's position is only three times better than television's.

### "No Apologies," Says Miller

Judge Justin Miller, president of NAB, teed off the three-day clinic, by emphasizing that programming is the keystone of the entire broadcasting structure. He said that broadcasters need make no apologies for the American system of broadcasting. He lashed out at Great Britain's system of broadcasting and other government-dominated systems where radio is in the hands of a dictatorial few.

In addressing the program directors, Judge Miller said he sympathized with their problems and realized that their task was undoubtedly the most ulcerous in radio and that they must make many compromises, but that life itself was a compromise. He said the program directors' problem is to select and pattern his programs to fit his audience. He said NAB can give the tools with which to do the job. He

also predicted that television personnel of the future will come from the AM and FM fields and not from outsiders who have been trained specifically for television.

The theme of Maurice B. Mitchell's Monday morning talk was that the program director and sales department must work closer together than they have in the past.

Mitchell, who is director of the NAB broadcasting advertising bureau, together with Lewis B. Avery and Pat Weaver, formed the three-man panel discussing "The Program Director as a Business Man." Mitchell emphasized that the station with the best programming will have the best sales.

### Takes Station Reps' Side

Avery, head of Avery-Knodel, took the rep's side of the panel discussion and brought out what the reps needed to sell their station's local programs. Minimum facts needed, Avery said, are title of program, type of program it is, the format of the program, personalities on program, what time show is broadcast, cost of program, Hooper rating or some other concrete evidence of listenership and a sample electrical transcription. He lauded radio advertising as the best of all media because no other advertising is as convincing, no other advertising has the authority

which a personalized message conveys over the air. "Commercial copy can be tailored to audience," said Avery.

The entire three-day season is being chairmanned by Harold Fair, NAB program director. Ben Miller, Fair's assistant, is also doing yeoman work. So successful has this program directors clinic been already, that plans are now afoot to set up regional meetings throughout the country. The University of Oklahoma has already offered to abandon its own radio sessions in favor of an NAB program directors clinic in the Texas-Oklahoma area. It is possible that regional program directors clinics may even supplant current Ohio state University's panels as well as that now going on at the University of Illinois.

### Lee Little Talks Promotion

Lee Little, program director of KTUC, Tucson, Ariz., started off the Monday afternoon sessions discussing the successful promotion of programs to the audience and the advertiser. He said "good promotion can make people listen once but bad promotion can kill good programs." He emphasized that the simpler the promotion idea the more effective it would be. Little said that audiences could be built even with so called "silly" promotion ideas and that stations should never

## Fair Is Chairman, With Ben Miller As Assistant

overlook any idea, but should watch that good taste is in force. Specifically he said when "Ford Theater" moved to his station he literally moved a Ford theater in front of his station.

In a nutshell Little said the more listeners you have the more sales you have.

### Hanlon, Lindsay Close Session

Kenneth H. Baker, acting president of BMB and director of research for NAB, discussed practical and inexpensive ways to determine audience reaction. He said the sample system could be used effectively and that technical knowledge was not necessary. He warned that the complete census could not be used but that only a sampling system could be utilized.

Winding up the first day's sessions were: Jim Hanlon, director of public relations and special events for WGN, Chicago, who discussed his phase of broadcasting, and Merrill Lindsay, general manager of WSOY and a member of the NAB board of directors, who discussed sport broadcasts.



14.3 Hooper rating on WHAM  
ROCHESTER, N. Y.

"WHO'S TALKING?"

Listeners actually hear Celebrities give clues about themselves

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### Busy Miller

Chicago—Busiest man in Chicago is Judge Justin Miller, NAB proxy, who is giving four talks in two days. In addition to launching the three day NAB program directors clinic Monday morning, the judge is also one of the featured speakers at the National Retail Dry Goods Association today and was a featured speaker at the University of Illinois confab Monday night. He'll be at the NBC-Northwestern University summer radio institute tonight.

# Listener Ratings High In New York Area

(Continued from Page 1)

a.m.-midnight, compared to 24.9 per cent in May, 1949, to 25.3 per cent in June, 1948, and to 21.2 per cent in July of last year.

For radio alone, the Pulse poll indicated a rise in listening this month over May, 1949 from 22.6 per cent to 23.7 per cent. This compares to the June, 1947, figure of 23.1 per cent when the television audiences were considered negligible in Pulse surveys.

## Sunday Eve Falls Off

The current report pointed out that "the only period of the week which showed a decline in listening was Sunday evening. In general," the report continued, "the network stations maintained their share of the total audience during the day, but dropped slightly in the evenings. A corresponding increase occurred among the sports independents, the amount of increase depending on how many baseball games they aired."

The top ten evening and daytime shows, as indicated in the current Pulse report, were:

### Daytime—5 A Week

	June	May
Arthur Godfrey	9.9	10.0
Helen Trent	7.8	6.8
Rosemary	7.5	8.0
Our Gal Sunday	7.4	6.7
My True Story	7.3	5.9
Grand Slam	7.3	8.1
Big Sister	7.3	6.0
Ma Perkins (1:15)	7.2	5.8
Young Dr. Malone	6.7	
Guiding Light	6.5	

### Evening

	June	May
Lux Radio Theater	19.9	24.2
Suspense	16.3	14.0
Walter Winchell	15.0	19.0
My Friend Irma	13.5	15.7
Godfrey's Talent Scouts	12.5	17.7
Judy Canova	12.3	
Inner Sanctum	12.0	15.0
Stop the Music	11.9	
Bob Hope	11.2	15.2
Gangbusters	10.7	
Break the Bank	10.7	

### Saturday and Sunday Daytime

	June	May
Dodgers vs Pittsburgh (Sat.)	6:4	
Junior Miss	6.3	6.2
Children's Hour	6.3	7.4
Yankees vs St. Louis (Sat.)	6.3	
Dodgers vs Pittsburgh (Sun.)	6.3	
Let's Pretend	6.2	4.9
Make Believe Ballroom (Sat. AM)	6.1	5.2
Grand Central Station	5.9	5.2
Yankees vs St. Louis (Sun.)	5.9	
The Shadow	5.7	

## 'It Pays To Be Ignorant' In New Slot For Summer

"It Pays to be Ignorant" will move into the 9:30-10 p.m. Tuesday spot on CBS starting July 5, instead of going off the air as originally planned. The quiz show parody will be transcribed in its new time slot.

"Broadway's My Beat," CBS mystery series, returns to the network as summer replacement for "FBI in Peace and War," 8-8:30 p.m. Thursdays starting July 7.

# 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 17-23, 1949

TITLE	PUBLISHER
A Wonderful Guy	Chappell
"A"—You're Adorable	Laurel
Again	Robbins
Bali Ha'i	Chappell
Beautiful Blonde From Bashful Bend	Miller
Candy Kisses	Hill & Range
Careless Hands	Melrose
Comme Ci Comme Ca	Leeds
Cruising Down The River	Henry Spitzer
Don't Cry, Cry Baby	Santly-Joy
Five Foot Two, Eyes Of Blue	Felst
Forever And Ever	Robbins
Havin' A Wonderful Wish	Paramount
How It Lies, How It Lies, How It Lies	E. H. Morris
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
Lora Belle Lee	Santly-Joy
Maybe It's Because	Bregman-Vocco-Conn
Merry-Go-Round Waltz	Shapiro-Bernstein
My One And Only Highland Fling	Harry Warren
Need You	Choice Music
Portrait Of Jennie	Chappell
Put Your Shoes On Lucy	Bourne
Riders In The Sky	E. H. Morris
So In Love	T. B. Harms
Some Enchanted Evening	Chappell
Someone To Love	Warren Publications
There's Yes Yes In Your Eyes	Witmark
Weddin' Day	Famous

## Second Group

TITLE	PUBLISHER
A Million Miles Away	Paxton
Always True To You In My Fashion	T. B. Harms
Baby It's Cold Outside	E. H. Morris
Because You Love Me	Remick
Dreamy Old New England Moon	Leeds
Everytime I Meet You	Felst
Everywhere You Go	Lombardo
Four Winds And The Seven Seas	Lombardo
Girl From Jones Beach	Harms
Huckle Buck	United
Hurry Hurry Hurry	Dreyer
It's A Big Wide Wonderful World	Broadcast Music
Just For Me	Melody Lane
Look At Me	Jewel
Lover's Gold	Oxford
My Dream Is Yours	Witmark
Out Of Love	Henry Spitzer
Swiss Lullaby	Southern
Three Wishes	Herbert Music
While We're Young	Regent
Younger Than Springtime	Chappell
You're So Understanding	Barron-Pemora

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

# Jurisdiction, Issue In SBS-WGST Matter

(Continued from Page 1)

W. E. Carroll, Clarence H. Calhoun, Mrs. Emma B. Moore, Mrs. Hattie J. Pickard and Sam Pickard, Jr. The appeal brief filed last month by Attorney General Eugene Cook on behalf of WGST, which is owned by the regents of the University System of Georgia, had named Sam Pickard as trustee for Sam Pickard, Jr. Pickard, Jr., was named in his own right in the reply.

(Sam Pickard is a former Federal Radio Commissioner and former CBS vice-president. It was because of the concealment of his ownership of a quarter interest in WOKO, Albany, N. Y., that the WOKO license was revoked.)

The Georgia courts have ordered payment of a stiff damage judgment (\$156,000) to SBS by the WGST licensees on a breach of contract charge. They have turned down the state plea that observance of the contract would have meant the revocation of the WGST license.

Yesterday's answer maintains that the damages were awarded for breach of a contract whereby the state agreed to purchase the capital stock of SBS, with no claims by the state that the contract was not proper. Only claim was, according to yesterday's brief, that the FCC had made the contract "impossible to carry out."

Contention advanced is that there is no federal question involved here, since the state courts have all necessary jurisdiction to adjudicate private rights of parties in cases of this nature "so long as such contracts do not deal with licenses for the operation of radio broadcasting stations."

## Summer Institute Group Gathers At NBC Studios

Chicago—An informal open house was held Sunday, at the NBC Chicago Merchandise Mart studios for students attending the NBC-Northwestern University Summer Radio Institute, which began a six-week session in professional radio training on June 27.

Following orientation tours of NBC facilities, the 81 students enrolled in the institute were addressed by Jules Herbuveaux, television manager of the NBC Central Division, in the first of a series of Sunday night lectures on television.

The institute program for the week includes visits to the National Association of Broadcasters program clinic meetings being held on the Chicago campus of Northwestern June 27, 28, and 29.

## Stork News

Portsmouth, Ohio—Richard Lohnes, salesman at WPAY and FM, is the father of a daughter, Rhonda Kay, born June 3 to Mrs. Lohnes. The Lohnes' have another daughter, Connie Sue.

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, June 28, 1949 — TELEVISION DAILY is fully protected by register and copyright

## RESEARCHERS GETTING RATING-ITIS

### TELE TOPICS

**S**UGGESTIONS for a substitute word for "kinescope" continue to arrive at the desk of Tele-Topics with almost everyone agreeing that the present word fails to describe the function of TV film recording. . . . Marie Kenney, radio-TV actress, would adopt either "Tele-scripts" or "Film-scripts" while P. O'Farrell of B.B.D. & O., Pittsburgh, comes up with suggestion of "Scriptofilm." Howard A. Chinn, chief Audio-Video engineer at CBS, writes "Why not call them by their proper name—TV Recordings or TVR? Whether the industry uses this term or not, the Institute of Radio Engineers will prob'ly adopt it as standard terminology." . . . What coined word would you use for film recordings or transcriptions?

**OLE OLSEN AND CHICK JOHNSON**, who have been taking openings in stride these many years, are a little bit jittery about their TV debut tonight on WNBT-TV for Buick. The Scandinavian funsters are jittery because they know they are following Milton Berle, the nation's top rating TV comic, and anything they do will be on a comparison basis. . . . Ole and Chic, we think, will measure up to tonight's assignment . . . they have the background of showmanship, playing to live audiences in vaudeville, supper clubs and revues, and enough reserve comedy material to support a three-hour long "Funsapoppin" revue which opens Thursday at Madison Square Garden.

**BOB CAMPBELL**, CBS-TV producer-director, will speak at a meeting tonight of the American Television Guild at the Johnny Victor Theater, RCA Exhibition hall. . . . WTMJ-TV, Milwaukee, claims 1,239 sales following demonstration of a plastic whisk broom on the "What's New In The Kitchen Show." . . . John Derr has been named assistant sports director for CBS-TV . . . he formerly was in the AM sports department of the web. . . . John A. Fitzpatrick, Video Productions and Distributors, left New York the past week-end on a business trip to Chicago and Hollywood. . . . Preliminary construction work on the antenna system of WOAI-TV, San Antonio, has started and station hopes to be in operation in the late Fall.

**T**BA in Washington yesterday asked the FCC to stay the application of its interpretation of last week regarding the rule on separate operation of audio and video transmitters of TV stations. A 10-day stay pending an informal conference on the problem was asked in a wire to the acting FCC chairman, Rosel H. Hyde.

### Westinghouse Cuts Price On Receivers

The Westinghouse Home Radio Division yesterday announced price cuts ranging from \$20 to \$100 on four television sets, effective immediately at all Westinghouse dealers.

#### Reductions Itemized

Console Model 216 with 16-inch picture tube is now priced at \$499.95, instead of \$599.95. Table Model 223 with 10-inch tube is now \$249.95, and formerly was \$269.95. Console Model 228 with 10-inch tube is now \$299.95, was \$369.95. Console Model 226 with 12½-inch tube is now \$369.95 in mahogany, instead of \$449.95, and \$379.95 in blonde finish, instead of \$459.95.

### TPA Would Regulate Through Code Medium

#### West Coast Bureau of RADIO DAILY

Los Angeles—Setting up a censorship which will enable television producers to operate without pressure controls outside the industry will be undertaken early next week in Hollywood by the Television Producers Association. President Mal Boyd has called a meeting of the Code of Ethics Committee, headed by Frank Danzig and John Nelson, to draw up basic components of the code. TPA General Counsel Max Gilford will participate in the sections outlining self-censorship plans taken by various producer segments of the motion picture industry. A meeting will be held at the Hollywood Athletic Club at noon Wednesday.

#### Tie With ITPA Sought

Closer liaison with the Independent Television Producers Association of New York in setting up a TV Code of Practices will be stressed by the TPA's board of directors, effective immediately. John Slott has been named chairman of this committee with instructions to coordinate all of his activities with the New York organization.

### Hooper's Top Ten

(N.Y.C.—June)

Texaco Theater	WNBT	75.5
Bigelow Show	WNBT	41.0
Toast of Town	WCBS-TV	38.8
Kraft Theater	WNBT	37.6
Suspense	WCBS-TV	36.9
Ford Theater	WCBS-TV	29.5
Stop the Music	WJZ-TV	27.4
Chev. On B'way	WNBT	27.1
Godfrey Friends	WCBS-TV	25.7
We, the People	WCBS-TV	24.6

### WGN-TV To Dedicate New Transmitter

Chicago—WGN-TV, the Chicago Tribune video station, will dedicate its new transmitter and antenna in a special telecast on July 5, starting at 9:15 p.m., featuring a talk by Col. Robert R. McCormick, editor and publisher of the Tribune.

The new antenna is an RCA super turnstile, erected at top Tribune Tower and extending 610 feet above ground level. This is 180 feet higher than the old WGN-TV antenna on the Daily News Building.

The new transmitter is a General Electric 5 kw model, installed on the 29th floor of Tribune Tower, along with the WGNB-FM transmitter.

### Four Leaders Remain At Top Of Nielsen Ratings

National Nielsen-Ratings for the week of May 15-21, just released, show no change in the first four listings. "Lux Radio Theater," "My Friend Irma," "Arthur Godfrey's Talent Scouts," and Walter Winchell top the ratings, in that order.

"Hallmark Playhouse," Judy Canova, "Amos 'n' Andy," and "Fat Man" moved into the "Top 20" group. Bob Hope, Mr. District Attorney, "Sam Spade," and "Big Town" moved out. Among the daytimers, "Pepper Young's Family" jumped from 12th place to 6th, and Arthur Godfrey from 16th to 8th.

### Freak Distance Reception

Salt Lake City—KSL-TV, with an effective radiated power of 18,600 watts, apparently doesn't know its own strength. This was proved when letters were received last week from persons at distant points reporting they had picked up the KSL-TV test pattern and musical interlude. The letters were from Sac City, Iowa, Murdock, Minnesota, New Ulm, Minn., Brookfield, Mo., Quincy, Ill., Kansas City, Mo., and Gaylord, Minn.

### Too Many Services Cause Confusion, Boost Costs

Growing number and expansion of television audience measurement services is bringing new wrinkles to the already furrowed brows of network and agency research execs. Without exception they would like to see developed a measurement service whose methods, coverage, accuracy and integrity are beyond reproach—a service that would be acceptable to all, thus eliminating the expense and confusion caused by competing ratings.

The researchers are generally agreed that no such service exists today. Each of the firms measuring the TV audience has certain faults, well-known to all researchers, and at the same time each has certain advantages—a service or points of information not offered by its competitors. But to get this information, one has to buy three or more services. The one item of information offered in common by all services, program ratings, are likely to differ widely as they have on many occasions in the past, and thus confuse their subscribers.

Now in TV audience measurement are Hooper, The Pulse and Jay and Graham. Hooper uses the telephone coincidental method, Pulse uses aided recall in a personal interview and now covers New York, Philadelphia, Chicago and Cincinnati. Jay and Graham employs a diary study, has been going in Chicago for some time and recently completed its first N. Y. survey. By October, the firm plans to be operating in about a dozen cities.

A. C. Nielsen has been experimenting with his Audimeter in N. Y. TV homes during recent months and plans to make his first study in August, with the report due in September. Sindlinger's radox has been in experimental operation on a small scale in Philadelphia for almost a year, and has hopes of expanding to other cities.

To further complicate the matter, there have been reports that various other business research organizations, not now in radio or television, plan to enter the TV field.

In addition to those firms concerned with quantitative measurement, several organizations have sprung up during the past year or two that purport to show tele's effects on other media and living habits. Methods of most are questionable and many of these reports are regarded as nothing more than crystal gazing.

## NEW BUSINESS

**WGN, Chicago:** The Chicago Tribune, Chicago, has begun sponsorship of "You Can't Lose." The program is broadcast from 3:15-3:30 p.m., Monday through Friday. Rubin's Women's Apparel, Chicago, has renewed "Stars of Tomorrow," 9:00-9:30 p.m., Sunday, for 52 weeks. Malcolm-Howard Advertising Agency, Chicago, handles the account. Ward Baking Co., N. Y., renewed participation in "Record Reveille," 7:00 to 7:30 a.m., Monday through Saturday, for 52 weeks. J. Walter Thompson, N. Y., is the agency. Colgate-Palmolive-Peet Co., Jersey City, N. J. renewed the "Marshall Kent Show," Monday through Saturday, 4:15-4:30 p.m., for 52 weeks from June 20. Ted Bates, Inc., N. Y., is the agency.

**Dolcin Corp., New York,** is sponsoring "Deems Taylor Concert," Sunday 12:30-1:00 p.m., for 13 weeks. Victor van der Linde, Co., N. Y., is the agency. Eastern Air Lines, Inc., N. Y., renewed five evening station break announcements, Monday through Friday, for 13 weeks. Fletcher D. Richards Co., N. Y., handles the account. Lever Brothers Co., Cambridge, Mass., for "Lifebuoy," has begun six weekly announcements for six weeks. Sullivan, Stauffer, Colwell and Bayles, Inc., N. Y., is the agency. Ice Cream Novelties, Inc., N. Y., has started sponsoring two weekly station break announcements for five weeks. Monroe Greenthal Agency, N. Y., handles the account.

**WABD-TV, New York:** Cushman's Sons, Inc., New York Baking firm, has bought a one-year series of daily one-minute spots following the "Small Fry Club" on WABD, New York. The contract, effective July 5, was placed through Samuel Croot Advertising Agency. The spots consist of weather reports by singing and dancing puppets, followed by a commercial.

## D. of J. Anti-Trust Unit Studying Web Operations

(Continued from Page 1)

yesterday, although there is no clear indication now that anything will be done in terms of court action. Assistant Attorney General Herbert A. Bergson admitted that network operations were under scrutiny, but he was inclined to shrug off the matter as something the anti-trust division has been interested in for years without taking any definite steps since 1943.

Bergson did not foresee any department action repudiating testimony earlier this month by Attorney David Hume of the anti-trust division on anti-trust sections of the McFarland bill. Despite industry and Senate objection to the testimony, it will probably stand.

## Advertising Of Applications '90-Day Cut-Off' Hit At FCC

(Continued from Page 1)

the Commission or the public may receive therefrom." He also objected to the 90-day cut-off proposal of the Commission, which limit to 90 days from an original filing the filing of mutually exclusive applications. He declared that filing of the mutually exclusive application at the end of the 90-day period meant 90 days more during which another conflicting application might be filed, starting another 90-day period, and so on.

Instead, the Bar Association offered its own proposal. Said Jameson:

"We do not believe this proposal based upon the time elapsing from the filing of an application is logical or necessary, and it is our opinion that it will unduly postpone what would otherwise be the filing of competing applications as well as cause unnecessary delays in the processing of applications on file. The Supreme Court has repeatedly held that there should be no priorities in the consideration of applications for radio facilities and that, regardless of the date of filing of competing applications, it is the Commission's duty to determine which of the applicants presents the most meritorious case and the grant of which will accord with a fair and equitable distribution of radio facilities.

"We therefore feel that the door for competing applications should be closed with reluctance and left open as long as it possibly can, consistent with the needs for

promptly processing applications on file. Accordingly we have recommended a postponement of the cut-off date for filing applications until the time when it is manifest that the Commission is ready to proceed. Our substitute proposal is as follows:

"When an application is initially considered by the Commission and designated for hearing, no application, or an amendment to an application, conflicting with such application will be considered unless filed within 20 days of the initial action taken by the Commission designating such application for hearing."

"This proposal, we respectfully submit, will completely eliminate the complexities of the Commission's proposed rule which the 'chain reaction' involves and even without the advertising requirements proposed by the Commission will give all parties ample time within which to bring forward conflicting applications to be made a part of a consolidated proceeding. Under the Commission's proposal it is possible that, after so and so many months have elapsed from the date of filing an original application, all other conflicting applicants will be barred from applying for the use of the facility involved, regardless of how long it may take the Commission to reach the pending application for consideration.

"During the months and even years wherein the status of the

## BEHIND THE MIKE

**THE** Three Suns will do four Treasury shows on CBS next month.

When Harvey Stone's video screen presented a flock of lions and tigers, he flipped: "Look, Glas Menagerie."

With "Candid Camera" clicking on TV, its sister show, "Candid Mike" is being eyed for a return to the key-nets in the Fall.

"Meet the Press" celebrating its 4th ann'y this week.

Comic Jack Gilford tells of the dumb chorine who entered a spelling bee contest. Seems she knew how to spell "B."

The Senator Hotel and RCA-Victor are sponsoring a contest based on Irving Fields' platter of "The Wedding Song," with contestants writing in how they proposed.

Art "Pancho" Raymond, WVNC disc jock, is now airing his Rhumba Rendezvous program direct from the three million dollar, 30-acre Shorehaven Beach Club in the Bronx Monday through Saturday from 7 to 8 p.m.

particular applications may be more than a number on a processing line, we submit that freezing the use of that facility places undue emphasis on the time of filing an application. We do not believe the end, whatever it may be, justified such a drastic statute of limitation on the filing of applications. The paramount vice in this rule is its proposal to cut off competitive applications during a time when absolutely nothing may be done with those on file."



TAKE THE GUESS OUT OF BUYING

BUY

WOV'S 5 AUDITED AUDIENCES

WAKE UP NEW YORK  
THE BAND PARADETHE 1280 CLUB  
PRAIRIE STARSITALIAN LANGUAGE MARKET (2,100,000 individuals  
larger than Cleveland and Cincinnati combined)

BUY WOVS WHERE . . . RESULTS IS THE BUY WORD

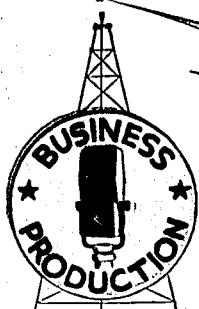
Originators of

Audited Audiences

RALPH N. WEIL, Gen. Mgr.

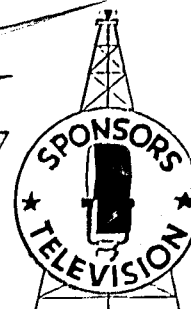
The Bolling Company,  
National RepresentativesWOV  
NEW YORK





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 64

NEW YORK, THURSDAY, JUNE 30, 1949

TEN CENTS

## RADIO ACTIVITIES OF U. N. EXPANDING

### Advises Retail Stores To Use Radio And TV

Chicago—There is a world of opportunity today as never before for retailers to use both radio and television at low cost, Walter L. Dennis, radio and television director at Allied Stores Corp., New York City, told the joint sales promotion and visual merchandising group convention of the National Retail Dry Goods Association at the Hotel Stevens this week.

In pointing out that "most sales promotion people will quickly admit some doubt as how to use radio and, because of its newness, television," Dennis said that his company has

(Continued on Page 8)

### Goodrich Celebrity Time Expanding On ABC-TV

ABC-TV's Sunday feature, "Celebrity Time," sponsored by B. F. Goodrich Co., will be televised at 10 p.m., EDT, instead of at 8:30 p.m., beginning on July 3, and will be carried by 13 ABC outlets on July 17 when it will be carried in Boston. Starting with the July 3 telecast, the show will be seen live in New York, Baltimore, Washington, Phil-

(Continued on Page 4)

### Major Airlines Install RCA-Victor 45 rpm Music

Two major airlines are experimenting recorded music as an added diversion for flight passengers, RCA-Victor has disclosed. Pan American World Airways has installed a 45-rpm phonograph aboard its New York to London Stratocruiser, for a 30-day test. Eastern Airlines is making a similar test

(Continued on Page 2)

### 'Most Authoritative'

The National Academy of Vocal Arts yesterday issued its list of the "Ten Outstanding Voices in the World." Under the heading of "most authoritative" it named Ben Grauer, NBC announcer and commentator. Among others were: Winston Churchill, "most theatrical"; Dean Acheson, "most suave," and Trygve Lie, "most sincere."

### Catch As Catch Can

The fourth annual Catfish Derby for underprivileged tenement kids, with prizes and ice-cream cones, and the community sing, sponsored by Lanny Ross, will be tape-recorded for broadcast on his MBS network show, July 11, 12:30-12:45 p.m., EDT. The 50 young guests will be allowed one hour to catch as many catfish as they can on the Ross farm.

### NAB Program Clinic To Be Yearly Affair

Chicago—At the conclusion of the first annual program director's clinic held in Chicago this week, members voted unanimously to make the clinic a yearly affair. At the same time, Donley Fedderson, chairman of the radio department of Northwestern University, extended an invitation for the meetings to be held annually at Thorne Hall, Northwestern University's Chicago campus.

The last day of this successful (Continued on Page 3)

### Norman Corwin Returns With Script For CBS

Norman Corwin's first radio script in two years, "Citizen of the World," will be presented by the CBS Documentary Unit in a special full-hour broadcast July 10, 10 p.m., EDT.

Lee J. Cobb will act as narrator of the story of a new kind of specialist who works in remote areas of the world to improve mankind's material well-being.

### Sees TV Not As Competition, But As Spur To Other Media

New Orleans—Television advertising is less a competitor of other media than an added service tending to improve the prospects and general efficiency of all advertising, in the opinion of Duane Jones, president of the New York advertising agency of that name. Jones stressed this view in a speech at the Newspaper Advertising Executives Assn. meeting here on Monday.

Drawing a parallel between the

### Cohen Praises United Nations Support Given By American Radio; Fall Programs Set

### Willard Urges FCC To Defer TV Ruling

Washington Bureau of RADIO DAILY Washington—The NAB executive vice-president, Jess Willard, yesterday asked the FCC to delay for 30 days effectuating last week's interpretation regarding the use of test patterns by TV stations. His request followed by a day a TBA request for a 10-day stay. Both organizations seek time to discuss the matter with the FCC.

### 'Ma Perkins' To CBS As Exclusive Program

Daytime drama, "Ma Perkins," heard over both NBC and CBS for the past 16 years, will be aired by CBS exclusively, beginning July 11.

The Monday-through-Friday series, sponsored by Procter & Gamble Co. for Oxydol, was and will con-

(Continued on Page 4)

### WFMY-TV Joining NBC As 46th Member Of Web

WFMY-TV, Greensboro, N. C., effective Sept. 1, will join the NBC television network on a non-interconnected basis. It will become the 46th member of the video network. The station is owned by the Greensboro News Company.

Recapitulating the progress made by United Nations radio on the domestic scene the past two years, Benjamin Cohen, assistant secretary general of UN and director of the Department of Public Information, yesterday paid tribute to the radio industry's support and its great vitality as a

(Continued on Page 2)

### Lever Promotions Announced In Boston

Boston—Four promotions and the establishment of a planning committee were announced yesterday by Charles Luckman, president of Lever Bros., in an executive realignment.

James A. Barnett, vice-president and general manager of the Pepsodent Division, was named vice-

(Continued on Page 4)

### Safety Campaign Set By Stamford Stations

Stamford, Conn. — WSTC and WSTC-FM tomorrow will launch an intensive safety campaign with the theme, "Let's Live," to continue through July and August. The stations are inaugurating the drive as a public service, in collaboration with state and local safety agencies.

Mayor George T. Barrett will de-

(Continued on Page 4)

### 'Name' Guests

John Hancock, Thomas Jefferson, and Benjamin Franklin are among the personages who will record special station breaks for broadcast by WNEW, New York, on July 4. Not the founding fathers themselves but New Yorkers with the same names are co-operating in WNEW's patriotic observance of Independence Day.

(Continued on Page 7)



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

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Oiler, Chief 6417 Dahlonga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate
360 No. Michigan Ave.
Phone: Randolph 6-6650

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FINANCIAL

(June 29)

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.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Special ET Series

Quentin Reynolds, appears in a new fifteen-minute transcribed radio program called "The Pledge." In this stanza produced by Ted Hudes, for free distribution to radio stations, Quentin Reynolds tells of his experiences in the displaced persons camps of Germany, Italy and Austria. The program will be presented over 900 stations from coast to coast.

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.

United Nations Planning Heavy Program Schedule

(Continued from Page 1)

force for educational and cultural good. He also revealed plans for fall and winter programming. Mr. Cohen, who with Peter Ayles, director of UN radio, were hosts at a luncheon meeting for the trade press at Lake Success, was most enthusiastic about radio's aid to U. N. He said the consistent and growing support of the broadcasters had made it possible for UN to get their message across to the grass roots sections and thereby strengthen the cause of peace.



COHEN

It was revealed on July 25 that 275 independent stations will begin the presentation of a 15-minute transcribed series titled "U. N. Story." This lineup of stations was attributed by Cohen to the joint efforts of the NAB-Independent Stations Committee and that orders for the programs came from 216 cities in 45 states. Other U. N. radio services requests included 185 stations asking for the special Norman Corwin show which will be produced for the indies. Seventy-two stations carry the Woman Broadcasters bulletin, 86 Little Songs about U. N. and 95, Radio News Summary. Turning to network participation in U. N. programming, Cohen stated that ABC plans to repeat the whole series of "Two Billion Strong" when the show moves to a new evening time on Saturdays at 8:30 p.m., EDT, starting July 2. "Memo From Lake Success," presented by CBS as a network feature, which is taking a summer hiatus during July and August will resume on Columbia on September 24. On July 10th Norman Corwin's new documentary, "Citizen of the World" will be aired by the CBS documentary unit.

Release of a 52-week series titled, "Music of the World" in September through the co-operation of Broadcast Music, Inc., U. N. Radio and the U. S. Commission of UNESCO will also be a feature.

On September 4, NBC in cooperation with U. N., will open a six-weeks intensive United Nations campaign. The series will be inaugurated with a Corwin documentary and will be followed by special programs produced by NBC in collaboration with the American Association for the United Nations and the National Educational Association.

Summing up the past activities of

Stork News

Mr. and Mrs. Gordon M. Day (Carl Bulkley) announce the birth of a daughter, Katharine Langdon, on June 13, 1949. Father heads the production firm bearing his name.

U. N. radio, Mr. Cohen released a resume of coverage in the United States. The coverage includes:

170 stations carry daily program "U. N. Today"—in 34 states.

96 CBS stations have carried "Memo from Lake Success" since Sept. 1948.

220 ABC stations have carried "Two Billion Strong" since April 1949.

29 stations (several 50,000 watt) have carried "U. N. Story" since Dec. 1948.

1,000 stations have carried "Little Songs about U. N."

2,500 Women Broadcasters and lay leaders receive Monthly Women's Bulletin.

200 Radio News Directors receive weekly news summary.

WCBS-TV and WNBT carried 5 hours per day of General Assembly proceedings April and May.

In addition—October 1948—June 1949:

1,000 stations carried both "U. N. Day 1948" and "A Year to Remember" shows.

300 stations carried "Behind the Scenes"—2 series and 300 stations carried the "Status of Women" series.

COMING and GOING

BURR TILSTROM and BEULAH ZACHARY of "Kukla, Fran and Ollie" on NBC-TV, are vacationing, the former in Nantucket, and latter at her home town in the Carolinas.

CY HOWARD, creator-producer of "M. Friend Irma" and "Life With Luigi" on CBS is heading for Europe, to visit Rome, Milan, Capri, Paris and Swiss Alps.

CARL HAVERLIN, president of BMI, and ROBERT J. BURTON, vice-president in charge of publisher relations, expected back today from Chicago, where they attended the NAB program directors clinic.

JOHN SINN, executive vice-president of Frederic W. Ziv Co., will return tomorrow from a business trip to Hollywood and Chicago.

GEORGE W. DOWDY, president of WAYS American network affiliate in Charlotte, N. C. a visitor yesterday at the New York offices of the web.

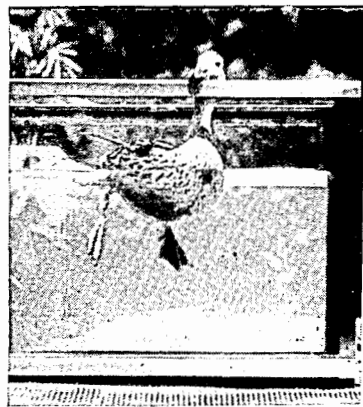
CHET LAUCK and NORRIS GOFF, the "Lun, n' Abner" of CBS, will arrive in New York today from the West Coast.

TEX BENEKE and the members of his band are back from Pittsburgh to do some recording.

Major Airlines Install RCA-Victor 45 rpm Music

(Continued from Page 1) with a Constellation on the Newark-Atlanta run. In both cases the recorded music is piped through the plane's public address system, with stewardesses and pursers serving as disc jockeys.

Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do so much with so little money on W-I-T-H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W-I-T-H story.

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

# Program Clinic Made Yearly Event; Music To Fore At Closing Session

## AGENCIES

(Continued from Page 1)  
clinic stressed the program director as a showman, and opened with a session on music. Herman Finkelstein, resident counsel of SESAC, New York, made the first address, dwelling upon the radio industry's responsibilities to the public, and commenting upon the satisfactory temporary arrangements that have been made for the use of music in television.

ASCAP's sales manager, Jules Collins, followed Finkelstein to suggest several means of using ASCAP music to fullest advantage. Among others, he mentioned that radio has missed a fine piece of entertainment in not using music libraries to build shows around the lives of musical composers, as does the movie industry.

Next on the agenda was David Milsten, SESAC's western counsel, speaking on how a station may make full use of its music license. He outlined for his audience the history of copyright laws, and mentioned that good programming demands above all else a varied musical diet.

Robert Burton, vice-president in charge of public relations of BMI, followed Milsten, giving some suggestions on the use of copyrighted

musical material. Burton suggested that no program director should think copyright laws cannot be comprehended. Rather than assume anything about copyright, he advised clinic members to investigate and be certain just how they can use material.

Roy Harlow, director of BMI's station relations department, used colored slides to illustrate his comments on the most efficient way to organize a music library. He emphasized the necessity of maintaining a master file as well as cross indexes. Burton closed his remarks by saying that a well organized music library produces better programs on the air, and better programs produce happier audiences.

Royal V. Howard, director of the NAB's engineering department, in speaking on "Making the Most of Your Engineer's Know-How," demonstrated the use of the tape recorder, and gave suggestions to members on the proper care of recording equipment. In closing his talk, Howard reminded NAB members that NAB permits manufacturers to label approved equipment, and suggested that stations buying new equipment purchase material so approved.

Opening the afternoon session,

Robert Friedheim of World Broadcasting System's New York office warned the assembled program directors not to allow anyone to minimize the value and acceptability of transcribed programs. He maintained that with but one possible exception, the major source of program service designed for radio at a local level is the transcription service, and went on to say that only one out of 10 stations makes the maximum use of its transcription service.

Continuing this discussion of transcription libraries, C. O. Langlois, president of Lang-Worth Feature Service, New York, suggested that program managers would be wise to realize that their own pet likes and dislikes are not always the likes and dislikes of their audiences, and added that a 20 Hooper, while a fine rating, proves that a station is 80 per cent wrong.

Walter Davison, manager, Capitol Transcriptions, Hollywood, concluded the section on transcription libraries, mentioning the value of recorded themes, and cautioning his audience never to forget the emotional effect of music, easily adaptable to nearly every type of show or commercial. He went on to outline some of the services offered by

ANTHONY C. DE PIERRO has been appointed media director of Geyer, Newell & Ganger, it has been announced by H. W. Newell, executive vice-president. De Pierro previously served as media director of the Buchanan Company. He held the same position with Paris & Peart, and Gotham Advertising Company.

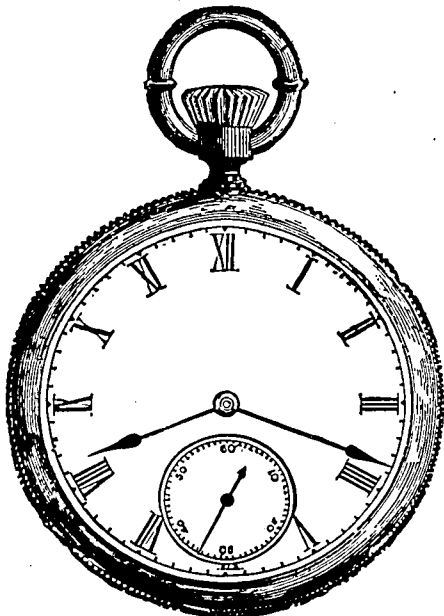
KENYON & ECKHARDT publicity department has been appointed to handle a special publicity and promotion campaign on the new line of Sylvania television sets, commencing July 1.

all of the transcription companies, including information on copyright, timing of records and pacing. He summed his remarks up by suggesting that program directors should know their equipment and use it for good programs.

Charles A. Batson, editor of the NAB Television Report and assistant director, Broadcast Advertising Bureau, was the only speaker on television. He reviewed some of the Government's requirements concerning television for those NAB members anticipating television operation, and said that television probably needs a counterpart of radio's musical library more than any

(Continued on Page 4)

# any time is good time—on WOR



JIM PLATT over at the Infra Agency wouldn't touch 6:00 AM if WOR gave it to him. He's an early evening boy. The fellows at Dunn, Doane & Debble think that 6:00 AM is just pure platinum.

But WOR has *proved* and *proved* and *proved* that *any* time is good time on this station.

We haven't proved this with ratings only — though we've got a king's ransom worth of good sound statistical props: We've proved it with hard, cold, cash facts based on sales, sales, sales . . . at *all* hours.

For instance, a 9:25 PM Sunday announcement — announcement, mind you! — cascaded in 13,052 dimes and requests. Sunday, at 8:00 AM — when all people are supposed to be punching the pillow — pulled 6,522 cash requests.

It goes this way — Somebody's *always* listening to WOR. Not that we don't think that some times and some audiences aren't better for some products. Gosh, no! But every small minute on WOR can bring big returns. We can prove this, emphatically and convincingly.

our address is —

# WOR

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

mutual

## Lever Promotions Announced In Boston

(Continued from Page 1)

president in charge of advertising for Lever Bros. Co., the parent firm. William H. Burkhart, director of manufacture, was promoted to vice-president in charge of manufacturing and traffic. Dr. Theodore H. Rider was upped from associate director to director of research. John W. Bodman, who had been director of research, was appointed to the new post of chief development consultant.

Three Lever vice-presidents — Robert F. Elder, Arthur P. MacIntyre, and Alexander B. Stewart—were named to the planning committee, now responsible for long-range company projects.

## Safety Campaign Set By Stamford Stations

(Continued from Page 1)

liver the keynote talk tomorrow in the first of a series of broadcasts to be heard at 4:05 p.m., Monday through Friday, for nine weeks. Other speakers will include the state police and highway commissioners, Stamford and Greenwich police chiefs, school superintendent, health commissioner, and recreation director. In addition, 24 local firms associated with the automotive industry are cooperating with the stations in promoting the safety theme.

## 'Ma Perkins' To CBS As Exclusive Program

(Continued from Page 1)

tinue to be carried "live" by CBS at 1:15 p.m., EDT. The program was carried transcribed by NBC in the 3:15-3:30 p.m., EDT, segment.

## Goodrich Celebrity Time Expanding On ABC-TV

(Continued from Page 1)

adelphia, Chicago, Detroit, Cleveland, New Haven, Buffalo, St. Louis and Pittsburgh. It will be made available to viewers in Milwaukee via kinescope recording.

**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.



## Windy City Wordage. . . !

• • • The first annual NAB Program Directors Clinic which wound up its three-day session last night, proved to be an outstanding success and will now set the pattern for annual meetings. In addition, regional meetings will now be held throughout the year. . .

## Chicago

The meeting blossomed into a miniature NAB convention with transcription producers, news services and other interested in doing business with stations setting up headquarters at the Drake Hotel. . . One of the first to throw out the red carpet was the NBC Thesaurus crowd, with the bald head of Wade Barnes, Thesaurus sales manager, prominent both at his Drake Hotel headquarters in Room 715 at the Drake and at the Clinic Sessions at Thorne Hall. . . Wade unveiled his new Tex Beneke transcriptions which feature personal introductions by the noted band-leader. The entire library of the late famed Glenn Miller, also now owned by Beneke, is also included in the latest NBC Thesaurus program feature. . . Wade also introduced a new gimmick by presenting an actual sales success story on the reverse of the Beneke transcriptions showing how well his library was going over. Charles Petrie of WISL, Shamokin, Pa. did the narrating for the transcribed sales success story. . . Bill Reilly of NBC-Thesaurus' Chicago office also glad-handed customers and prospects during the three-day meet.

★ ★ ★ ★

• • • Si Langlois and J. D. Langlois of the Lang-Worth firm were hosts at a dinner given Monday night at the Drake Hotel for Lang-Worth subscribers. . . Alex Sherwood of Standard Radio in New York was on hand on behalf of the King-Blink firm. . . The publicity given the meeting by RADIO DAILY attracted many executives who originally hadn't intended coming to the meeting. Late Tuesday arrivals included: Jane Barton of the New York State Radio, Albany, New York; a BMI contingent headed by President Carl Haverlin, Robert Burton, vice-president; Roy Harlow, station relations director, and Jimmy Cairns, head of BMI's Chicago office; Royal Howard, director of engineering for NAB, Washington, D. C.; Harry LePoidevin, of WRJN, Racine, Wis.; Bob McAndrews of the Southern California Broadcasters Association; Lindsay Merrill of WSOY, Decatur, Ill.; Don Petty, NAB general counsel; Joseph Terrando of WLPO, La Salle, Ill.; John Tinnea of KWK, St. Louis; C. H. Topmiller, general manager of WCKY, Cincinnati; Ed Wheeler of WWJ, Detroit and Charles Worcester of WMT, Cedar Rapids, Iowa.

★ ★ ★ ★

• • • Sad note of the meeting occurred Tuesday afternoon at three o'clock when Jayne Arnold of the NAB Program Department Staff in Washington, D. C. received a long-distance call from the capitol city that her father had suffered a heart attack. Miss Arnold caught a four o'clock plane back to Washington. . . Program directors attending the confab cast hungry glances at the cool, sparkling waters of Lake Michigan which was just across the street from Thorne Hall—scene of the three-day sessions. . . It was literally a shirt-sleeve session with everyone—from Judge Justin Miller on down abandoning coats in favor of comfort and shirt-sleeves. . . John Mitchell, general manager of Television Station WBKB, Chicago, and "Red Quinlan," promotion and publicity director of the station, acted as personal hosts for the several hundred program directors visiting the station Monday and Tuesday night. . . Harold Fair and Ben Miller had the easiest recalled room number of any clinic attendees. It was Room 444 at the Drake Hotel. . . The Clinic Crowd had lunches across the street from Abbott Hall—at Northwestern University's Abbott Hall—the same place where many of the program directors who became navy officers took their training during war-time.

## NAB Program Clinic Will Be Yearly Affair

(Continued from Page 3)

other single factor. He commented upon the future of television, saying that we may expect San Francisco and Los Angeles to be connected by the American Telephone and Telegraph Co. by 1953, and Chicago to Des Moines to the Twin Cities by 1950.

After thanking the NAB members at the clinic for their attendance and asking them for written suggestions for next year's show, Harold Fair, director of the program department of NAB closed the three-day clinic with a few suggestions. He warned that the only way a program manager can program intelligently is to know his audience, and to know his and his staff's abilities and limitations. He further suggested that stations reserve some time to try new ideas and people.

In conclusion, Fair remarked that with twice as many stations on the air as there were five years ago, and with the advent of television, competition is stronger today in radio than it ever has been before. Audiences can be garnered only through good programming, he said, and good programming can be effected only through the work of radio's key personnel, the program directors.

The delegates requested unani- mously that the entire proceedings be printed and made available to the whole radio industry.

The NAB program directors attending the clinic went on record as commending Judge Justin Miller, NAB president, and Don Petty, NAB general counsel, for their efforts in securing a reversal of the FCC's Mayflower decision, and at the same time went on record as recognizing the obligation of stations in presenting editorial comment fairly and accurately and at the same time to provide adequate time for opposing views.

**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



# 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.

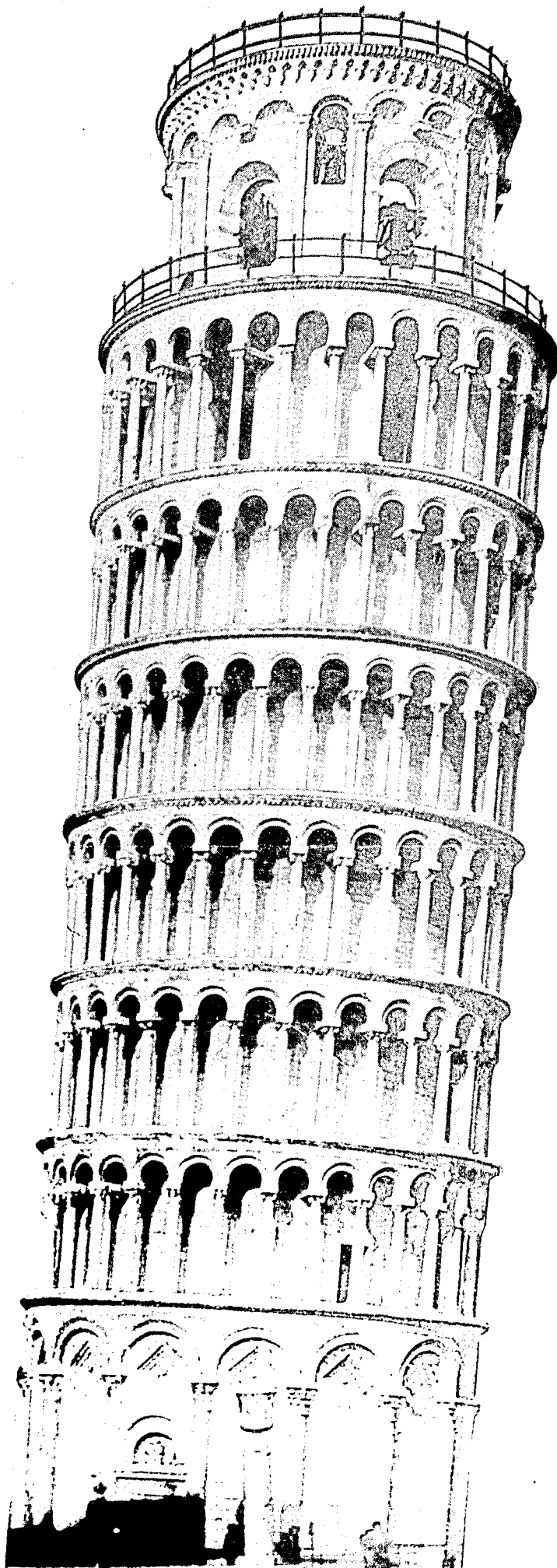
Those of us on a payroll are eligible to use the wonderful Payroll Savings Plan. The rest of us can use the equally wonderful Bond-A-Month Plan through our local bank.

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*



## 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

The Novelty of the Year!  
**Come Wet Your Mustache with Me**  
 on Records  
 Capt. Stubby's Buchancers (Decca)  
 Bottoms Up Quartet (20th Century)  
 — ◆ ◆ —  
**Evan Georgeoff Music Pub. Co.**  
 1650 BROADWAY NEW YORK CITY

## EVERY TIME I MEET YOU

from 20th Century-Fox's  
 "THE BEAUTIFUL BLONDE  
 FROM BASHFUL BEND"  
 Starring BETTY GRABLE  
 Written, Produced and Directed by  
 PRESTON STURGES  
 recorded by  
 MARGARET WHITING . . . Capitol  
 PERRY COMO . . . RCA Victor  
 BUDDY CLARK . . . Columbia  
 DICK HAYMES . . . Decca  
 ART LUND . . . M-G-M  
 GLORIA CARROLL . . . Dance-Tone  
**LEO FEIST, INC.**

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—The Big Three, in a move to consolidate its music firms in one building, have moved the professional offices of Feist, Miller and Harry Warren Music to 799 Seventh Ave., where Robbins Music is located . . . the entire second floor will house promotion and exploitation for the four pubberies. . . ● Kearney Music starting work on "Ooh! That's What I Like," written by Bennie Benjamin and George Weiss. . . ● Bob Houston replaces Jack Kilby on the new "Jane Pickens Show" which starts July 4 on NBC. . . Bob's warbling on "Solitaire" has been renewed for the third NBConsecutive year. . . ● Tallest Disk Jockey in Radio is Bob Murphy heard on WJBK, Detroit . . . the almost seven footer doesn't do a bad vocalizing job either. . . ● Considered one of the stem's best pickers of Latin tunes is Fernando Castro, who in 18 years of association with Ralph Peer, was responsible for hits like "Amor, Amor, Amor," "Besame Mucho," "Perfidia," "Frenesi" and "Maria Elena." . . ● First deejay to latch onto the new ballad, "Twilight," is Barry Kaye, who tells his WPAT listeners the Anne Shelton London disk is tops. . . ● Garth Garreau, author of the tome, "Bat Boy of the Giants," is the son of ace arranger-coach Claude Garreau. . . ● Ernie Breuer, who wrote "Oh Gee Oh Gosh Oh Golly I'm In Love," is wowing the cash customer nite'y with his 'tin pan alley act' at the Gas Lite Room of the Sail Inn nitery down in Hialeah. . .

★ ★ ★ ★

● ● ● It happened at the Metropolitan Disk Jockey Party last Saturday nite at the Hotel Sutton. . . Red Benson, star of "Take A Number" MBSponsored by United States Tobacco, felt like a smoke . . . lark Kay Starr, who summer-replaced Perry Como on the NBChersterfield Supper Club, proffered a ciggie that they claim 'satisfies' . . . Bill Harrington, who succeeded Frank Sinatra on the 'Hit Parade,' was billy-on-the-spot with a 'lucky' . . . however Benson was non-plussed, filled his corn cob pipe and puffed away after getting a light from Johnny Desmond's Ronson Lighter. . . ● Edwin H. Morris & Co. have a commercial little number in a lullaby, "Two Little New Little Blue Little Eyes," cleffed by Cliff Friend and Teddy Powell . . . which, incidentally could be used to introduce Deejay Johnny Clarke's newest critic, nine-pound Christopher MacFarland Clarke, born last week. . . ● Greenwood Music has just published two new numbers, "My Flower Vase" and "Let The Sunshine In," both penned by Larry Greenway . . . Larry Greenway, who he? . . . Mickey Rooney. . . ● Ork Pilot John Gart and Larry Blyden, for a thousand-dollar advance, placed their western novelty, "Woman In Wyomin'" with Famous Music. . . ● Our vote for the best-looking TV exec. goes to Muriel Campbell, head of Campbell Television Productions. . . ● Originally introduced by Shirley Temple, the song, "On The Good Ship Lollypop," will be sung by the new child star Shari Robinson in the forthcoming flicker "You're My Everything," scheduled to be released in August. . . Sam Fox Music Pub. is readying a national campaign on the ditty. . . Biltmore Music starting on a ballad by Don Reid and David Allen, titled, "If You Could Only Learn To Love Me." . .

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—In our book the naming of Joe Csida to succeed Jack Hallstrom as Artist and Repertoire Chief at Victor is a smart move. . . Joe's knowledge of music ranging from the writer of songs to the artist who must 'sell' them plus his years of experience in reviewing and charting trends in recorded music, augurs well for the company. . . ● Making her solo debut on Columbia, Marjorie Hughes does well with two ballads, "You Told A Lie" (I Believed You) and "You're Mine." Hugo Winterhalter's orchestra provides velvety background support . . . good item for deejays and juke ops. . . ● Winnie Garrett opines that a Disk Jockey's most important asset is the ability to exercise mind over platter (ouch).

## 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 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.  
 Solly Cohn, Mgr.

On Records and Transcriptions

*The Lively and Sparkling*

**"MADEMOISELLE  
 HORTENSIA"**

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

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, June 30, 1949 — TELEVISION DAILY is fully protected by register and copyright

## AGENCY SURVEYS TV ADVERTISING

### TELE TOPICS

**C**ONSENSUS OF OPINION among NBC executives is that the network now has two top ranking comedy shows for Fall. The success of Olsen and Johnson on the Buick Hour Tuesday night and the accomplishments of one Milton Berle on the Texaco Star Theater are the reasons for the NBC rejoicing.

**N**ILES TRAMMELL, president of NBC, hit the nail right on the head when he evaluated the two comedy shows at the Buick Stork Club shindig Tuesday night. Prexy Trammell sees no conflict between the O & J comedy and that of Berle's. He points out that the Nordic team go in more for fast paced visual situations while Berle relies on gags and skits. Carleton Smith, NBC TV head, goes along with the Trammell thinking and adds: "After all the comedy that Olsen & Johnson has been doing these many years is new to a generation of kids growing up and they are the variety fans of today's TV audience."

**B**UICK REALLY TOSSED a TV coming out party for Ole and Chic on Tuesday night at the Stork Club. The guest list read like a roster of who's who in show business. Jack Benny and Mary Livingstone dropped in to pay their respects. Ithel Merman, old friend of the team, sat with Catherine Johnson and Lillian, wives of the comics, and Mike Todd, of the Minneapolis Todds glowed with satisfaction as he complimented the boys. Syd (NBC) Eiges and his charming wife were there as well as a host of Olsen and Johnson well wishers from out of town. Billy Burke, the Chicago Stadium promoter, and Arthur Wirtz of the same operation greeted friends and touched lightly on the opening of the Olsen and Johnson revue at Madison Square Garden tonight.

**W**PIX HAS OBTAINED 20 western and adventure films for showing on "Six Gun Playhouse," the daily one-hour film feature at 6 p. m. Edward Evans, station's film program director, closed the deal for the features and two serials. . . . The locale of Robin Hood's hideout will come to life on Sunday, July 3, when CBS televises "Mr. I. Magination," reviewing the romantic life of the famed champion of the poor. . . . Bob Reid, INS' TV Dept. Mgr., reports another sale of their Television service by WSB-TV, Atlanta, Ga., to Eastern Air Lines, 5 days weekly. . . . A humorous but factual series, "Science Circus," featuring Bob Brown as "an absent-minded lecturer who conducts startling operations" based upon scientific phenomena, will preem over ABC-TV in the spot previously occupied by the "ABC Barn Dance Program," July 4, 8:30-9 p. m., EDT. The dance program will shift to the 9-9:30 p. m., EDT, segment, beginning the same evening.

### Re BMI Music Info.

BMI announces that its offices will be completely closed over the week-end and on Monday, July 4, and requests that TV producers and those clearing music check their program schedules now.

For the past few months, BMI has been maintaining a skeleton crew of experts on hand to 11 p. m. and on week-ends as a special service to TV stations, agency and independent TV producers, requesting music info.

### Lighting Techniques Revealed By SMPE

Lighting techniques for creating the illusion of depth, breadth and width on a TV screen, which is actually only two-dimensional, were demonstrated this week by the Society of Motion Picture Engineers at the DuMont Television Network's Adelphi Playhouse.

Scientists meeting simultaneously in both New York and Chicago held a joint session via TV at which they viewed the effects of varying types of lights, beamed from different points on a stage. The demonstration showed how the varying lights changed three models from dark and indistinct shadows into clear and very attractively-gowned girls.

Jack O'Reilly of the Gray-O'Reilly Film Studios, illustrated by the use of a film how "television lighting is just the opposite to motion picture lighting technique."

### 42 Tube Receiver Feature In New Line

Stromberg-Carlson's latest video line, featuring a new chassis with 42 tubes in addition to the picture tube, was introduced to New York area dealers at a showing on Tuesday.

The new chassis design is said by the makers to provide greater sensitivity and power, finer picture definition, and improved tone. It is also said to insure better reception in fringe areas beyond the ideal signal area.

The lowest priced receiver in the new Stromberg-Carlson line is a ten-inch picture tube table model retailing for \$279.50, which does not have the new chassis. This set, however, features a device by means of which the image may automatically be magnified to twice normal size. The line as a whole is designed for the quality market, with models priced to \$940.

### Stickel Named Sales Mgr. DuMont Receiver Div.

Allen B. DuMont Laboratories, Inc. has named Walter L. Stickel as national sales manager for the receiver division, according to an announcement by Ernest A. Marx, general manager.

Stickel, who will assume his new duties immediately, was formerly manager in charge of the RCA-Victor Div. of the Leo Meyberg Co., Los Angeles. With the Meyberg organization since 1937, he had full charge of all television, radio and appliance sales in the Southern Calif. area.

### Press-Time Paragraphs

#### Brewery Buys Sports Series

The Jacob Ruppert Brewery has purchased a five-minute film program, "On the Sports Page with Ruppert Beer," over WJZ-TV during the intermission period of the wrestling matches, aired Wednesdays, 9:35 p. m.

#### TV Debut On July 4th

Monday night, July 4th, the mystery thriller, "Mr. and Mrs. North," makes its debut to television audiences via the Colgate Theater on WNBT at 9:00 p. m. The stars are Joseph Allen Jr., as Jerry North and Mary Lou Taylor as Pam North.

#### Plan TV Station In Tacoma Area

Tacoma—Carl E. Haymond, owner of KMO, Tacoma, Wash. and KTT, Yakima, revealed plans for the operation of a television station in Tacoma. An application for a TV channel in Tacoma was formally applied for to the FCC on June 3, according to Haymond. The announcement of contemplated plans to build a TV station calls for an investment of approximately \$300,000 in the TV venture.

### TV Not Considered Competitive With Other Media

(Continued from Page 1)

and that when the same offers are made in newspapers, we get another X amount of returns. But when we use both media at the same time, in collaboration with each other, we find we get 3X number of returns," Jones declared. And he continued: "I have reason to believe that the same thing will be true of television with respect to newspaper advertising. . . ."

The agency head also divulged for the first time results of a survey by Duane Jones aimed at weighing the effect of television viewing on newspaper reading habits. This study confirmed, among other things, the importance of the "novelty factor" which to date has been one of the imponderables of video research.

The survey showed that, while at one point 24 per cent of the television set owners queried were devoting less time to their newspapers, six months later only 16 per cent were reducing their newspaper reading time. A total of 35 per cent said their interest in newspaper sports pages had increased since they bought TV sets, and 65 per cent said they were in the habit of reading newspaper accounts of a particular event after seeing it on television.

"In other words," Jones declared, "there is no question that these responsive television families, who have had their television sets a good long time, are steady newspaper readers. And if an advertiser wants to get the combined impact of television and newspapers, all he has to do is advertise in both."

Summing up, he reemphasized his contention that television is not a threat but an asset to other advertising media, and can multiply results if used intelligently. "We feel that each medium—be it daytime radio, evening radio, car cards, outdoor, direct mail, television, or newspapers—has its particular advantages for particular products and problems," he said. "We always try to measure each one impartially and accurately in terms of its selling power for a particular job to be done."

#### WJBK-TV Sells Film Seg

Detroit—Krajenke Buick Sales has signed a 52-week contract with WJBK-TV for sponsorship of "KB Korral," across-the-board 15-minute program of western serial films, 10:20 p. m. Rex Advertising Agency handled the deal.

## COAST-TO-COAST

**Debuts On WCOP**

Boston, Mass.—Boston's only nighttime audience participation program made its debut June 22 over WCOP, 9-9:30 p.m. when the new show, "Couple's Courtroom" was aired. Judge Nelson Bragg, prosecuting attorney Ken Mayer, and attorney for the defense, Frank MacDonald are featured on the new comedy court show. Each week they will "try" the couple who submit the best letter concerning such marital difficulties as "nagging wives" and "back seat drivers."

**Four Stations Pool B'cast.**

Mobile, Ala.—A broadcast of "That They Might Live," in recognition of the opening of an ARC regional blood bank in Mobile, was aired by the city's four broadcasting stations. Personnel of WKAB, WABB, WALA and WKRG were pooled in producing the show with special features originating in the studios of WABB. Al Holman mc'd the show which was written by Guy Harris and produced by Tony Leighton. It was the first time that all stations in Mobile co-operated for a single broadcast.

**Covers Circus On WTAG**

Worcester, Mass.—Lyda Flanders, home economist of WTAG and WTAG-FM watched the setting-up of the Ringling Bros. Barnum & Bailey Circus last week. She ate in the mess tent, talked with the chief cook and then reported her eye-view visit on her 9:15 a.m. "Modern Kitchen" broadcast. She gave listeners a colorful account of how the circus served 4800 hand-cut biscuits to its hungry crew of 1400, and passed on a few time-saving meal preparing tips.

**New Newscaster To WHMA**

Anniston, Ala.—Bob Sanders has joined the staff of WHMA and WHMA-FM as special events and newscaster. He will also do a stint as a disc-jockey. Sanders formerly worked at WSGN, Birmingham, and WMFT, Florence, joining the latter staff after graduating from the University of Alabama with a radio arts major.

**To Produce KEX Staffer's Script**

Portland, Ore.—Ben Hunter, KEX announcer-producer, received notification this week that his original radio script, "Cathedral in the Sea" had been accepted by "Skippy Hollywood Theater," and is slated for production sometime in early July.

**WHAM-WHAM-TV Appointments**

Rochester, N. Y.—Appointment of Truman Brizee as assistant sales manager for WHAM-TV, and of Arthur W. Kelly as assistant sales manager for WHAM, was announced by William Fay, vice-president in charge of broadcasting of the Stromberg-Carlson Co. John W. Kennedy, Jr. continues as sales manager of both stations. WHAM-TV began operations on June 11 as Rochester's first TV station.

## Urges Retailers To Use Both Radio-TV In Sales

(Continued from Page 1)

found a simple formula for the use of radio as an advertising medium, based on the three words: consistency, quality and repetition. He also predicted that the "so-called 'syndicated' field in television will be enormously more important to the local advertiser than in radio. Many film companies today are preparing or beginning to prepare entertainment motion picture films which may be purchased and sponsored by local retailers at low cost. Within a few years there will be hundreds and thousands of film presentations from which the retailer may choose to sponsor programming on television as well as 'live' material."

**Gives Allied Formula**

Dennis said that the formula used by his firm in radio applies equally well to television, with some adjustment and qualification of the repetition factor.

"We have found at Allied," he explained, "that our greatest successes in radio advertising were achieved by building local programs to perform distinct audience services. We have a simple women's program beamed specifically to the women's audience. We have rural programs of a service nature to reach rural families. We have developed a simple teen-age format to reach teenagers. We developed simple musical programs for general family appeal in the evenings and Sunday afternoons. These programs were worked out with stations locally and feature local personalities most of whom are identified with our stores, particularly in the women's program field. We have radio personnel within our stores charged with handling this programming and merchandising. And with checking results and following through to see that the results are achieved."

Other speakers at the convention stressed the need for increased and improved promotional activity in order to meet the return of pre-war competitive business.

**"Business Not Bad as Painted"**

Louis A. Banks, visual merchandising director of the White House (Raphael Weill & Co.), San Francisco, told Monday morning's session that he believed "business isn't as bad as it is painted" and that business has climbed to a point toward the end of 1948 of 212 per cent, using 1939 as 100 per cent.

"You will be told," Banks continued, "that unemployment will cause some of the sales to drop in your store, but the traffic as shown in these figures is still definitely high. . . ."

"The monthly rate of personal income is well above the spring of 1948 level. Although the personal income rate in February was down four billion from December 1948, all time high, it was still eight billion, 100 million above the spring 1948, average rate of 208 billion, 900 million. Another point that is of in-

terest to Visual Sellers is the fact that sales of department-store type goods will be lower in the fall of 1949 than last fall. The total amount of money spent for department-store type goods will be down 1 billion 700 million from 125 billion, 900 million spent for these goods in the fall of 1948. This 24 billion, 200 million will amount to a decrease of 6.6 per cent for goods of the type sold in department and specialty stores."

Howard P. Abrahams of the NRDGA, welcomed the delegates with a call for "an immediate average increase of 10 per cent in promotional activity if '49 is to reward the '49-ers." He expressed the belief that "intelligent promotion in sufficient quantity is today's essential ingredient."

"Quite recently I indicated that in our last buyers' market, in pre-war 1939, the average American store in the 2 to 5 million dollar bracket spent \$255,000 to obtain its volume," he continued. In 1946, this store spent only \$200,000. Because of 1946's conditions, that was the only expenditure needed.

**Warns of New Conditions**

"I don't think that the 2 to 5 million dollar store needs to go back to a 5.10 per cent promotion expense. We have learned ways of getting more for our advertising dollar. I do think that the 1946 expenditure of 4.01 per cent is too low today to meet today's conditions. So are the slightly larger figures of more recent years."

At Monday afternoon's session, James Rotto, sales promotion director of the Hecht Co., Washington, D. C., warned the delegates that department stores are facing new conditions, particularly at Christmas, 1949, demanding new merchandising and advertising strategy. But these conditions, he said, are not actually new except to those promotion and display executives who have only come into the picture since 1941.

Business has not reverted to 1939 but is in the middle of 1949 competition for customers, it was emphasized by Willard H. Campbell, v-p and assistant general merchandising manager of Schuneman's, St. Paul, Minn. He admitted that during World War II and up until Nov. 1, 1948, it was possible to operate a store with fair success without a carefully thought-out sales promotion program, planned well in advance. But for the remainder of this year and in 1950, he advised making sales plans first and then buying to fit those plans.

**Urges More Teamwork**

In a call for teamwork between various departments within a store, Hector Suyker, president of the Fair, Chicago, said: "I would like to see sales promotion managers, advertising managers and display directors more aggressive in their job of promoting the store. In addition

## PROMOTION

**Animated Sign**

The world's largest Trans-Lu sign, erected atop Detroit's Maccabees Building by Station WXYZ officially will begin operation of Friday, July 1, at 8:00 a.m., it was announced by James G. Riddell, station manager.

To date, twelve participating sponsors have been signed by WXYZ. Sponsors include Hickory Oil Company, Philco Distributor, Michigan Consolidated Gas Company, DeSoto Plymouth Dealer Association, Atlas Brewing Company, Gordon Baking Company, Monroe Auto Equipment, Robert Hutton & Company, Inc., Pilgrimage Laundry, Bonte Champagne and Wines, Inc., Felix Rhymes, Inc. and the Maccabees Building. Contracts are for one year each.

The sign measures 90 x 7 feet and is composed of twelve 15-foot panels which will be visible for three quarters of a mile north and south on Woodward Ave. WXYZ will operate the sign 14 hours daily Monday through Friday, and eight hours on Saturdays.

Beginning July 1, the sign will carry headline news flashes, time temperature, weather reports and forecasts, station promotion, public service messages and advertising messages. It will be operated by remote control from a transmitter in a special office on the 14th floor of the Maccabees Building.

**Station-Magazine Tieup**

Promotion for Boston's WCOB ABC "Modern Romances" show based on stories in the "Modern Romances" magazine, has included preparation of 20,000 flyers, used in co-operation with Dell Publishing Company in the Greater Boston distribution of the July issue of the magazine. Station also supplied WCOB stickers for truck posters and local window displays. One of the station's windows was also given over to a "Modern Romances" display. Certain features contained in the July issue were also plugged immediately following each morning broadcast of the show.

to writing good ads, having outstanding displays, both windows and interior, informative sign cards, productive direct mail and radio programs and excellent charge promotion ideas, sales promotion executives should be critical of all store activities that promote the store, even though the particular function is not a part of their administrative set-up. We cannot all of us have public relation expert research divisions and the like. To me all of this is a part of sales promotion. Our sales promotion executives can tell me that our store needs fixture improvements in certain departments, that we write the wrong letters, that our salespeople should be more courteous and everything else that will sell our organization to our boss, the customer."