

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 52, NO. 21

NEW YORK, TUESDAY, AUGUST 1, 1950

TEN CENTS

## TV SET OWNERS LOSE SERVICE RIGHTS

### FCC Takes Action On Radio-TV Station Matters

#### Commission Rules On Three Cases Yesterday

Washington Bureau of RADIO DAILY  
Washington—The FCC took action yesterday on matters affecting a television station in Jacksonville, Fla., and radio stations in Detroit and Boston. The Commission denied the extension of completion date for WJAX-TV, thereby rubbing the permit for the municipally-owned station.

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#### Sarnoff Envisions Expansion Of Radio

Brig. General David Sarnoff, chairman of the board of RCA, appearing on NBC-TV's "Meet the Press" on Sunday, envisioned the eventual mass production of miniature radio receivers for \$2 each for distribution behind the Iron Curtain.

The RCA official said that such

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#### Anti-Hoarding Program Will Be Rebroadcast

Syracuse, N. Y.—Entitled "Privilege or Sacrifice," a special program showing the needlessness of hoarding will be rebroadcast by WSYR at 7:40 p.m. Wednesday. The program caused so much comment when broadcast by the station Sunday.

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#### SBC Plans Announced

Chicago—Plans for the annual School Broadcast Conference which will be held at the Hotel Sherman, December 12th to 14th, were announced yesterday by George Jennings, director. The SBC is expected to bring together more than an 1,000 educational broadcasters. Agenda will cover both radio and TV and an exhibit of equipment will be featured.

#### WOR, WOR-TV Bans 'Panic Commercials'

There will be no commercials on WOR and WOR-TV that trade on the fear of shortages, it was announced yesterday by Theodore C. Streibert, president of both stations. All commercial copy in which listeners or viewers are urged to buy now against any possible war-time scarcities will be rejected.

"Hoarders, buying in panic, help cause inflation," Streibert said. "Neither they nor persons who would profit by them should be encouraged. Advertisers who want to trade on fear of shortages to further their own ends simply won't get a hearing through either WOR or WOR-TV."

#### Russ Johnston Joins Ward Wheelock Today

Effective today, Russ Johnston will join Ward Wheelock Company as vice-president and director of radio and television, it was announced yesterday by the company.

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#### Hoffman Announces Military Contracts

West Coast Bureau of RADIO DAILY  
Los Angeles — Hoffman Radio Corporation expects to deliver more than \$6,000,000 worth of electronic equipment to the Air Force and the Navy during the second half of this year on current contracts, President H. L. Hoffman informed stockholders yesterday, in a quarterly letter.

"We have been contacted regarding additional production, both on equipment we are now making and on other items," he said. "New contracts are being negotiated. How-

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#### Secret Takes Over Geddes' RTMA Post

Washington Bureau of RADIO DAILY  
Washington — James D. Secret, several years RTMA director of public relations, yesterday assumed the duties of secretary and general manager, succeeding Bond Geddes, who is retiring as executive vice-president after 23 years service.

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### Hearings On McFarland Bill Scheduled To Start August 9

Washington Bureau of RADIO DAILY  
Washington — The House Interstate Commerce Committee has slated hearings on the McFarland bill and other proposals for amending the procedural sections of the Communications Act for Wednesday, August 9, it was learned yesterday. Whether the hearings will be lengthy or cursory was not known, and there is no assurance that there will be any action on the matter this year. The McFarland

bill, which has run into opposition by the FCC, has been before the House committee for nearly a year now and would have remained pigeonholed but for last week's surprise move in the Senate. It was passed as an amendment to another bill already through the House, thereby making it possible for the House to simply accept the Senate version of the bill without lengthy debate and detailed consideration of

(Continued on Page 6)

#### Company Gives Up Operations In New York

Thousands of TV receiver owners in the Greater New York area who purchased service contracts when they obtained their TV sets are without service today following the suspension of operations by the Capital Television Corporation of Jackson Heights, Queens, one of the companies

(Continued on Page 7)

#### 'Star Address' Theme For CBS Fall Drive

CBS fall program promotion campaign will represent the biggest newspaper and magazine advertising campaign in the history of radio, it was revealed yesterday at the opening session of the two-day CBS Program Promotion Managers Clinic at the Waldorf-Astoria Hotel.

The fall promotion project, running from August through the next four months will see numerous ads

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#### Ralph Atlass Purchases KIOA In Des Moines

Contract for the sale of radio station KIOA, Des Moines, Ia., to Ralph Atlass of Chicago, and his associates, has been signed, according to an announcement made yesterday.

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#### Motherly Interest

The 84-year-old mother of Horace Heidt made her radio debut on CBS Sunday night (9:30-10:00 p.m., EDT) when she appeared for a few brief moments to thank the radio audience for its kindness to her son, during his musical and radio career. Also on the program, city officials of San Francisco paid tribute to their native son.

#### Election Coverage

Topeka — WIBW has made elaborate preparations for coverage of the State election returns today. The station will have a direct wire to the Topeka Daily Capital news room and the combined reports of AP, UP and the WIBW news room will be given throughout the day. Announcement of the coverage was made by manager Ben Ludy.



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★ COMING AND GOING ★

RAY VIR DEN, president of Lennen & Mitchell, Inc., has left for the agency's West Coast office in Los Angeles. He'll also stop in San Francisco on August 13 to attend the origination of the Old Gold Amateur Hour program.

JANET WALDO, star of the "Corliss Archer" radio-TV simulcast on CBS, and her husband, BOB LEE, have arrived in New York from the West Coast. The program will return to the air in the Fall.

ANNA C. BALDWIN, publicity director of WOV, left Friday for a 10-day vacation in Maine.

JOCKO MAXWELL, veteran sportscaster on WWRL, has left on a two-week tour of New England and upper New York State.

AL HELFER, Mutual network sportscaster, is in Detroit, where tomorrow he will broadcast the "Game of the Day" between the Yankees and the Tigers.

CAROLINE CABOT, conductor of the Shopping Service program on WEEI, Boston, is vacationing. Lorelei Bird, meanwhile, is substituting for her.

CRAIG LAWRENCE, general manager of WCOP, American network outlet in Boston, and executive vice-president of Cowles Broadcasting, is in New York for conferences with his national representatives.

HAL FRIEDMAN, casting director of "Broadway Open House," is back in uniform and has departed as a captain in the Air Force.

GENE HILL, station manager of WORZ, Orlando, Fla., and his wife, JOAQUIN, are spending a few days at Daytona Beach.

JAMES P. DAVIS, manager of the RCA Victor custom record sales division, and RALPH C. WILLIAMS, the division's manager of sales administration, left yesterday for business conferences in Chicago and Minneapolis.

GERARD de la CHAPELLE, French delegate to the United States for the Society of Authors, Composers and Music Editors, expected in New York today aboard the Ile de France.

BOB FEHLMAN, station manager of WHBC, Canton, Ohio, is spending this week in New York on station business.

Ralph Atlas Purchases KIOA In Des Moines

(Continued from Page 1) day. Atlas and his group own WLWL, Minneapolis, Minn.

Completion of the sale is subject to approval by the FCC, according to Atlas, and application for such permission will be made in the near future.

KIOA was organized in 1944 by the Independent Broadcasting Company. The station went on the air in April, 1948. Present owners, for the most part, are Des Moines and other Iowa business men. Atlas said that there will continue to be local representation on the board of directors.

Anti-Hoarding Program Will Be Rebroadcast

(Continued from Page 1)

day night that station officials decided to rebroadcast it at first available opportunity. Written, produced, and narrated by Ernest Cuno, the program includes statements by Syracuse business men on the supply of basic commodities and ties in with the WSYR and WSYR-TV anti-hoarding slogan contest now in progress.

Sarnoff Envisions Expansion Of Radio

(Continued from Page 1)

a receiver is now in the experimental stage at the company's laboratories and if perfected will be offered to the State Department for distribution in Russia and its satellite countries. Questioned as to how they might be distributed, Genell Sarnoff said there are several ways in which they might be placed behind the Iron Curtain.

Gen. Sarnoff said that he thought the Voice of America had been doing the best job it could with a limited budget and heralded the expansion of this service as the beginning of a new era in the preachments of a free people. He intimated that the Voice were given proper status by government that he felt the director should have a Cabinet position and the department should operate independent of the State Department. He added, however, that such a department at all times should work with the State Department on policy matters.

Visit Camp McCoy

Bismarck, N. D.—KFYR news editor Jack Swenson was one of North Dakota radio and newspaper men who visited Camp McCoy, Wisconsin, during Organized Reserve and National Guard training periods.

FINANCIAL

(July 31)

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

Is Mutual Outlet

KIOA operates with daytime power of 10,000 watts and with 5,000 watts, nighttime. The station is the Des Moines outlet of the Mutual Broadcasting System. Present officers of the Independent Broadcasting Company are: Harold E. Baker, president and general manager, John Gamble, secretary and Joseph Rosenfield, chairman of the board of directors.

La Verne Friesen

Montrose, Col.—La Verne Friesen, combination announcer-engineer at KUBC, Montrose, Colorado, and one of the most popular announcers west of the Rockies was killed in an automobile accident near Sapinero, Col., while returning from announcing the Rodeo Queen contest in Gunnison. Verne, who was 24 and hailed from Hampton, Nebraska, was a Navy veteran, having seen combat aboard the USS Wasp. He majored in radio at the University of Nebraska and graduated from the Don Martin School of Radio Arts in Hollywood.

Chicago Execs. To New York

Bud Hauser, president of Hauser-Nash, and George Morris of WNBQ will spend next week in New York selecting movies for the new series of films on "Grand Marquee."



"But will WITH move goods?"

Boss, you asked the key question! Moving goods is what W-I-T-H is best at. And at such low cost! You see, W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that W-I-T-H produces real low-cost results. That means that a little money goes a long way on W-I-T-H. For the whole exciting story about W-I-T-H, call in your Headley-Reed man today.

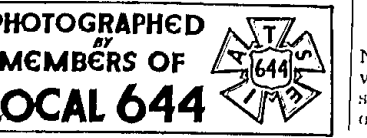


TOM TINSLEY, President • Represented by HEADLEY-REE

Adds More News

Prompted by the increased listening to news broadcasts brought about by the Korean war, WWDC, Washington, D. C., has boosted its news schedule to include 26 regularly scheduled newscasts daily and nine on Sunday.

FOR QUALITY OF WORKMANSHIP Look For This Label



# Commission Takes Action On Radio-TV Licenses

(Continued from Page 1)

tion in Jacksonville, Florida, off the books. The permit was issued in August of 1948, requiring construction by April of last year. Difficulties with financing, and the death of the city official who had sparked the project caused the long delays. Commissioners Paul Walker and George Sterling dissented, supporting the decision issued last winter by hearing examiner Jack P. Blume, which would have permitted the city to proceed with its construction. Jacksonville has been an AM licensee for 25 years, and is also licensee of an FM station.

### Finds City Negligent

The Commission majority—with Commissioner Webster not participating—found that the city had not been diligent in pressing its construction, and that it had not kept the Commission properly informed about the financial difficulties involved in the construction of the station.

In another action the FCC yesterday threw out the bid of the United Automobile Workers, CIO, for a new station in Detroit, and granted the application of WCAR, Pontiac, to move into Detroit on the 1130 and. WCAR presently broadcasts with one kilowatt daytime only on the same frequency, but will boost its power output to 50 kilowatts day, 10 kilowatts night, unlimited. UAW-CIO had sought the same frequency with five kilowatts day and 2½ kilowatts night.

### Coy And Walker Dissent

Chairman Wayne Coy and Commissioner Paul Walker dissented on the WCAR move, although they agreed that the union's application was technically so defective that its denial was proper. They held, however, that the proper distribution of radio facilities would dictate leaving WCAR in Pontiac, especially since Pontiac has no other AM service and Detroit has five AM stations. They pointed out that in its TV location proposal the Commission plans to treat all communities in a metropolitan area as one for purposes of TV licensing, but that Pontiac is one of the areas held to be an exception. The reasoning is that Pontiac is sufficiently separate from Detroit—22 miles from center to enter—to merit separate service.

The majority point out, however, that WCAR has pledged to keep an auxiliary studio in Pontiac and to provide the same local live programming to meet Pontiac needs that it has done in the past. It was observed that whereas in the past Pontiac has had daytime service only, it will now have local programming on the nighttime air also.

### Okays WMEC Control Shift

The FCC also closed the books on the long-drawn-out WMEC transfer case, okaying the shift of control of the Boston Station from John E. Reilly, Charles A. Coughlin,

George Kaplan and Fred Randazzo to veteran Boston broadcaster William S. Pote, his brother Alfred Pote and his sister, Antoinette Iovanna.

A complicated background to the case includes a history of complaints about WMEC horseracing broadcasts and Commission dissatisfaction with the financial responsibility of Pote as long ago as 1933. Pote was licensee of WLOE, Boston, when it went on the air in 1927. WLOE was taken off the air, but the facilities were assigned in 1933 to a new corporation including the Potes and using the call letters WMEC in December of that year.

The Commission found that the station is currently providing a meritorious program service and is "quite strongly imbedded in the community life of the area which it serves." In addition, the Commission observed that "the horse racing information broadcasts, however suspect, have neither resulted in overall program imbalance nor been characterized by any substantial evidence of record linking them with illegal gambling."

### Grants Power Increase

The Commission also okayed the application of WCUM, Cumberland, Md., to raise its power from 100 watts to 250 watts unlimited on the 1490 band, with Commissioners Hyde and Jones dissenting for engineering reasons, and Commissioners Coy and Webster not participating. Thus the grant is by a minority of three members—Hennock, Walker and Sterling.

The Commission turned down the application of the Huntington Broadcasting company, Huntington Park, Calif., for rehearing of the February decision granting the application of Coast Radio Broadcast Corporation for a new station in Los Angeles on the 1540 band with five kilowatts daytime only. Huntington Park and San Gabriel Valley Broadcasting Company had sought the same assignment—the latter for Monrovia, Calif.

### Nat. Shoes Adv. Budget Goes 73% To AM, TV

National Shoe Stores will devote 73 per cent of its expanded fall budget to radio and television advertising, it was announced by Emil Mogul Company, Inc., agency for the shoe store chain.

The advertising campaign will cover five radio stations and one TV station in the Metropolitan area. National will sponsor spot announcements, plus several programs over WMCA, WNEW, WINS, WOV and WHOM, and a western film over WATV, Newark.

The shoe store chain also plans spot announcements on local stations outside the New York City area.

# WE ARE STILL QUOTING 1948 PRICES ON OUR BLAW - KNOX RADIO TOWERS

In view of recent and widely circulated rumors to the effect that the cost of radio towers has increased since the start of the Korean War, Blaw-Knox makes this statement:

*Despite increases in labor and material costs, Blaw-Knox has not raised its prices on radio towers. In fact, Blaw-Knox is still quoting from its 1948 price list.*

BLAW-KNOX DIVISION  
**BLAW-KNOX**  
COMPANY  
FARMERS BANK BUILDING  
PITTSBURGH 22, PENNA.

# LOS ANGELES

By IRV HAMLIN

**R**ADIO people on the coast are sitting tight and holding still as the reserve call goes out. Herb Ball, NBC staff photographer, reports to Camp Pendleton on active Marine duty next week. Herb, who joined NBC four years ago, is the first net employee to be recalled, with many others expecting calls. AFRS reserves are awaiting decision momentarily from Washington.

Frank Berend, NBC sales manager, off to the east for two weeks on business.

Tele-Que survey claims: — For July, in the L.A. area, Best liked commercials: Ballantine; Texaco; Ford; Chevrolet. Least liked: Coast Federal Savings (local); Chrysler (local); Philip Morris, and the Central Chevrolet (local).

TV receiver sales picked up again in Southern California during June, with 33,207 sets moving out of showrooms to give So. Cal. a total of approximately 596,673 sets.

Art Linkletter debuts a KECA-TV audience participation show on Oct. 6th, sponsored by the Green Giant Company of Lesueur, Minn., for its canned food products.

KECA-TV unveiled a new close range lens developed by Teleflex (formerly Teleparencies), which allows the Teleflex projector to be placed 6 feet closer to the screen, saving much floor space in projection operations.

Uncle Miltie, who is out here for a rest, has been resting at various Charleston contests at the Mocambo, and doing a lot better than many Hollywood movie dancers. That guy has got energy in spades. He also rested by knocking off a number of TV trailers, brother Phil directing.

I. D. Levy of Philadelphia, chairman of the board of Official Films, Inc., is in Hollywood on TV affairs.



By SID WHITE

## Man About Manhattan. . . !

● ● ● **SO WHAT SHOULD BE NEW** (with apologies to Joey Adams): Local radio stations watching their commercials even closer these days to spot and stop any war scare shortage lines. . . . Wanna bet that Bill Boyd was the original Hoppy? Then don't! He wasn't. . . . The tragic death of Spyros Skouras' daughter may cause the film giant to retire. . . . On Aug. 24th, Ginger Rogers will make sports headlines from Forest Hills, L. I. . . . The Big Street happy-happy that Jay C. Flippen, one of its favorite sons, gets his big screen break in Bob Hope's "The Lemon Drop Kid." . . . Sonja Henie is making a 2500-foot film of her ice show for TV showings. . . . Sudden thaw! If that Marx brother plays the role of So. American cowboy in his next film, would it be awright to call him Gaucho Marx? . . . B'way is tremendously excited over the possibility that Gregory Peck and his co-producers of the La Jolla Playhouse repertory may bring their productions to New York in the spring. . . . One of Hollywood's top stars will hie to the West Shore Hotel, Sebago Lake, Maine, on Aug. 5th., there to huddle with Bernard Procter, producer of "The Big Story," on a giant TV project, involving almost a million bux. . . . There's talk of a TV musical package to be built around Janice Paige, which we think is a beautiful foundation.



● ● ● **APPLAUSE DEPT'**: Joan Edwards' twice-weekly stint on DuMont—easy on the ears and eyes. . . . NBC's fascinating "Watch the World" tv'er. . . . The Andrews Sisters' show-stopping at the Roxy. . . . Eddie Davis music at Coq Rouge. . . . Tony Arden's thrushing at the Capitol. . . . Enchantuse Mindy Carson's chanting at the Copa.



● ● ● **VIEWS & REVIEWS**: Suggested spottscaster, if and when his outfielding days are over: Dale Mitchell, of the Cleveland Indians, a funny fellow, capable of giving Dizzy Dean a good mike battle. . . . "There's Music In The Air" is sheer melody magic on CBS Tues. nite. Eileen Farrell's clear soprano makes Kern sound even better and Hiram Sherman's written and spoken words are literate listening. . . . Lou Wills, Jr., the acrobatic dancer, a hit on TV a dozen times last season, repeating his successes on the Capitol Theater stage. . . . Gabe Heatter must feel that the word "sweat" is far too indelicate for radio's sensitive ears. He quoted Churchill's famous crack as: "Blood, toil and tears." . . . Close-ups on singers in TV isn't so good. Most of 'em look as tho' they're in physical pain—especially when they're dishing out a torcher. . . . Just as we've been yelling our lungs out about what a great show the Cameo Theater is (with some of the best writing and best production we've yet seen), along comes the announcement that the series fades Aug. 30th. Well, that's par for the course. . . . Wish Margaret Arlen and lots of other interviewers would give out with the subject's name more often. In most cases, if you don't tune in on the interview from the very beginning you never do get to know who in blazes is being interviewed.



● ● ● **IN ONE EAR**: Ruth Gabriel has joined the Wm. McCaffrey agency as casting director. . . . Sonny Dunham being submitted as a single for TV—as an emcee, natch. . . . Larry Clinton reorganizing his band in the fall. . . . Alvino Rey slashed and broke his arm in the propeller of his own plane on the coast this week. Too early to know how it will affect his guitar-playing yet. . . . Bill Black, former Gene Krupa vocalist, moved from St. Louis to N. Y. this week to try his hand at cracking the local radio and TV scene. We hear the kid's a great singer.



# CHICAGO

By GINNY EVANS

**L**AATEST from Sam Cowling's "A la manac": Ladies, when you buy a hat—please use your head!

Nobody at Mutual's midwest office is going to be able to find anything for the next two weeks. Pauline Sepesi, who files all the important correspondence, is on vacation.

Mabel Paige, who is causing such a laugh-sensation in the stage production "Two Blind Mice" here, will be guest on the next broadcast of ABC's New Junior Junction.

Robert Kendall, NBC Chicago talent sales supervisor, is recovering from an operation in St. Luke's Hospital.

Tom Casey won't have to take to himself on the August 3rd "Conversation with Casey." Russ W. ABC pianist, will be his guest.

Two weeks at Camp McCoy, W. consin, put Tom Paro, MBS salesman, in fine sun-tanned shape.

Twenty-year-old Billy Farr starts a new weekly half-hour variety show on WENR-TV, August 7th. Teletronics, Inc. will sponsor the show for their Sentinel production.

Lennie Hilts, successful mystery writer, learned to his surprise that he's a telegenic personality in addition to being a fine writer when he visited the Bob and Kay Show a couple of weeks ago. Lennie is giving up his typewriter for a career in front of the camera, he's going to be guest on the Gail Compton Pet Shop soon.

For People Only will bow Saturday night on WENR-TV. Sponsored by Bunnin-Hudson, Inc. the music show will feature vocalist Michael Bondon and the Jimmy Moore Trio with Joyce Mauer. Grover J. Allen will direct. The 52-week contract was handled through Sherwin, Robert, Rogers and Associates, Chicago.

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
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• JEWISH  
• ITALIAN  
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3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA  
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FETTER FAMILY HOTELS IN  
**Jefferson**  
AMERICAN PLAN  
• PLANTATION ROOM •  
Cocktail Lounge & Grille  
NEW AUDITORIUM  
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**MONTICELLO**  
AMERICAN AND EUROPEAN PLANS  
• Coach-and-Four •  
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EUROPEAN PLAN  
ATLANTIC CITY'S POPULAR  
PRICE FAMILY HOTEL  
KENTUCKY AVE., Nr. Beach

## Star Address' Theme For CBS Fall Drive

(Continued from Page 1)

or CBS' returning radio shows winning in hundreds of newspapers with a daily circulation of over 5,000,000 families, plus other promotion ideas including singing jingles, on-the-air promotion announcements and special tie-ins with magazines.

"The theme of this year's campaign will be 'This is CBS . . . The Stars Address' and this will be underscored via the aforementioned methods as well as through recorded announcements by CBS personalities.

Louis Hausman, director of advertising and sales promotion for CBS, opened the clinic in the morning with a discussion on the broad objectives of the 1950 fall campaign.

Other speakers included Charles Oppenheim, Jack Cowden, Charles I. Monroe, John Karol and Robert Jeller.

Frank Stanton, CBS president, speaking at the network's program promotion clinic luncheon, yesterday extended all-out praise to the 'BS fall campaign, terming it the "best ever." He lauded the program promotion managers for their all-out cooperation in the past and expressed the belief that through mutual support the upcoming campaign will top any in the past.

Turning to other matters, Stanton discussed radio's future with regard to the Korean conflict and declared that the broadcasting business once again would be called upon to do an all-out job just as it had done in World War II.

## Russ Johnston Joins Ward Wheelock Today

(Continued from Page 1)

at the same time, announcement was made that Carroll Carroll will become vice-president and director of Hollywood operations.

Johnston, a veteran of 27 years in the radio and television industry, has served as announcer, engineer, writer, producer, station manager and time salesman. For the past two years he has been in the television film end of the TV business. His most recent connection was with the Jerry Fairbanks studios in Hollywood where he functioned as vice-president and director.

During his time in radio, Johnston has written and produced some of radio's outstanding commercial programs including Lux Radio Theater, Big Town, Silver Theater, Gateway to Hollywood, Suspense, and is responsible for the creation of The Whistler, I Was There and Hollywood Showcase.

## Jo Stafford On Ranch

Jo Stafford is at Alisal Ranch, Santa Barbara, for a six-day vacation. She will return August 6th, to her weekly Carnation Hour broadcast.

## AGENCY NEWSCAST

... personnel, sponsors and notes

**STAN SCHLOEDER** of Ruthrauff & Ryan, Inc., has taken over duties as head time-buyer of the media department for that organization as of July 31. Schloeder was formerly time buyer for Benton & Bowles.

**HELEN HARTWIG** has resigned as head time buyer of Ruthrauff & Ryan, Inc. She will announce her future plans following a Bermuda vacation.

**ROBERT MEEKER ASSOCIATES** has been appointed exclusive reps for WTTV and WTTS (AM) the Sarkes Tarzian stations in Bloomington, Ind., effective immediately.

**WILLIAM G. RAMBEAU CO.** has been appointed national reps for WHLI and WHLI-FM, Hempstead, Long Island. Announcement of the appointment was made by Elias I. Godofsky, president and general manager of WHLI.

**FRANCIS J. FITZGERALD** has joined Geyer, Newell & Ganger, Inc., as production manager of the Dayton, Ohio, office. Previously Fitzgerald was copywriter with the Dayton Rubber Co.

**PAUL W. GEORGEAU**, formerly associated with the motion picture industry as a writer and a director, has joined the copy staff of Ross Roy, Inc., Detroit agency.

**JEAN F. WERTH**, formerly with Dorland, Inc., has joined Colman, Prentiss & Varley, Inc., as supervisor of accounts.

**DUMONT LABORATORIES, INC.**, will place the first of the Norman Rockwell four-color full-page ads in national magazines on August 7. Campbell-Ewald Co., Inc., is the agency.

**KTLA**, Paramount's television station in Los Angeles, has announced the appointment of the Paul H. Raymer Company, Inc., as its national sales representative. The assignment, stated Klaus Landsberg, KTLA general manager, does not disturb the station's existing sales setup. Cris Rashbaum will continue as KTLA's New York sales representative, and the Los Angeles and San Francisco markets will continue to be covered by the station's home office staff headed by sales manager Harry Y. Maynard.

**ENDORSEMENTS, INC.** has moved its New York office to 500 Fifth Avenue and its Hollywood branch to 9172 Sunset Blvd.

**AMERICAN CHICLE CO.** to Dancer-Fitzgerald-Sample, Inc., for a new product to be plugged on radio, TV, and in newspapers.

**HAZARD AD CO.** has completed arrangements for spot radio campaigns, to run from July to mid-October, on two products of American Cyanamid Company's Agricultural Chemical Division. Aero Cyanamid Granular (tobacco weed killer) will be advertised on 10 stations in Tenn., Va., Ky., N. C., and S. C.; while Aero Cyanamid Special Grade (cotton defoliate) will be spotted on twenty-one stations in N. C., Ga., and Ala.

**REID PARKHURST**, senior vice-president and copy chief of Samuel Croot Co., has joined the plans board and creative staff of William von Zehle & Co., Inc.

**BEECH-NUT PACKING CO.** has signed a renewal contract with Storecast Corp. of America for another 26-week cycle of spot announcements in Storecast's Southern New England and Pittsburgh areas. Kenyon & Eckhardt is the agency.

**MARSHALL GRANT**, film and tele producer, has been appointed executive producer of TV films for Ruthrauff & Ryan, Inc. Previously, Grant has been the supervisor of Lucky Strike's "Your Show Time" for the past four years.

**WILLIAM H. WEINTRAUB & CO.** announces the addition of John Barton Morris, sales expert on consumer markets, to its executive staff in expanding its facilities for marketing counsel and service. Formerly, Morris has been national sales manager for the Helbros Watch Company.

**JAMES D. WOOD**, previously associated with Muckstadt & Marker, has been named ad manager of the Carl Fischer Musical Instrument Co., Inc.

**LARGE-SCALE** promotion is currently planned by Stephen Leeman Products Co. for Ming Teas, through Ben Sackheim, Inc.

**FRED ASTAIRE DANCE STUDIOS** will use radio and TV spots extensively throughout the country in supporting the addition of new branches.

## Mindy Carson On NBC

Mindy Carson, radio and recording artist, will be heard over NBC in a thrice-weekly program of songs sponsored by the Department of the Army's Organized Reserve Corps for its ROTC training courses.

Beginning Thursday, Aug. 17 Miss Carson will sing for the Army over the NBC network, Tuesdays, Thursdays and Saturdays at 11:15 p.m., and over WNBC, Mondays, Wednesdays and Fridays at 7:45 p.m.

## Secretst Takes Over Geddes' RTMA Post

(Continued from Page 1)

Geddes will continue to serve RTMA as a consultant.

A long-time newspaper man in Washington, Secretst was associated with newspapers in Cincinnati and Asheville, N. C., before coming to Washington in 1929. From then until 1941 he was on the Washington Post, during which time he was on the capitol staff. He also reported radio industry news. Early in 1941 he joined the information division of the Office of Emergency Management which subsequently became the Office of War Information. He helped organize and directed the OWI domestic field service comprising 60 offices throughout the United States.

### Batcher Succeeding Horle

RTMA also announced Friday that Ralph R. Batcher, New York electronic consultant, tomorrow succeeds L. C. F. Horle as chief engineer of the engineering department of the Radio-Television Manufacturers Association and manager of the RTMA data bureau, in New York.

Horle retires after 15 years service in the RTMA engineering department during which time he has had an important role in the formulation or revision of numerous RTMA standards and other engineering department activities. He was at one time president of IRE.

Batcher has had varied experience as a radio engineer, teacher and editor. A native of Iowa and a graduate of Iowa State College in 1920, his first association with radio was as an amateur at the age of 12 and as a charter member of the American Radio Relay League. During World War I he was a radio inspector for the U. S. Department of Commerce in New York and subsequently an instructor in radio theory at the Signal Corps training school at City College.

### Filled Many Posts

From 1920 to 1943 Batcher was associated consecutively with the Western Electric Co. (now Bell) Laboratories, A. H. Grebe & Co., stations WARG, WBOQ, and WABC, and the Decatur Manufacturing Co. From 1931 to 1935 he was an electron tube consultant and from 1935 to 1943 chief engineer of the Allen D. Cardwell Manufacturing Corp., where he as chief engineer developed military equipment and special types of variable capacitors.

Since 1943 Batcher has been an electronic consultant in New York and an editorial aide of Caldwell-Clements, Inc.

He has been a member of the board of editors of the IRE proceedings for 20 years and recently chairman of the IRE public relations committee. He is corresponding secretary of the Radio Club of America and a past president of the New York section of the Instrument Society of America and a director of the Instrument Society of America.

# Hoffman Announces Military Contracts

(Continued from Page 1)  
ever, we do not believe that this contemplated production will interfere with our presently scheduled output of television receivers, which should make 1950 the best year in our history."

Hoffman's sales and earnings for the six months ended June 30, 1950, exceeded by a wide margin those experienced by the company in any other six-month period.

The sales volume of \$11,229,000 in the first half of 1950 compared with \$11,987,000 for the entire year 1949. Profits for the six months ended June 30 last, after taxes, amounted to \$930,269.54, equal to \$2.19 a share on the 424,153 common shares now outstanding. In the full year 1949 earnings totaled \$1,276,036, equal to \$3.01 a share on the present outstanding common stock.

In discussing the transition of industry to a partial war-time economy, Hoffman said: "It now appears that many electronic companies may be forced to curtail their output of civilian goods as production of war materials proceeds under Congressional appropriations. Some of these companies undoubtedly will receive orders for military goods. In most cases this will involve making a conversion which may be difficult. This company, on the other hand, already has made the conversion. Since V-J Day your management has devoted a portion of its personnel and facilities to the manufacture of military equipment."

## Credits TV Advertising With Doubling Sales

Television advertising has more than doubled the sales of Webster-Chicago phonographs and wire recorders in the Detroit area, it was reported by the company's distributor, Allied Music Sales Corporation. Allied sponsors a weekly show over WJBK on a cooperative basis with the manufacturer. The effectiveness of the program is evident every Tuesday following the telecast, when orders from dealers begin to pile in, the distributor said. Tuesday is by far the heaviest ordering day of the week. A number of dealers who had ordered on a Friday in anticipation of demand have called around noon on Tuesday to demand immediate delivery of more merchandise.

### NEED A TRANSFUSION?

I've got radio in my blood. Man Saturday, 25, College Grad, disabled vet made over to work and look like new. Have some radio and TV experience—can type. Want to write copy, create program ideas or any other phase allied to radio and TV.

Box Number 157, RADIO DAILY  
1501 Broadway New York 18, N. Y.

## NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of July 21-27, 1950

TITLE	PUBLISHER
A Little Bit Independent.....	Bregman-Vocco-Conn
Are You Lonesome Tonight.....	Bourne
Bewitched.....	Chappell
Count Every Star.....	Paxton
Darn It Baby That's Love.....	Chappell
Down The Lane.....	Broadcast Music
Gone Fishin'.....	Feist
Home Cookin'.....	Famous
Hoop-Dee-Do.....	E. H. Morris
I Didn't Know What Time It Was.....	Chappell
I Didn't Slip I Wasn't Pushed I Fell.....	Remick
I Don't Care If The Sun Don't Shine.....	Famous
I Hadn't Anyone Till You.....	ABC
I Still Get A Thrill.....	Words & Music
I Wanna Be Loved.....	Supreme
If I Had A Magic Carpet.....	Shapiro-Bernstein
I'll Always Love You.....	Famous
I'll Build A Dream House.....	Campbell
La Vie En Rose.....	Harms
Let's Choo Choo Choo To Idaho.....	Robbins
Mambo Jambo.....	Peer
Mona Lisa.....	Paramount
My Foolish Heart.....	Sanly-Joy
Picnic Song.....	Chappell
Play A Simple Melody.....	Berlin
Sam's Song.....	Sam Weiss
Say When.....	Duchess
Sentimental Me.....	Knickerbocker
Sometime.....	Witmark
Tenderly.....	E. H. Morris
Third Man Theme.....	Chappell
Tzena, Tzena, Tzena.....	Undetermined
You Wonderful You.....	Miller

## Second Group

TITLE	PUBLISHER
A-Razz-A-Ma-Tazz.....	J. J. Robbins & Sons
An American Beauty Rose.....	Jefferson
Birmingham Bounce.....	Bulleit-Hometown
Blue Prelude.....	World
C'est Si Bon.....	Leeds
Enjoy Yourself.....	E. H. Morris
Golden Sails On A Sea Of Blue.....	Goday
Hawaii.....	Advanced
I Cross My Fingers.....	United
I Do Better Up In The Mountains.....	Broadway
I Love The Guy (I Love The Girl).....	Shapiro-Bernstein
If You Were Only Mine.....	Robbins
I'm Bashful.....	Sanly-Joy
My Destiny.....	Walt Disney
Old Piano Roll Blues.....	Leeds
Our Very Own.....	Spitzer
Roses.....	Hill & Range
Stay With The Happy People.....	E. H. Morris
Sweetest Words I Know.....	Life Music
Tonight Be Tender To Me.....	Life Music
Tunnel Of Love.....	E. H. Morris
Viols From Nowhere.....	Bregman-Vocco-Conn
Where Are You Gonna Be When The Moon Shines.....	Lombardo

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# Hearings Start Aug. 1 On McFarland's Bill

(Continued from Page 1)  
The controversial McFarland bill that this will be done seems unlikely yesterday, however, with the House committee, instead of electing to go to conference with the Senate on the bill, announced that hearings. Hearings on a conference measure are unusual, but this is an unusual case.

Rep. George Sadowski of Michigan, chairman of the communications sub-committee of the Interstate Commerce Committee, is not expected to preside, since he is engaged in a primary battle in Detroit. Rep. Dwight Rogers of Florida probably will preside. Sadowski, who is opposed to the McFarland measure, is expected to watch the situation carefully from Detroit, however.

## BAB Direct Mail Series Mailed To NAB Members

BAB's direct mail series "B"—seven card series of mailers, designed for local use, was sent yesterday to all NAB members. The series is available to NAB members only and at an attractive price.

The seven cards in the "B" series make important, basic points about radio which the BAB believes should be told over and over again. The points are:

- 1—You can time your message best on radio.
- 2—Radio permits effective repetition.
- 3—Radio's spoken word has specific advantages.
- 4—Radio lets you speak for yourself.
- 5—Six essential radio advantages.
- 6—Radio is fast; meets today's changing needs.
- 7—Radio reaches the most people; listeners are receptive and responsive.

## Stork News

William A. Schudt, Jr., director of station relations at CBS, yesterday announced the birth of Alicia Marie born Saturday to Mrs. Schudt at Nassau Hospital in Minneola.

Not to be outdone by station relations, Jan Murray, of the network's "Songs for Sale" program, also told of the Sunday arrival of a daughter, Celia, born to Mrs. Murray at Polyclinic Hospital.

## TELEVISION PRODUCER Available

Young man with years of experience — resourceful, aggressive — versed in all phases of production. Programs with personality to fit your purse.

Write  
RADIO DAILY  
Box 158  
1501 Broadway, New York 18, N. Y.

# TELEVISION DAILY

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

## SERVICE FIRM STOPS OPERATIONS

### TELE TOPICS

**VINCE SCULLY**, an up and coming young sportscaster, gave baseball viewers an interesting insight into the behind the scenes activities of WOR-TV production and camera crews at Ebbet's field on Saturday. Scully took occasion between games of a Dodger-Cubs double header to introduce the men who man the equipment and actually demonstrated some camera shots that are commonplace in the WOR-TV coverage. The Scully walk talk served two purposes. It showed him to be a personable guy with a lot of baseball savvy and paid tribute to the men of the TV industry—the cameramen and other technicians whose alertness and know-how makes for interesting baseball coverage.

**INCREASED RATES** on spot announcements have been effected by WFIL-TV with its issue of Rate Card No. 7 on August 1; studio rates remain the same; film rates have been eliminated. . . . Jackie Gleason, emcee of "Cavalcade of Stars," appearing on DuMont's "Cavalcade of Stars" tonight (9-10 p.m.). . . . Vaughn Taylor, Valerie Corsart, Nelson Olmstead, and Barbara Ruick star in the William Inge's adaptation of Bellamy Partridge's novel "January Thaw" on NBC-TV's "Kraft Tele Theater" tomorrow night (9 p.m.). . . . "Miss Television" will again be named at the third annual National Television & Electrical Living Show at the Chicago Coliseum Sept. 30-Oct. 8, which appears to be over-working a selection of "Miss Television" now being done by at least two other sources. . . . Lynn Bari reaping much praise in CBS-TV's "Detective's Wife." . . . Teen-age quartet ex-choir boys from Toronto signed for three weeks on NBC-TV's "Ransom Sherman Show."

**THE GOLDWYN TOUCH**, a special TV biog of you-know-who, is slated for WNBT on Thurs., 10:30-11:00 p.m. appearing on the program in addition will be Mr. and Mrs. Goldwyn, Farley Granger, an Evans, and emcee Ben Grauer. . . . Giorgio Price, who has been nominated president of AGVA, has three producers juggling with him over contracts. . . . The Wasser (of Wasser, Kay & Phillips, c., Pittsburgh agency) arriving in N. Y. tomorrow (Barclay Hotel) in quest of two three half-hour film shows for tele. He'll also be carrying with him samples of five-minute film shows produced in Pittsburgh and available for syndication. . . . Carolyn Burke, NBC's woman TV producer, yesterday copped the production assignment on the Masterpiece Playhouse presentation of "Six Characters in Search of an Author," to be presented on NBC-TV August 13th with Betty Fields and an Abbott in the leading roles.

### SONGS WITH THE LARGEST TV AUDIENCES

Survey Week Of July 21-27, 1950

THE TOP 5 SONGS OF THE WEEK

Bewitched	Chappell
Daddy's Little Girl	Beacon
Enjoy Yourself	E. H. Morris
I Don't Care If The Sun Don't Shine	Famous
My Foolish Heart	Sam-Joy

THE 5 FAVORITE STANDARDS OF THE WEEK

Darktown Strutters Ball	Feist
I Got Rhythm	New World
Oh Johnny Oh	Forster
'S Wonderful	Harms
Tiger Rag	Feist

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## KGO Signs Renewals, ARB Will Expand Two New Programs Research Service

San Francisco — Sponsorship of two new shows and renewals of two others have been negotiated by KGO-TV, San Francisco, constituting one of the station's largest weekly sales volumes. Topping the list, the tab for the Roller Derby Series on a Mon., Thurs., Sat. basis was picked up by the Richmond Ford Dealers' Advertising Association through J. Walter Thompson. Other contracts were: renewal of the hour-long Friday night "Rainier Rasslin" program by the Rainier Brewing Co., and renewal of "Roving Cameras" (Fridays, 7-7:15 p.m.) by Remensperger Bros., San Francisco Buick dealers. A new program of fashion trends and commentaries on current topics is being launched by Miss California Coats in the 7-7:15 p.m. slot on Thursdays, commencing August 10th.

American Research Bureau of Washington, D. C., will launch a new national television service to supply network ratings and audience composition for the entire U. S. on a monthly basis, commencing October 1st. Constituting what will then be the second research firm to offer national tele ratings (the other being Nielsen) ARB will secure its information from viewer diaries placed in 2,200 TV homes selected from an area representing all counties in the U. S. within 150 miles of a television signal. General plan of the national ratings will be to treat the entire U. S. both urban and rural, as if it were a single big city and to produce audience measurements which apply to the entire nation. This service will be in addition to ARB's already well-established city ratings.

## Press-Time Paragraphs

### Eight Operas Slated By NBC-TV

Increasing its opera schedule from four presentations last season to eight in the coming season, NBC-TV announced late yesterday a schedule of one full-hour opera each month (at a time and date to be announced later), commencing in October. Dr. Peter Herman Adler again will be music director; Samuel Chotzinoff will produce, and Charles Polacheck is TV director.

### CBC Buys Mobile Unit

Montreal—Purchase of mobile TV units valued at \$190,000 has been negotiated by the Canadian Broadcasting Corp. with Canadian Marconi Co., the units to be supplied by the company's affiliate in England, Marconi Wireless Telegraph Co. of Chelmsford. This is the second contract of such size placed by CBC with Canadian Marconi acting as agent for the English company. Earlier this year, CBC ordered \$300,000 TV equipment including cameras and studio control apparatus.

## Tele Set Owners Caught By Closing

(Continued from Page 1)

which figured in RADIO DAILY's investigation of TV service practices. The Capital Company reported to have an estimated 100 suits pending in Small Claims courts for alleged failure to live up to their service agreements ceased operations last week when Hyman Goldberg, president, resigned after a petition was approved in Federal Court for reorganization under the bankruptcy laws. Goldberg, on Friday, was arraigned in Flushing Magistrates Court and released under \$500 bail on charges of issuing worthless checks to his workers. Also free on \$500 bail is Jack Rabinowitz, secretary of the company, arraigned on the same charges.

### Operations Widespread

Firm, which operated branches in Brooklyn, the Bronx, Westchester, Nassau and Newark, is reported to have been one of the biggest operators in the New York area. It was the practice of the company to handle the television service contracts sold by chain stores and to make a percentage of the service contract to the store making the sale.

Deputy sheriffs attached the trucks and furnishings of the company last week in satisfaction of judgment obtained against it.

Yesterday Albert Mintzer, attorney, announced that he was president of a new company under a reorganization plan. Mintzer's office took complaints from TV set owners who failed to get satisfactory service and others who sought the return of their sets. At his office it was announced that TV set owners who held Capital service policies would be notified at a later date regarding any terms of settlement of claims.

### Phones Disconnected

Phones were disconnected in all branches of Capital Corp. last week. Creditors held two meetings with company officials. Mintzer, new president of Capital, announced that Jackson Heights office (8409—37 Ave.) would, beginning today, answer and record all complaint calls. Callers are being told "company is being reorganized. We will send you a postcard notifying you when we will be able to take care of your service request."

A referee appointed by the court is studying petition to reorganize company. His name is Sherman B. Warner. He will meet with Capital today.

## NEW BUSINESS

**WPEN, Philadelphia:** Toni Company, spot announcements for a period of 22 weeks. John G. Coombe TV Center, spots, through Rolley & Reynolds, Inc. Armour & Company takes spots on the five-hour "950 Club" thru Foote, Cone, & Belding. Carter Products Co. has bought time thru Sullivan, Stauffer, Colwell, & Bayles for 52 weeks. Gus Dietz (Pontiac Automobiles) has signed for announcements preceding and following all Philadelphia Eagles football games for the 1950 season thru the Weightman Agency. Babyhood Distributors will sponsor WPEN's "Tiny Tot Time" thru Fein & Schwerin Advt. Agency.

Another program, "Mary Jane Jamboree" has been taken by John Irving Shoe Corporation while the Arthur Murray Dance Studios sponsor 55 minutes of the "Sheri" show. Ar-Neil Storm Windows has purchased newscasts and spot announcements thru Edward Shapiro Agency. The Trailer Rental has bought time on the "Kal Ross Show" thru Robert J. Enders, Inc.

Renewals include B. C. Remedy Co. for 52 weeks thru Harvey-Masengale Co., Inc., Bromo Seltzer for 52 weeks thru Batten, Barton, Durstine, & Osborn, Inc., Colgate-Palmolive-Peet Co. thru Cunningham & Walsh and Kunkel Coal thru J. Cunningham Cox. Consolidated Chemical Company will sponsor "Bob Elson On The Century" for another 52 weeks thru Ruthrauff & Ryan, Inc.

**WCBS, New York:** Sheffield Farms Co. Inc. purchased 52 weeks participations in "This Is New York" with Bill Leonard through N. W. Ayer & Son Inc. Eastern Airlines, New York, contracted for 13 weeks announcements in the Jack Sterling program. Agency is Fletcher D. Richards, New York. Pequot Mills, Salem, Mass., through Jackson & Company, New York, bought 18 weeks participations in the Housewives Protective League series. Whitehall Pharmacal Co., New York, for Hopper White Clay Pack, has signed for 11 weeks participations in the Margaret Arlen program effective Aug 7, through Lynn Baker Inc.

The Borden Co. signed for 52 weeks participations in the Housewives Protective League program on alternate days. Agency is Young & Rubicam Inc. Same company, for Borden's Instant Coffee, contracted for 52 weeks participations in the Jack Sterling show through Kenyon & Eckhardt Inc. General Motors Corp., Oldsmobile Division, bought 52 weeks Monday, Wednesday and Friday Class A station breaks through D. P. Brother & Co., Detroit. American Limoges Co., for Limoges China, signed for 13 weeks participations on alternate days in the Housewives Protective League program. Agency is Schreck Advertising Agency Inc.

## COAST-TO-COAST

**KMOX Adds To Announcing Staff**

St. Louis, Mo.—Robert Irving has joined the announcing staff of KMOX, CBS outlet here. Irving was formerly with KXYZ in Houston, Texas. Bob, who once was string bass in bands and sang, became a radio announcer quite by accident. When Bob was playing a band job one night, a job that included radio airing, he was called upon to do the announcing when the regular announcer failed to show up. Since that time Bob has become a full fledged voice-jockey.

**Extends News Coverage**

San Francisco, Calif. — George Hicks and Richard Harkness have been added to the KNBC news coverage because of the urgency of the current news situation. George Hicks, famous for his reportage during World War II, is heard from the NBC news room in New York Monday through Friday at 10:30 a.m. Richard Harkness, NBC Washington commentator, is now heard over KNBC five times a week at 4:45 p.m., PDT, Monday through Friday.

**Named KAAA General Manager**

Dover, N. H.—Johnny Williams, program director, has left WHEB to accept the position of general manager of KAAA.

**WCUE At Summit County Fair**

Akron, Ohio—Because of the increased interest in the news due to the Far Eastern Communistic invasion, WCUE will offer up-to-the minute news coverage from their special broadcast booth to be constructed at the Summit County Fair. Tom Eagan, WCUE merchandising director, has announced that the station has been issued exclusive rights by the Fair board to install a United Press teletype at the scene of their broadcast. The teletype will be in full view of the estimated 100,000 visitors expected to attend the Fair between now and August 6 at Ascot Park. The news will be broadcast as it comes off the wire by WCUE's Jerry Crocker, who will originate his three-hour record program direct from the Fair grounds each day.

**Starting Second News Series**

Richmond, Va.—With the development of the Korean crisis, Dr. Douglas S. Freeman, WRNL commentator and internationally known historian, has agreed to the airing of an additional news analysis series to be broadcast each afternoon. At the request of the president of the Sauer Company, C. F. Sauer, Jr., sponsor for Dr. Freeman's morning newscast, the new series and any special emergency broadcasts made by the noted historian will be under the sponsorship of the Sauer products. Freeman, author of the Pulitzer Prize winning biography, "R. E. Lee," is the former editor of the local News-Leader.

**Handling Music Chores**

Pittsburgh, Pa.—Anna Marie Armocida is taking over the piano duties on the "Story Chest" program featuring Cyrilla Mansmann, while the regular pianist is visiting California. Miss Armocida is a student of the Juilliard School of Music of New York. The "Story Chest" program is aired each Saturday morning over WJAS.

**Mrs. America Contest On WLIZ**

Bridgeport, Conn. — WLIZ has contracted with Mrs. America, Inc., to handle eliminations in the Mrs. America contest, 12th annual finals of which will be held in Asbury Park, N. J., on September 10th. Contestants will be judged 50 per cent on beauty and 50 per cent on homemaking talents. Philip Merryman, general manager of WLIZ, is in charge of promotion.

**Lloyd Moss To WHLI**

Hempstead, L. I., N. Y.—Lloyd Moss, formerly with WAVZ, New Haven, Conn., has joined the announcing staff at WHLI and WHLI-FM. Prior to his duties at WAVZ, Moss was associated with WHOL, Allentown, Pa., WEST, Easton, Pa., and WLBR, in Lebanon, Pa. Also new to the WHLI staff is Manuel Klein, who has joined the engineering department. Klein is a graduate of the technicians school operated by RCA.

**To Attend New Building Opening**

Indianapolis, Ind.—Tommy Bartlett will be in town on August 5th, for an all-day show at the opening of the new sales rooms of North Side Chevrolet. Tommy is the star of the "Welcome Travelers" program, heard each Monday through Friday at 9:00 a.m. on WIRE. Besides the "Welcome Travelers" show, WIRE will present several of its local programs from the new buildings.

**Televising Disc Show**

Miami, Fla. — Art Green, long-time disc jockey on the West Coast, New York and Miami, has moved his show to television over WTVJ. The television program is now being televised from 3:30 to 4 p.m. Format comprises records, studio quizzes and telephone auctions.

**Fern Sharp Honored By Newspaper**

Columbus, O.—An article on Fern Sharp, women's commentator for WBNS and WELD-FM, appeared in the Ohio State Journal's July 17th issue. The article appeared in the "Women in Business" column, weekly series of stories of outstanding career women in this city. Miss Sharp, who has been with WBNS since 1937, conducts the "Round Robin Review" at 9:30 a.m. Monday-through-Saturday. She also has a Sunday broadcast, "The Smartest Shops in Town," as well as a daily program on WBNS-TV.

## BEHIND THE MIKE

WHEN we passed out bouquets recently for the great job Tom Provost and Vic Campbell are doing down at WBAL, Baltimore, we neglected to include John Wilcox, former engineer-in-charge of CBS TV transmitter development, who also doing a yeoman job down there in helping to bring WBAL to the fore in Baltimore.

According to the throngs flocking to the Roosevelt Grill, Guy Lombardo still plays the sweetest music this side of heaven—but Tedder Powell, who's currently headlining there, plays the sweetest music the other side.

Tip to Disc-Jukes: Geo. Shearing's MGM platter, "I Didn't Know What Time It Was," is a refreshing revival of the hit tune from Rodgers & Hart's "Too Many Girls" (His "Sept. in the Rain" disc strictly out-of-this-whirl).

Doris Day and Gordon MacRae had to cancel their vacation trip east because of additional work at the Warner lot.

WINS' crooner, Pat Terry, had excess of three recording outfits looking him over at the Riviera the other p.m.

When Tommy Dorsey closes the Astor Roof, he'll head westward for a tour of one-niters that will wind up on the coast.

Three TV nets in the running for Milo Boulton's "Original Animation Hour." Boulton is setting up an audition in a Greenwich Village nitespot.

The Pimms Cup set will make Christopher Morley's "The Ballad of N. Y." a collection of Morley's poetry since 1930, due Sept. 7th, a literary event of the year.

Commemorating the late George Gershwin's birthday, Sept. 26th, Associated Program Service is releasing special Evelyn Knight and Victor Damone 15-minute transcribed radio programs consisting of the composer's top tunes.

Billy Daniels, who opens at Billy Miller's Riviera Aug. 15th, will play his role in the forthcoming Columbia picture, "When You're Smiling" during his appearance on WABL's "Cavalcade of Stars" program Saturday.

A good indication of the tempo of the American people was afforded last week when Byron Price guested on "Meet the Press." Who Price, in response to Larry Spivak's query: "Isn't it hypocritical of us sit with Russia in the UN while we fight them in Korea?", in turn asked Larry what he would do, Spivak said: "Kick Russia out of the UN. Hundreds of calls hit the Mutual switchboard and every one of them heartily supported Larry's stand.

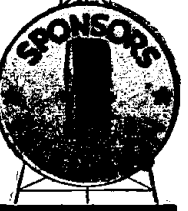
**Hill Heads Polio Chapter**

Orlando, Florida—Eugene D. Hill, manager of WORZ, NBC affiliate in Orlando, has been elected chairman of the Orange County chapter of the National Foundation of Infantile Paralysis.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 52, NO. 22

NEW YORK, WEDNESDAY, AUGUST 2, 1950

TEN CENTS

## WEBS RECEIVE COPIES OF ANA SURVEY

### Problems Mount In TV Set-Service Muddle

#### Receiver Owners Seeking Return Of TV Sets

Troubles mounted for Sherman B. Warner, Federal Referee in Bankruptcy, yesterday as he tried to untangle the affairs of Capital Television Corporation of Jackson Heights, who left 15,000 TV set owners without service and 400 more without the possession of their own receivers. The shut-down

(Continued on Page 7)

#### Would Bar Commies From Using Radio

A request for an authorized movement to bar the Communist Party from the air during the forthcoming November elections has been submitted to the NAB by a New York radio station.

In a letter addressed to Ralph W. Hardy, director of the radio division of NAB, Edith Dick, station man-

(Continued on Page 5)

#### Swing To Broadcast News Again Over WOR

Raymond Swing, internationally known commentator on world affairs, will return to the airwaves, via WOR, three times a week, beginning Monday, August 7, from 10:15-10:30 p.m., EDT, it was announced.

(Continued on Page 2)

#### Announces TV Plans

Margaret Truman, daughter of the President, interviewed by Ben Grauer on TV at United Nations headquarters at Lake Success yesterday revealed that she planned to enter television this fall. Miss Truman also told of concert appearances. She completed a successful concert tour at the close of the recent musical season.

#### News Program Listening Gaining

A sharp increase in news program listening on radio since the Korean war is noted by ABC in an evaluation of a Pulse report for July. The web points out that Walter Winchell is first among all programs with 16 of 18 ABC news programs advancing over the preceding month. The 18 programs had an overall average of 3.0 in July compared with 2.6 in June.

#### 57 Stations Signed For Touchdown Tips Warranties On Sets Now TV Industry Issue

Fifty-seven radio stations have already signed contracts with RCA Recorded Program Services for its syndicated football series, "Touchdown Tips" with Sam Hayes, according to Thesaurus and Syndicated sales manager Wade Barnes. The starting date for the program is September 15th.

Emphasizing the fact that 48 of the 57 stations signed up so far are customers who bought the show and secured local sponsors for it in 1949,

(Continued on Page 8)

#### RCA Will Double Output Of TV Sets In Four Plants

Indianapolis, Ind.—Production of television receivers by the Victor division of Radio Corp. of America will be more than double for the remainder of the year, announced Henry G. Baker, vice-president and general manager of the company's home instrument department.

RCA has four plants in Indiana

(Continued on Page 3)

Announcements by several television manufacturers of one-year warranties on television tubes and parts are creating a new dispute over standardization of warranties by the entire industry, a RADIO DAILY spot survey revealed yesterday. Most recent of the one-year warranties was placed by Stromberg-Carlson, who, until now, was warranting parts and tubes for only 90 days. Specifically, Stromberg-Carlson will warrant all parts and tubes from becoming inoperative

(Continued on Page 7)

#### Esso Sponsors Games On 26 Ark. Stations

Broadcasts of all University of Arkansas football games will be sponsored for the fourth consecutive year by Esso Standard Oil Co. over a statewide radio network consisting of 26 Arkansas stations. Contract for the play-by-play descriptions was signed for Esso Standard

(Continued on Page 3)

#### Hausman Outlines Plans For Fall CBS Promotion

Terminating a two-day session for network affiliates, with more than 80 stations represented, CBS, yesterday, gave a breakfast session for trade publications and newspapers, in which the new fall promotion program was outlined. Session was held at the Waldorf-Astoria.

Louis Hausman, CBS director of advertising and sales promotion, revealed that the program is a major part of the network's fall promotion

campaign. Running from late this month through the three fall months, the project will include more than 1,000 on-the-air announcements, with emphasis on disc jockey and women's shows over local stations, as well as spots by CBS stars and brand-new jingles for local and network use.

Also included in the campaign is a magazine advertising schedule

(Continued on Page 3)

#### Major Nets Given Full Analysis Of Rates

The four major networks, who last week declined to meet with ANA to discuss rate reductions, yesterday received copies of the organization's survey of "Radio Time Values." In presenting the copies to the networks, Paul B. West, ANA president said: "It is important, we believe,

(Continued on Page 5)

#### Asks UN-Radio Ban On Troopship News

Washington Bureau of RADIO DAILY  
Washington—UN authority for the enforcement of security regulations to prevent unauthorized broadcast or publication of troop movements was asked yesterday by Senator Styles Bridges, New Hampshire Republican. Furious over the broadcast of the Second Division landing in Korea, Bridges charged that the in-

(Continued on Page 8)

#### Scotfield Forms Agency To Represent Clients

West Coast Bureau of RADIO DAILY  
Hollywood—Edward Scotfield, for twelve years head of his own public relations offices in Hollywood and in New York, announces the formation of his own advertising agency

(Continued on Page 2)

#### McNeills Returning

Don McNeill and his family return to New York on the Queen Elizabeth Sunday after a six-week's tour of European countries during which time they visited London, Paris, Rome and Switzerland. McNeill will fly to Chicago Sunday night and will appear on his ABC Breakfast Club program next Monday morning.

**RADIO DAILY**



Established Feb. 9, 1937

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**JOHN W. ALICOATE** : : Publisher

**FRANK BURKE** : : : : Editor

**MARVIN KIRSCH** : Business Manager

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

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

**CHICAGO BUREAU**  
Ginny Evans, Manager  
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**SOUTHWEST BUREAU**  
Paul Girard, Manager  
Suite 314, Thomas Bldg.  
Dallas, Texas

**ROME BUREAU**  
John Perdleari  
Ludovisi 18

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

**FINANCIAL**  
(August 1)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	9 1/2	9 1/4	9 3/8	- 1/4
Admiral Corp.	25 3/8	24 3/8	24 3/8	- 1/4
Am. Tel. & Tel.	151 1/4	150 3/8	151 1/8	+ 3/8
CBS A	28	27 3/8	28	+ 1/2
CBS B	27 3/8	27 3/8	27 3/8	0
Philco	36 3/4	36 1/8	36 3/8	+ 1/8
RCA Common	16 7/8	16 1/2	16 1/2	- 1/4
RCA 1st pfd	76 1/2	76 1/2	76 1/2	0
Stewart-Warner	14 7/8	14 1/2	14 3/8	+ 1/4
Westinghouse	31 7/8	31 3/4	31 1/2	- 1/4
Zenith Radio	46 3/4	45 3/8	45 3/4	- 1/4
NEW YORK CURB EXCHANGE				
Nat. Union Radio	4	4	4	0
OVER THE COUNTER				
DuMont Lab.		Bid	Asked	
Stromberg-Carlson		17 3/4	18 3/4	
		12 1/2	14	

**Swing To Broadcast News Again Over WOR**

(Continued from Page 1)  
nounced yesterday by Julius F. Seebach, Jr., vice-president in charge of programs. Swing will be heard Mondays, Wednesdays and Fridays.  
Swing broadcast over WOR from 1936 to 1945 and also over the BBC, CBS, MBS and ABC. A veteran journalist, who started his career as a foreign correspondent for the Chicago Daily News in 1913, he later went on to become one of the most popular radio commentators during the years prior to World War II and during the conflict.

★ **COMING AND GOING** ★

**WALTER HAASE**, station manager of WDRG, Hartford, Conn., and **WILLIAM MALO**, commercial manager of the outlet, have left for home after attending CBS Program Promotion Managers Clinic held this week at the Waldorf.

**CHARLES GODWIN**, Southern manager of station relations for the Mutual network, on Friday will leave on a business trip during which he'll contact affiliates in Florida, Mississippi, Georgia and North Carolina.

**RICHARD B. HULL**, manager of WOI-TV, Ames, Iowa, affiliate of the DuMont web, is in New York on business.

**H. K. BRENNEN**, station manager of WJAS, Pittsburgh, and **JOHN A. BUCHHEIT**, commercial manager, visitors this week at the offices of CBS.

**GORDON TOWNE**, disk jockey and conductor of the 740 Club on WOR, Orlando, Fla., is touring the state with **MRS. TOWNE** in a private plane contributed by his morning sponsor. They won't be gone long, however, for the Townes are expecting a little suburb.

**BENEDICT GIMBEL, JR.**, president and general manager of WIP, Philadelphia, on Friday will leave for a vacation at his fishing camp in Maine.

**CODY PFANSTIEHL**, director of promotion and publicity for WTOP, Columbia network station in Washington, is back in the Nation's Capital after having spent the early part of the week in New York.

**M. D. SMITH**, vice-president and operations manager at WBRC and WBRC-TV, the NBC outlet in Birmingham, Ala., on Friday will leave for New York for conferences with the Television Allocations Committee, comprising representatives of NBC, CBS, ABC, DuMont, AT&T and representatives of the southeastern leg of the coaxial cable.

**AL HIORNS**, of the production department at WEEI, Boston, is dividing his time on his vacation between Pocasset, on the Cape, and Lake Winnepesaukee.

**TONY MOE**, publicity and promotion director of WCCO, Minneapolis, is back in Minnesota following a trip to New York.

**First U. S. Int'l Trade Fair Schedules Radio Exhibits**

Chicago—Radio and radio parts as well as phonograph firms from the United States, Japan, and other nations are represented among the 1,500 exhibitors who will be taking part in the First United States International Trade Fair, August 7-20, in Chicago. Also to be shown will be numerous exhibits by manufacturers of small hand tools and soldering irons.

Among some of the radio parts firms to be taking part are Ad. Auriema, Inc., of New York City with radio, television and sound parts; Interseas Co. of New York City with record changers, phonographs, and recording accessories, as well as Mikky Phonograph Manufacturing Co., Ltd. of Osaka, Japan, with portable phonographs.

Products from more than 40 nations will be exhibited at the Trade Fair, the first of its type in the United States, which is intended to contribute to better understanding between people of diverse nations. By exhibiting at the Trade Fair, participants encourage international trade and thereby help in fulfilling the Fair's motto, "World Trade, World Prosperity, World Peace."

Patterned after such famous European fairs as those in Brussels, Leipzig and Paris, the Trade Fair is the first horizontal trade show of its type to take place in the United States. Heretofore large trade shows, such as the International Home Furnishing Market and National Shoe Fair, have been vertical shows catering to a specific industry, whereas the scope of the Trade Fair next August, includes all industries, consumer goods, industrial supplies and equipment as well as raw materials, chemicals and metals.

Thousands of buyers from all over the world will circulate through the exhibit area, examining, comparing and buying merchandise gathered from all over the world. Although principally for buyers, the Fair will open during limited hours to the general public which will find many

**Scofield Forms Agency To Represent Clients**

(Continued from Page 1)  
to be known as Edward Scofield Associates.

During the war, Scofield was assistant to Charles Einfeld, vice-president of Warner Brothers studio in charge of advertising and publicity. Later, he became director of advertising and public relations for J. Arthur Rank and the British Motion Picture Industry.

The national accounts Edward Scofield Associates represent are Richmond Television Corporation, manufacturers of Natalie Kalmus television sets; the Hereford Texas Water Company, famed as the water direct from the "Town Without a Toothache," Hereford, Texas; Ensenada, Mexico; special promotion at Catalina Island, and resorts in Acapulco, Mexico; Palm Springs, and Arizona.

**Heatter Adds Program**

Gabriel Heatter's news broadcasts over WOR-Mutual have been expanded to six times a week, effective Sunday, August 6, it was announced yesterday. He will be heard from 9:30-9:45 p.m., EDT.

Heatter's addition of this weekly Sunday evening program will provide listeners with up-to-the-minute week-end news. Currently Heatter is heard Mondays-through-Fridays from 7:30 to 7:45 p.m. In addition he is heard across-the-board 1:45-2:00 p.m. with "Gabriel Heatter's Mailbag."

**Stork News**

Diek Paek, program director of WNEW, became the father of an eight-and-a-half-pound baby boy born yesterday morning to his wife, Laura, in the French Hospital, New York City. This is their second child; they have a girl Judy, age two.

products of interest in the displays which will be classified in groups in one area despite the nation of origin.



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

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

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

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

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



**WITH**

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

# Hausman Outlines Plans For Fall CBS Promotion

(Continued from Page 1)

highlighted by 40½ pages in Look magazine, and the entire October issue of Radio Mirror magazine will be devoted to a special show issue. In addition, nine McFadden publications, with a circulation of 9,000-100, will be used for the campaign.

Hausman said that more than 90 per cent of CBS affiliates will cooperate in the newspaper advertising campaign. Newspaper advertisements will be carried over 20,000 times in over 300 dailies. Papers selected have a total circulation of more than 35,000,000 families and cover every market in the country with more than 100,000 population.

Emphasis in the program will be on returning nighttime shows. Hausman said that the show will be repeated before leading advertisers and agencies, tomorrow, and will be repeated in San Francisco before CBS west coast station managers and promotion managers, beginning next Monday in San Francisco. Theme for the campaign will be "This is CBS . . . The Stars Address."

Among those attending the CBS meeting were:

Val Lawrence, KROD, El Paso; Cody Pfanstiel, WTOP, Washington, D. C.; W. Brewitt Lackey, WPAD, Paducah; Ross McPherson, WGR, Buffalo, N. Y.; Howard Rempes, WKBN, Youngstown, Ohio; Joel W. Stovell, WKRC, Cincinnati; Tony Mor, WCCO, Minneapolis; Aileen Gilmore, WBIG, Greensboro, N. C.; Earl W. Winzer, WDOD, Chattanooga; Austin A. Harrison, KSWM, Joplin, Mo.; Jack Cooper, KTFS, Springfield, Mo.; Pearson Ward, KTFS, Springfield, Mo.; Frank B. Estes, WKNE, Keene, N. H.; Sam H. Bennett, KMBC, Kansas City, Mo.; John Phillips, WTAD, Quincy, Ill.; Frank Reardon, KBOW, Butte, Montana; George D. Coleman, WGBI, Scranton, Pa.; John B. Browning, WSPB, Sarasota; Dwight J. Bruce, WTOG, Savannah; F. C. Sowell, WLAC, Nashville; Jack Stone, WRVA, Richmond; Charles B. H. Vaill, WEEL, Boston; Gerald Harrison, WMAS, Springfield, Mass.; Robert Donahue, WMAS, Springfield, Mass.; Also Paul Peltier, WMAS, Springfield.

Mass.; Jane Dalton, WSPA, Spartanburg, S. C.; Richard W. Hughes, WHAS, Louisville; Bob Covington, WBT, Charlotte, N. C.; Roy Wooten, WREC, Memphis; Gun- nar O. Wing, WHEC, Rochester, N. Y.; H. L. Hart, WHEC, Rochester, N. Y.; Dave Kimble, WBBM, Chicago; J. F. Baker, WTRY, Troy; C. Wallace Martin, WMSC, Columbia, S. C.; Robert R. Nelson, WARD, Johnstown, Pa.; Harry C. Burwell, WBMS, Uniontown, Pa.; Walter A. Sweitzer, WSBT, South Bend, Ind.; Doc Williams, WADC, Akron, Ohio; Bob Wilson, WADC, Akron, Ohio; James Gismond, WMBS, Uniontown, Pa.; Roger O. Van Duzer, WMBR, Jacksonville, Fla.; W. V. Hunt, KLRA, Little Rock, Ark.; Bob Tompkins, WWL, New Orleans, La.; L. W. Milbourne, WCAO, Baltimore, Md.; Robert M. Richmond, WCAO, Baltimore, Md.; E. R. McCloskey, WNEF, Binghamton, N. Y.; Walter B. Haase, WDRC, Hartford, Conn.; Leo F. Cole, WMT, Cedar Rapids, Iowa.

Also Elliott Warren, WEOA, Evansville, Ind.; Ken Marsden, CFRB, Toronto; Ron Litteral, KLYN, Amarillo; A. L. Pierce, KWFT, Wichita Falls, Texas; Hendrick H. Soule, WFBL, Syracuse, N. Y.; H. K. Brennan, WJAS, Pittsburgh, Pa.; Jack Buckheit, WJAS, Pittsburgh, Pa.; F. E. Busby, WKRQ, Mobile, Ala.; Bob Pryor, WCAU, Philadelphia; Ellen Crilby, KOTA, Rapid City, S. D.; Donald W. Thornburgh, WCAU, Philadelphia; J. H. Cornell, WBBM, Chicago; Robert G. Patt, WCBS, New York; Arnold G. Schoen, Jr., WPRO, Providence; E. P. Shurick, CBS, New York; Nathan W. Cook, WIBX, New York (Utica); J. W. Woodruff, Jr., WRBL, Columbus, Ga.; B. Ed Johnson, WRBL, Columbus, Ga.; J. T. Gelder, WCHS, Charleston, W. Va.; Allan Young, WIBW, Topeka, Kansas; Mary Fran Hoban, KSJB, Jamestown, N. D.; Gerald F. Boyd, WPAY, Portsmouth, Ohio; S. H. McGovern, KSO, Des Moines; J. M. Ryder, WBRV, Waterbury, Conn.; Bob Hokzer, WBRV, Waterbury, Conn.; J. M. Higgins, WTHI, Terre Haute.

Also G. W. Grignon, WISN, Milwaukee; Carl George, WGAR, Cleveland; William F. Malo, WDRC, Hartford, Conn.; V. C. Diehm, WHOL, Allentown; K. R. Giddens, WKRQ, Mobile; Kingsley H. Murphy, KSO, Des Moines; Humboldt J. Greig, WHI, Reading; Paul E. Reynolds, WDBJ, Roanoke, Va.; Benton B. Boezes, WDBJ, Roanoke, Va.; Jerome R. Reeves, WBNS, Columbus, Ohio; Pearl Baum, WCSC, Charleston, S. C.; Irving Tuttsell, WENT, Groversville, N. Y.; C. W. Doehler, KMOX, St. Louis; Hugh M. Smith, WGOV, Montgomery, Ala.; W. H. Jourmay, WFEA, Manchester, N. H.; Marvin Hult, WMBD, Peoria, Ill.; Julius Glass, WGAR, Cleveland.



As he sews, so his sponsors reap

Skillful in direct selling as well as in prestige-building, he stitches a sturdy fabric from the news. His "needlework" is heard by approximately 13,500,000 listeners weekly.

As Mr. P. K. Smith of P. K. Smith & Co. wrote to Station WTSP, both of St. Petersburg, Florida:

"We feature a cross section of merchandise which appeals to the masses of the people. On numerous occasions we have introduced or offered new items exclusively through the Fulton Lewis, Jr. program. Therefore, we feel qualified to state unconditionally that this medium of advertising is highly effective . . .

"It is our firm belief that this is one of the finest prestige programs on the air today."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

## RCA Will Double Output Of TV Sets In Four Plants

(Continued from Page 1)

devoted to output of television sets. The Indianapolis and Bloomington plants make receiver assemblies, and the Monticello plants make cabinets while the Marion plant makes picture tubes.

## New Dividend Policy

Directors of Avco Manufacturing Corporation initiated a new dividend policy this week, placing the common stock on a quarterly dividend basis and declaring a quarterly dividend of 15 cents per share, payable September 26 to stockholders of record September 8, 1950.

Previous dividends on Avco common stock have been paid semi-annually, the latest payment having been made on May 25 in the amount of 20 cents per common share. Total dividends of 30 cents per share were paid in 1949, payments of 15 cents having been made in May and December.

## Esso Sponsors Games On 26 Ark. Stations

(Continued from Page 1)

Oil by R. M. Gray, manager of the advertising-sales promotion department. Final arrangements for the Arkansas Football Network are being made by Esso's radio and TV agency, the Marschalk and Pratt Co., New York.

## Videodex Signs 3 More

Chicago—Jay & Graham Research, Inc., which publishes the Videodex television program ratings, has signed up three more important clients for the Videodex service. They are DuMont Television Network, General Mills and Compton Agency.

## Howard's Holiday Ends

Cy Howard, creator of CBS' "My Friend Irma" and "Life With Luigi," has returned to Hollywood from Bermuda, and is readying his shows for the start of the fall season.

## LOS ANGELES

By IRV HAMLIN

**M**ERLE JONES, general manager of KNX, has begun an intensive anti-hoarding campaign on the air to combat "scare" buying, much of which, incidentally has been created by scare commercials. The station will adopt the slogan, "Buy What You Need . . . But Don't Take Somebody Else's Share."

"Club Celebrity," starring Greg Mitchell and Jill Richards, with Dick Peterson's ork, premieres over KNBH on Aug. 1st, sponsored by Natalie Kalmus, TV set manufacturer. Agency is Ed Scofield, recently turned ad man after 12 years in the indie publicity end of things. Ginny Simms will be featured guest on the first show.

Maier Brewing Co., L.A., assumed full sponsorship of the KECA-TV wrestling shows from Ocean Park. Brisacher and Wheeler handled. Jimmy Vandiveer will continue to produce and announce the matches (?). Who scripts for those bums?

TV is gradually biting into movie-land. Diana Lynn and Don DeFore have completed a half-hour TV film in Chicago, and both seemed to like it.

Louella takes a month's vacation from the mike, with daughter Harriet and Rosalind Russell taking over alternately for August.

Another local TV'er returned to service this week. Ed Lempa, stock clerk at KTTV, reported to Camp Pendleton with the U. S. Marine Reserve.

Eddie Cantor reported on his recent trip to Israel over KFVB's Community Hour.

TV has done more for aged, ancient, bedraggled Monogram Films than any twenty large producing companies. The TV outlets showing double and triple feature films should eventually succeed in driving people back into movie houses.

Sol Kunkis was more than pleased this week when he learned that his red-headed son, Roger, had been signed in New York by Walter Thornton for fashion modelling appearances. The 6-year-old "Red," who has been appearing regularly on "Juvenile Jury," will also be featured in the October 5th issue of "Child Life." A college education, after all, isn't entirely necessary these days.

Don Thompson and John Robinson have been added to the NBC production staff as associate directors. Thompson is rejoining NBC while Robinson is moving up from the sound department.

### ET By Korean Envoy

The Catholic Broadcasting Service has recorded a discussion by Dr. John M. Chang, Ambassador from the Republic of Korea. Chang is a Korean Catholic. Discs will be available on August 15 for Catholic broadcasters around the country.



By SID WHITE

### Man About Manhattan . . . !

● ● ● **TAKING THE NEWS PULSE:** Bob Richards, director of public relations for NAB, looms strong as a contender for the position of director of Broadcast Advertising Bureau succeeding Maurice B. Mitchell, resigned. Bob, an ex-newspaperman with qualifications as a speaker, is widely known in the industry for his expert handling of trade public relations. He's also worked closely with Mitchell in the development of BAB and is thoroughly conversant with the operations. . . . When Arthur Godfrey returns from his Honolulu vacation, he'll take a brief reindocination course in the Navy down in Florida. . . . Bidding war for the TV rights to the World Series has reached the fantastic figure of \$750,000. . . . Alan Kent has taken over the lead in "The Case of Gregory Hood" on ABC, but continues his work as half of the Kent-Johnson team. . . . TV Guide columnist, Mike O'Shea, will pinch-hit for the vacationing Danton Walker on the weekly "B'way Scrapbook" stanza via WPIX. Bernard Sobel will assist him as a member of the quiz panel. . . . The Trevor Adamse have adopted a four-month baby boy. (Trev is assistant sales director at DuMont). . . . Video bankrollers eyeing Phil Spitalny's galahh group at the Waldorf. . . . Has anyone called it DecolletTV? . . . Jack Lloyd wonders if the King of Thailand (who wrote one of the tunes in "Peep Show.") receives any "royalties" on it.

★ ★ ★ ★

● ● ● Hey, boss, save the choicest of our radiorchids for our boy, Sidney Fields, the dynamic Daily Mirror columnist, for his expert and highly interesting subbing for Tex & Jinx on their NBC stanza these past two weeks. Sid is a regular Private Eye when it comes to uncovering fascinating background material on his guests. Few interviewers have a more readable (and in this case, listenable) style of probing. If he doesn't rate his own daily session, then we couldn't pick the winner in a one-horse race.

★ ★ ★ ★

● ● ● **IN ONE EAR:** Bill Treadwell and Len Golos, two well-known scripters, have come up with a new TV-kid show idea tagged "Birthday Party," which should have the kids more excited than a Hopalong Cassidy double feature. The boys have really dreamed up a "dream" show for the kiddie trade. . . . Another scripter, Alan Sands, can't seem to get away from those five-a-week shows. Recently at the typewriter for "B'way Open House," he's now joined Johnny Olsen's Luncheon Club as maitre de script. . . . MGM Records, which already have two winners in Billy Eckstine and Geo. Shearing, will go all out to build Jane Harvey up with a terrific campaign. They predict she'll top the female vocalist sweepstakes next year. . . . Anybody know where Scott Douglas is? John Jaeger, chief announcer at WNEW, is trying to contact the guy regarding an assignment.

★ ★ ★ ★

● ● ● "Meet the Press" revealed some very interesting data Sunday when General David Sarnoff guested on it apropos of the Voice of America potentials. The Gen'l disclosed for the first time it was possible to make a satisfactory receiving set for two bucks that could be made available to listeners in countries in which the Voice beams its messages. The program also revealed that any time the good Gen'l wants to quit RCA, he can make a healthy buck guesting on TV shows. Eminently fotogenic, fluent, with trunkloads of data at the tip of his tongue, the RCA board chairman proved himself a topnotch TV personality. (Incidentally, we wonder if the \$2 miniature radio proposed by him for use behind the Iron Curtain will also be made available for domestic use. Imagine a nation going to work as they listen to the latest news on their pocket portables?).

## AGENCIES

**K**ELLOGG CO. will sponsor a CBS-TV show in the autumn tentatively titled "Space Cadet," and based on the book of the same name by Robert Heinlein, co-author and technical adviser of the current movie, "Destination Moon." Sealing the agreement with Heinlein, Rockhill Radio & Television Productions (who will package the show) have purchased the exclusive tele rights to the title and contents of Heinlein's book. Kenyon Eckhardt is the agency for Kellogg.

**BRESSNER RADIO, INC.,** to Levin Kashuk & Son Advertising Co., for co-op radio and TV advertising. Account exec is Richard E. Richman.

**ARTHUR L. KENN,** formerly sales promotion manager of Time-Columbia Distributors (Columbia Records) and the O. W. Ray Corp., has joined Product Services Group, Inc., ad agency, as an account executive. He will be head of a new department the firm has set up to handle sales promotion in the camera, radio, and television fields.

**JOHN LACERDA AGENCY,** Philadelphia, has been awarded the national advertising and public relations account of the Herbert Hosiery Co. of Norristown, Pa.

**BARRETT SHOE CO.,** division of General Shoe Corp., to Anderson Davis and Platte, Inc.

**ALAN L. HAUSMAN,** formerly with Scheck Advertising Agency has joined Franklin, Bertin, Tragerman, Inc., as account executive.

**MORTON SILVERSTEIN,** previously with W. B. Donner & Co., has joined Richard & Gunther, Inc., as a copywriter.

**BALDWIN PIANO CO.** to Anderson, Davis and Platte, Inc.

**MURRAY CORP. OF AMERICA** announces the addition of Sherman T. Ramey to direct the co-operative advertising program and distribution of promotional sales material for the new Murray appliance and plumbing lines.

### Production Assistant

15 years' experience legitimate theatre and television. Excellent casting director and script reader, also direction and stage management experience.

Write

Box No. 159, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

# ANA 'Radio Time Values' Survey Presented Four Major Networks

(Continued from Page 1)

It broadcasters have the benefit of the ANA Radio and Steering Committee's independent research on the subject of current trends in radio and the conclusions reached by ANA radio users based upon this search." Copies were sent to NBC, CBS, ABC and Mutual.

The report, which was to have served as the basis for discussion at the proposed meetings with network leaders on July 26th, represents a practical basis on which ANA members can measure current and future trends in the values of radio time and can discuss these trends individually with station and network representatives. After giving examples of the application of this method in estimating relative evening time values for the forthcoming broadcasting season, which shows a greater or lesser reduction of those values in television cities, the report concludes by presenting a consensus of ANA radio users to the present rate situation.

West, commenting further, also stated that: "There is not, and never has been, any intention on ANA's part to tell the networks what they should charge for their products. That is the prerogative of the medium," he said, "and is respected by the ANA just as its members individually reserve the right to determine the prices at which they sell their products."

"The object," West continued, "of presenting this report to broadcasters is to make available to them, for such benefit as it may contain, helping them reach their individual and competitive business decisions more intelligently, the collective views of ANA radio users—the end that this important advertising medium can continue to develop on a healthy, profitable basis as one of the most effective means of communication to the public."

West concluded by pointing out that counsel for ANA, "who was fully conversant with the substance, procedure, and spirit of the proposed meetings," gave them full legal clearance.

[Fear of anti-trust violations was the reason given by the networks

for not meeting with the ANA—ed. note].

The ANA report itself states, it is an "outgrowth of the widespread and growing concern among radio-

### Copies Not Available

*ANA yesterday declined to make copies of their radio survey available to the press. It was learned, however, that the organization seeks to obtain nighttime rate reductions around 15 per cent across the board. The committee predicates their request on the impact of TV on radio listening in some of the major markets.*

using members of the Association of National Advertisers over the present and prospective decline in radio time values, and the effect of that decline on their ability to use this important advertising medium as effectively and economically as in the past."

Commenting on the conclusion, West said that in his opinion, "this does not imply that radio is not still—and will not continue to be—a very effective advertising medium and a good buy for many advertisers." He said, "What is manifest is the fact that the old pattern is changing measurably, and it is time advertisers and broadcasters made a critical and constructive examination of the changes that have occurred and are indicated for the future, by individual markets rather than general averages."

Observing that "a drop in ratings is perhaps the most recognizable symptom of trouble," the ANA study begins by presenting as examples the recent average ratings of all those sponsored nighttime programs which were occupying the same time spot as a year before on each of the two networks, and compares with them the same figures for a previous year. It goes on to demonstrate that the substantial decreases in ratings shown by this comparison are associated with a decline over the same period in total homes using radio—a significant finding in view of the frequently heard "proposition that there are more radio homes and radio sets, and that true values are expressed in numbers, not percentages." This decline in homes using radio during evening hours, of course, is reflected in a rise in the cost per home listening.

In tracing the source of the decline in radio listening, the report then compares the listening patterns in television and non-television homes and reaches the conclusion that "each new television installation signifies the virtual elimination of one more home from the total of actual or potential radio listening during prime evening broadcast

hours." It then goes on to forecast the probable effect of the additional new television installations anticipated during the balance of the year.

The analytical portion of the report concludes by discarding program ratings or sets-in-use as a basis for member's calculations of trends in nighttime radio values, because of the assumptions involved with regard to trends in that part of a station's area outside the television reception zone. It shows how advertisers instead can use as a guide a formula based on the simple arithmetical subtraction of the number of television homes in each city's 40-mile area from the total number of radio homes covered by a station, and gives examples of the use of this method for individual stations in television cities and as a composite for networks as a whole.

### Will Address Club

Theodore F. Koop, CBS director of news, Washington, and Willard Shadel, Washington correspondent, will speak before the Washington Kiwanis Club Thursday, Aug. 3 on Korean coverage and the Korean military situation.

## Would Bar Commies From Using Radio

(Continued from Page 1)

ager of WWRL, Long Island, stated that "while we spend billions arming ourselves and other freedom loving nations, and while American boys spill their blood to fight the Communistic enemy, we must not leave our microphones open to Communist propagandists as election time draws near."

"To permit Communist propagandists to hide behind their constitutional guarantee of freedom of speech and use radio to spread their message is to leave the door open to possible eventual destruction of this very freedom of which they take advantage," Miss Dick pointed out.

The letter was directed to the NAB "with the hope that a movement might be started in behalf of the nation's broadcasters to enable us to restrain the Communist Party from furthering its aims through the medium of broadcasting in America," the station manager said.

### Harris On Committee

Clifford C. Harris, chief technical supervisor of WIP, was appointed by Mayor Bernard Samuel as radio representative of the communications division of the Philadelphia City and County Defense Council.

# 80%

Last spring a manufacturer of oil burners asked customers in the Fort Wayne area how they had heard of his product. *80% replied "By Radio."* This proved a point, for WOWO was the only station used in this area! For further information on WOWO's sales achievements in a Midwest market-area of almost 300,000 BMB families (bigger than the population of the city of San Francisco) consult WOWO or Free & Peters.

FORT WAYNE

ABC

AFFILIATE

# WOWO



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

### Hooper Hoper

When producer-emcee Jack Barry and Joe DiMaggio signed with Lionel Toy Electric trains a 15-minute TV show weekly beginning Sept. 23rd, DiMag told Barry he hoped he'd help him snare a high Hooper. "You'll never have to worry about your TV Hooper" grinned Barry. "If you just concentrate on your batting Hooper."

## BEHIND THE MIKE

LARRY FIELDS, 21-year-old publicity man at the Blaine-Thompson agency, starts his own B'way column, "Fields Day," for the Parkchester Press-Review this Sept. Gerald Doyle, editor of the sheet, is so impressed with the lad's style that he intends to syndicate the strip before long.

MGM has commissioned puppeteers Cora and Bill Baird to make up a "Leo the Lion" puppet. They're the creators of CBS-TV's "Life With Snarky Parker."

WLIB disc jockey, Lorenzo Fuller, goes dramatic for the first time in his career on WNBT's "The Clock."

Now that he's back in the fold, Columbia Records will release several Benny Goodman originals that have never been heard by the general public. Peggy Lee, Gene Krupa, Lionel Hampton and other Goodman greats are featured on these discs.

Don Cornell clicking so well at the Versailles that he was held over for 5 weeks instead of the usual 2. He's also acquired over 80 fan clubs in his short career as a solo singer.

Gloria St. Clair, pianist at Bill Bertolotti's, guests on John Conte's TV show on Aug. 8th.

Arthur Murray Dance Studio may pick up the tab for the World Video show, "A Couple of Joes."

Ad-man Morgan Ryan of the Liberty Network, is passing out cigars. It's a boy.

Newest singing duo on records is Richard Hayes and Kitty Kallen. Their first assignment for Mercury has "Our Lady of Fatima" backed by "Honestly, I Love You."

When Yehudi Menuhin was being interviewed for his appearance on "We the People," he requested the writers not to refer to him as a child prodigy. He gets boiling mad when he's called that.

Bill Farrell signed pianist Ed Ryan, his boyhood pal, as his accompanist. Ryan left Ray Anthony to take the job.

Ted Hart in his original role in "Three Men On A Horse," is a one-hour special Thanksgiving holiday show over CBS possibility.

Ray Neilson, investigator for the Protective Union of Prairie Farmers-WLS, attended the 35th annual convention of the International Association for Identification in Ottawa, Canada, last week. The Royal Canadian Mounted Police hosted the meeting.

### Brokers Renew on KSFO

San Francisco—E. F. Hutton and Company, investment brokers, have renewed "Business News" on KSFO for another year, thus making it the sixth consecutive year they have sponsored show, which is heard Monday through Saturday from 8:30 to 8:40 a.m., giving, in addition to New York stock quotations, a complete roundup of economical and industrial news. Agency for Hutton is Erwin, Wasey and Co., Ltd.

## ☆☆ RECORDS ON PARADE ☆☆

By TED PERSONS

RADIO DAILY'S "Jockey Jury" scans the new record releases and picks those most likely to succeed:

ART FORD, WNEW, New York, N. Y.

- "All My Love," Bing Crosby (Decca)
- "Goodnight, Irene," Jo Stafford (Capitol)
- "Friendly Star," Judy Garland (M-G-M)
- "Thinking Of You," Don Cherry (Decca)
- "My Silent Love," Bill Snyder (Tower)
- "Three Little Words," Leo Reisman (Decca)
- "Music Maestro, Please," Frankie Laine (Mercury)
- "Home," Nat "King" Cole (Capitol)

EDDIE GALLAHER, WTOP, Washington, D. C.

- "Goodnight, Irene," Jo Stafford (Capitol)
- "Can't We Talk It Over?" Andrews Sisters-Gordon Jenkins (Decca)
- "All My Love," Bing Crosby (Decca)
- "Home," Nat "King" Cole (Capitol)
- "Dream A Little Dream Of Me," Frankie Laine (Mercury)
- "Just Say I Love Her," Vic Damone (Mercury)
- "Can Anyone Explain?" Ames Brothers (Coral)
- "Take A Letter," Tony Martin-Fran Warren (RCA Victor)
- "You're Mine, You," Margaret Whiting (Capitol)
- "I've Got The World On A String," Ella Fitzgerald (Decca)

EDDIE HUBBARD, WIND, Chicago, Ill.

- "Can Anyone Explain?" Ames Brothers (Coral)
- "Mona Lisa," Nat "King" Cole (Capitol)
- "Goodnight, Irene," The Weavers-Gordon Jenkins (Decca)
- "Pigalle," Johnny Desmond (M-G-M)
- "Just Say I Love Her," Johnny Desmond (M-G-M)
- "Cotton Candy," Kay Brown (Mercury)
- "American Beauty Rose," Eddy Howard (Mercury)
- "Say It Isn't The Night," Vera Lynn (London)
- "Our Very Own," Charlie Spivak (London)
- "I Love The Girl," Vic Damone (Mercury)

DAVE MILLER, WPAT, Paterson, N. J.

- "Our Lady Of Fatima," Kenny Roberts (Coral)
- "Daddy's Little Boy," Dick Todd (Rainbow)
- "Slippin' Around With Jole Blon," Mervin Shiner (Decca)
- "If You Only Knew," Lee Morse (Decca)
- "It Hurts Me To See You With Somebody Else," Texas Jim Robertson (RCA Victor)

GENE NORMAN, KFVB, Hollywood, KFMB, San Diego, Calif.

- "Pigalle," Danny Kaye (Decca)
- "Ole Man Atom," Sam Hinton (ABC Eagle)
- "My Destiny," Billy Eckstine (M-G-M)
- "Jolly Rogers," Stan Kenton (Capitol)
- "Jazz Pizzicato," Freddy Martin (RCA Victor)
- "Can't We Talk It Over?" Andrews Sisters (Decca)
- "La Vie En Rose," Louis Armstrong (Decca)
- "Tenderly," Oscar Peterson (Mercury)
- "All My Love," Percy Faith (Columbia)
- "I've Got The World On A String," Ella Fitzgerald (Decca)

**PRESSING BUSINESS:** Joan Whitney and Alex Kramer who have written many hit songs together have decided to extend their collaboration on Thursday, Aug. 3rd, to include marriage. After the ceremony they leave for the Berkshire Music Festival at Tanglewood, Mass. . . . The Weavers, Decca's exciting new vocal group, will appear on "We, The People" on Aug. 4th. . . . Coral Records announces that The Drifters, a male vocal quartet with a strong West Coast reputation, have been signed to a recording contract. . . . Nelson Eddy, whose original contract with Columbia Records in dated 1939, has just renewed for another five years. . . . The new musical director in Columbia's Masterworks Division is David Oppenheim, top flight clarinetist. He is married to Judy Holliday. . . . E. R. Lewis, president of London Records and head of British Decca (by whom the former is wholly owned), will arrive in the U. S. on board the Queen Elizabeth on Sunday for a two-months' stay. . . . Forde Grofo will fly to England on Aug. 6th to record several of his compositions for London. The plan is to press and sell the discs in the U. S. He returns Aug. 17th. . . . Mickey Goldoni will be in town Aug. 8th. (Has he been made head of Capitol's hillbilly division?) . . . Johnny Desmond scores again. His latest MGM release, "Just Say I Love Her," is reported by the New York distributor to have sold 25,000 copies the first two days.

## PROMOTION

### Studio Dance Contest

Crowd of 800—of whom 500 had to be turned away—wanted to see the Charleston dancing contest at the studios of WFMJ, Youngstown, involving three local disk jockeys. The contest was broadcast over Cliff Oliver's daily show, "Oliver Afternoon." Other participants were Paul Bedford, who has an evening show on WFMJ, and Ted Connors, who occupies one of the morning spots. The pair challenged Oliver at the contest, stating they could lead the Charleston better without personal instruction than Oliver could if he had a professional dancer as teacher. Oliver won, after it was revealed that his two competitors, chosen from the audience—were professional dancers. Prize was a ukelele from Bedford, with Connors paying for music lessons.

During the half-hour preceding the program, a rumba contest was held with dancing instructors selecting women from the studio audience, teaching them to dance. The audience chose by applause the women who had learned to dance the quickest. Winner was awarded the worth of dancing lessons at a local studio.

### Girls Nation Tieup

Mutual Broadcasting System will cover week's activities of 96 High School girls in their Junior year, two from each of 48 states, selected on the basis of qualities of leadership and scholarship, now attending Girls' Nation at Mount Vernon Seminary, Washington, D. C., July 28th to August 3rd. Girls' Nation program is being held for fourth year under sponsorship of American Legion Auxiliary. Mutual will carry half-hour of the recorded highlights of girls' activities in Washington throughout the week.

### Brewery Buys on WCAU

Philadelphia — C. Schmidt and Sons, Inc., brewers, have begun sponsorship of "The War Today," an analysis of war news from Korea and other world trouble spots, over WCAU. The program heard Monday through Saturday from 6:10 to 6:15 p.m., features news analysis by Charles Shur. CBS foreign correspondent during World War II. Agency for the account is the Al Paul Lefton Company, Incorporated.

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# TELEVISION DAILY

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

## 5,000 SERVICE PACTS FROZEN

### TELE TOPICS

TELEVISION brought close-up character studies of the stern Yakov A. Malik, Soviet Deputy Foreign Minister, fighting Ambassador Warren Austin of the United States, as it covered the meeting of the United Nations Security Council at Lake Success yesterday. Again it was at its best in a public service role. TV cameras took viewers into the crowded council chamber and brought us close-ups of international personalities who figured in the day's proceedings. The afternoon proceedings got underway at 3 p.m., with Ben Grauer handling the evening commentary on NBC-TV and CBS-TV. An interesting sidelight of the TV coverage by TV was the presentation of a 6 by 10-foot large-screen TV picture in a press lounge adjoining the Security Council chamber at Lake Success. A TV reception setup was arranged to accommodate an overflow of press representatives who were on hand for the opening of the special session.

FRANNE BARGY, blues singer, will host a new CBS-TV show titled "Wednesday at Seven," beginning tonight (7-7:30 p.m., EDT). . . . KGO-TV launching a series of afternoon film classics to be shown full length, commencing at 2 p.m. today. . . . Francois Grimard, TV actor, being considered for major role in Otto Preminger film at 20th Century-Fox. . . . "Leathers in a Gale" on Kraft Theater August 9th will star Kyle McDonnell and George Reeves. . . . Sid Caesar and Imogene Coca to attend the annual sales convention of Crosley Division of Avco (Chicago Monday, Aug. 7; Crosley will sponsor one half-hour of "The Saturday Night Revue" when it returns to NBC-TV Sept. 9th. . . . A recent telecast of CBS-TV's "Your Hit Parade" had an elaborate set that didn't cost a penny. Singers and dancers were televised against an actual back-stage structure — stairways, ramps, and dressing rooms. . . . CBS horse-race telecaster Sam Renick getting a big spread in the current issue. Look as "one of the best dressed men" — WOR-TV's Red Barber also rates a big spread as "the busiest Barber."

WILL BOYD film series premiered on WGN-TV Sunday night in the 7-8 p.m. slot. . . . TV Forecast, Chicago magazine, to sponsor a series of feature films on WENR-TV as of Sept. 17, titled "Preview Theater." . . . Pageant Magazine's September issue gives an eight-page coverage to Hopalong Cassidy's rapid rise to fame via video. . . . "Masterpiece Playhouse" on NBC-TV will have Mary Boyd, Ralph Forbes, and Hurd Hatfield appearing in Sheridan's "The Rivals" on August 6th. (9 p.m., EDT).

### Warranties On Sets Now TV Industry Issue

(Continued from Page 1)  
owing to defective workmanship and materials. A warranty charge of \$5 for the 16 and 17-inch models and \$7.50 for the 19-inch units will probably be passed along to the consumer through the S-C distributors.

Some manufacturers, Tele-King for example, have long placed a one-year warranty on parts and tubes; most, however, are refraining from following suit on grounds that the long-existing policy of guaranteeing radio parts for 90 days would conflict with the one-year guarantee on television parts when console models with both sets are involved.

Picture tube guarantees have also long been standard policy with the large majority of TV manufacturers, but guarantees on "all" parts may create new difficulties for television dealers since there is no guarantee that the manufacturer can supply replacement parts immediately by having large supplies of them in stock with each dealer.

No effect on the volume of business currently being handled by TV service companies has yet resulted from the warranty action by Stromberg-Carlson and others, but it is expected to become evident in forthcoming weeks as more manufacturers strive to keep pace by lengthening their warranties to one-year. A spokesman for RCA has revealed, however, that RCA does not at this time plan to join others in giving a one-year warranty on all parts and tubes.

### New Motorola TV Sets

Twenty-nine new TV models, ranging in size and type from a 14-inch plastic table set to a deluxe 20-inch rectangular tube TV-radio-phonograph combo comprise Motorola's new 1951 "Fashion Award" line.

### Male Preferences

Male fans of televised Big League baseball games are reported to be also subject to another type of curves. According to a report by the American Research Bureau, 54 per cent of all adult viewers of the Chicago Cubs' regular televised games were male, while the TV audience to a girls' baseball game broadcast the same day was over 63 per cent men.

### Over-Night Service On Program Ratings

Television program ratings within twenty-four hours following a performance will be made available to networks and agencies by Trendex, Inc., a new broadcast audience measurement firm founded by E. G. Hynes, Jr., and R. B. Rogers. Both Hynes and Rogers have been associated with C. E. Hooper, Inc., for some time and will be using the standard telephone interview coincidental method of obtaining their ratings.

While all plans have not yet been formulated, Trendex has plans for a syndicated network television program report early in the fall, using "live" cities as the basic survey area. All published ratings will reflect the average audience to a single broadcast of each program. Having already obtained a sizeable research staff, Trendex began operation this week, located at 347 Madison Avenue.

### Atlantic Buys Features

Atlantic Television Corporation has acquired several full-length feature films from RKO and Monogram studios which will be made available for TV stations.

### Consumer Victims Ask Gov't Aid In N. Y. Case

(Continued from Page 1)  
of Capital operations brought a tidal wave of complaints to the Referee's office and to the Better Business Bureau of New York which has been taking an active role in the cleanup of unscrupulous TV service practices.

Most demanding of the complainants were the owners of the 400 television sets which were frozen by order of the Federal official after the bankruptcy action of Capital got underway last week. These set owners, who not alone paid dealers for service contracts, now are deprived of the use of their receivers and the receivers will remain in the custody of the Referee's office until a plan is devised in the interest of the company's creditors.

One proposal in the interest of consumer service policy holder came from a firm who was willing to take over the service contracts at a discount. This was rejected by the Referee's office on the grounds that no benefits would be derived by the creditors.

Yesterday officials of the Better Business Bureau offered their assistance to Referee Warner. BBB was reported ready to furnish a file of complaints on Capital service operations and to offer some suggestions in the interest of consumers.

Capital's suspension of operations at branches in the Greater New York area came last week when the company failed to meet the payroll and two executives were served with warrants charging them with issuing worthless checks to the workers. Some of the workers had expressed a willingness to return to their posts pending the Referee's decision while others declined to continue.

Albert Mintzer, an attorney, has been announced as a president of Capital under a re-organization plan. Mintzer has held several meetings with the Referee's office in an effort to solve the company's problems.

### Completes TV Series

Adrian Weiss Productions has completed the first in a series of 52 half-hour Western films exclusively for television. The series titled, "Trigger Tales," will be distributed by Louis Weiss & Co., of Hollywood. Negotiations are presently pending for national sponsorship. The Western films star James Warren and a regular cast. Each episode will be complete in itself.

### Videodex Top Ten TV Programs

(For Week July 5-11th)

New York		Chicago	
Toast of the Town	41.0	Godfrey & Friends	41.2
Godfrey & Friends	40.5	Toast of the Town	30.2
Philco Playhouse	34.4	Premiere Playhouse	26.5
Kraft TV Theater	29.2	Philco Playhouse	25.9
Winner Take All	26.6	Kraft TV Theater	25.8
Prize Performance	26.2	The Big Story	24.7
Your Hit Parade	25.5	Original Amateur Hour	23.7
The Web	25.2	Angel's Four Star Theater	23.6
Original Amateur Hour	24.4	Stop The Music	22.6
Break The Bank	24.2		

## Asks UN-Radio Ban On Troopship News

(Continued from Page 1)

dustry has failed to exercise voluntary restraint to protect the fighting positions of our men in Korea.

The Senator told the Senate in a bristling speech that "something must be done at once to protect the security of our troop movements in the Korean war. The Second division landed in Korea and while the men were still leaving their ships and going on the beach, a radio newscaster spread the word all over the world.

"This landing was not announced by the Pentagon. It was not announced by General MacArthur. But, it was announced by a radio correspondent. The troops were given no chance to get into position. The Kremlin was given every opportunity to bring additional forces and equipment into the line to oppose the Second Division.

"Because this war is regarded as a United Nations action, General MacArthur cannot impose security censorship regulations because the UN has no provisions for granting such authority.

"Yet it is manifestly ridiculous to forewarn the enemy of each new American contribution to the fighting. Our fighting men deserve the chance to catch the enemy by surprise if possible. The use of voluntary good judgment to insure this chance has failed.

"I respectfully urge that our representatives at the United Nations immediately draft and propose a resolution which will give the UN commander the authority to enforce such security regulations as may be necessary to protect American fighting men."

## Hookup For Cleve. Browns

Cleveland—The 18-game schedule of the Cleveland Browns professional football team will be broadcast over a seven-station network this Fall sponsored by the East Ohio Gas Company. WERE, Cleveland, will air the play-by-play which will be relayed over WFJM, Youngstown; WAKR, Akron; WHBC, Canton; WWST, Wooster; WJER, Dover, and WHHH, Warren, all of Ohio.

### Anniversary

Hollywood — Jerry Devine, director-producer of ABC's factual crime prevention radio series, "This is your FBI," is celebrating his 30th year in show business. Devine's first entry in the amusement world was when he played the black sheep son of Mary Carr in the silent movie "Over The Hill," which opened at the Astor Theater in New York, July 1920. He was the original producer of the "Mr. District Attorney" series in 1941, and started "This is Your FBI" in 1945.

# COAST-TO-COAST

### Jim Wade At KCOM Post

Sioux City, Ia.—James E. Wade, former newsmen and newscaster for KFRU in Columbia, Missouri, has joined the staff of KCOM of this city. Wade received radio news training at the University of Missouri School of Journalism and is now in charge of all local news coverage for KCOM.

### WJAS Interviewing Indian Princess

Pittsburgh, Pa.—Princess Rosebud Yellow Robe, grand niece of Sitting Bull, will guest on the WJAS program "Pittsburghers in the News," August 5th at 6:30 p.m.

### New Early Musical Show

Boston, Mass.—WEEI premiered a new five-minute musical program entitled "To The King's Taste" on July 24th. The new show, emceed by Art King, features various recordings, and will be broadcast each Monday, Wednesday, and Friday. The Household Finance Corporation sponsors the show.

### Reports Sugar Situation

Norwich, Conn.—WICH program director, Bob Silverberg, with recording equipment, visited local markets in order to bring home to local consumers the absurdity of present wild-buying sprees. Bob visited food marts varying in size from a super market to a small, privately owned grocery store. The proprietors agreed with him, as did WICH listeners, that the consumers hurt only themselves by their unnecessary actions in the present sugar situation. WICH plans to continue with similar remotes as long as the public shows a need for them.

### Employees Are Behind Radio

Cleveland, O.—Frank Elliott, Bedford auto dealer, bought a 15-minute newscast which has been aired every Monday through Friday for the past two years. During the recent Chrysler strike, when no cars were available, the sponsor held a meeting of his employees and asked whether he should discontinue the radio program or cut down on employee's overtime. Twenty-three employees voted unanimously for continuance of radio newscast. Sponsor averages two car sales weekly directly traceable to the 5:30 newscast over WSRS.

### Pinch-Hitting For Vacationers

Quincy, Mass.—Gene Vallencourt, a former Quincy resident, is taking over the WEEI announcing duties of Art King and Phil McDonald, regular staff announcers, who are vacationing. Gene's experience includes announcing duties with WLLH, Lowell, Mass., for nearly three years. He then joined the announcing staff of WBMS of Boston before going to WABI in Bangor, Maine.

### WDRS Reviewing Theater Shows

Hartford, Conn.—The summer theater circuit in Central Connecticut is being covered and reviewed over WDRS, on the "Needle Club" program by Jack Zaiman, president of the club. The Canton Show Shop, operated by Mr. and Mrs. Stanley Cobleigh at Canton, and the Group 20 Players, performing at the Unionville Town Hall, are the principal straw hat circuit theaters operating in the WDRS area. Reviews of the shows and interviews with performers are featured on the "Needle Club" daily programs.

### Develops New Process Studio

Hollywood, Calif.—Willet H. Brown, president of the Don Lee Broadcasting System, announced that KTSL will soon introduce a new "Process Studio" within its existing local plant. The novel, glass-paneled, multi-compartmented studio is in clover leaf pattern, accommodates permanent cameras and sets for live commercial announcements, and combines in detailed layout announcing booth, sponsor booth and film room. The move is calculated to meet all demands of the booming industry, and will eliminate all elements of risk and hazards of dead air, lapses, slips, etc., and will permit mobile equipment to go anywhere and operate under the most difficult circumstances.

### Buff Producing Motion Picture

Boston, Mass.—In the role of producer, Jesse H. Buffum, director of WEEI's "New England Almanac" program, is starting production of a movie entitled "Alice In Wonderland" which depicts New England at its recreational "best," and extolls childhood as the finest product of New England. According to Buff, the search for "Alice" went on for months throughout New England, before the board of judges unanimously selected 10-year-old Mary O'Leary of Dorchester. All earnings of the film are pledged to child welfare projects.

### Joins KXOK-FM Staff

St. Louis, Mo.—Murray J. Wenzel, newcomer to radio, has joined the sales staff of KXOK-FM (Transit Radio). Wenzel was formerly assistant circulation manager for the local "Star-Times," owners and operators of KXOK and KXOK-FM. He is a graduate of the University of Missouri and was at one time head of a business machine distributing firm.

### Resigns As WAEB Announcer

Allentown, Pa.—Jack Whitaker has left his WAEB post as staff announcer and is now associated with Fun Quiz, Inc., in Baltimore. Jack was a member of WAEB for eight months as staff announcer specializing in audience participation shows.

## 57 Stations Signed For Touchdown Tips

(Continued from Page 1)

Barnes said: "With over six weeks until the first broadcast (September 15) of 'Touchdown Tips' and over ten days since we began to mark the show for 1950, orders for tapes and requests for additional copies have been rolling in at a rate that by far exceeds what we experienced at this time last year or the year before." This fall marks the ninth season that "Touchdown Tips" has been available as a recorded feature.

### Stations Listed

Stations signed to date are: WSTV, Sta. beneville, O.; KPLC, Lake Charles, La.; KOLO, Reno, Nev.; KIST, Santa Barbara, Calif.; KORE, Eugene, Ore.; WNEK, Mont. Ga.; KITO, San Bernardino, Calif.; KGY, Olympia, Wash.; WFRL, Freeport, Ill.; KSLM, Salem, Ore.; KELO, Sloe Falls, S. D.; KXLK, Great Falls, Mont.; WJBO, Baton Rouge, La.; KGV0, Missouri, Mont.; WMNB, North Adams, Mass.; WFAH, Alliance, O.; WJWB, Detroit, Mich.; KXLI, Helena, Mont.; KARK, Little Rock, Ark.; KVEN, Ventura, Calif.; KBMY, Billings, Mont.; KRMG, Tulsa, Okla.; KBOZ, Butte, Mont.; KWKC, Abilene, Texas.; WNOW, York, Pa.; KXRO, Aberdeen, Wash.; KPOJ, Portland, Ore.; KGYM, Vallejo, Calif.; WNOE, New Orleans, La.; WDLF, Panama City, Fla.; WDBO, Orlando, Fla.; KTFI, Twin Falls, Ia.; WFGF, Kalamazoo, Mich.; WBIG, Greensboro, N. C.; WEGO, Concord, N. C.; WMRC, Greer, S. C.; WCOA, Pensacola, Fla.; KFPP, Fort Smith, Ark.; KCBF, Lubbock, Tex.; WEAU, Eau Claire, Wis.; KFSD, San Diego, Calif.; WTNB, Coshocton, O.; WBW, Beaver Falls, Pa.; KIT, Yakima, Wash.; WDDO, Chattanooga, Tenn.; WRAL, Raleigh, N. C.; KUBA, Yuba City, Calif.; KFQD, Anchorage, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIBH, Fairbank, Alaska; KIPW, Sitka, Alaska; KPAR, Fairbanks, Alaska; KHON, Honolulu, T. H.; KMTV, Maui, T. H.; KTKG, Kauai, T. H.; and KIPA, Hilo, T. H.

## Engineers Stage Walkout

Dayton, O.—Several television engineers at WLW-D, Dayton, members of the International Brotherhood of Electrical Workers, AFL, left their jobs Thursday, July 26, after a disagreement over an operations schedule. The station was off the air from 11 a.m. to noon, then resumed operations as usual.

H. P. Lasker, general manager of the television station, said the dispute was caused by the company plan to go on the air at 11 a.m. after the air at 12 midnight. It was explained that the station has started using "live" shows at 11 a.m. instead of using network production for its first few hours of operation. The new plan calls for a larger staff of engineers at the starting time.

## CBS "Beeps" Again

The "beep system," an arrangement developed by CBS during World War II to alert its network stations and affiliates for impending special news bulletins and programs, has been instituted again by the network. "Beeps," high pitched electrical signals, audible to home listeners as well as to station engineers, will remain in operation during the Korean crisis.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL 52, NO. 23

NEW YORK, THURSDAY, AUGUST 3, 1950

TEN CENTS

## NARSR FORECASTS RECORD SPOT SALES

## Political Parties Plan Radio-TV Campaigns

### Sizable Spending Forecast For Many States

Sizable spending by both the Republican and Democratic parties on radio and TV in connection with the fall elections in many states is forecast by party leaders who are making plans for October and the first week in November. RADIO DAILY learned yesterday. While the radio divisions (Continued on Page 4)

### Big Attendance Seen At FM Meet Aug. 7-8

Washington Bureau of RADIO DAILY—Washington—Predicting a bright future for FM, Chairman Ben Brouse of NAB's FM Committee yesterday released the agenda for the two-day meeting of the group, to be held here next Monday and Tuesday.

Selected on the basis of those problems most stressed in the scores of letters received from FM broadcasters. (Continued on Page 4)

### Moore, AP Newsmen, Missing In Korean War

AP's correspondent, William R. Moore, has not been heard from since last Sunday afternoon when he went up to the Chinju battlefield, according to an announcement. (Continued on Page 6)

### Going Abroad

H. V. Kaltenborn, noted newscaster, accompanied by his wife, Olga, left yesterday on a whirlwind trip to Europe. They will return on September 12. Kaltenborn will attend the Council of Europe meetings to be held in Strasbourg, August 5-12. Later he will travel to Belgrade, Yugoslavia, Vienna, and to various parts of Germany.

### IT'S YOUR FIGHT TOO ...Stations In Jeopardy On Rate Issue

By FRANK BURKE  
Editor, RADIO DAILY

The lowly 250 watters as well as the networks have a battle on their hands to protect their rate structures and it's high time that NAB as well as the stations declare themselves on ANA's proposal to slash nighttime rates.

Yesterday's presentation of ANA's "Radio Time Values" survey to the networks indicates they mean business in their attempt to slash rates. If successful in reducing the nighttime network rate structure they will use it as a precedent in hammering down rates on the local level.

Two courses remain for the broadcasters to put up a united front. One is to prevail upon NAB to take a definite stand on the rate issues; (Continued on Page 2)

### Lou Hausman Named Referee Seeks To End CBS Vice-President Freeze Of 400 TV Sets

The Board of Directors of CBS, yesterday named Louis Hausman, CBS director of sales promotion and advertising, vice-president in charge of sales promotion and advertising, for the network, according to an announcement made by Frank Stanton, CBS president. The appointment takes place immediately.

Hausman joined the network in 1940 and a year later became manager of the sales promotion presen- (Continued on Page 2)

Allowing the Capital Television Corporation until tomorrow to raise funds to satisfy creditors and to re-open operations as a TV service organization, Sherman B. Warner, Federal Referee in Bankruptcy, yesterday took steps to protect the 15,000 TV service policy holders and the 400 receiver set owners whose TV sets are frozen in Capital branches by court order.

Warner said yesterday that if the (Continued on Page 6)

### Yank Pro Football Games To Be Aired Nationally

For the first time in broadcasting history, major professional football games will be broadcast regularly on a coast-to-coast network this fall. Announcement was made jointly by Ted Collins, owner of the New York Yanks professional football team, and Gordon McLendon, president of the Liberty Broadcasting System, yesterday.

More than 300 Liberty stations will carry every game of the Yanks,

at home and away, in all 48 states. New York outlet for the games will be WINS. For the most part, Yank games are played on Sundays.

Commenting on the new hook-up, owner Ted Collins said: "I think these coast-to-coast broadcasts will be a great thing for pro football and naturally we are awfully happy that the Yanks are the team chosen to be broadcast on a regular basis. (Continued on Page 8)

### Increased Volume Predicted For This Year

Forecasting a record national spot sales volume of \$125,000,000 for 1950, an official of the National Association of Radio Station Representatives has predicted that spot sales will continue to grow even in the face of another war and the resultant product shortages. The pre- (Continued on Page 8)

### Key Executives View Net Promotion Today

More than 75 key executives in the advertising and agency field will be the guests today of CBS at the Waldorf-Astoria Hotel where they will be given a preview of the network's fall promotion plans.

Revealed for the first time at a special two-day clinic, Monday and Tuesday, for station and program managers of CBS affiliates, the pro- (Continued on Page 4)

### Nielsen Ratings In July Show Lux Theater On Top

Top Nielsen ratings for national network shows, evenings, June 25-July 1, reveal that "Lux Radio Theater" continues to occupy the No. 1 spot. Following in order are "You Bet Your Life" in the No. 2 (Continued on Page 2)

### ABC Covers UN

ABC was the only radio network carrying a direct pickup from the UN Security Council yesterday. The other webs limited their radio coverage to news bulletins and delayed transcribed periods later in the day. Pauline Froderick and Gordon Fraser represented ABC at the UN session and gave commentaries on the proceedings.



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

FINANCIAL

(August 2)

NEW YORK STOCK EXCHANGE

Net

	High	Low	Close	Chg.
ABC	9 5/8	9 3/8	9 3/8	.....
Admiral Corp.	24 5/8	23 3/8	24 1/4	- 3/8
Am. Tel. & Tel.	151 1/8	150 1/2	150 5/8	- 1/2
CBS A	28	27 3/8	27 3/4	- 1/4
CBS B	27 7/8	27 3/8	27 7/8	+ 1/2
Philco	36 3/8	35 3/8	36	- 3/8
Philco pfd.	85 3/4	85 3/4	85 3/4	+ 1
RCA Common	16 5/8	15 7/8	16 1/8	- 3/8
RCA 1st pfd.	76 3/4	76 3/4	76 3/4	+ 1/4
Stewart Warner	14 5/8	14 1/8	14 1/8	- 1/2
Westinghouse	32 1/4	31 3/8	31 7/8	+ 3/8
Zenith Radio	45 3/4	44 3/8	44 3/4	- 1

NEW YORK CURB EXCHANGE

Hazeltine Corp	19 3/4	19 1/4	19 3/4	- 7/8
Nat Union Radio	4 1/8	4	4	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab	16 3/4	17 1/4
Stromberg Carlson	12 1/4	13 1/4

**RCA INSTITUTES, INC.**  
A Service of  
Radio Corporation of America  
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.  
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IT'S YOUR FIGHT TOO

(Continued from Page 1)

another is for the local broadcasters to voice their support of the networks in any move to hold the line on rates.

¶ This situation is serious. It's the opening gun of a determined effort of some of the major users of radio time to effect reductions. It may spread and unless the broadcasters marshal forces to fight the rate cut invaders, radio's good name as an effective sales medium may lose stature.

Lou Hausman Named Vice-President Of CBS

(Continued from Page 1)

tation division. In 1947 he was named associate director of sales promotion and later became director of that division.

Previously, Hausman was with the advertising and sales promotion of American Safety Razor Company from 1930-1938. During the next two years he was with the electric razor division of Remington Rand, Inc. before joining CBS.

Network Earnings Up

The Board of Directors also disclosed that gross earnings of CBS for the first six months rose to \$42,671,974 as contrasted with earnings of \$37,205,940 for the like period of 1949. Net income for the 1950 period was \$3,182,070 or \$1.85 per share compared to a net of \$1,709,391 or \$1.00 per share in 1949. The Board declared a cash dividend of 40 cents per share on its Class A and Class B stock. Dividend is payable Sept. 1.

Indies-Without-Baseball Show 21% Audience Gain

New York independent stations, not carrying baseball games, show a combined increase of 21 per cent in listening audiences for the month of July as compared with the same month last year, according to an analysis of the July, 1950, Pulse report, released by WOV. The periods covered are between 7 p.m. and midnight, Monday-through-Friday. WOV reports it leads all New York indies with an audience gain of 32 per cent for July.

The gain over last year was substantially greater for these stations than for those carrying baseball broadcasts, the report said.

Ripley Clothes Sponsors Late Evening Newscast

Sponsorship of the midnight to 12:05 a.m. newscast, Mondays thru Saturdays, over WJZ, has been picked up by Ripley Clothes, according to an announcement made yesterday. The contract will run for 26 weeks.

Ripley Clothes, one of the larger chains, has stores throughout the Metropolitan area. Contract was placed through The Bobley Co., Inc. First sponsored newscast will commence Monday, August 7.

Nielsen Ratings In July Show Lux Theater On Top

(Continued from Page 1)

spot—a jump from ninth position, and Mr. Chameleon at No. 3, coming from 22nd place.

Balance of the "first ten" ratings in order are "Crime Photographer," "Suspense," "Walter Winchell," "Dr. Christian," "Mystery Theater," "FBI in Peace and War," and "Mr. Keen." Point changes show that while "Lux Radio Theater" lost 2.7, it maintained its first place showing. "Dr. Christian" with a plus 3.0 made the greatest gain.

Stork News

Detroit—Don McLeod, disc jockey on WJBK, Detroit, and Mrs. McLeod are the parents of a daughter, born July 31st at Mount Carmel Hospital, Carol Ann, their first child, weighed seven lbs., 11 ounces.

COMING and GOING

HARRY KOPF, administrative vice-president of NBC, and WILLIAM F. BROOKS, vice president of the web in charge of radio news and special events, will sail for Europe today aboard the Ile de France.

DONALD W. THORNBURGH, general manager of WCAU, Philadelphia, is back at the station following conferences with Columbia network officials in New York.

JAMES F. MURRAY, general manager of KQV, Mutual network outlet in Pittsburgh, is in New York for conferences with officials of the web.

SAM ELBER, publicity and promotion director of WIP, Philadelphia affiliate of MB, visited for a while here this week and then left for a tour of New England.

JACK GROGAN, production manager for WNEW, has returned from the Maine woods his visage luxuriantly adorned with a three-week growth of beard.

KENNETH FRY, radio director of the National Democratic Committee, has arrived from Washington on business.

W. NEWTON MORRIS, general manager of WMLT, is here from Dublin, Ga., for conferences at headquarters of Mutual, with which the station is affiliated.

CLAYTON S. HALE, manager of KEYX, Pocatello, Idaho, a visitor this week at the headquarters of the Mutual web.

ED SULLIVAN, host on "Toast of the Town" over CBS-TV, is back in town following a one-month vacation in Europe.

ALBERT CREWS, production director of the Protestant Radio Commission, is back in New York after having spent a week at the Mayo Clinic with his father, who is undergoing treatment there.



"Tell me that radio-results story again!"

The story is just this: for low-cost results from advertising, you buy radio. And in Baltimore, you buy W-I-T-H.

No other station in Baltimore provides so many listeners at such low cost. That means that a little bit of money spent on W-I-T-H brings big results.

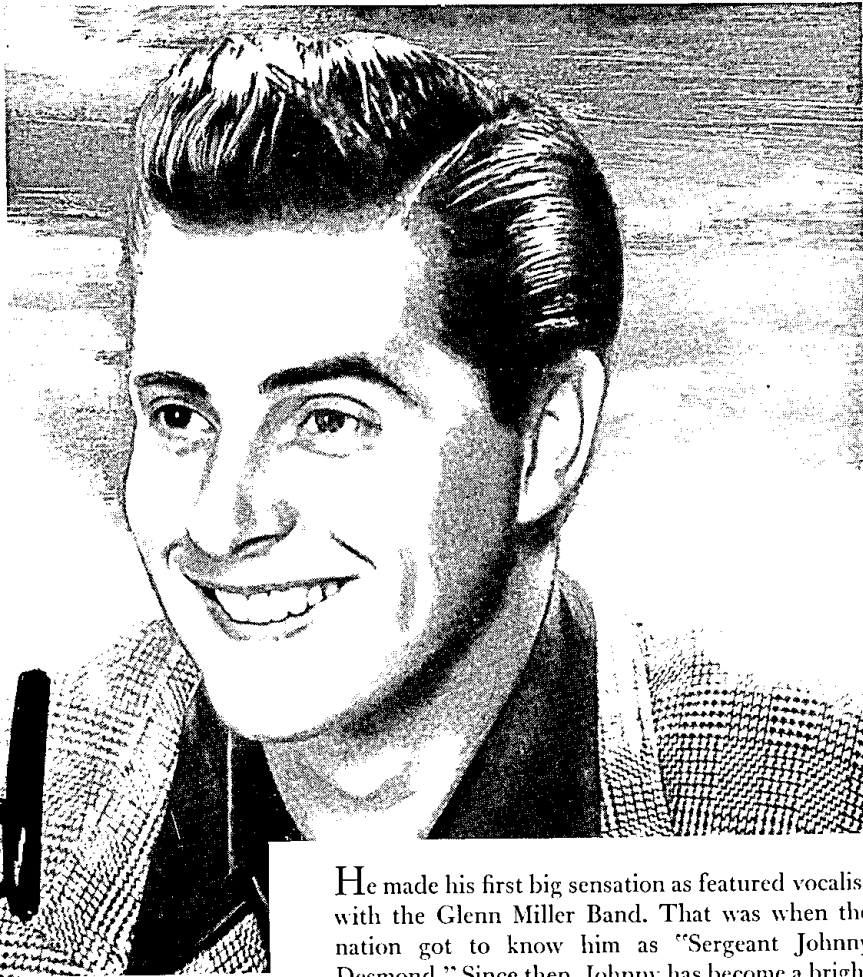
If you'd like to hear the remarkable success stories about W-I-T-H, call in your Headley-Reed man today.



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TOM TINSLEY, President • Represented by HEADLEY-REE

The *New Era* In  
*Thesaurus*  
Brings You Another  
Big Star—



Johnny  
Desmond

On  
"The Music of Manhattan"

Under the direction of  
Hugo Winterhalter



He made his first big sensation as featured vocalist with the Glenn Miller Band. That was when the nation got to know him as "Sergeant Johnny Desmond." Since then, Johnny has become a bright young star . . . a great name in radio, television and recording.

Now Johnny stars on "The Music of Manhattan"—a program series that reflects the gaiety of night-time New York . . . the stability of lasting material and the freshness of big-name talent additions. Hugo Winterhalter's augmented orchestra provides a masterful accompaniment. Available immediately for broadcast as two ½-hours or five ¼-hours a week.

The *new era* in THESAURUS arms you with the most salable ready-to-air shows in radio. You get the names, talent, production and *comprehensive* programming it takes to boost profits. You get the hits before they're hits . . . weekly continuity . . . special shows. Voice-tracks, tie-ins, cross-plugs, sound effects, mood music, time and weather jingles. Lots of production "extras." Scripts by network-experienced writers. NEW THESAURUS sets you up for SALES!



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program  
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## Political Time Buys Include AM And TV

(Continued from Page 1)

have not indicated the budgets of state committees it is known that much radio and TV time at the local level will be purchased in New York, Pennsylvania, Connecticut, Illinois, California, Ohio and Utah.

Party leaders are said to favor the use of state-wide networks and television stations in key center cities. The state-wide web approach has been used effectively in the past and already the GOP and the Democrats are sounding out the major networks on station availabilities in several of the states.

The radio plans in New York State will assume definite form during the state committee conventions slated for next month. The GOP will meet at Saratoga Springs on September 6 and 7th and the Democratic group will meet on the same dates at Rochester, N. Y. At that time radio and TV budgets will be a part of the agenda.

A Democratic spokesman in Washington indicated yesterday that the party would favor stations in areas that have been carrying transcribed "Reports to the People" as a public service feature. These programs, transcribed by Senators and Congressmen in Washington, have been offered to stations in many states throughout the country as a public service feature.

## Key Executives View Net Promotion Today

(Continued from Page 1)

motion plan is the most ambitious ever attempted by the network. West Coast version of the clinic will be held in San Francisco, next Monday and Tuesday.

Today's clinic will be presided over by Louis Hausman, CBS director of advertising and sales promotion, Charles Oppenheim, director of program promotion and Jack Cowden, general manager of the promotion department.

Clients who will be represented at today's clinic will include: Thomas J. Lipton, Inc.; Lever Brothers Company; Sterling Drug; Colgate-Palmolive-Peet Co.; Philip Morris & Co.; Chesebrough Mfg. Co.; American Home Products; Richfield Oil Corporation; General Foods Corp.; American Tobacco Company; Coca-Cola Company; Metropolitan Life Insurance Co.; Campbell Soup Company and American Oil Company.

Why buy 2 or more...

do 1 big sales job

on "RADIO BALTIMORE"

Contact  
EDWARD  
PETRY CO.

WBAL



By SID WHITE

### Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Hottest coast rumor is that Walter Winchell will be starred in a 20th Century-Fox deluxer this fall. . . . Reports from abroad indicate that Deanna Durbin and Rita Hayworth evidently have no cinema plans, for they've allowed themselves to get pleasingly plump, shall we say? (Shocking! so, according to their closest pals). . . . In line with their expansion plans, Gale agency has signed up Robert Siodmak, one of H'wood's top directors, and will represent him in radio, TV and the theater. . . . Many of the "Kiss Me Kate" company went broke, but good, when the 2-year-old "Kiss Me Kate" ran out of the money in the 4th at Saratoga the other day. . . . Speaking of the galloping ponies, Ted Husing is championing the cause of "Lord Putnam" to cop the Kentucky Derby next year. Which isn't exactly stop-press news. But here is the real news: Up to the day Ted started touting the nag, it had won every start. In its next start (after Ted got behind it), it ran third. ("Uncle Millie" ran second). . . . Bill Bertolotti hears they're readying a government-sponsored radio show in Russia to be titled: "Double-Talk or Nothing." . . . Sam Goldwyn fluffed a few lines on "We the People," so when emcee Dan Seymour shook hands with him at the end of the show, he said: "Sam, I love you dearly—but we'll never pick up your option."

★ ★ ★ ★

● ● ● **QUOTABLE QUOTES:** I find television very educating. Every time somebody turns on the set I go into the other room and read a book.—Groucho Marx. . . . I don't think I'd be a success in television. I'm too small to be a wrestler, and too big to be a puppet.—Bob Hope.

★ ★ ★ ★

● ● ● **ONCE OVER LIGHTLY:** We like Gabe Heatter's dramatic approach to the news as much as the next fella and we have a vast admiration for his ability to tug at the heartstrings—but we wish his sponsor would quit making him do his own middle commercial and we likewise wish that Gabe would quit treating said commercial exactly like the news reports. If he must do the commercial (and we gather such is the case) the least he could do is check the dramatic quiver in his voice while he's touting for the bankroller. . . . Either Barry Gray has got to go on the air earlier in the evening or else we're gonna petition our boss to allow us to sloop later in the ayem. The guy's positively a menace to our sloop routine. Tuning in on him is getting to be a hard-to-break habit. . . . Paul Gardner, our favorite mag scribe, has a fascinating piece in the Oct. Everybody's Digest tagged "Baseball's Notions Counter." Article reveals what big business baseball has branched out into. Paul also discloses that radio and TV stand, unquestionably, as the most profitable subsidiaries to widen the baseball horizon since the first whimper of the hot dog. More than \$1,500,000 was paid to the 16 major league clubs last year with the Giants, Yanks and Dodgers collecting almost half of that gravy. TV's financial allure to owners may be gleaned from the fact that in 1946 a billboard fence sign in Cleveland's Municipal Stadium sold for \$1,000. By last year the same sign, viewed on video now, brought in \$7,500.

★ ★ ★ ★

● ● ● **IN ONE EAR:** Eddie Davis, Le Coq Rouge maestro, out on recordings this week via London Records' "Elsie, the Cow" album. . . . "Ruth & Eileen," the Mary McCarty and Peggy Ann Garner situation comedy TV show, is drawing nice reaction from agencies: who've seen the film. . . . Ade Kahn sez that Harry Herzhfeld is really a member of the showbiz Harrystoeracy.

## Big Attendance Seen At FM Meet Aug. 7-10

(Continued from Page 1)

casters in response to the FM Committee's request for such information, the agenda calls for open discussion on the first day by broadcasters in attendance. This will be the first such meeting opened to all broadcasters and/or their legal representatives.

In commenting on the replies to the open invitation, Strouse said he considers it to be a "rather amazing response." "The feeling of optimism reflected in these letters makes me even more certain that the obituary supposedly written for FM can very definitely be considered unlikely to ever reach print," he added.

Among those whose acceptance have already been received, in addition to members of the FM Committee, are: R. Sanford Guyer, WBTV, Danville, Va.; E. J. Gluch, WSOB, Charlotte, N. C.; Gerald Harrison, WMAS, Cambridge, Mass.; Sam Booth, WCHA, Chambersburg, Pa.; M. H. Bonebrake, KOCY, Oklahoma City, Okla.; C. Leslie Golliday, WEPN, Martinsburg, W. Va.; John M. Rivers, WCSC, Charleston, S. C.; Raymond S. Green, WFLN, Philadelphia, Pa.; G. B. McDermott, KBUR, Burlington, Ia.; W. A. Wilson, WOPI, Bristol, Tenn.; Alford Reed, KYBS, Dallas, Tex.; Ray Furber, WIST, Charlotte, N. C.; Elliott M. Sanger, WQXR, New York, and a representative from WFIL, Philadelphia.

Other members of the NAB FM Committee are Frank U. Fletcher, WARL-FM, Arlington, Va.; Everett L. Dillard, WASH, Washington; Josh L. Horne, WFMA, Rock Mount, N. C.; H. W. Slavick, WMCP, Memphis, Tenn.

Serving as alternates are Edward A. Wheeler, WEAW, Evanston, Ill.; Victor C. Diehm, WAZL-FM, Hazleton, Pa., and Matthew H. Bonebrake, KOCY-FM, Oklahoma City, Okla.

In attendance representing NAB will be the FM department director, Ed Sellers.

### Rambeau To Represent WHLI

Hempstead, L. I., N. Y.—The William G. Rambeau Company has been appointed national representative for WHLI and WHLI-FM.

### ANNOUNCER WANTED

Reliable, experienced combination man with accent on announcing. Opportunity soon at successful Central New York network affiliate. Up-stater preferred. Permanent position for right man. Good starting salary plus increases over two-year spread. Some talent opportunities. Must have pleasing voice and personality. Capable of handling news and shows. Congenial working and living conditions. Live audition preferred but disk will do. Personal interview plus character and work references required as clincher. Give details in first letter.

Box No. 161, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

YESTERDAY

THE 1950 RADIO ANNUAL  
IS A BULL'S EYE HIT

TODAY

THE 1950 RADIO ANNUAL  
IN CIRCULATION EVERYWHERE

TOMORROW

THE 1951 RADIO ANNUAL  
NOW IN PREPARATION

## AGENCIES

**CHARLES W. HOYT CO., INC.** has selected the following men for an eight months training course, starting Aug. 1: Charles Reardon, Eldridge K. Allston, J. G. Cashin, Theodore S. Watson, Jr., and Stephen H. Moore.

**T. BIRCHARDS KENVIN**, formerly copy chief for W. Wallace Orr, Inc., Philadelphia, has joined the copy staff of Ross Roy, Inc., Detroit agency.

**PEARSON PHARMACAL CO.** of New York has engaged the Harry B. Cohen Advertising Co. for "Dew" deodorant.

**D. P. BOWLES**, formerly of Doherty, Clifford & Shenfield, Inc., has joined Maxon, Inc., as radio and TV copy chief.

**GERALD M. McCUT**, previously production manager, has been boosted to account executive at Wilson, Haight & Welch, Inc. Simultaneously, Robert F. Dawson has been made production manager of the Hartford office and G. Fred Pelham has been upped to assistant production manager.

**ERNEST DAVIDS** and **ROBERT WEILL** have been named vice-presidents by Dorland, Inc. Davids, an advertising consultant for 17 years, will take over the newly created post of vice-president in charge of administration.

**HOWARD W. RAPPORT** has been added to the copywriting staff of Tatham-Laird, Inc., Chicago. Formerly, he was with Dorland, Inc. His accounts will include General Mills Products and Bendix Home Appliances.

**BERNARD WEISSMAN** has been admitted as a general partner to Siegel & Co.

**EDWARD E. FINCH** has joined the Richard S. Robbins Company as manager of their radio and television prize procuring department. Finch was formerly with V.I.P. Service.

## PICTURE OF THE WEEK



James P. Davis (left), manager of RCA Victor custom record sales division, and Ralph C. Williams, the division's manager of sales administration, outline RCA Victor's new price and ordering policy to David H. Goodman (right), president of Recorded Publications Company. The revised price structure applies to orders of all shellac-type and plastic pressings, including 45 rpm, 78 rpm. and 33 1/3 rpm, and lessens substantially the differential between prices for initial orders and those for re-orders.

### Referee Seeks To End Freeze Of 400 TV Sets

(Continued from Page 1)

company is able to raise enough funds they will be allowed to continue business on a restricted scale in an effort to satisfy the claims of creditors and TV service policy holders. He added that arrangements are being made to return the 400 TV sets now in Capital branches to the owners.

"The receivers will be returned to the owners but in many cases will not be in a state of repair," Sherman explained. "It is certainly unfair to deprive set owners of the use of their equipment at this time and we regret that all the sets in Capital's hands are not in working order."

If Capital does not succeed in raising enough money under the new operational plans, Warner explained that he will judicate the company bankrupt and will liquidate the assets.

The Referee yesterday was looking for a reputable service company that might be interested in buying up the Capital service contracts.

### Jugo Analyst For NBC

The NBC news department has acquired the services of a full-time correspondent in Yugoslavia. He is Ed McCarthy, who a few years ago, was employed in the New York newsroom of NBC.

### Moore, AP Newsmen, Missing In Korean War

(Continued from Page 1)

made by the AP yesterday. Moore was last reported with an element of the 24th Division that was split in two by the Red drive. The unit fled from Chinju, Monday morning.

Moore, 40, was born at Nowata, Okla., and graduated from the University of Oklahoma in 1932. He worked on The Daily Oklahoman at Oklahoma City and later as news director at KVOR, Colorado Springs, Colo., before joining the AP. Moore is the ninth newsman reported either captured, missing or killed in the Korean war.

### Gibbons Has Philatelist Fan

Washington, D. C.—Jim Gibbons, sports director of WMAL and WMAL-TV, recently received an envelope with three postmarks from widely separated States, but containing his full name. A fan, who must also be a philatelist or interested in such matters, sent in the envelope which is postmarked "James," Georgia; "Leo," South Carolina, and "Gibbons," Nebraska. The gentleman who so thoughtfully provided this unusual envelope apologized that he could find no "Gibbons" in the U. S. Two National Capital Sesquicentennial stamps and a Kansas City, Missouri, Centennial stamp were used on the envelope.

## BEHIND THE MIKE

**ALTHOUGH** Ilona Massey has had several offers to return to H'wood to make films, her present plans call for her staying in N. Y. for her click NBC "Top Secret" radio show as well as the television version of the program now in preparation.

Two Mary Anns will be guests of the Our Gal Toni show when Mary Ann McCall, former vocalist with Woody Herman's band, and Broadway actress Mary Ann Walters get together with Toni Gilman and Charley Flynn.

Roscoe Karns' "Inside Detective" series features a missing person each week—all that the viewers get is her voice. The voice belongs to actress Grace Carney who is cast as Karns' wife but is never seen on the TV screen. Miss Carney feels she's got the oddest job in video. (How's about the Lieutenant in "Plainclothesman?")

Audiences are howling at More Amsterdam's new gimmick on his "B'way Open House" stanza. He introduces the "greatest guest ever to appear on TV," runs out and gets into a costume such as Napoleon Columbus, Pancho Villa, etc.

Radio columnist John Lester will be on the Aug. 10th "Believe-it-or-Not" stanza.

The Fontane Sisters' sensational click with Paramount audiences making a gent named Perry Com very happy. Perry brought them from Chicago for an important spot on TV, radio and recordings with him when they were practically unknown. Their "in person" click had the H'wood studios waving deals for film shorts.

Robert Q. Lewis' new video show "Robert Q.'s Little Show," is the title of his radio show of some two years ago.

Toni Arden returned to the Capitol Theater where 6 months ago she was forced to cancel out after days due to laryngitis. That, incidentally, was the last of a series of "tough breaks" before scoring an overnight hit at the Copa.

Until Wm. Saroyan published "My Name Is Aram," Arlene Francis had thought her father's name was unique. (She's the daughter of Aram Kazanjian, the Boston portrait photographer).

## SALESMAN Available

Experienced with advertising agencies — Radio and Television Stations — Can sell time, space, programs. Write Box No. 160, RADIO DAILY 1501 Broadway New York 18, N. Y.

### "FOR THE DAYS TO COME" A SUMMER Conditioning Program

Efficient • Time-Saving • Inexpensive

A good figure and plenty of PEP and ENERGY can be yours by investing a few hours a week at the

### REILLY HEALTH SERVICE

In Rockefeller Center  
RCA Bldg., 49th to 50th Sts. (8th floor)  
1250 Sixth Avenue COLUMBUS 5-8481

Send for interesting booklet  
"The Life of Reilly"

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, August 3, 1950 — TELEVISION DAILY is fully protected by register and copyright

## TV MFRS. WILL OPPOSE SET TAX

### TELE TOPICS

**FULL PROCEEDINGS** of the United Nations Security Council, meeting for a second day yesterday, were covered by ABC-TV who joined CBS-TV and NBC-TV in what has proved to be one of television's greatest public services of the year. ABC's radio network also aired the proceedings, as it did the day before when only the CBS and NBC tele webs covered the bombastic return of the USSR to the UN fold. ABC's Pauline Frederick and Gordon Fraser handled the mikes.

**WILL STERN** steps into a half-hour slot on NBC-TV Sunday (Aug. 6, 8:30-9:00 p.m.) to interview sports personalities, commencing with Craig Wood on the premiere showing. Stern's radio broadcasting load already consists of one daily show plus a Friday night stint from 10:15-10:30; however, with the exception of interviews at trotting races (which were filled by Clem McCarthy) this will be Stern's first big "go" at video.

**DUMONT NETWORK** feeding the College All-Star game from Chicago on Aug. 11th to 29 stations—reported to be some kind of a record—WPIX will be the one to carry the game, beginning at 9:30 p.m. . . . "Lights Out" returns to a weekly schedule, after a schedule of every other week during the Summer, on NBC-TV, Aug. 28 (9 p.m.). . . . WPIX now using live cameras on Polo Grounds telecasts. . . . Hal B. Wallis will star Dean Martin and Jerry Lewis in a movie titled "The Googie" and Charlton Heston in one titled "Quantrell's Raiders" for Paramount this fall. . . . Jim Tranter, radio editor of the Buffalo Evening News for the past five years, has joined the production staff of WVEN-TV. . . . Charles Vaughan has joined the staff of WLW-T, Cincinnati, in the capacity of producer. . . . WAAM, Baltimore, has signed as a primary affiliate of DuMont. . . . WXYZ-TV, Detroit, has opened its rates, effective Sept. 1, with rate card No. 6, which boosts Class A rate from \$600 to \$800 for an hour.

**MITZI MAYFAIR**, just returned from a European jaunt, reports television in France is a thing the man on the street has little knowledge about; despite reports of such fine transmission quality, French TV has an extremely small amount of "live" production, she reveals. . . . Ed McConnell and his "Buster Brown Gang" make their TV debut on Aug. 26 at NBC-TV in the 6:30 p.m. spot, sponsored by Brown Shoe Co. . . . Trotting races from Yonkers Raceway will be broadcast by DuMont Aug. 17, 18, 23, and 24 at varying p.m. times. . . . Fritz Schaffling brings Victor Herbert specialties on "Starlit Time" over WABD Sunday (7-8 p.m.).

### TV Viewing Reported Up

A significant rise in viewing of television news programs is reported by American Research Bureau, noting that several showing ratings are well above those obtained during peak winter viewing months. Other leading programs revealed by ARB's report of July 8th to 15th in the five cities of Washington, Baltimore, Philadelphia, New York and Chicago, shows CBS-TV's "Toast of the Town" leading as number one in four of the five cities. "Godfrey and Friends" take the number one place in Chicago and occupy the number two place in Washington, and third place in Philadelphia and New York.

NBC-TV's "Philo Playhouse" took second place in Baltimore and New York, while "Toast" copped second in Chicago. Summer deviations showed "Orioles Baseball" in third place in Baltimore and the All-Star Game in third place in Chicago. "Hopalong Cassidy" is galloping off with second place in Philadelphia and fourth place in Washington.

### Motorola Allocates 1951 Line Of TV Sets

Motorola, Inc. will join other TV set manufacturers in allocating all receiver sets for the remainder of the year, it was announced by a company official at a special showing of the new 1951 line in the Waldorf-Astoria Hotel this week. Reason for the move, stated the official, is the large increase in TV set sales since the beginning of the Korean situation. A backlog of orders for Motorola sets was reported to be already sufficient to take up the company's productive capacity through December.

Prices on the 1951 line do not constitute an increase, the company said, revealing that prices will range from \$169.95 for a fourteen-inch table model in plastic to \$600 for a twenty-inch rectangular tube combination. Twenty-nine television receivers and eleven radio models were included in the new line, consisting of: nineteen 16 and 17-inch sets priced from \$199.95 to \$469.95, five 19-inch models from \$339.95 to

### Wanger To Produce TV-Picture For ABC

Completion of a deal whereby Walter Wanger, movie producer, will produce a "pilot" or same picture for television under the title of "Aladdin and his Lamp," was announced yesterday by ABC-TV.

The contract, consummated through MCA, calls for actual shooting to begin in Hollywood within the next 30 days. The Wanger-produced ABC film will run 30 minutes and will be scripted by Howard Dinsdale.

When the picture is completed, it will be examined for its potentialities as the basis of a new ABC-TV series.

\$419.95, plus two versions of the 20-inch rectangular tube television, AM-FM radio-phonograph combination selling for \$575 in mahogany and \$600 in lined oak. Others shown were: a 16-inch rectangular tube table model at \$199.95, a 16-inch console at \$249.95, and a 16-inch combination at \$339.95.

### New Advances In Color-TV Told By RCA's Dr. Jolliffe

New advances in RCA's color television system were disclosed late yesterday by Dr. C. B. Jolliffe, executive v-p in charge of RCA Laboratories, who said RCA color tubes now have reached a point where receivers utilizing these tubes can produce color pictures of increased brightness and of substantially the same resolution and stability as pictures produced on black-and-white receivers. A limited number of experimental color receivers are being made for use in fulfilling RCA's

testing requirements in the Washington area and for other manufacturers to use in their own investigations, Dr. Jolliffe revealed. The increase in brightness of the tri-color tubes, he said, is due to two factors: (1) development of an improved red phosphor, eliminating the red filter from the front of the tube and thus increasing light output two to one; and (2) use of improved tube techniques, using the same applied voltages as used in demonstrations in March and April, 1950.

### RMA Plans Fight On 10% Tax Proposal

Washington Bureau of RADIO DAILY. Washington—A new manufacturers' battle against Administration demand for a ten per cent Federal tax on TV sets was promised yesterday by RMA manager James D. Secrest as Treasury Secretary John Snyder asked again for the levy. Snyder was speaking before the Senate Finance Committee.

#### Points To Similar Taxes

While the RMA battle against the tax has been on the ground that it is discriminatory against the TV industry, Snyder anticipated the claim by arguing for the tax on the ground that failure to assess it would be discriminatory against competitive entertainment industries. He referred to the ten per cent levy on radio sets, the admissions taxes on movie and sports admissions.

"Television now is a strong competitor with alternate forms of entertainment, such as radio, motion pictures and professional sporting events, all of which are subject to Federal excise tax," he said.

### Animated TV Maps Developed By CBS-TV

Animated maps, designed to illustrate ground developments in the Korean war, have been developed by CBS-TV for use on the "Don Hollenbeck and the News" show.

The first in the series was presented on last Wednesday's show, 7:30 to 7:45 p.m. With Hollenbeck delivering the commentary, a large map, animated by use of movie film, depicted how the North Koreans have advanced through the country since their initial attack on June 25. It showed the continuity of this advance for the first four and a half weeks of the war.

### Seagoing

Commander Mortimer W. Loewi, director of the DuMont Television Network, this week took off from Point Lookout, Long Island, in his yacht, "Robmar VI," to cruise Down East waters, especially in the area of Nantucket and Martha's Vineyard. He was flying the owner's flag of his own design, on which was emblazoned the character created to personalize TV—"Alex Electron."

## Record 'Spot' Volume Expected By NARSR

(Continued from Page 1)

diction is based on a set of figures compiled by the NARSR, which show that spot time sales jumped tremendously during the last war. The largest gains in spot sales history were recorded between the years, 1940 and 1945.

The report disclosed that in 1939, national spot sales totaled \$30,030,563. In 1940, it jumped to \$37,140,444, a gain of 23.8 per cent. For 1941, the spot sales volume reached \$45,681,959; in 1942, it rose to \$51,059,159; in 1943, it climbed to \$59,352,170; in 1944, to \$73,312,899, a gain of 23.5 per cent; and in 1945, it equaled \$76,696,468.

### Source Of Figures Was FCC

National spot advertising has increased steadily each year, according to the survey which begins with the year 1937 and ends with last year when spot sales was estimated to be \$118,425,000. The NARSR used the FCC as the source for its figures, except for the 1949 total which is an NAB estimate.

The tremendous growth of the national spot sales industry is attributed by the NARSR and leading station representative organizations to the fact that more and more national advertisers are becoming aware of the sales advantages offered by this method of radio time buying. The list of big concerns joining the ranks of spot advertisers is increasing each year. Among the national advertisers who have recently begun country-wide spot campaigns are General Foods, Bayer Aspirin, Borden's Milk, National Dairy, Colgate, BC Headache Powders, Stanbach, Dolcin, and Skippy Peanut Butter.

### Television Helped

Television also has been responsible for a good deal of spot business, according to some observers. Advertisers wishing to by-pass cities where competition from TV is strong, are getting out of nighttime network radio and into spot campaigns in key markets where there is little or no competition from TV.

Today, there are more than 2,000 radio stations and over 100 TV stations deriving revenue from spot advertising, according to NARSR.

Automobile manufacturers are one of the best proponents of national spot advertising, it was reported. A typical campaign by an auto company will involve 1,000 stations throughout the country.

## Named Capehart Mgrs.

Capehart-Farnsworth Corp., Fort Wayne, Ind., has appointed two territory managers. They are Charles F. Gill, named manager of the Washington region, including the District of Columbia, Maryland, Virginia, West Virginia, and North Carolina; and James D. Walker, manager of the Detroit region, covering Indiana, Michigan, Kentucky, and Ohio.

# COAST-TO-COAST

## German Labor Leaders On WAVZ

New Haven, Conn. — Five labor leaders and students from the American Zone of Germany and western Berlin participated in a round-table broadcast over WAVZ on July 16th. The leaders are studying American democratic practices in order to bring our procedures back to their own country. They were interested to see how the free radio in this country operates. They discussed the American occupation of Germany, the cold war between the United States and Russia, and the labor movement. Acting as host for the labor representatives were Robert E. Flaherty, employee and labor director of the local Community Chest, and Joseph J. Eagan, president of the Central Labor Council, A. F. of L.

## WWVA Lost And Found Dept.

Wheeling, W. Va.—Jim Whitaker, WWVA newsman who reads the 6:00 p.m. news, recently reported the loss of two bus loads of Boy Scouts from the rest of the caravan while returning home to Louisiana from the International Jamboree. Whitaker asked his listeners to find the two wayward buses and stop them. His story went on the air shortly after 6 p.m. and at 6:20 p.m., the local police department received a call from Zanesville, Ohio, a distance of 75 miles from this city, reporting that the two buses had been found and would wait there for the rest of the caravan.

## Double Treat For Riders

St. Louis, Mo. — KXOK reports that the local Public Service Company is experimenting with penny gum vending machines on a few of its buses and streetcars and if proved successful the vending machines will be installed on other vehicles. Buses and streetcars in this city are receiving music via KXOK-FM (Transit Radio) and when the gum machines become a permanent part of the vehicles' equipment, transit riders will be "chompin" and "stompin" to the melodic strains of music.

## Local Paper Assisting WTIC

Hartford, Conn.—The local morning newspaper, "The Courant," is co-operating with WTIC in connection with NBC's new Friday night documentary, "Wanted." On Saturday mornings the newspaper prints a picture and description of the unapprehended criminal named in the broadcast. Readers who may recognize the criminal and are aware of his hideout are asked to notify the police and the paper.

## Takes WKRC-TV Post

Louisville, Ky. — Ed Hemp has joined the staff of WKRC-TV. Ed is a graduate of Northwestern and the Twin Cities Television Workshop in Minneapolis.

## Advices In Defense Planning

Hempstead, L. I., N. Y.—Art Patterson, director of public affairs at WHLI and WHLI-FM, was called in as an advisor at the first civilian defense planning meeting. The Civilian Defense group is located in the mid-island area where Mitchell Air Force Base and the large Grumman and Republic aircraft factories are located.

## Replacing "Memory Time"

Pittsburgh, Pa.—"Memory Time," KDKA's big Thursday-night musical production, is being replaced for the summer by "Vacation with the Astons," a tuneful half-hour variety show with Buzz Aston, Jeannie Regal and guest artists. Aston, singing emcee of the "Memory Time" show, is featured at a mythical summer resort, where he is visited by his friends each week. Jeannie plays the part of his wife.

## TV Appearance Pays Off

Miami, Fla.—When Andrew Jackson Lee, local druggist, appeared on Ralph Renick's "News Revue" studio show over WTVJ, City Commissioner Robert L. Floyd happened to be watching the news show and was so impressed by Lee that he called him right after the program to offer him a seat on the City Planning Board. Board members meet two nights a week to chart future civic activities and are paid \$100 per month. Lee accepted Floyd's offer and was confirmed for the job the next day at a full Commission meeting.

## Heads Travelers Group

Ithaca, N. Y.—Barbara Hall, Women's editor for the Rural Radio (FIM) Network, has been elected president of the "alumni association" of several thousand international travelers from the national "Experiment in International Living" organization. The group's official title is "The Experimenters' Association," and comprises several thousand persons who have traveled to Europe at the rate of some 400 per year since the end of World War I under the auspices of the Experiment in International Living.

## Not Responsible For Damages

Boise, Idaho — When Mrs. T. J. Bolan, of Nampa, wrote a letter to KIDO stating that a glass ashtray was broken by singer Jack Berch during one of his morning programs, and requested that either the network or the station replace the ashtray, KIDO instructed its announcers to inform listeners that the station assumes no responsibility for breakage in their homes caused by station or network talent heard on the listeners' radios. The ash tray has been replaced by Calkins & Holden, McClinton & Smith, agency for the Prudential Jack Berch Show.

## Yanks' Pro Football To Be Aired Widely

(Continued from Page 1)

this fall. We think we've got a winner and we know that the Yanks are going to give listeners throughout the nation many a thrilling Sunday afternoon this fall."

Liberty, with claims of being America's third largest network with 237 affiliates in 34 states, expects to expand into 48 states with well over 300 affiliates by October 1st. With the extended coverage Liberty and the New York Yanks will be able to reach approximately 96 per cent of the total population of the country.

McLendon joined Collins in his enthusiasm for the new project, saying, that the network had decided on the Yanks because of belief that the New York Yankees, both baseball and football, are most nearly America's favorite team. He added the Yankee Stadium has been the home of champions down through the years and Liberty feels that there will be another champion in the Stadium this fall.

First game will be broadcast on Sept. 17 with the Yankees meeting the Forty-Niners at Kezar Stadium, San Francisco. A total of eleven games will be broadcast during the season which ends on Sunday, Dec. 10 when the Baltimore Colts will play at the Yankee Stadium. All games will be direct-from-the-field broadcasts.

## Decca Div. Announced

Consolidated net earnings of Decca Records, Inc. for the six months ended June 30, 1950, amounted \$360,582, after provision of \$221,000 for income tax. This equals 46 cents per share on 776,650 shares of capital stock outstanding at June 30, 1950, and compares with net earnings of \$390,647 or 50 cents per share in the corresponding period of 1949.

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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 52, NO. 24

NEW YORK, FRIDAY, AUGUST 4, 1950

TEN CENTS

## FCC PROPOSES EMERGENCY NETWORK

### Trend In Radio-TV Price Increases Continues

#### Philco Announces 7% Increase In Prices

Another indication of the trend to price increases on radio and TV receivers came yesterday with the announcement that Philco Corporation will price their sets about 7% above the suggested prices given during a preview of their 1951 models a few weeks ago. A spokesman for Philco

(Continued on Page 7)

#### Radio-TV "Essential" For War, Gov't Holds

Washington—Both radio and TV were listed by the Defense and Commerce departments last night as "essential," for the guidance of the military in calling reservists to active duty. The effect may be to delay the calling of key industry employees to the colors—but permanent deferment is not expected. It was stressed that the situation is fluid.

(Continued on Page 4)

#### Tobacco Co. Sponsor Renews Bob Hawk Show

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., has renewed its sponsorship of the "Bob Hawk Show," quiz series over the CBS radio network for another 52 weeks effective with the broadcast of Monday.

(Continued on Page 2)

#### Will Discuss TV

Columbus, O. — TV as an ad medium and current trends in radio advertising will be stressed at the 7th annual Ohio State University Advertising and Sales Promotion Conference Oct. 6-7. The meeting will be sponsored jointly by the College of Commerce and Administration and the fifth district of the Advertising Federation of America.

#### World Wide Seeks Renewal

The World Wide Broadcasting Corporation made an 11th-hour appeal to the FCC this week for grant without hearing of the renewal of its license for international shortwave station WRUL, Scituate, Mass., and several related stations. Hearing on the renewal is presently set for August 15, in Boston. The petition went into great detail on the operation of the stations, the bulk of the time on which is leased to the State Department. It was denied that any of the programming is designed primarily for U. S. listeners—a charge which has been leveled at the station. Details of the ownership of the stations were also included, with Walter Lemmon having a clear majority.

#### 10% Tax On TV Sets Gets Committee Okay

Washington—Little more than token protest from the TV industry was expected as the Senate Finance Committee moved on to other matters after voting to impose a ten per cent manufacturers tax on TV sets. The measure was voted late Wednesday by the committee in a surprise move following swiftly upon the recommendation by Treas-

(Continued on Page 7)

#### Institutional Telecast Used By Power Firm

Birmingham, Ala. — WAFM-TV telecast for the Alabama Power Company a 30-minute film portraying the vast industrial and agricultural development which has taken place in the area served by the company and other companies of the

(Continued on Page 6)

#### WOR Survey Shows News Audience Up

While the Korean war has increased the audience for newscasts over both networks and independent stations, renewed interest in news broadcasts was evident before the crisis in the Far East broke out, according to a study released yesterday by WOR.

News audience, over WOR, between June and July, 1950, increased 17 per cent, while similar programs

(Continued on Page 2)

#### Radio-TV Time Rates Not To Be Affected

Washington—The House refused yesterday to entertain any idea of a limit on radio or TV time rates. It voted that stand-by wage-price controls for the emergency international situation shall not include au-

(Continued on Page 2)

#### NBC Will Rebroadcast Series For First Time

Due to the tremendous interest shown by listeners throughout the country, NBC will re-broadcast its series of documentaries on the atomic and hydrogen bombs—"The Quick and the Dead." This marks the first time in the network's history that a series of programs will be rebroadcast.

While exact dates for the rebroadcast have not been definitely settled, it is expected that the program will be heard on successive

Tuesdays from 9:00 to 9:30 p.m. The public service program will probably be on the air within several weeks.

Meanwhile, KNBC, NBC O&O in San Francisco, will present the full show in a two-hour-long broadcast on Sunday, August 6. Program will be heard 12:30-2:30 p.m., PDT.

It is also understood that NBC will decide shortly whether they will release the show to non-mem-

(Continued on Page 6)

#### Seeks Industry Aid In Planning New Web

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday announced proposed rules for a new disaster communications service, explaining that recent world events make the early establishment of such a service imperative. Purpose of the service, which was the subject of public notices of March 23 and June 1,

(Continued on Page 4)

#### Pulse Reports Radio Holding Its Own Here

Radio-sets-in-use, as reported by The Pulse, Inc. showed for July, 1950, a decline of less-than-one-tenth-of-one-per-cent from figures for the corresponding month, 1949. Figures reported were for the New York Metropolitan area only.

While average one-quarter-hour sets-in-use for the week studied, July 5 to July 11, declined below the June level and marked the

(Continued on Page 6)

#### ABC Names Oliver Treyz Director Of Presentations

The appointment of Oliver Treyz as director of presentations for ABC was announced yesterday by Fred M. Thrower, network vice-president in charge of sales. Treyz

(Continued on Page 4)

#### Ambassadors

Baltimore—In City Hall ceremonies, Mayor Thomas D'Alesandro, Jr., this week named Jack Banner and Ed Greif, New York public relations consultants, Baltimore's "Ambassadors of Friendship," for the campaign Banner & Greif conducted in connection with the dedication of Friendship International Airport, which recently was opened to the public.

# RADIO DAILY



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

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### WEST COAST OFFICES

Ethel Rosen, Office Manager  
Irv Hamlin, Representative  
6425 Hollywood Blvd. Phone: Gladstone 8438

### WASHINGTON BUREAU

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

### CHICAGO BUREAU

Ginny Evans, Manager  
Suite 419, 333 No. Michigan Avenue  
Phone: Franklin 2-3238

### SOUTHWEST BUREAU

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

### ROME BUREAU

John Percicari  
Ludovisi 16

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

## FINANCIAL

(August 3)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/4	9 1/8	9 1/4	- 1/8
Admiral Corp.	24	23 1/2	24	- 1/4
CBS A	28 1/8	27 5/8	27 5/8	- 1/8
CBS B	27 1/8	27 1/2	27 3/4	+ 1/8
Philco	35 1/8	35 5/8	35 5/8	+ 3/8
Philco pfd.	85 3/4	85 3/4	85 3/4	.....
RCA Common	16 1/8	15 3/4	15 3/4	- 3/8
RCA 1st pfd.	76 1/2	76 1/2	76 1/2	- 1/4
Stewart-Warner	14 3/4	14 1/8	14 3/8	+ 1/4
Westinghouse	32 1/4	31 7/8	32 1/4	+ 3/8
Westinghouse pfd.	104	104	104	- 1/2
Zenith Radio	44 1/4	43 7/8	44 1/4	- 1/2

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	20	19 1/2	20	+ 5/8
Nat. Union Radio	4	3 3/4	4	.....

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	16 3/4	17 3/4
Stromberg-Carlson	12	13 1/2

### Candy Co. Sponsors Gardiner

Don Gardiner, ABC correspondent-commentator will air a 10-minute news program over WJZ at 7 a.m., EDT, for Rockwood & Co., makers of Rockwood Chocolate, each Monday, Wednesday and Friday. The 13-week contract will start on Monday, Sept. 11.

**THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE**  
OF THE  
STATE'S FASTEST-GROWING MARKET  
**KGW PORTLAND OREGON**  
ON THE EFFICIENT 420 FREQUENCY

## WOR Survey Shows News Audience Up

(Continued from Page 1)

over other major stations registered a gain of 13 per cent. Based on Pulse ratings, the over-all picture for newscasts aired by all major New York stations showed that news listening in the Metropolitan area was up 16 per cent in July over June.

According to Robert Hoffman, WOR research director, interest in radio news was higher this year than last year even before the war started. He said that, for the first six months this year, WOR's newscasts had 8.5 per cent more listeners than during the corresponding period of 1949. The figure takes into account both an average increase in ratings of 5.3 per cent and a 3.1 per cent growth in the number of radio families in Metropolitan New York.

In line with the growing interest in news, WOR last month added 56 capsule summaries to its weekly schedule of 110 fifteen-minute newscasts. The station also announced this week that Raymond Swing, veteran commentator, will be heard thrice weekly, beginning August 7. Summarizing, WOR's researchers have found that July ratings for quarter-hour newscasts over the station were 21 per cent higher than the average for the other major New York stations, and that WOR currently attracts 43 per cent of the total audience listening to these major station newscasts.

## Radio-TV Time Rates Not To Be Affected

(Continued from Page 1)

thority to limit the rates charged by anyone "operating or publishing a newspaper, periodical or magazine or operating a radio or television broadcasting station."

The amendment, offered by Rep. Frank Buchanan of Pennsylvania, also exempted controls over motion picture admissions prices or tickets for other forms of entertainment, and rates for outdoor advertising.

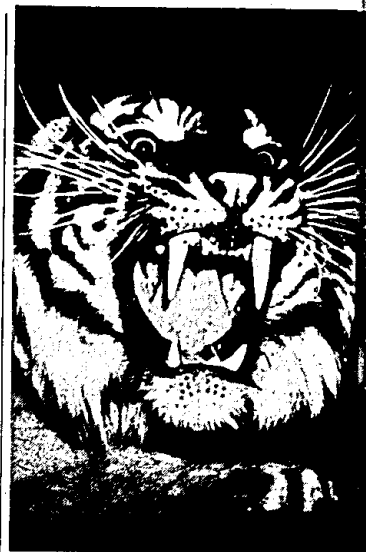
## Tobacco Co. Sponsor Renews Bob Hawk Show

(Continued from Page 1)

day, October 2. Series, aired Mondays, 10:30-11:00 p.m., EDT, is currently on vacation and returns to the air on August 28. The agency for the sponsor is William Esty Company, Inc.

## Stork News

The stork flew over WHDH, Boston, three times last month. Christine Evans, the station's women's commentator, gave birth to a girl, Ellen Judith, on July 20. The following day, the wife of James Sullivan, staff technician, became the mother of a girl, Cheryl Ann, and on July 22, staff announcer Bob Delaney and his wife became the parents of a second child, Robert Michael.



## "Who wrote this lousy commercial?"

Sometimes the agency head looks just like this when he's unhappy about his client's commercial.

But one thing will never make him snarl. When his account executives put W-I-T-H on the schedule, he's as tame as a pussy cat.

There's a darn good reason why. W-I-T-H is the BIG independent in Baltimore that delivers more listeners-per-dollar than any other station in town. And that means low-cost results. And that makes the boss happy!

Call in your Headley-Reed man today and get the full facts about W-I-T-H.

**FM WITH AM**

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

## ONE OFFER— 1,400 TAKERS

On KYW's daily 6 PM "Bob Wilson—News" program, a single offer of a booklet brought 1,400 requests! This is typical of the response obtained regularly on this powerful, popular station. And as today's *Radio Daily* goes to press, "Bob Wilson—News" is available for sponsorship. Here's effective, economical coverage of the nation's third\* market. For details, check KYW or Free & Peters.

\*Census of 1950, 1940, 1930, 1920, etc., etc., etc.

**PHILADELPHIA 50,000 WATTS KYW**  
NBC AFFILIATE

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

**Radio Station WCPO**  
AFFILIATED WITH  
**The Cincinnati Post**



8900 CAREW TOWER  
CINCINNATI 2, OHIO

July 24, 1950

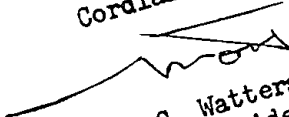
THE WCPO STATIONS  
WCPO  
WCPO-TV  
WCPO-FM

Mr. C. J. Witting  
DuMont Television Network  
515 Madison Avenue  
New York, New York

Dear Chris:

May I congratulate you on the quality of the teletranscription of the "Cavalcade of Stars" program which we telecast Sunday night July 16. It was the best recording I have ever seen. It was as good as a live network feed.

Cordially,

  
M. C. Watters  
Vice President  
General Manager

DU MONT—the first television network—continues to pioneer. New Teletranscription\* techniques developed in the Du Mont laboratories give better grays, sharper images, minimum flare, higher fidelity sound . . . and produce unsolicited letters like the above. One more reason why smart sponsors know—

**Dollars get more  
dealers on Du Mont**

60 Stations

TELEVISION  
**DU MONT**  
NETWORK

The Nation's Window on the World

515 Madison Avenue, New York 22, N. Y. • Phone: MUrray Hill 8-2600

\*Teletranscription—sometimes called "kinescope recording"—a Du Mont Trade Mark.

## Emergency Network Suggested By FCC

(Continued from Page 1)

is to provide emergency radio "in connection with disasters and other incidents involving loss of communications facilities normally available or demanding the temporary establishment of communications facilities beyond those normally available." The term "disaster and other incidents" covers an occurrence of such a nature as to involve the health or safety of a community or larger area and would include, but not be limited to, floods earthquakes, hurricane, and consequences of armed attack.

### Amateurs Included

The service would operate in the 1750-1800 kc band. Any fixed land or mobile station could qualify for participation in such emergencies. Amateurs and commercial radio operators, both government and non-government stations would be eligible for this service. There would be liaison with individual or network stations handling disaster communications on their own frequencies.

The FCC said it also would consider applications from persons wishing to set up a station for use in the disaster network only.

The Commission also issued proposals for emergency interconnection of government and non-government facilities, and declared that the special service might be called into effect for the handling of private as well as public messages in time of emergency. No charge could be made for the private messages, however. Comment on the proposed new regulations by September 15 was asked.

## ABC Names Oliver Treyz Director Of Presentations

(Continued from Page 1)

will assume the duties of Maurice Gaffney, who died suddenly last week.

With ABC since July, 1948, as a presentations writer, Treyz was formerly manager of the research department of Sullivan, Stauffer, Colwell & Bayles, Inc., advertising agency of New York City, which he joined after serving in the U. S. Army Air Forces as statistical control officer.

Treyz, a graduate of Hamilton College, Clinton, N. Y. in 1939, entered radio with Batten, Barton, Durstine & Osborn, Inc., of New York City as a radio writer and producer.

**NEW JERSEY'S SPORT STATION**  
**W F P G**  
ATLANTIC CITY  
SERVING 133,000 PERMANENT  
RESIDENTS AND 13,190,000  
ANNUAL VISITORS



By SID WHITE

### Man About Manhattan. . . !

● ● ● **FRIDAY-DREAMING:** Bill Slater, the philosopher of 44th Street, came up with a classic yesterday that oughta wind up as a slogan somewhere. Bill sez there's one atom that will never be smashed—and that's America's up-and-at-'em! . . . Everett Sloane off to Hawaii for a film and Leon Janney takes his place as Dr. Martison in "Nora Drake." . . . Vic McLeod celebrating his 44th year in showbiz and leaving for the coast to do a series of TV films. . . . Al Jolson chafing at the TV bit. . . . Sign in glove shop: Dirty kids cleaned. . . . Ed Gardner has a bit in his own movie, "The Man With My Face." The scene shows Ed turning off a radio and snorting: "Those radio commercials!" . . . Oops, sorry dep't: In Wednesday's RADIO DAILY, Jerry Devine was mentioned as being "the original producer of 'Mr. D.A.'" As everybody and his 3rd cousin in radio knows, it was Ed Byron who rates that distinction. . . . Phil Spitalny busier than the Dodger bull-pen since his Waldorf click. Among other things, he's conferring with would-be TV sponsors, working with J. Fred Coots on a musical and setting a film deal wherein Irving Caesar will fashion a scenario for his glamour-packed ork. . . . A group of midnitters were pondering on how Bill Boyd manages to maintain his top popularity despite the great number of Westerns on video. "I guess it's just a case of the early Boyd catching the worm," nutshelled Winnie Garrett.

★ ★ ★

● ● ● **WHAT'S NEW:** Frank Sinatra nixing offers of \$4,000 for a series of one nighters in order to concentrate on his coming CBS-TV show. . . . Dick Brown, singing star of "Stop the Music," is a show-stopper at the Riviera. . . . Betty Garde set for "Guys & Dolls." . . . Pimms Cup set chatter is that Howard Hughes' hush-hush talks with Dore Scharly may set 1951 TV pace for H'wood. . . . Look-alikes: Claude Rains and Horace Braham. Frank Gallop and Boris youknowho. . . . Hear that several approaches have been made to BBD&O from clients who would like to use the Rainbow Room as a background for a telecast. (Rainbow Room is skedded to open in Sept). . . . Robert Q. Lewis is moving two flights up in his hotel. Seems there's a bathroom tenor on his floor that's keeping him awake nights trying to snare an audition for his TV show.

### Major Henry Burgoyne

St. Catharines, Ont.—Major Henry Bartlett Burgoyne, 65, president and managing director of St. Catharines Standard and managing director of CKTB died this week at his summer home near Bobcaygeon, Ont., after a brief illness. Widow, a son, and two daughters survive.

### ANNOUNCER WANTED

Reliable, experienced combination man with accent on announcing. Opportunity soon of successful Central New York network affiliate. Up-stater preferred. Permanent position for right man. Good starting salary plus increases over two-year spread. Some talent opportunities. Must have pleasing voice and personality. Capable of handling news and shows. Congenial working and living conditions. Live audition preferred but disk will do. Personal interview plus character and work references required as clincher. Give details in first letter.

Box No. 161, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

## Radio-TV "Essential" For War, Gov't Holds

(Continued from Page 1)  
and may change with the demand of the international situation.

This announcement came as NAB launched a "military status" survey of broadcast stations, both radio and TV, to determine how many reservists are employed in the industry, how many active or inactive, the age brackets, marital and dependency status, and the number of World War II veterans.

In listing the industry last night the Government agencies wrote that the classification "includes radio and television stations primarily engaged in activities involving the dissemination of radio communication either aural or visual, intended to be received by the public through receiving sets, and networks primarily engaged in activities involving the transmission of program material by wire or radio to stations serving as network outlets. Radio stations and networks engaged in the sale of time for broadcast purposes, and the furnishing of program material or services are also included."

NAB President Justin Miller said yesterday that "the pattern for the recognition of American broadcasting as an essential industry in time of emergency was established in the last war.

"Our effort here is to measure the manpower needs of broadcasting against the potential number of employees who conceivably might be called to service. Such vital information will assist us in our discussions with appropriate Government agencies. Naturally, a prime consideration is a sufficient manpower pool to keep broadcasting stations operating efficiently during a period when they will be called upon by the Government to perform necessary functions in the conduct of the nation's affairs during the emergency."

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of the dial  
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# EQUIPMENT

FM-TV

FM-FAX

Section of RADIO DAILY, Friday, August 4, 1950

## TELEFEX SHOWN TO ABC-TV EXECES

### New Type Microwave Housing By Philco

A new type of shelter for microwave repeater stations, designed to protect microwave antennas from the elements, tampering and vandalism, has been designed by Philco engineers, according to an announcement by G. A. Hagerty, commercial sales manager, industrial division of Philco Corporation.

A pressed fiberglass window is installed in the sloping roof of the shelter directly above each antenna dish. The window material has been carefully selected for its strength and transparency at microwave frequencies. To prevent accumulation of ice and snow, thermostatically-controlled heaters are employed.

**Available In 3 Materials**

As a part of complete Philco microwave communications and TV relay systems, these new type microwave shelters are available in pre-fabricated steel, concrete or lightweight aggregate concrete in various sizes. Hagerty pointed out that these shelters are designed to accommodate primary and stand-by microwave repeaters or terminals, multiplexing equipment, stand-by power generator, work bench and test equipment.

### Smoke Stack Emission Guarded By TV

A little thought of application for TV is now being put to use by the Consolidated Edison Company of New York as a look-out to guard against "stack emission"—a white smoke that isn't smoke at all, (i.e., unburned carbon particles) but a mixture of gases, precipitated matter and fly-ash, a microscopic dust. Two cameras, set up on a nearby roof, are focussed on the electric generating plant's 250-foot stack. The image is transmitted to a ground floor viewing screen where technicians can shut off the flow of "smoke" when any is sighted. For the past two years, Con Edison has also been using TV to keep an eye on boilers and permit men in a distant control room to regulate the mixture of water and steam that operates them.

### Projection System Seen First Time In East

At the invitation of ABC-TV executives in New York, the first showing here of Teleflex was held Wednesday at the web's 66th Street TV studios.

The system, whereby still process shots, motion picture film and advertising copy, etc., may be projected as background for TV shows via rear screen projection through the use of specially built equipment, has been in use on the West Coast for the past ten months at KECA-TV, ABC's TV affiliate in Los Angeles.

Donna Fargo, head of Teleflex, Culver City, Calif., demonstrated the effectiveness of this revolutionary medium, showing a number of process shots that have been used as backgrounds for TV shows on the coast, some of which are seen here via kine.

Among the ABC-TV executives who witnessed the demonstration in ABC's TV Studio 1, and who seemed favorably impressed with it were: Alexander Stronach, national director of TV programs; Harold L. Morgan, Jr., national director of TV operations; Frank Marx, vice-president in charge of engineering; James McNaughton, TV art director and Burke Crotty, executive TV producer.

It was learned yesterday that Teleflex has granted ABC the option to be the first network in New York to utilize this system. However, the decision in this matter is still pending, a web spokesman told RADIO DAILY late yesterday.

Meanwhile, Miss Fargo goes to Chicago this weekend to demonstrate the Teleflex system to TV stations in that city.

### Navigation & Electronics Joint Meeting In Sept.

A joint open meeting, unique in the history of transportation, will be held at the Hotel Astor in New York, September 19-21, inclusive, devoted to the common aspects of air, marine and land navigation.

The meeting will be jointly sponsored by the Institute of Navigation, the Radio Technical Commission for Aeronautics and the Radio Technical Commission for Marine Services.

In setting up the joint meeting, an attempt is being made to bring out the common denominators of land, sea, and air navigation problems and procedures; to exchange ideas for the mutual benefit of the three modes of navigation, and to explain the means which may lead to better coordination and more universal usage of aids to navigation, meteorological information, and related services.

### Two New FM-AM Models Announced By Zenith

Two new Zenith FM-AM table model radios were announced yesterday by L. C. Truesdell, vice-president in charge of household receivers, Zenith Radio Corporation. They are the Super-Medallion which retails at \$49.95 and the Super-Triumph, priced at \$59.95.

**Range Of Models Is Wide**

Long claiming the most sensitive FM models on the market, the new receivers round out Zenith's FM-AM table line which ranges from \$39.95, FM only, to \$79.95, the highest priced FM-AM table model in the company's line now available to the public.

Cabinetry in both models is modern, featuring the use of maroon plastic.

Both of the models contain a 5/4" Alnico speaker, are 7-tube sets, with a selenium rectifier.

## PRODUCTION PARADE

### Revised RCA Tube Guide

A new and revised edition of the popular RCA "Triple Pindex," handy quick-reference guide to tube-base diagrams, has been announced by the RCA Tube Department. Enlarged to cover the base diagrams for more than 600-tube types, including more than 60 kinescopes, the RCA Triple Pindex is so named because of its unique design, which permits instant location and simultaneous study of any two or three base diagrams.

### G.E. To Make 17" Rectangulars

General Electric will start making 17-inch rectangular picture tubes at its Buffalo and Syracuse plants, E. F. Peterson, manager for the G. E. Tube Divisions, Schenectady, N. Y., announced yesterday. This tube will be the third rectangular type to be made by the company. The others are the 14-inch glass and 16-inch glass.

### Joins Sylvania Sales Staff

John A. Wood, formerly sales representative for the Pacific Wholesale Company of San Francisco, has joined the distributor sales staff of the radio tube division, Sylvania Electric Products, Inc., according to an announcement by H. H. Rainier, distributor sales manager. Wood will make his headquarters at the company's California Division office located in Emeryville, Calif.

### New Sightmaster TV Set

Sightmaster Corp., New York, has announced its 1950 line of the Sussex—19-inch deluxe model. The new unit is composed of the deluxe Sightmaster chassis, DuMont Tuner with FM radio and Webster Record Changer. Cabinet is hand rubbed mahogany with full doors and 12-inch speaker. Unit is priced at \$695 and the same unit with Sightmirror at \$735.

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# NBC To Rebroadcast 'Quick And The Dead'

(Continued from Page 1)

bers of the network, since requests for use of the show have come from all parts of the country. Decision on whether to release "The Quick and the Dead" to schools, for recording for sales to the public and whether it will be put into book form will also be reached shortly.

Bob Hope, in the role of a taxpayer, is heard on the program. He gets his information on nuclear physics from William L. Laurence, New York Times science writer and two-time Pulitzer Prize winner.

Laurence was the only newspaperman allowed behind atomic scenes in 1945. By the use of flashbacks, in layman's language, Laurence tells the story of the development of atomic energy.

The first half-hour segment tells the story of the building of the first atomic chain reaction and the explosion of the first atomic bomb at Los Alamos, New Mex. Second half-hour describes the fate of Hiroshima in the words of Bob Lewis, co-pilot of the B-29 that dropped the bomb on the Japanese city.

The third half-hour covers the momentous events which preceded President Truman's instructions to the Atomic Energy Commission to build a hydrogen bomb. The final half-hour tells of the peace-time uses of atomic energy for mankind's benefit.

Research for "The Quick and the Dead" was started by Fred Friendly, NBC producer, more than eight months ago. The tremendous reaction to the series, by the public, is undoubtedly caused by the present global unrest and the breaking out of war in Korea.

## Institutional Telecast Used By Power Firm

(Continued from Page 1)

Southern Company group in Georgia, Florida and Mississippi. Title of the film was "Power of the South."

The telecast was advertised by the sponsor in a display ad 10 inches over two columns in local newspapers, and told television viewers if, after seeing the show, they would like to borrow a print in technicolor for showing to a local club or other groups, one would be available by contacting the company's advertising department.

### WANTED: TOP PRODUCER-DIRECTOR

for winter stock company in Chicago area; also to direct school of drama. Salary commensurate with position and experience. Excellently equipped theatre.

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1501 Broadway New York 18, N. Y.

## AGENDA FOR FM MEETING

The following is the agenda for the two-day FM Committee meeting of NAB which will be held in the board room of the industry organization in Washington on next Monday and Tuesday:

**RECEIVERS** — Supply and demand; Quality; Promotion by the manufacturers; Radio - Television Manufacturers Association; FM car receivers; FM battery receivers (for farms).

**THE AGENCY PROBLEM**—How to sell FM to time buyers and agency representatives, Research, surveys; Promotion, advertising; BMB; BAB.

**THE NETWORK PROBLEM**—How to make FM attractive to networks for affiliation of FM-only stations; Network recognition of additional coverage provided by FM duplication; Research surveys; Promotion, advertising.

**DUPLICATION**—Should AM-FM

network affiliates be required to duplicate same number of AM hours on FM?; Should AM-FM network affiliates be required to duplicate all network shows carried on AM?; Duplication good or bad for promotion of FM?; FM bonus—why give it away?

**NETWORK RELAY PROBLEM**—What can be done to counteract telephone companies' refusing partial use of connecting lines for network relays?; Added cost created by having to use unnecessary connecting lines to combine telephone broadcast lines with FM relays; WFHR, Wisconsin Rapids.

**SPECIALIZED SERVICES** — Muzak petition; Store broadcasting; Transit; Functional; Multiplexing, facsimile; Should FM broadcasters appeal to the FCC to give immediate decision on status of specialized services?

Tuesday, August 8

**CONSIDERATION OF RESOLUTIONS AND RECOMMENDATIONS OF BROADCASTERS** — Where else can the NAB do an effective job for FM?; President; General Manager; Board of Directors; Legal; Public Affairs; Engineering; Research; BAB; BMB; EERD.

**PROMOTION BUDGET** — Brochures; Mailing lists; Trade press advertising; Reprints.

## Pulse Reports Radio Holding Its Own Here

(Continued from Page 1)

fourth straight month, since April, when a decline was shown, the actual decline in percentages was more than offset by the normal increase in number of radio families during the period.

Programs Listed

As reported by The Pulse, Inc., only one evening program—Walter Winchell—had a rating of over "10." Winchell's news program, received the highest rating, 13.1. Others in the first ten, were: "Big Town," "Mr. Keen," "Take it or Leave It," "Louella Parsons," "The Fat Man," "Drew Pearson," "The Lone Ranger," "Somebody Knows," "This is Your FBI," and "Mystery Theater." The first ten shows, as reported, include six mysteries, two newscasts, one quiz, one western and one gossip. First three, daytime, across the board, included "Arthur Godfrey," "Rosemary" and "Grand Slam."

### New Chief Engineer At WOOD

Grand Rapids, Mich.—Robert A. Wilson, veteran radio and electronics engineer, is the new chief engineer of WOOD. Wilson came from Evansville, Ind., where he was chief engineer for WEOA, and prior to that, WGBF.

## Send Birthday Greetings To—

- August 11  
Fred Barron John W. Dolph  
Carl Landt Val Adams
- August 12  
Scotty Bates Evelyn Gardner  
Leonard Joy Ruth Lowe  
Frank Ross V. A. Weber  
Carlo De Angelo Lee Wallace
- August 13  
Louise Cox Bert Lahr  
Tom Moore Mabel Todd  
Ellen Williams Robert Mayberg
- August 14  
Roy D. Williams Merle S. Jones  
Ed. J. Herlihy John Holbrook  
Bob Patt John Portenfield  
Samuel L. Ross Lew Story  
Margaret Jacobson
- August 15  
Virginia Arnold Rose Marie
- August 16  
Mildred Huebner Bill Morrow  
Charlie C. Hicks Dennis James  
Helen E. Bennett
- August 17  
Abram Chasins Claire Glazer  
Geo. Howard Frederic W. Ziv

### WANTED: PRIVATE SECRETARY

to General Manager  
Radio Station WVNJ  
45 Central Ave.  
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For Interview, telephone:  
Cortlandt 7-5325  
or  
Mitchell 3-7600

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CROSLY BROADCASTING CORPORATION

# TELEVISION DAILY

Section of RADIO DAILY, Friday, August 4, 1950 — TELEVISION DAILY is fully protected by register and copyright

## RECEIVER PRICES UPPED BY PHILCO

### TELE TOPICS

**COVERAGE OF THE PEACE RALLY** (or riot) in Union Square by Telepix newsreel (for WPIX) scored what may be a new record in news coverage by television. The last twenty feet of film shown on the 10:45 p.m., Wednesday Telepix news was shot at approximately 10:00 p.m. as the rioters departed from Union Square and made their way toward Times Square.

**ARCHIBALD U. BRAUNFELD**, treasurer of American Television Society, Inc., has advanced a theory on the solution of the current financial problems of TV service contract companies. He believes service contracts could be set up in escrow or trust funds and be drawn upon monthly pro-rata as earned. In the event of financial difficulty of a company (as Capital Television Corp.) distributions could be made to the service contract holders or the money turned over to another company with the consent of such contract holders.

**SUPER CIRCUS** (ABC-TV) will be sponsored alternate Saturdays by Peters Show Co. during the last half-hour of the 5-6 p.m. show. . . . Burt Shotton will be on Bill Stern's Sunday premiere of his own show over NBC-TV (8:30-9:00 p.m.); Stern's stint of the past few Saturdays on a hastily-thrown-together interview show has been a good convincer for web officials as to the possibilities of a new vehicle. . . . Johnny Johnston, husband of Kathryn Grayson, rumored to be slated on a CBS-TV half-hour show when expansion of daytime programming begins. . . . Mike O'Shea will be vacation replacement for Danton Walker on WPIX "Broadway Scrapbook" as of today (7:30 p.m.). . . . September issue of Teenage Magazine carries an eight-pager on Hopalong. . . . Barbara and John Gay, super-sleuths on WOR-TV's "Mr. and Mrs. Mystery" (7:15-7:30, Tues.-Sat.) will have substitutes next week while they vacation at Booth Bay Harbor, Maine, end of the couple's romance.

**QUARTERBACK ED W. LeBARON** will be dragged off the football field after the All-Star Game in Chicago (Aug. 14th) by the Marines who will call him active duty pronto. DuMont's coverage of the event is rumored to be now above the 29 stations listed as carrying the game some weeks ago. . . . Roy Battersby, former NBC press man, will have his "Big Story" presented on NBC-TV. Now public relations exec., Battersby leaves his week-end for Marine Corps maneuvers. . . . Randy Merriman will launch the first local daily TV audience participation show in the Twin Cities on Aug. 1 (2 p.m.) over KSTP-TV.

### Accepts Defense Chairmanship

J. R. Popple, WOR and WOR-TV vice-president in charge of engineering, has accepted chairmanship of a special Communications Committee in the New Jersey civil defense organization. The committee comprises a sub group of the Technical Advisory Committee named by Governor Driscoll to assist with plans for New Jersey's defense. The appointment of Popple was made by virtue of his being a citizen of South Orange, N. J.

### CBC Official Views TV With Some Alarm

Ste. Anne de Bellevue, Que.—R. S. Lambert, supervisor of educational broadcasts for the CBC, said here that he viewed with alarm the advent of television in Canada. CBC has announced it will send out television programs from Montreal and Toronto next year.

In an address before students of Macdonald College Summer School for Teachers, Lambert said that "from the United States comes streams of horrifying reports of the influence of television on the recreational habits of adolescents.

"American children are frequently spending from three to five hours a day on television which results in poor school work and less reading, and outdoor activities."

Mr. Lambert said the CBC was determined that insipid television viewing would not seize Canadian youth. He said that since television is unrivalled for showing processes it could be used to direct the imaginative powers of youth into creative channels.

"If education wishes to make television a positive contribution to youth," he said, "it will be a difficult task but it can be done.

"The alternative is to face a form of barbarism which can undo all the

### 10% Tax On TV Sets Gets Committee OK

(Continued from Page 1)

ury Secretary John Snyder earlier that day that the levy be enacted.

The tax—which it was estimated last winter by the Treasury would account for \$40 million—would be imposed on the factory price of sets. It would amount to about \$12, it was said, on the average set retailing at about \$200. It is impossible to estimate just what the yield will be because of the uncertainty about production of TV sets.

RMA opposed the tax this spring on the ground that it is discriminatory and would place an unwarranted burden upon a struggling young industry. Snyder held, however, that it would be discriminatory against AM radio, movies and other entertainment industries to have special Federal taxes on them and none on TV.

work of the teachers and librarians."

Mr. Lambert described radio as a means of vitalizing and speeding up the slow processes of education. He said it was not only a means of passing an idle hour but an instrument for improving the mind. It could be used in handling the appallingly-heavy curriculum of today's school, he said.

### DuMont Acquires Space For TV Production Plans

A five-year lease for the Ambassador Theater (215 West Forty-Ninth Street) has been signed by the DuMont network, according to an announcement by web general manager Chris J. Whiting, who signed the contract with Lee Shubert. The lease is renewable at the end of this five year period.

Also this week, DuMont signed for space on the 9th floor of the new Look Building (488 Madison Avenue) in which they will house the accounting department and other offices not actually engaged in production. In addition, the Look

Building space will be used for rehearsals of daytime programs staged at the web's headquarters at 515 Madison.

Remodeling of the Ambassador Theater will include the installation of modern studios, control rooms, and the latest TV camera equipment. The auditorium of the theater will also have a face-lifting including new seats, new carpeting, and an entire repainting.

Engineers for the network are reportedly studying a large upper East side building to determine its feasibility for additional studios.

### Increased Costs Of Components Is Factor

(Continued from Page 1)

said that in June when prices were announced to be 25 per cent lower than previous comparable models, the prices were based on an expected decline in material costs and savings "that would accrue from a very large increase in TV production."

"It is now evident that these cost savings cannot be realized and the company is therefore forced to rescind a portion of last month's price reductions," a Philco executive said. "With these adjustments, which average less than 7 per cent, prices on the current line will show a reduction of approximately 18 per cent as compared with the old line."

Two other major manufacturers announced price increases the past week. The Allen B. DuMont Laboratories notified the trade of a 10 per cent increase on their new line to go in effect on September 1st and the Emerson Company announced price increases on radio and TV receivers ranging from 3 to 16 per cent.

Opposition to price increases came yesterday from John S. Meck, president of the John S. Meck Industries and of Scott Radio Laboratories. Meck said that any "unjustified increase in the cost of sets during the shortage period ahead, combined with tougher credit regulations would take TV out of reach of the great mass of the market.

"Television's amazing growth during the past two years," said Meck, "has been due to its reaching the 50 per cent of the people who earn less than \$3,000 a year. This has been possible because we have rapidly lowered the prices of our sets and credit has been liberal. If we carelessly confine our products to the well-to-do during the shortage period, we may find we have lost the low-income market for good and that the whole concept of television will be changed to provide amusement for the high-income bracket of the population."

### Cost-Per-1000 Sets Down For 1-Minute TV Film

The cost-per-thousand sets in reaching the TV market by a one-minute commercial film has dropped 43 per cent since September, 1949, according to the latest TV Spot Advertising Cost Summary released yesterday by the Katz Agency.

• PLUG TUNES •



WORDS & MUSIC



• PLUG TUNES •

By TED PERSONS

**Another BMI Pin-Up Hit!**  
**IF YOU WERE MY GIRL**  
 Published by Duchess  
 Recorded by  
 Perry Como.....(Vic)  
 Transcribed by  
 Johnny Guarnieri.....(Thesaurus)  
 Bob Eberly.....(World)  
 Herb Sheldon.....(Associated)  
 Licensed exclusively by  
**BROADCAST MUSIC, INC.**

**Now Breaking for a Smash!**  
**SAY WHEN**  
 Dick Haymes & Evelyn Knight  
 (Decca)  
 Owen Bradley (Coral)  
 Zee & Jim (Royalty)  
 Richard Hayes (Mercury)  
 Others to follow . . .  
**Duchess Music (BMI)**

**GONE FISHIN'**  
 recorded by  
 JIMMY ATKINS .....Rainbow  
 BILL DARNEL .....Coral  
 ARTHUR GODFREY .....Columbia  
 JOHNNY GUARNIERI .....Admiral  
 THREE SUNS .....RCA Victor  
 others to follow  
**LEO FEIST, INC.**

**Stepping Out!**  
**VAGABOND SHOES**  
 Jefferson Music Co.  
 1619 Broadway New York City

**Hit of the Year!**  
**GOODNIGHT, IRENE**  
 Spencer Music Corp.  
 129 W. 52nd St. New York City

• • • The seeming unpopularity of the "popular" song has certain music publishers huddling with affected elements in the trade to find out how come, others nursing their blues privately and waiting for the "inevitable" bullish phase of the "cycle," still others wondering if, maybe, a buck could be made in the bagel baking business. We don't know THE answer, not rightly knowing what the basic question is: too many record releases? poor quality songs? too few pizmos in the home? lack of proper merchandising methods? the high cost of living? All we know is a disc jockey, Dave Miller, of WPAT, who points out to his wide audience that songs, in addition to being entertainment on his programs are articles of commerce in the local stores in the form of records and sheet music. **AND A NOTABLE NUMBER OF LISTENERS ARE BECOMING BUYERS!** Has Dave the formula for a national promotion that may have the music business dimpling again? . . . Ostrow Music has entered the publishing field with Joe Schuster as professional manager. The first plug will be on "I Shouldn't Love You, (But I Do)." . . . Abe Bloom's hunch on "Do I Worry?" is bearing fruit for Melody Lane; Russ Morgan on Decca, The Four Tunes on RCA Victor and other labels committed.



• • • **GAZETTE:** Heard that Jean Block will marry Francine Block (no relation yet) on Sept. 1st. . . Richard Hayes replaces Tony Bennett as male vocalist on "Songs For Sale." . . . Bill Taylor, WOR, starts his vacation in the Berkshires on the 20th. . . Plans are in the making to revise the format of a prominent entertainment business weekly. . . Louis Jordan opens in Bop City, New York, tonight. . . Connie Haines goes into the Capitol Aug. 24th. . . Jack Kilty leaves for St Louis to play the lead in "Carousel" at the Municipal Opera. This will be the first run of the musical not under the auspices of the Theater Guild. . . Tony Lane's Airlane Trio makes its debut on "The Fitzgeralds" tonight on WJZ-TV. . . Frank Sinatra was bibulously welcomed home by fellow artists, Columbia's top brass, sundry platter spinners and assorted members of the press at Toots Shor's on the eve of his departure for Europe. Nat Shapiro was host at this coming-and-going party. . . Soprano Elaine Malbin will be the solo star on WOR-Mutual's "Chicago Theater of the Air" on Aug. 5th, 10 p.m.



• • • The first performance of Don Gillis' "Alice in Orchestra" with narration written by Ernest LaPrade will take place on the NBC Symphony Concert, Aug. 6th, 8:30 p.m. Eddie Mayehoff will be narrator and Wilfrid Pelletier conductor. . . RCA Victor, by virtue of its investment in Irving Berlin's "Call Me Madame," will record an album with the original cast (Ethel Merman, Paul Lukas, et al.) . . . 40 of the SESAC home office personnel will attend the Aug. 7th broadcast of the Band of America (NBC, 9:30 p.m.), seeing as how Karl L. King, celebrated band master of Ft. Dodge, Ia., who is officiating as guest conductor, is a SESAC affiliated publisher. . . Buddy Friedlander is now handling record promotion for Jack Pleis, recording director and artist with London Records.



• • • Lester Lewis and Howie Richmond have split the management of Don Cherry, the bidding baritone, between them, Lester's sphere being radio and TV and Howie's everything else. . . "We hold these truths to be self-evident: That all men may be cremated equal!" Just a line from a little masterpiece, "Old Man Atom" (suggested sub-title, "Gone Fission"), written by Vern Partlow, a reporter for the Los Angeles "Daily News," and recorded up to the hilt by Ozie Waters for Coral. . . What with milk up a cent a quart, here's another timely tune—"Show Me How, You Milk The Cow," published by Campbell, recorded by Louis Jordan.



**Repertoire Officials Re-Aligned At Capitol**

Jim Conkling, vice-president of Capitol Records in charge of repertoire, has announced an immediate change in the repertoire department.

Lee Gillette, western repertoire director, will transfer into the popular department to work with Larry Busch and Conkling with popular artists. Gillette will temporarily retain supervision over a few of the artists whom he previously handled in the Western-Hillbilly field where these artists are of the type who are "on-the-fence"—meaning that they have a popular following as well as a Western-Hillbilly following.

**Directed From Nashville**

The Western-Hillbilly department will now be more directly supervised by Dee Kilpatrick, out of Nashville, Tennessee, while Ken Nelson, who has handled a great many Western-Hillbilly artists at Capitol Transcriptions, will become publishers and artists' contact of the West Coast.

There is no change contemplated in the New York Artists and Repertoire set-up which is handled by Walt Rivers, with Pete Rugolo as his musical advisor and consultant.

*Proven Hits!*  
 IT ISN'T FAIR  
 I STILL GET A THRILL  
 DREAM A LITTLE DREAM OF ME  
 THE NIGHT IS YOUNG  
 (And You're So Beautiful)  
  
**WORDS & MUSIC, Inc.**  
 1619 Broadway, New York 19, N. Y.

**I WISH I KNEW  
 ASK MY HEART**  
 RCA-Victor Records by DOLPH HEWITT  
**ADAMS, VEE & ABBOTT, Inc.**  
 216 S. Wabash Ave. Chicago 4, Ill.

Nothing Can Stop This!  
**"FOREVER WITH YOU"**  
 by the writer of "My Happiness"  
**FORSTER MUSIC PUB., INC.**  
 1619 Broadway, New York 19, N. Y.  
 216 S. Wabash Avenue, Chicago 4, Ill.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 52, NO. 25

NEW YORK, MONDAY, AUGUST 7, 1950

TEN CENTS

## STATE DEPT. REVEALS 'VOICE' PLANS

### Sprague Calls Emergency RTMA Board Meet

#### Will Discuss Gov't Needs In N. Y. Tomorrow

Washington Bureau of RADIO DAILY  
Washington—An emergency meeting of the RTMA board of directors to consider vital problems affecting the radio-television industry in connection with the current national rearmament program was called Friday by President Robert C. Sprague. The meeting will be held at the

(Continued on Page 6)

#### Radio Rates Exempt In Senate 'Price' Bill

The Senate Banking and Currency Committee voted in Washington on Friday to include in its economic controls bill the exemption of broadcast rates from any eventual price control. The amendment adopted was worded precisely as was the amendment voted a day earlier in the House, covering press, radio and movies.

#### NAB Board Meets Today, With Steelman Tomorrow

Washington Bureau of RADIO DAILY  
Washington—The NAB board will meet tomorrow with White House Adviser John Steelman and FCC Chairman Wayne Coy, following a day of deliberation today on the

(Continued on Page 3)

#### Institutional

An institutional campaign for all radio is included in WSM's 25th anniversary theme. The Nashville station is using Time magazine, trade publications and 120 newspapers in the station's territory to carry out the theme that the station will still be in business when they celebrate their golden anniversary scheduled in 1975.

#### Columbia Testing 45 r.p.m.

Columbia Records announced Friday plans to "test" an improved system of 45 rpm recording by placing a new disc on sale in a number of key markets. The recording will feature Frank Sinatra singing "Good Night Irene" and the Mariners in a rendition of "Sometime." The announcement has special trade interest inasmuch as Columbia introduced and has featured 33 1/3 long-playing records.

#### Giveaway Programs Hit By Shortages

Threat of shortages in the TV receiver, radio and home appliance fields has created a problem for the giveaway shows both on the network and local station levels, RADIO DAILY learned Friday.

Several manufacturers who in the past have furnished merchandise in return for plugs are cutting off the premium tieups. Among them are reported to be RCA Victor, General Electric and Zenith. The reasons given are said to be the consumer demand for available merchandise

(Continued on Page 4)

#### Horace Heidt Renewed By Philip Morris & Co.

Philip Morris & Company, New York, has renewed its sponsorship of the "Horace Heidt Show" over the CBS radio network for another 52-week cycle effective with the broadcast of September 3. The popular youth opportunity series is presented Sundays, 9:30-10:00 p.m., EDT. The Blow Company is the Philip Morris agency.

#### Census Bur. To Offer Data Thru The NAB

Washington Bureau of RADIO DAILY  
Washington—Arrangements have been completed between NAB and the U. S. Census Bureau to release special statistical information to broadcasters through the facilities of the NAB research department, NAB general manager William B. Ryan said yesterday.

At present, the Census Bureau is preparing population figures for counties and cities of 1,000 people and over. These releases, to be made available a state at a time, will be directed to stations by NAB. The first state to be covered in a

(Continued on Page 3)

#### 10% Rate Increase Planned By WHLI

Announcing a 10 per cent increase in rates effective November 1, Elias I. Godofsky, president and general manager of WHLI, Hempstead, L. I., sent an announcement to all advertisers and agencies on Friday. In making the announcement Godofsky

(Continued on Page 3)

#### Revealing Radio Survey Made In Western States

For the first time in radio history, a survey of program audiences, covering the entire states of Colorado and Wyoming has just been released by NBC owned and operated affiliate, KOA, Denver. Entitled "The Colorado-Wyoming Diary Study," the project was conducted during April, 1950, in the two states area by Research Services, Inc.

The survey has particular interest

at this time, since it covers a two state area where there is no TV service, and where habit patterns of listening to radio have long been stabilized. The two state area with an almost equal distribution of listeners in cities of over 25,000 population; in cities and towns under 25,000 population and on farms, can be regarded as ideal for future

(Continued on Page 3)

#### N. Y. Sites Studied For Expanding Operations

Details of State Department's planning for the \$89,-000,000 "Voice of America" program were revealed in Washington Friday as the House Appropriations Committee released a lengthy record of hearings on the expanded program. Included is a \$41,288,000 item for broad-

(Continued on Page 6)

#### Business At WJR Reported Up 16%

Detroit—Harry Wismer, general manager of WJR, Detroit, upon his return from a west coast conference with G. A. Richards, president of the Good Will stations, reported that business at WJR is 16 per cent better than a year ago and that with the increasing interest in radio listening due to the Korean situation, will show new gains this fall.

Wismer reports that surveys in

(Continued on Page 6)

#### SESAC Gets Contract For Israel Music Rights

K. A. Jadassohn, general manager of SESAC, Inc., who has just returned from several weeks abroad, announced the signing of an exclusive contract whereby SESAC will repre-

(Continued on Page 2)

#### Nominated

John M. Redding, publicity director of the Democratic National Committee, widely known in radio and TV circles, has been nominated by President Truman as an Assistant Postmaster General. In the \$15,000-a-year post he would also counsel Postmaster General Jesse M. Donaldson on information activities of his department.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

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Irv Hamlin, Representative  
6425 Hollywood Blvd. Phone: Gladstone 8436

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Dallas, Texas  
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ROME BUREAU

John Perdiari  
Ludovisi 16

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

FINANCIAL

(August 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/4	9 1/4	9 1/4	
Admiral Corp.	24 1/8	23 3/4	24	
Am. Tel. & Tel.	150 3/8	150 3/8	150 1/2	- 1/8
CBS A	28 3/4	28 1/2	28 3/8	+ 3/8
CBS B	28 1/4	28	28	+ 1/4
Philco	35 1/2	35 1/2	35 5/8	
RCA Common	16 1/2	15 7/8	16 1/8	+ 3/8
Stewart-Warner	14 1/2	14 1/2	14 5/8	+ 1/4
Westinghouse	32 1/2	32 1/2	32 1/2	+ 3/8
Westinghouse pfd.	104 1/4	104 1/4	104 1/4	+ 1/4
Zenith Radio	45	44 3/4	45 3/8	+ 1 1/8

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

DuMont Lab.		16 3/4	17 3/4	
Stramberg-Carlson		12	13 1/2	

Stork News

Minneapolis—Jack Horner, KSTP and KSTP-TV sports director, Minneapolis-St. Paul, is the father of an 11-pound son, born Sunday July 23. Baby, named Thomas, is his fifth son.

**WEAV**  
PLATTSBURG, N. Y.  
AMERICAN BROADCASTING CO.  
CONSISTENTLY SELLING THE NORTH COUNTRY'S HIGHEST MARKET  
JOSEPH HERSHBY MCGILLVRA, Nat. Rep.

★ COMING AND GOING ★

WILLIAM S. PALEY, chairman of the CBS directorate, has returned from an extended vacation in Europe.

LLOYD GEORGE VENARD, vice-president of O. L. Taylor Co., national station reps., left town Thursday for a few days in Minneapolis on business.

DR. JOSUE SAENZ, president and principal stockholder of Fomento de Radio S. A. (Radio Mil), is at the Waldorf-Astoria. He's here on a UN mission.

DON and KAY McNEILL and their children, TOM, DON and BOBBY, arrived yesterday aboard the Queen Elizabeth and left at once for Chicago, where today they will resume their American network program.

JIM WOODRUFF, executive manager of WRBL, Columbus, Ga., and ED JOHNSON, sales manager of the station, to New York for conferences with their national reps.

R. C. FEHLMAN, station manager of WHBC, Canton, arrived last Thursday from Ohio for confabs with station-rep executives.

LOUELLA PARSONS is vacationing from her ABC show for four weeks, during which time her daughter, Harriet, and Rosalind Russell will substitute for her.

GEORGE P. HOLLINGBERRY, head of the station-rep. organization bearing his name, in town from Chicago.

JOHN BROWNING, general manager of WSPB, Columbia network affiliate in Sarasota, Fla., a visitor in New York.

AL ROSS, morning disk jockey on WBAL, Baltimore, and his wife, ALICE, now are on an extended motor trip through Ontario and Quebec. Mrs. Ross teaches radio and television at the University of Maryland.

JIM ROWE, manager of WBUT, Butler, Pa., and his wife, PATTY, a broadcaster for the station, are spending two weeks in New York. Rowe is negotiating for the Western Pennsylvania Regional Network, of which he is the founder.

EUGENE THOMAS, general manager of WOR-TV, on Wednesday will leave for Mackinac Island in northern Michigan, where he'll spend the next two or three weeks.

RICHARD "MO" MONAHAN, commercial manager of WAVZ, New Haven, Conn., is in Gotham on station business.

W. V. HUTT, general manager of KLRA, Little Rock, Ark., in town for talks with his station reps.

SESAC Gets Contract For Israel Music Rights

(Continued from Page 1)

sent all of the music, both present and future, controlled by I.P.A. (Israel Publishing Agency), and that of "ISCAM" (Israel Society of Composers, Authors and Music-Publishers). Important new Israel music publishers included in the I.P.A. roster are: Edition Hazemer, Edition "Pizmon" and Edition Gil-Ron. All of these firms are located in Tel Aviv.

The composers represented are S. Ferszko, director of popular music in Israel radio. Ferszko is not a newcomer to SESAC because he formerly lived in Poland and has many selections listed in SESAC's Polish catalogs. A. Broshi, lyricist, with many hits to his credit, and Pinhassi-Ariel, composer, who is head of Gil-Ron, are two additional artists included in the Israel-SESAC arrangement. Another, is M. Vilinsky, composer, who recently made a tour of the United States as pianist with an Israel choral group.

I.P.A., (Israel Publishers Agency), has entered into a reciprocal agreement with SESAC, thus making available over there the SESAC repertory of 150,000 musical compositions contained in more than 200 American music publishers' catalogs affiliated with SESAC.

Hed-Archi Records, the biggest recording firm in Israel, will record SESAC music; its head, Felix Rzecczynski, was formerly manager of Syrena Records Company, located in Warsaw, Poland. Dr. Salomon, famous composer and former pupil of Richard Strauss, is head of the program department of KOL, Israel, (Voice of Israel), which is the national broadcasting organization, similarly set up to BBC. Dr. Salomon has completed arrangements with Zenon Warden, general manager of I.P.A., in which SESAC music will be part of the regular program schedule of KOL, Israel.

BMI Buys The First Five Of CBS 'Songs For Sale'

The five winning songs of the first five broadcasts of CBS's "Songs for Sale" program have been purchased by BMI affiliated music publishers, it was announced Friday.

The show, which offers new compositions for sale to any publisher, both BMI or ASCAP, is aired over radio and TV simultaneously by CBS every Friday from 9 to 10 p.m.

The tune, "Paging Mr. Jackson," composed by Tommy Edwards of New York, is being published by the Beacon Music Corp. Beacon also bought "What Else Can a Dreamer Do?," written by Norbert Ludwig of Ellenville, N. Y. The song "Dreamer," also was chosen by Eddie Kay, production manager of Monogram Pictures for use in the forthcoming film, "Rhythm Inn." The picture deal was negotiated by BMI.

"Can't Make Up My Mind," was bought by Hill & Range, publisher of the current hit, "Rag Mop." Royce Swain, Omaha, Neb., wrote "Can't Make."

The fourth tune, "Swinging In Your Front Porch Swing," by Hortense Ford of New Haven, Conn., will be published by Dave Dreyer Music Co.

Mellin Music Co. will publish the recent winning song, "Chance of a Lifetime," written by Charles S. Joelson, corporation counsel of Paterson, N. J.

Say Gen. Mills Buys Show

Sponsorship of the 7:30-8 p.m. slot on Saturday nights over the ABC network is reported to have been negotiated by General Mills, to commence October 27th. Under consideration for the half-hour program are Slew Irwin and June Collyer, sister of Bud Collyer, with whom contracts have not yet been completed, it was revealed over the weekend. Agency for the General Mills account is Dancer-Fitzgerald-Sample.



"Our advertising costs too much!"

Does your treasurer ever look like this? Does your treasurer ever say things like this? He's the man to tell you how well your advertising dollar is being spent.

If your advertising isn't producing low-cost results, then it does cost too much! What to do about it? In Baltimore, you buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. That means that a LITTLE money does BIG things on W-I-T-H. Call your Headley-Reed man today for the whole story.

FM  AM

**WITH**

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

# NBC Station's Survey Covers West States

(Continued from Page 1)

udies, particularly when TV enters the picture.

The completed study reports the following information for each quarter-hour program audience between 5:30 a.m. and 12 midnight of the four leading stations in the area.

- (1) Total number of listeners in both states;
  - (2) Percentage of total population listening;
  - (3) Location of listening audience, urban in cities of more than 25,000 population, smaller towns and villages and rural;
  - (4) Economic status of listeners, prosperous, middle and lower;
  - (5) Age groups of the audiences, 40 and over, 20-39 and under 20;
  - (6) Division of audience by sex.
- The survey also covers the cumulative audiences of programs broadcast five or more times a week.

Among the interesting data uncovered, is a report on the average time spent listening to radio programs as compared to reading newspapers and magazines. According to the survey, the average person in the two states spends two hours and fifteen minutes listening to the radio, 49 minutes reading newspapers and 18 minutes reading magazines. During the average quarter-hour, it was discovered that 189,000 individuals listened to radio. Afternoons, 177,000 tuned into the radio, per quarter-hour and 307,000 listeners were found for the average evening fifteen-minute period. Combined population of Colorado and Wyoming is approximately 1,500,000.

The survey is based on 906 recovered diaries. Diaries were placed by personal interviews with pre-selected individuals, selected by a cross-section of the total population of both states. Individual diaries reported personal listening whether it was in the home, at work, in an automobile or in a public place.

William M. McPhee, director of Research Services, Inc. supervised the survey. Lloyd E. Yoder, general manager of KOA was responsible for the original plan.

James M. Gaines, director of NBC's owned and operated stations, said that the KOA survey was one of several projects now underway which will be of interest to broadcasters and advertisers. Copies of the survey will be available today, without charge, from the New York office of NBC Spot Sales, or from KOA, Denver.

### Buchanan Appointed

Johansen Brothers Shoe Company has engaged Buchanan and Co., Inc. as its advertising agency.

### The Land of the Free

Dramas of American Opportunity  
This week: Darwin P. Kingsley

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

# California Commentary

By IRV HAMLIN

● ● ● Jennings Pierce was hosted twice last week, once by NBC employees, then by SCBA. Loot—An engraved traveling clock, a matched set of golf clubs, bicycle handle bars, a compass, a flashlight, a warning bell and a revolver. Medford, Oregon,

## Hollywood

is pretty far up the coast, at that. . . John Nelson away to San Francisco for a few weeks, Murray Wagner subbing for John on "Live Like a Millionaire." . . Frank Veloz tempted by eastern offers running high, but refuses to leave West coast and lucrative dancing schools. . . Music Nite at Mocambo for King Cole's opening. On hand: Jimmy McHugh, Jimmy Van Heusen, Jo Stafford, Stan Kenton, Paul Weston, the Billy Eckstines, Martin and Lewis, Ella Logan, and many more.

★ ★ ★ ★

● ● ● Joe Hunter joins KECA's writer-producer staff. Joe will produce Frances Scully's "Star Gazing," Art Baker's Notebook, and others. In the meantime, Jack Wormser moves to the ABC direction staff. . . Bob Clampett's Beany has been made Honorary Special Deputy in Bexar County, Texas. . . Harry Von Zell has been signed by Natalie Kalmus TV as emcee for "Club Celebrity" show on KNBH. Regulars on show are Gregg Mitchell and Jill Richards, with the lovely, the very lovely Ginny Simms as premiere guest star. . . Jimmy Wakely records three numbers for 15-minute Navy recruiting transcription. . . KTLA has appointed Raymer as national sales rep. Chris Rashbaum still heads N. Y. sales outlet, with L. A. and S. F. remaining in the capable hands of Sales Mgr. Harry Maynard.

★ ★ ★ ★

## NAB Board Meets Today, With Steelman Tomorrow

(Continued from Page 1)

war situation and the plan proposed for separation of BAB from NAB. All members of the board are scheduled to be present with the exception of James D. Shouse, WLW, Cincinnati, and John H. DeWitt, WSM, Nashville, Tenn.

In connection with the BAB matter, the board will hear a report from Robert D. Swezey, WDSU, New Orleans, on the meeting here last month of the special committee to consider future organization and management of BAB. Attending that meeting, in addition to Chairman Swezey, were: Edgar Kobak, WTWA, Thomson, Ga.; Allen M. Woodall, WDAK, Columbus, Ga.; Charles C. Caley, WMBD, Peoria, Ill., and William B. Quarton, WMT, Cedar Rapids, Ia.

### ANNOUNCER WANTED

Reliable, experienced combination man with accent on announcing. Opportunity soon at successful Central New York network affiliate. Up-stater preferred. Permanent position for right man. Good starting salary plus increases over two-year spread. Some talent opportunities. Must have pleasing voice and personality. Capable of handling news and shows. Congenial working and living conditions. Live audition preferred but disk will do. Personal interview plus character and work references required as clincher. Give details in first letter.

Box No. 161, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

# Census Bur. To Offer Data Thru The NAB

(Continued from Page 1)

lease this week is Idaho. Additional releases, also scheduled for distribution this week, cover the Virgin Islands and Puerto Rico. Complete population and housing figures on West Virginia and Montana are expected within a week.

Stations wishing information from states other than those in which they are resident, should write to Kenneth H. Baker, NAB research director.

This information is vital to stations in figuring their current "census coverage" pattern.

## 10% Rate Increase Planned By WHLI

(Continued on Page 2)

said the rate increase is justified by "WHLI's 100 per cent increase in average ratings and a 62 per cent greater share of audience since the first rate card increase."

Godofsky said that current advertisers will continue to be covered by present rates until their current contracts expire. New advertisers who start no later than Nov. 1 will be charged at the current or existing rate and will be protected through October 31, 1951.

# WANTED FINISHED PRODUCT

FOR  
**LATIN AMERICAN TELEVISION**  
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COMPLETED SERIES ESPECIALLY REQUIRED!  
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SUBJECTS SUITED TO LATIN TEMPERAMENT & PSYCHOLOGY CONSIDERED

ENGLISH LANGUAGE NO BARRIER  
WILL ADVANCE DUBBING COSTS  
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AT  
R.K.O. CHURUBUSCO STUDIO, MEXICO CITY  
CALL, WRITE or WIRE **F. L. FOUCE**

# PAN AMERICAN TELEVISION CORPORATION

127 S. Broadway Los Angeles 12, Calif.  
Tel. MADISON 6-1925

# WBAL Releases Plan To Aid Government

Baltimore—WBAL & WBAL-TV, are now geared to meet the needs of military and civilian defense authorities. These stations advanced operations in the field of education by radio and TV are being patterned to cope with requirements of authorized government and military officials entailed with the job of informing the public.

WBAL & WBAL-TV "emergency" programming will stress civilian defense education and information by key civic, governmental and military figures. The stations, cooperative efforts have been outlined to Colonel Arthur L. Shreve, chief of Maryland Military district; Lt. Gen. Van Fleet, commanding, Second Army; Maryland Governor William Preston Lane, Jr.; Paul L. Holland, chief engineer, City of Baltimore; Colonel David Macintosh, director, Maryland State civilian defense; Commander L. G. Bernard, United States Navy, and General Milton A. Reckord, adjutant general, Maryland National Guard.

Stations currently campaigning on overall pattern of war effort information to help strengthen the Mid-Atlantic area. Number of news periods have been increased materially. In light of current demands for blood bank supplies all personalities on local program are cooperating to assist Red Cross officials.

Also as service to community WBAL has proposed a mammoth community "Power of Prayer" day broadcast to be held in mid-September. Event is being worked out with various religious, civic government, federal government, military and business organizations and will be staged in Baltimore's 5th Regiment Armory, which has 10,000 seating capacity. Choral groups, massed orchestra, and personalities will participate.

## INS Newsmen On WPTR

Albany, N. Y.—With the resurgence of interest in news and commentary, WPTR has scheduled a new series of news interpretation programs featuring Leo O'Brien, INS legislative correspondent. The new 15-minute series will be aired Sundays, Tuesdays and Thursdays at 7:30 p.m., beginning Aug. 8.

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Invasion of Privacy  
Plagiarism • Piracy • Copyright

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

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



By SID WHITE

## Man About Manhattan. . . !

● ● ● **PERSONAL POSTCARDS:** GERTRUDE BERG: No film experiment in years is being so eagerly and closely watched as Paramount's production of your "Goldbergs," which will have most of the original TV cast. Should this pix turn out to be a box-office click, look for many other radio and TV properties to go before the movie cameras with the original cast. . . . **EDDIE CANTOR:** If and when Gertrude Niesen decides to go TV, it won't be on any other show but your own. . . . **IRVING BERLIN:** Aren't you quietly planning a revival of your "This is the Army?" . . . **MARY MARTIN:** Betty Grable and Dan Dailey will do a take-off on you and Ezio Pinza in "My Blue Heaven." (This is supposed to be top-secret!) . . . **MOE GALE:** Lionel Hampton is planning a radio tour of the nation in a search for fresh Colored talent, with the emphasis on instrumentalists. . . . **TOOTS SHOR:** Ben Blue is being coaxed to come East and open a joint similar to Charley Foy's Supper Club on the coast. . . . **TEX MCCRARY:** Did you know that Gussie Moran was once Jinx's movie understudy? . . . **MARY MARGARET McBRIDE:** If you get Bert Parks before your microphone, you'll be regaled with some extraordinary Continental news revealing how little Bert relaxed on his vacation abroad. . . . **FRED ASTAIRE:** If Ginger Rogers can get releases from RKO and MGM, she'd like to assemble four one-half hour films of the dance numbers she did with you on the screen. These, for video purposes.



● ● ● Some years back, Dr. Allen B. DuMont wanted to buy a boat for fishing and cruising. He swapped a few shares of stock in his then youthful television company to finance his purchase of the boat. Figuring the cost of the boat to be what that same stock would sell for today, DuMont's pleasure craft would cost well over \$250,000.



● ● ● **VIEWS & REVIEWS:** In this ulcer-ridden business of radio and television, it's not only a pleasure but a treat to run across a relaxed team like Ed Fitzgerald and his charming missus, Pegeen, who don't even know what they're gonna say after the director's cue has them on the air. Never did see such an easy approach to television as theirs. Scheduled to start at 7:30 p.m., Ed was still scurrying around for a necktie at 7:25. At 7:15 a representative of the Wall St. Journal came in the studio and said they had okay'd a spot on the show. Ed took one glance at the front page and said okay, he'd do the commercial that night. The two guest stars who were to be interviewed that evening just stood around in a corner. Ed figured the interviews would be much more natural and informal if he knew nothing about them beforehand. At 7:30, without one iota of rehearsal, Ed & Pegeen took their place before the camera and the show was on. One of the guests, incidentally, was a lyric baritone, Geo. Nolan, who struck this observer as a guy who oughta go places in this business. He's a combination of Morton Downey and Dennis Day, and if that's bad then the next round is on us.



● ● ● **IN ONE EAR:** How busy can you be Dep't: Added to all her other activities, Faye Emerson, (the gal who put the V into TV), is now writing a tome. . . . B'wayites are chuckling over this one. A CBS star is said to have lost his show because for two weeks in a row he fluffed: "If you like this show, be sure to write us here at NBC!" . . . What used to be called ulcers are now tagged 'ulcers' in TV-land.



# Giveaway Programs Hit By Shortages

(Continued from Page 1) and the possible shortage of materials later on.

First to be hit by the curtailment will probably be firms in New York, Chicago and Los Angeles who specialize in procuring merchandises for giveaway shows. These companies are reported building up stock piles in case of an emergency.

## PRESENTING FOR YOUR PROGRAMMING CONSIDERATION



WILLIAM HORNE, Tenor

**A**merican born, American trained, William Horne has been singing since he was in the children's chorus of the Metropolitan Opera. His debut recital at Town Hall, before the recent World War, established him as a leading lieder singer. During his subsequent service in the armed forces he made his "Broadway" debut introducing Irving Berlin's "I'm Getting Tired So I Can Sleep" in "This Is the Army."

**A**fter his discharge from the armed forces William Horne made his commercial Broadway debut as "Paris" in the new opera company's production of "Helen Goes to Troy." Since then he has also appeared in the standard operatic repertoire in leading tenor role with the N. Y. City Opera Company and elsewhere in the U. S.

**H**e has also been identified with opera in English through his appearances in the title role in the American premiere of "Peter Grimes" at the Berkshire festival and in the leading male role of "Jo the Loiterer" in the world premiere of the Virgil Thomson Gertrude Stein opera, "The Mother of Us All."

**I**n Europe, William Horne had the distinction of being the only American selected by Rudolf Bing to sing with the Glyndebourgh Opera at the Edinburgh festival last summer. This summer he appeared with the Cincinnati Summer Opera, completing his season there this past week.

**T**ypical of the press reaction to William Horne are the following quotes:

WALTER WINCHELL says, "Better Than Giggles." N. Y. TIMES says, "Mr. Horne excelled in the smoothness and sustaining quality of his beautiful voice."

Exclusive Management  
**MILTON H. BERGER**  
224 East 38th Street  
New York 16, N. Y. • MU 7-421

# WINDY CITY WORDAGE

By GINNY EVANS

● ● ● Chicagoans are raving about the Chez Show conducted by Mike Wallace and Buff Cobb heard nightly on WMAQ, so the other night we dropped by the Chez Paree to see if Mike and Buff are really as spontaneous and relaxed as they sound on the air. We spent a thoroughly enjoyable hour and a half listening to Mike and Buff interview guests, discuss various topics of interest, talk to listeners on the phone and play a few records. Guests on this show have included Tex and Jinx, Milton Berle, Sam Starr, Chicago attorney who founded Divorcees Anonymous and John Forsythe, star of the "Mr. Roberts" company here. Although we went only to watch, we ended up saying a few words too. All in all, Mike and Buff are giving Chicago something it's needed for a long time—a late night show that's entertaining, listenable and good fun. . . . Johnny Desmond, Dick Contino, Vic Damone, Peggy Lee and Dave Barbour are among the radio personalities that have been appearing at Chicago's Italian Festival. . . . We thought that when they started manufacturing Hopalong Cassidy wall paper that we'd heard everything, but it seems that now no youngster's bunk house will be complete until he has a Hopalong Cassidy radio. This latest bit of equipment for Hoppy's fans comes in official Hopalong black and features an antenna that looks like a lariat and pictures of Hoppy and his horse Topper.

☆ ☆ ☆ ☆

● ● ● In town: Chico Marx, who's playing the Oriental Theater, Bob Hawk, emcee of the Camel Quiz program, and songstress Evelyn Knight. . . . Ernie Sanders, manager of WOC and WOC-TV returned to Davenport this week after conferences with his station reps. Ernie and four of his key personnel all have their fingers crossed—they're reserve officers. . . . Dirk Courtney, local disc jockey, reports to Chanute Field next week as a first lieutenant in the Air Corps. . . . Dave Kimble, WBBM sales promotion manager, attending a CBS meeting in New York. . . . WBKB is turning the tables on all those mother-in-law jokes with its new contest to find Chicago's best loved mother-in-law. First prize in the contest being conducted by Bill Evans will be a trip to Niagara Falls for three—the couple and their winning mother-in-law. . . . It's a girl department: last week Larry Taylor, WBBM staff pianist and Frank De Rosa, WMAQ salesman, both became fathers. . . . actor Phillip Lord is hospitalized after the taxi he was riding in collided with another automobile on July 29th. Lord received head injuries and lost several front teeth. . . . Fun for the grownups as well as the kids is Super Circus, viewed Sunday afternoon on the ABC television network. Claude Kirschner serves as ring master and pretty Mary Hartline leads the circus band. The show we caught got off to a slow start with a tight rope balancing act that took up ten minutes and wasn't very entertaining. However, the show picked up after the opening act and the trained seal act was an entertaining highlight. The closing act was a juggler who managed a couple of clever tricks not often seen. Super Circus is produced by Phil Patton and directed by Greg Garrison. . . . One of the nicest young couples we've met in a long time were guests on the Welcome Travelers show last week. Jimmy Wilson, one of the two quadruple amputees of World War II, and his bride Dorothy were guests of the program during their two-day stay in Chicago. . . . John Fowler, sports promotion director for Spalding athletic equipment, will broadcast the play-by-play tennis tournament in Kalamazoo. . . . George Firestone will fill the WMAQ sales staff vacancy left by the recent resignation of Jack Schneider. . . . Rex Allen, Republic Films' new singing star, will be guest on his former program when the WLS barn dance opens the Illinois State Fair in Springfield on August 12th. Rex explains his pet superstition—he never wears mated socks—to his first audition at WLS. In his haste to get to the audition he grabbed two different socks. He got the job and kept the un-mating habit to insure his good luck.



## As he sews, so his sponsors reap

Skillful in direct selling as well as in prestige-building, he stitches a sturdy fabric from the news. His "needlework" is heard by approximately 13,500,000 listeners weekly.

As Mr. P. K. Smith of P. K. Smith & Co. wrote to Station WTSP, both of St. Petersburg, Florida:

"We feature a cross section of merchandise which appeals to the masses of the people. On numerous occasions we have introduced or offered new items exclusively through the Fulton Lewis, Jr. program. Therefore, we feel qualified to state unconditionally that this medium of advertising is highly effective. . . .

"It is our firm belief that this is one of the finest prestige programs on the air today."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

## Emergency Meeting Called for RTMA

(Continued from Page 1)

Roosevelt Hotel, New York City, tomorrow. Sprague, who personally and through the RTMA Washington office has been in constant contact with national defense and military procurement officials in Washington since the Korean outbreak, explained that recent developments made it advisable to call this emergency meeting rather than wait for the regular session of the board of directors Sept. 20 in New York.

The detailed requirements of the military have not yet been divulged, but officials have indicated that the industry will be called upon to produce from \$1 to \$1.5 billion worth of electronic items during the next 12 to 15 months. President Sprague Friday named Richard C. Colton of RCA Victor and W. L. Fogelson of P. R. Mallory & Co., chairman and vice-chairman, respectively of the RTMA traffic committee, which represents the association and the radio and television industry on all traffic problems. Colton and Fogelson have been serving in these positions.

Below are the other members of the committee for the year 1950-51:

P. E. Anderson, Zenith; W. J. Brand, Colonial Radio & Television Division; Frederick J. Breenen, Sylvania; H. W. Croskey, Hoffman Radio Corp.; A. W. Farmer, General Electric Co.; H. E. Giese, Emerson; R. M. Hoey, Capehart-Farnsworth; Kenneth Kistler, DuMont; E. F. Kinzie, General Electric Co.; J. M. Malone, Tung-Sol; F. C. Parland, Crosley; George A. Peters, Bendix; L. A. Schur, Stromberg-Carlson Co.; J. H. Sims, National Union Radio Corp.; W. W. Stepha, Westinghouse; R. C. Stockton, Stewart-Warner; John B. Swan, Philco; R. R. Weist, Magnavox.

Sprague also re-appointed R. E. Carlson of Tung-Sol as head of the RTMA cathode safety committee. Other members include:

A. T. Alexander, Motorola; A. Y. Bentley, DuMont; K. C. Dewalt, G.E.; R. K. Gessford, Sylvania; Joseph Grabiec, Philco; Virgil M. Graham, RTMA; Dorman D. Israel, Emerson; Stanley H. Manson, Stromberg-Carlson; William Painter, RCA Victor, and E. K. Taylor, Zenith.

### "FOR THE DAYS TO COME"

A SUMMER Conditioning Program  
Efficient • Time-Saving • Inexpensive

A good figure and plenty of PEP and ENERGY can be yours by investing a few hours a week at the

### REILLY HEALTH SERVICE

In Rockefeller Center  
RCA Bldg., 49th to 50th Sts. (8th floor)  
1250 Sixth Avenue COLUMBUS 5-8481

Send for interesting booklet  
"The Life of Reilly"

## Plans For Stronger 'VOA' Includes Structure In N. Y.

(Continued from Page 1)

cast equipment, as well as \$17,242,967 for operations of the broadcasting division. The general appropriations bill now pending before the Senate provides \$9,640,967 for operations, with the supplemental bill including the additional \$7,602,000.

Expansion plans call for a \$7,000,000 building in New York City and increased personnel to handle the radio, TV, film and related propaganda activities, it was revealed by A. M. Meyers, State Department official. Among the buildings being considered are structures at 28th and Madison, One West 53rd Street between Sixth and Seventh Avenues, on Fifth Avenue at 53rd Street and at 300 Park Avenue.

### Would Purchase Battery Sets

The program outlined to the committee includes also a project for the purchase of 200,000 battery receivers at an estimated \$15 per set, these sets to be distributed to influential citizens throughout the world with the idea that listening to VOA programs will thus be stepped up.

There was a great deal of questioning about the extent to which VOA programs are getting through to the Russian people, with the committee told that there might now be as many as six million sets in Russia, most of which could receive shortwave programs. Anti-jamming operations are increasingly successful, it was said, with from 15 to 25 per cent of the Russian-language shows now getting through. It was explained that British, French and Greek facilities are being used in a co-operative effort to foil the Soviet jamming.

### First Asked 130 Million

The department planners had originally asked for a supplemental program to cost \$130 million, it was admitted in the hearing, with the Budget Bureau having cut the figure down to \$82 million plus \$15 million in counterpart funds before presenting it to the House committee. How the House committee reacts will be known perhaps this week.

Secretary of State Acheson told the committee that it will take "some little time" to get out the six powerful transmitters the department hopes to purchase. Engineering details have been worked out and the department knows who can make them, he said — "and they ought to get started on it right away. These powerful transmitters will get us through obstructions that we have not been able to get through."

### World-Sot Totals Itemized

The committee was told that there are in the world a total of 80,928,000 radio receivers, of which 51,506,000 are equipped for shortwave reception. A table shows 11,502,000 sets in Germany, including 8,694,000 equipped for shortwave, 7,987,000 sets in France, including 6,500,000 equipped

for shortwave, and 2,855,000 sets in Italy, including 1,999,000 equipped for shortwave.

A great deal of material from letters and statements by observers, official and unofficial, on the effectiveness of the VOA programming was offered for the record, with emphasis upon the amount of time and energy used by Russian and satellite radio to answer the VOA statements.

### Rep. Stefan in Favor

During the hearings, Rep. Karl Stefan of Nebraska, veteran GOP member of the committee and a long-time friend of the program, spoke out for a consolidation of effort by the VOA with the UN—perhaps in a joint program, and for a consolidation of all the international information activities of our Government under the State Department.

The receiver project is conceived with the idea that a commercial market might be developed abroad for low-cost receivers. The model the department is now considering is a battery set capable of play for 820 hours. The sum asked for this project is \$2,860,000.

### Plans Vary, Says Kohler

Foy D. Kohler, chief of the international broadcasting division, told the Congressmen that program plans vary a great deal, area by area. In those cases where there is relative freedom to listen, more attention is paid to working out means of reaching and holding audiences, although he stressed that "we are not in the entertainment business." On the other hand, he said, in Iron Curtain lands listeners want news and commentary and are not interested in audience-building devices—especially since it is dangerous to listen and they can tune in only a minimum number of hours.

## Special ET Program Produced For Labor Day

West Coast Bureau of RADIO DAILY Hollywood—"Boomer Jones," a half-hour dramatic show by Morton Wishengrad, is being readied for release on Labor Day by an all star cast, directed by Mel Ferrer. The show is to be presented under the auspices of the International Association of Machinists (independent). The all star cast is headed by Brian Donlevy, William Holden and Marie MacDonald. Special music has been composed by David Raksin and will be performed by a twenty piece orchestra.

Preliminary arrangements for the show were made by M. S. Novik, labor radio consultant from New York, during a recent trip to Hollywood. Gordon Cole, editor of the Machinist newspaper and national public relations director for the union, is in town from Washington to complete arrangements.

## Business At WJR Reported Up 16%

(Continued from Page 1)

the Detroit area indicate that radio listening has increased substantially in the past four weeks. He said it was not alone true of news programming but likewise true in all other categories.

Wisner denied reports that he will become president of the Good Will stations.

## Brand Names Foundation Will Expand Its Program

The educational program sponsored by the Brand Names Foundation will be extended and intensified in the coming fall and winter, it was announced last week by John J. Hubbell, chairman of the executive committee of BNF.

As part of the expanded program, McCann-Erickson, Inc., of New York, will contribute its services to create a new series of newspaper magazine, transportation and outdoor advertisements for the Foundation, emphasizing the part that brand names and advertising play in making America's living standards the greatest in the world, Hubbell said.

The media, Hubbell added, will be invited, as in the past, to provide space and time for the Foundation's advertising.

### Hollywood's New

## COUNTRY CLUB HOTEL

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

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

## COUNTRY CLUB HOTEL

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

Telephone: HOLLYWOOD 9-2701

# TELEVISION DAILY

Publication of RADIO DAILY, Monday, August 7, 1950 — TELEVISION DAILY is fully protected by register and copyright

## DUMONT PROTESTS TV EXCISE TAX

### TELE TOPICS

**ROADSHOW 'EM,** says Hardie Frieberg, "and you bring television to the best of the world." Being an idea man, tele producer Frieberg has exercised his rights in expounding the following reasons for taking TV troupers to the roads. His ideas are: (1) kinescoping will kill television and that's all the little things are getting now; (2) by taking name stars and shows to the small towns, the television circle is broadened and the prestige of the medium is increased in the eyes of small towners; and (3) essential sponsors with large industries must cater to the hamlets who want to sponsor a show, but right in the towns where they sell their products. While Frieberg's ideas will meet with much disapproval of TV performers who went into the business in order to settle down and stay on the road, some sources consider them meritorious indeed.

**ROUCHO MARX** starts "You Bet Your Life" on NBC-TV on October 5, 8-8:30 p.m. . . . Regent Cigarettes (via Riggio Tobacco Co.) sponsoring "I've Got To Go To The Girls" over NBC-TV on Aug. 20 (7 p.m., EDT). . . . WABD launching a kiddie innovation titled "Theatrical Theater" (Sept. 11) as a five-a-week venture at 5:30 p.m. . . . Sandra El, Mike O'Shea, and Joseph Hyman named as judges on WOR-TV's "Talent Parade" Saturday from 7:30-8:30 p.m. . . . Winners of "Talent Parade" during the last three months will perform their acts during a two-week stint at the Roxy Theater. . . . Jim McManus, emcee of WOR-TV's three-hour afternoon feature "The Sports Parade," is leaving Baltimore for a new daytime show on WCBS-TV. . . . Sandy Spillman, program director of KPIX, San Francisco, has departed for the area as a war correspondent to grab news for television. . . . WAAM, Baltimore, gave unique coverage to the NFL week by having it running as a stand-alone and interrupting their regular schedule of programs whenever something important occurred. . . . WPIX used a new "split-screen" technique in televising the Giants games Friday (8:30 p.m.) and Saturday (1:30 p.m.) with highly effective results.

**BREAK THE BANK** will offer the largest sum yet to be offered as a prize on television, \$7,370, on Wednesday's show (Aug. 9, 10:00 p.m., NBC-TV). . . . Total number of sets now operating in Washington, D. C., Aug. 1, 150,325, an increase of 7,325 over July. . . . Rheingold Beer sponsoring an intensive five-week schedule of telecasts of a five-minute film to promote the "Miss Rheingold" contest. Foote, Cone and Belding is distributing the orders.

### Koepf Takes RTMA Post

John K. Koepf, former sales and public relations director of the Cincinnati, Newport and Covington Railway Co., joined RTMA last week as an assistant to James D. Secrest, secretary and general manager. Koepf was Washington representative and TV manager for the Fort Industry Co., during 1946 and 1947. A former newspaper man, he was with the Cincinnati Post from 1931 to 1938. He was sales promotion director for WLW, Cincinnati, in 1938, then assistant to the director of radio, of the Procter & Gamble Co., until the war. During the war Koepf was on active duty in the navy for four years until his discharge as lieutenant commander.

### NLRB Hears Complaint Of SAG; TvA Absent

*West Coast Bureau of RADIO DAILY*  
Hollywood — Bargaining elections in the dispute between the Screen Actors Guild and Television Authority for jurisdiction over players used in films-for-TV are closer to realization as a result of an informal hearing on petitions filed by the Guild and held here by the NLRB Friday. Although TvA was notified in advance of the hearing, no representative of the new union was present at Friday's session. Delegates were present from SAG, AMPP, SIMPP, IMPPA and Screen Extras Guild. The TvA was ordered by George Yeager, NLRB examiner, to state its position in writing at once.

In the amended petitions filed Friday, the SAG asked that three separate elections be held, one for all performers employed by AMPP members, another for players employed by SIMPP members and a third for actors in productions of IMPPA members.

It is felt that, in the event TvA intervenes in the proceedings, formal hearings will be held. Should TvA not attempt to delay the NLRB elections, it is considered likely that they may be held in four or six weeks.

### NBC Names Munson Director Of Film Div.

Brigadier General (ret.) Edward Lyman Munson has been named director of the NBC film division, Carleton D. Smith, NBC director of television operations, announced Friday.

In past years, General Munson has been associated with Twentieth Century Fox as executive assistant to Darryl F. Zanuck, v-p in charge of production in Great Britain and on the continent and was executive producer of several major films. Before joining Fox, he was chief of Army Pictorial Service for two years. During the war years, General Munson was assigned to General Staff Corps to plan, organize, and operate the Army Information Division, during which time the division developed its operations in motion pictures, radio, Yank, and the Army News Service.

### Two More Join WOR

Frank J. Shakespeare, Jr., formerly national spot sales representative in New York for WOIC, Washington, D. C., has been named a salesman for WOR-TV.

William C. Brearley has been appointed to the WOR sales staff as an account executive.

## Two Cuban Video Stations Will Be Operating By Fall

Two television stations will be in operation in Cuba in the late fall and if plans of Gaspar Pumarejo of Union Radio, Havana, work out his station will be on the air around October 15th. The other station sponsored by Goar Mestre of CMQ-Radio Centre, also expects to be on the air in the late fall.

Pumarejo in New York with his assistant, Alberto Mestre, has contracted with RCA for a transmitter and other equipment. Arrangements

are also being made for the importation of TV receivers.

It is expected that 10,000 TV receivers will be in the hands of Cuban residents when Union Radio's station goes on the air in October.

Mestre's plans for launching CMQ's station have been under way for sometime. The transmitter, purchased from RCA, is already being installed on the island and Mestre has taken steps to import quantities of receivers.

### RTMA Spokesman Seeking Hearing On Tax Issue

*Washington Bureau of RADIO DAILY*  
Washington — The Senate Finance Committee was asked last week to permit spokesmen for the television industry to plead their case against imposition of a ten per cent manufacturers tax on video sets—but it was not likely that the hearing will be granted, the committee already having voted the levy into the tax bill it will bring to Senate floor.

In a letter to Chairman Walter F. George of the Finance Committee, Dr. Allen B. DuMont, chairman, and A. M. Freeman of RCA, vice-chairman, of the RMA Excise Tax Committee, argued that they should be heard because they had relinquished their right to appear before the committee last month when Treasury Secretary John Snyder failed to ask the committee for enactment of the TV levy at his initial appearance. Snyder had asked the House for such a tax, but had not renewed his request when the House turned him down until last Wednesday—when the Senate Committee voted the tax within hours after Snyder asked for it.

Commenting on Snyder's argument that TV should be taxed because competitive forms of entertainment (radio, pix and sporting events) are, DuMont wrote that "television is not merely a form of entertainment. It is not to be compared with such activities as 'professional sporting events' but with other means of communication which have traditionally been fostered by Congress. It is the most effective means of mass communication that has yet been devised.

"In time of war, television will be the primary method of civilian training and instruction. Visual training, which in the past has required group gatherings, can be done in the home. Great numbers of people can be trained simultaneously. Each person can be trained for emergencies. Each person can be made a part of a unified defense."

DuMont argued, too, that TV is already under a competitive handicap because of the "freeze." He wrote that "a time-honored Congressional precept is that excise taxes shall not be imposed until the industry concerned has grown to stability on a nation-wide basis. The imposition of a tax at this point in the growth of television is not only a burden on the industry, but is a discrimination against the people in those areas of the country who have been unable to obtain television service because of the 'freeze.'"

## COAST-TO-COAST

### Sponsor Fights Profiteering

Hempstead, L. I., N. Y.—While housewives across the country are making unwarranted runs on goods and merchandise because of a fear of shortages, a WHLI sponsor is cautioning customers to "Buy what you need, but need what you buy." Tyson Radio Corp., will stand behind our Government's request 100 per cent to kill profiteering.

### Hedgpeth WINX Program Director

Washington, D. C.—W. Lawrence Hedgpeth, Jr., has been appointed program director of WINX, according to an announcement by Dolly Banks, assistant general manager of Banks Independent Broadcasting Company. A radio veteran of 12 years, Hedgpeth has been associated with such stations as WDNC, Durham; WIS, Columbia; WAPO, Chattanooga; WHBT, Harriman, and WCSC, Charleston.

### WLAW Aired Daily Horse Races

Lawrence, Mass.—The first two races, daily, at Rockingham Park, Salem, N. H., will be broadcast over WLAW during the two 27-day meet. Babe Rubenstein will announce the race, which will be aired at 1:55 and 2:25 p.m., Monday-through Saturday, during the summer meet, beginning this afternoon, August 7, and continuing to September 2, and at 1:25 and 1:55 p.m. during the Fall meeting, which opens October 2 and ends November 1.

### Marines Call KXOK Executive

St. Louis, Mo.—Harry K. Renfrom, executive assistant to the general manager of KXOK and KXOK-FM, has been called to active duty as a first lieutenant in the Marine Air Corps.

### WSVS Airing BBC Newscast

Crews, Va.—In order to present a more comprehensive picture of the news in this critical world period, WSVS and WSVS-FM are now airing by remote shortwave pickup the daily BBC News Reel each weekday, Monday through Friday. The broadcast, shortwaved from London, is rebroadcast over the Southside Virginia regional stations at 4 p.m. The arrangements were made with BBC by John E. Sadler, general manager of WSVS and WSVS-FM.

### "Korea And You" On WMON

Montgomery, Ala. Program Manager Ted Nelson of WMON announces the inauguration of a series of four 15-minute public service programs titled, "Korea and You." The series is designed to correlate the problems arising from the current Korean hostilities with a regional audience. The four broadcasts will feature local authorities in talks on shortages, recruiting and the draft, the outlook for industry, and civilian defense measures.

## THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

**F**OLLOWING the cancellation by the ANA of their proposed meetings, individually, with the four major networks—a move forced on the ANA by the networks rejection of the plan—ANA sent copies of their survey to the networks reviewing the ANA's views concerning nighttime network radio rates. To date, the networks, collectively or individually, have not replied to the letter sent out by Paul B. West. While copies of the survey were not made available to the trade press, it is understood that the ANA is seeking a 15 per cent reduction in national network nighttime rates.

The National Association of Radio Station Representatives forecast a record year for spot sales. Volume of sales, 1950, is expected to exceed \$125,000,000. This compares with a total of \$30,030,563 in 1939. Last year spot sales were estimated at \$118,425,000. Gains were made in every year since 1937.

The FCC announced proposed rules for a new disaster community service, explaining that recent world events make the early establishment of such a service imperative. Service will operate in the 1750-1800 band. Under the terms of the FCC's proposal, any fixed, land or mobile station could qualify for participation in emergencies. Both Government and non-government stations would be eligible. TV manufacturers will fight the proposed 10 per cent tax on receivers through the RMA. Animated maps, designed to illustrate ground developments in the Korean war have been developed by CBS and are being used on newscast shows.

Thousands of TV set owners in the New York Metropolitan area who purchased service contracts from the Capital Television Corporation were without service when the company suspended service. Sherman B. Warner was appointed Federal Referee in Bankruptcy for the company. He will try and untangle the affairs of the corporation. It is expected that some time will elapse before affairs of the corporation are straightened out.

For the first time in network history, NBC will rebroadcast their half-hour series, "The Quick and the Dead" over the entire network. Program consists of four half-hour stories dealing with the atom and hydrogen bombs. Programs, tentatively scheduled for Tuesday evenings, are expected to be aired within the next few weeks.

Phileo announced an upward revision of TV receiver prices, about 7 per cent above suggested prices for their 1951 models. This makes the third manufacturer to boost prices; others were Emerson Company and DuMont. Opposition to the trend was voiced by John S. Meek, president of the John S. Meek Industries who said that unjustified increase, combined with tougher credit regulations would take TV

out of the reach of the great mass market.

New advances in color-TV were told by RCA's Dr. Jolliffe. He said that RCA color tubes now have reached the point where receivers utilizing the tubes can now produce color pictures of increased brightness and of substantially the same resolution and stability as pictures produced on black-and-white receivers. CBS-TV showed animated maps, designed to show ground troop movements in Korea.

Louis Hausman, director of sales promotion and advertising, CBS, was named vice-president in charge of sales promotion and advertising. Action followed revelation, earlier in the week, of CBS all-out promotion campaign for network radio, described as the greatest ever made by the network. Two-day clinic for affiliates was attended by more than 110 members from over 80 stations. West Coast clinic will be held this week in San Francisco.

With emphasis on the news again, renewals of newscasts have been made by numerous advertisers. In addition, such war-time newscasters as Raymond Swing, over WOR, will resume, as well as added newscasts by Gabriel Heatter. Sponsorship of news is being picked up fast—latest is Ripley Clothes who will pick up the midnight-12:05 a.m. period over WJZ. Nielsen ratings for evening network shows find Lux Radio Theater retaining the No. 1 spot. William G. Rambeau Company was appointed national representatives for WHLI and WHLI-FM in Hempstead, L. I.

Pulse Inc. reports that during July radio-sets-in-use declined less than one tenth of one per cent as compared to the same period a year ago, for the New York Metropolitan area. Top program for the July period was Walter Winchell. DuMont acquired a five-year lease on the Ambassador Theater for their expanded TV production plans. New York Yankees football games will be aired coast-to-coast this fall over the Liberty network. More than 300 stations will carry the on-field broadcast.

Several TV manufacturers announced one year warranties on all TV parts, at low cost. Headed by Stromberg-Carlson, this is seen as an effort on the part of manufacturers to give the public low cost servicing for the first year of TV ownership. FM Committee meeting will open today in Washington. Open discussion on FM problems will be the order of the first day.

First showing of Teleflex was held by ABC-TV in New York. The system, whereby still process shots, motion picture films as well as advertising copy, may be projected as background for TV shows via rear screen projection, has been in use on the West Coast for the past ten months. ABC named Oliver Treyz as director of presentations.

## AGENCIES

**HENRY SCHACHTE**, advertising manager of the Borden Co., has been appointed chairman of the Association of National Advertising Magazine Steering Committee of the ANA board of directors. Schachte succeeds William Drift of Cannon Mills. Schachte is serving also on the Association of Radio and Television Committee. Other members appointed to the Magazine Steering Committee are: A. S. Depewolff, Celanese Corp. of America; B. R. Donaldson, of Ford Motor Co.; George T. Duram, of Lever Bros. Co.; L. E. Meyer, International Cellucotton Products Co.; George Mosley, Seagram Distillers Co.; W. B. Potter, Eastman Kodak Co. and Wilmot P. Rogers, California Packing Corp.

**VICTOR A. BENNETT CO.** has been awarded an account of the Herring Board of Scotland. The firm campaign calls for radio and newspaper.

**AN INCREASE** of 234 per cent in expenditures for national advertising via television is reported by "Printers Ink" in a comparison of June, 1950, figures with June, 1949. Radio advertising, however, is down four per cent, the figures revealed. The sum total of all national advertising was reported as being up 10 per cent over June of 1949, and one per cent over the preceding month.

**IRVING H. WILSKER** is succeeding Marc Jonas as advertising manager of Gimbel Bros., Philadelphia. Jonas will join Sterling-Lindner Davis, Cleveland, as publicity director.

**JACK L. HOBBY**, formerly sales promotion manager of Capehart Farnsworth Corp., has been appointed advertising and sales promotion manager of Andrea Radio Corp.

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

the  
**Hollywood**  
**FLY UNITED**

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

**LOS ANGELES**

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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 52, NO. 26

NEW YORK, TUESDAY, AUGUST 8, 1950

TEN CENTS

## RADIO EAGER TO AID, NAB TELLS GOV'T

### Liberty Web Plans 16-Hour Daily Schedule

#### Announce Larger Program Sked; Starts Oct. 2

The Liberty Broadcasting system will begin full-time programming over their wired network, beginning Monday, October 2, according to an announcement made yesterday by Jim Foster, vice-president and general manager of the network. With 237 affiliates in 34 states, the chain, now, is

(Continued on Page 6)

#### Industry Leaders To Give NAM Report

"Industry Mobilizes—A Report to the People," in which nationally known leaders of essential industry will present up-to-the-minute facts about supplies and production for both defense and civilian needs, will be broadcast over ABC on Monday, August 14, at 8 p.m., EDT. The program marks the fifth anniversary of Japan's surrender in World War II. The half-hour program will be

(Continued on Page 6)

#### Regional Web Plans Fall Election Coverage

Hartford, Conn.—Plans for the fall election coverage were drawn up last week by members of the Connecticut State Network, at a meeting in Hartford. The meeting, presided over by

(Continued on Page 5)

#### Radio Sleuthing

Aberdeen, S. D. — A bandit, wanted for robbery in Bowman, N. D., was apprehended last week shortly after KSDN broadcast his description over the air. Within minutes following the station's bulletin, several listeners spotted the robbery suspect and notified police. The bandit, was traced by law officers to a local theater and captured.

#### Criticizes Professional Wrestling

Columbus, O.—Professional wrestling as seen over television teaches children to take unfair advantage of their opponents and ignore the rule book, and is thus courting censorship which would spread to all television programs, said Dr. Clyde Hissong, Ohio Education Director whose department is in charge of film censorship in the state. He had previously announced he had abandoned all idea of censoring television in Ohio, pointing to the obvious difficulties of censoring sport telecasts. Dr. Hissong declared, "During practically every wrestling match that is televised, there is demonstrated over and over that it pays to break rules, participate in poor sportsmanship tactics, and generally behave contrary to the rules of the game and thus gain advantage over a competitor rather than to play fair."

#### L.A. Stations Form TV Newsreel Pool

An extension of the Dept. of Defense National TV Newsreel Pool has been established in Los Angeles to work in conjunction with the existing national TV Newsreel Pool in New York. Charter members of the pool are: KTSL (Don Lee Mutual), KNBH (NBC), KFI, KTTV (CBS), KLAC, KECA-TV (ABC), and KFMB. Representative for the group is Frank La Tourette, head of the news and special events de-

(Continued on Page 7)

#### WQXR July Billings Up; 17% Increase Reported

A record volume of sales business has boosted WQXR's gross income for July by 17 per cent over the same month last year, according to Norman S. McGee, vice-president in charge of sales for the New York station. McGee disclosed that new

(Continued on Page 5)

#### NBC Signs Durante For Radio And TV

Exclusive radio and TV contracts have been signed with Jimmy Durante by NBC, according to an announcement late yesterday by Sylvester L. (Pat) Weaver, Jr., NBC v-p in charge of television. Simultaneously, Weaver disclosed that Durante will be one of the stars to be seen in the 8-9 p.m. show on Wednesdays over the television network this fall.

Three other top stars are also to

(Continued on Page 4)

#### Prouty Takes WFIL Post As Sales Manager

Philadelphia—Norman R. Prouty, account executive of ABC, has been appointed radio sales manager of WFIL, it was announced by Roger W. Clipp, general manager of the Philadelphia Inquirer stations. Prouty, during the two years he

(Continued on Page 5)

### New FM Industry Committee Organized Within The NAB

Washington — Setting up a new FM industry committee empowered to act independently rather than through the NAB, FM broadcasters agreed yesterday upon an all-out promotion program for FM and decided to call for Congressional and FCC investigation to determine what factors have kept manufactur-

ers from including FM tuners on all TV sets. In a stormy all-day meeting open to NAB members and non-members, more than two dozen FM broadcasters agreed to carry the battle for FM right to the AM and TV interests.

Later last night NAB's FM Com-

(Continued on Page 5)

#### White House Visit Scheduled Today For Directors

Washington Bureau of RADIO DAILY  
Washington — The broadcasting industry is "ready, able and willing" to assume its full part in the current emergency, the NAB board said yesterday as it concluded the first day of the two-day emergency session. Meeting in the Washington Hotel, the 27-member body devoted the en-

(Continued on Page 2)

#### Crosley Web Expands Daytime Programs

Expansion of daytime programming by two and a half hours on weekdays will be undertaken by the three television stations of the Crosley Broadcasting Corporation on September 4th, it has been announced by John T. Murphy, director of television operations. Under the new schedule, television broadcasts at the three stations will begin

(Continued on Page 7)

#### Station Staff Pledges Aid Against Hoarding

Bridgeport, Conn.—The staff of WLIZ began last week to wage a daily radio campaign against hoarding. Philip Merryman, president and

(Continued on Page 8)

#### Audience Measure

St. Joseph, Mo. — Evangelist Jack Shuler asked his congregation last Wednesday night, "How many heard my program this morning over KRES?" Fifty hands were raised. "Friends, the devil is at work in St. Joseph," Shuler said pointedly, "I wasn't on the air this morning." Due to technical difficulties his remote airtel was missed.



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Ludovical 16

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

**FINANCIAL**

(August 7)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	10	9 1/4	9 7/8	+ 5/8
Admiral Corp.	24 3/4	24	24 5/8	+ 5/8
Am. Tel. & Tel.	151 1/4	150 5/8	151 1/4	+ 3/4
CBS A	28 5/8	28	28 5/8	+ 1/4
CBS B	28	28	28	.....
Philco	36 7/8	35 7/8	36 7/8	+ 1 1/4
RCA Common	16 5/8	16 1/8	16 1/2	+ 3/8
RCA 1st pfd.	76 1/2	76	76	- 1/2
Stewart-Warner	14 7/8	14 5/8	14 3/4	+ 1/8
Westinghouse	32 7/8	32 1/2	32 5/8	+ 1/2
Zenith Radio	47	45 3/4	46 5/8	+ 1 1/4

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	193 3/8	191 1/8	193 3/8	- 5/8
Nat. Union Radio	4	3 3/4	3 3/4	- 1/8

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	16 3/4	17 3/4
Stromberg-Carlson	12 1/2	14

**MANAGER — SALES MANAGER**

Here's a twenty-two year record of broadcasting experience—the last twelve as a Station Manager and a Sales Manager. It's backed up with factual proof of top performance and results; also references you can check which will double in spades my facts and statements. Good agency contacts, N. A. B. Sales Committee background, and a sound, practical knowledge of how to keep a station in front in today's highly competitive era. Let's compare notes—your problem and my ability and experience. Box 163, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

**Radio Ready, Eager To Aid, NAB Board Tells President**

(Continued from Page 1)

tire morning session to a discussion of current defense problems in relation to broadcasting.

Acting unanimously upon a resolution introduced by Frank U. Fletcher of WARL-FM, Arlington, Va., the board pledged itself as prepared to "effectuate all measures necessary to insure the national security and to achieve those objectives to which our country is committed."

President Justin Miller said of the resolution: "This is our association's reply to the request of John R. Steelman, the assistant to the President, that the NAB take immediate steps to organize the entire broadcasting industry in some manner in which it would be instantly available to the government as required."

Dr. Steelman had written to NAB's government relations director, Ralph W. Hardy, July 21, asking such assistance from the association.

Miller praised Dr. Steelman for his "recognition of the principle that voluntary effort by public media during time of emergency is the fundamental pattern to pursue in a democracy."

In order to put into effect immediately the policies expressed in the resolution, the board authorized Judge Miller to appoint an all-industry committee which would be prepared to counsel with Government agencies needing the direct aid of broadcasters in the current emergency, and to develop methods for expanding the voluntary services of radio and television.

"The nation's listeners and viewers know that radio and television already have taken the initiative in assisting the government effort through programs and announcements discouraging stampede buying, stepping up the sale of bonds and pushing the various recruiting programs," Judge Miller observed, and added, "We are proceeding now toward the development of a program of self-mobilization which will find broadcasting prepared to insure full service to the nation, and the nation's Government, in any foreseeable situation which might arise out of the world crisis." Members of the board will meet

with Dr. Steelman at the White House this afternoon. Earlier they will confer with FCC Chairman Wayne Coy.

The full text of the board resolution, drafted by Fletcher, Paul W. Morency, WTIC, Hartford, and Robert D. Swezey, WDSU-TV, New Orleans, follows:

"Whereas, broadcasting has a definite and unique function in the pattern of national defense and,

"Whereas, the broadcasters are fully cognizant of their essential service and their responsibility voluntarily to perform that function as evidenced by the industry record during World War II which has been strongly attested by the President and other high government officials, therefore, be it

"Resolved that the broadcasting industry is now, in every respect ready, able and willing to take its full part in effectuating all measures necessary to insure the national security and to achieve those objectives to which our country is committed."

All members of the board, with the exception of James D. Shouse of WLW, Cincinnati, and John H. DeWitt of WSM, Nashville, (both excused), are present for the meeting.

**COMING and GOING**

FRANK REARDON, president of KBOW, Columbia network affiliate in Butte, Mont., in town for confabs with web officials.

JOHN M. OUTLER, JR., is in New York. TV station manager of WSB, Atlanta, conferred yesterday at the station relations department of NBC, with which the station is affiliated.

MORRIS NOVIK, radio and television consultant, yesterday went down to Washington to attend an FM meeting. Today he'll be in Cleveland for discussions with executives of WCUC, owned-and-operated station of United Automobile Workers union.

PAUL ADANTI, general manager of WHEW television station in Syracuse, is in Gotham on business. The station is Columbia's outlet in the salt city.

GORDON McLENDON, president of Liberty Broadcasting System, and JAMES FOSTER, vice-president, have arrived in New York for the Dodgers-Phillies game.

GEORGE LEWIS, director of the National Laugh Foundation, is touring New England in continued search of students for his George Lewis Institute football team.

ALMA DETTINGER, conductor of "O'Connell's People's Business" on WQXR five mornings a week, is spending the month of August in New England and Canada.

BILL LEONARD, of "This Is New York" on WCBS, is expected back today from Lehigh, Placid and Saratoga, where he spent the past three weeks.

H. K. BRENNEN, president of WJAS, Pittsburgh, and JACK BUCHHEIT, commercial manager and sales promotion director of the station, talking business late last week with their national representatives.



**"You say radio is the best buy?"**

Yes, sir, we do! You can reach more people at lower cost through radio than any other advertising medium.

And in Baltimore, the way to get the absolute maximum from your advertising dollar is to buy W-I-T-H. No other station delivers so many listeners at such low cost.

That means low-cost results. That means that small appropriations on W-I-T-H do big things. Call in your Headley-Reed man for the whole story today.

**WITH**  
BALTIMORE, MARYLAND



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**Louis F. Sebok**

Louis F. Sebok, director of artists and repertoire and head of the international department at Decca Records, died here Sunday. He was a veteran in the field of recording. Funeral will be held tomorrow from the Frank E. Campbell Funeral Home, East 81st Street, New York.

**Conboyo Joins WDVA**

Danville, Va.—John F. Conboyo, formerly with Kraft Food Products as territory representative, has joined the sales staff of WDVA.

The *New Era* In  
*Thesaurus*  
 Brings You Another  
 Big Star—

Johnny  
 Desmond



on

"The Music of Manhattan"

Under the direction of  
 Hugo Winterhalter



He made his first big sensation as featured vocalist with the Glenn Miller Band. That was when the nation got to know him as "Sergeant Johnny Desmond." Since then, Johnny has become a bright young star . . . a great name in radio, television and recording.

Now Johnny stars on "The Music of Manhattan"—a program series that reflects the gaiety of night-time New York . . . the stability of lasting material and the freshness of big-name talent additions. Hugo Winterhalter's augmented orchestra provides a masterful accompaniment. Available immediately for broadcast as two 1/2-hours or five 1/4-hours a week.

The *new era* in THESAURUS arms you with the most salable ready-to-air shows in radio. You get the names, talent, production and *comprehensive* programming it takes to boost profits. You get the hits before they're hits . . . weekly continuity . . . special shows. Voice-tracks, tie-ins, cross-plugs, sound effects, mood music, time and weather jingles. Lots of production "extras." Scripts by network-experienced writers. NEW THESAURUS sets you up for SALES!



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# CHICAGO

By GINNY EVANS

**C**URLEY BRADLEY as "Cherokee Chuck" will be featured in the live commercial portion of Bar 5 Ranch starting August 5th on WENR-TV. The hour-long Western film program is sponsored by Chuckles candy and directed by Grover J. Allen. Henri, Hurst and McDonald placed the 52-week program.

Robert F. Hurleigh will pinch-hit for Fulton Lewis, Jr. for two weeks while the Mutual commentator is on vacation. Hurleigh, who is director of news for WGN and MBS central division news chief, will be heard from Washington and New York.

WAAF will broadcast the University of Illinois football games this fall. The schedule includes five home games from Champaign and four out-of-town games.

Jim Cornell, formerly of Foote, Cone and Belding, moves to CBS to replace John S. Wiggins, director of marketing research and sales promotion of CBS' western division, who resigned last week.

Robert W. Miller has joined the DuMont Television network's central division sales department. Miller was formerly a network account executive with ABC in Chicago.

Henry Schaefer, ABC spot salesman, is one of Chicago radio's first reserve Marines to be called to active duty. Hank reports to Camp Pendleton, California, on August 8.

It's a boy and a girl for Mr. and Mrs. Hooper White. The couple became the parents of twins July 23rd. White is producer of WBBM's Shopping with the Missus and Listen to Cliff.

Latest animal to be named on a Chicago radio show is Juglyn, Two Ton Baker's bear cub. The cub was named by Nina Hill of Idlewild, Michigan.

WBBM talent presented a show-case of entertainment for Bill Shaw, eastern sales representative of radio sales in New York, during his visit to Chicago last week.

Raoul Kent back at his post as head of radio and television for MCA here after a well earned vacation.

As of June 30th there were 536,895 television receivers installed and in use in the Chicago area.

## NBC Signs Durante For Radio And TV

(Continued from Page 1)

be featured in the Wednesday night show, including Ed Wynn, who was signed earlier. Reliable sources say the two strongest candidates under consideration as the third and fourth members of the show are Danny Thomas and Spike Jones. The four entertainers will rotate the performing stints so that each one will be seen once a month.



By SID WHITE

### Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** H'wood talk is that if Jack Oakie can get rid of his surplus heft, he'd have a swell chance of landing the emceeship of that upcoming NBC-TV revue featuring H'wood starlets. . . . Papa has spoken, and that's that: Gary Crosby MUST finish college before he can take on any radio or TV assignments. . . . Mutual is toying with a novel disc jockey idea, involving a wax spinner who can chatter in French, Spanish and Italian, in addition to English. Web feels there are potential audiences for a disc jockey stanza which haven't been tapped as yet, and feels a linguist platter player might turn the trick. . . . The TV showings of ancient westerns and adventure films have kayo'd the 16mm and 8mm home-motion picture market. People figure why buy these movies for home entertainment when ultimately same will be shown over TV. . . . Tallulah Bankhead can name her own price if she'll consider a web offer a monthly TV dramatic series. . . . What's this about the Legion of Decency planning over-all censorship on video's blue material? . . . Television's toughest quiz show is the UN, sez Hank Sylvern. Malik asks questions which have no answer.



● ● ● **Fredric March,** like a lot of other top H'wood stars, is an ardent booster of Jack Barry's "Stars & Starters" NBC series. So the other week when his wife, Florence Eldridge, appeared with an 11-year-old dramatic actress on the Barry show, March asked Jack if he'd leave word at the ticket office to admit five friends of his to watch the show. The star then turned to a friend and said: "Mr. Barry is leaving the tickets for you at the desk. Just ask for the envelope for Mr. Eldridge."



● ● ● **AROUND TOWN:** Maggi McNellis just finished her first newsreel assignment, subbing for Vyvyan Donner for Fox. . . . Arch Oboler will pull a switch. He'll guest on disc jockey shows on the coast and possibly here plugging his Decca album, "African Adventure." . . . Shubert Alley regulars are trying to figure out where all the new "angels" are coming from for next season's shows. Each chunk is smaller but the number of backers is larger. . . . McCarthy's Steak House negotiating with WPIX for a TV series. . . . Carl Timins in from the coast to take over as film director for two video shows being planned by Lou Walters' newly formed Television Creations, Inc. . . . The Satisfiers will be the two-week replacement for John Conte on the Van Camps show. . . . "You're the One I Care For," penned 20 years ago by Bert Lown, Associated Program Service veep, getting a comeback play now. . . . Bob Monroe, writer-producer of "High Adventure," in Florida. . . . George Shearing has been discovered by the B'way producers. The British pianist now has five offers to write the score for forthcoming musicals. . . . Cathy Mastiche philosophizes that more important than belonging to the 400 is belonging to the 150-million.



● ● ● **Warren Hull** asked a woman contestant on "Strike It Rich" what New Yorkers are noted for. "For their stupidity," she replied. The emcee asked her where she had gotten that idea. "From a book," she replied. "It said the population of New York is very dense."



● ● ● **MAIN STREET SEEN-ery:** Georgie Raft giving the glad hand to his B'way pals just 65 minutes after arriving from London. . . . Paulette Goddard getting the glad eye from Park Ave. stroller-admirers of her pendulum dress. . . . In the lobby of the Trans-Lux, Bernie Prockter, producer of "The Big Story," listening to a newscast of the Big Story from Korea.

# SAN FRANCISCO

By NOEL CORBETT

**B**ILL NIETFELD, KFRC news editor, has been appointed chief of the Mutual Trans-Pacific news bureau. Transmission is direct from Tokyo through KFRC and to the MBS network.

KPIX program director Sandy Spillman and Forrester Mashbir production manager, have left for Korean combat area to bring on the-spot TV news coverage.

Ernie Nevers, Stanford's all-time All-American, is sponsored by Trader Scott Ford Company, Oakland automobile dealers. Program is called "Ernie Nevers' Trophy Room," and is on KGO-TV.

E. F. Hutton has renewed "Business News" on KSFO for the 6th consecutive year. Program is at 8:30 a.m., Monday through Friday with New York stock quotations and a roundup of economical and industrial news. Erwin, Wasey and Company, Ltd., is the agency.

Bill Pabst, KFRC headman, is off to the Bohemian Grove encampment, Summer scene of radio names from here and various areas in the Southland.

The Rainier Brewing Company through Buchanan & Company, have renewed "Rainier Rasslin," seen each Friday on KGO-TV. This is part of a series seen in the East on film and features big name wrestlers. Julian Kaufman is the station rep.

## Anniversary Broadcast

A special broadcast tribute to Hans Christian Andersen will be aired by WQXR, New York, today on the 75th anniversary of his death.

Statements by Henrik de Kauffmann, Ambassador of Denmark, and screen actor Jean Hersholt, will be read during the 15-minute broadcast beginning at 2:45 p.m.

**PROMOTION**

**Picking Beauty Queen**

A gala week of celebration was nched Friday in Buffalo which l be climaxed with the final eant to select Miss New York te for the Atlantic City Pageant. VKBW co-sponsors of the New rk State Pageant and the Buffalo or Chamber of Commerce aranged an array of floats, bands, rching units, and included were finalists selected in area comition. These young ladies who vieing for the title of "Miss New rk State" passed in review down ffalo's Delaware Avenue on floats nished by department stores and onors in an array of color and sic. Roger Baker, newscaster was ade marshall and will be emcee the Miss New York State Pageant Crystal Beach.

**Guest of Honor**

When the Earl B. Brink Agency Detroit, Michigan, opened up its w four-story, half-million dollarilding, a prominent guest of honwas Eddie Chase, whose "Make lieve Ballroom" is a major feare on CKLW, the Mutual outlet i Detroit. Chase has been a steady vertising medium for the Brink ency, which is the Michigan state ice for Mutual Benefit Health and efit Life Insurance Company, d the United Benefit Fire Insurce Company, for the past six ars. Indicative of the success of ase's program for insurance adrtising is the fact that Brink has arly appropriated \$25,000 for e "Make Believe Ballroom" proam alone.

**WQXR July Billings Up; 17% Increase Reported**

(Continued from Page 1)

d renewed business for last month rpassed any previous July in QXR's history. New business signed included vis, Ltd., an English bread comny, beginning its initial advertisng in this country as sponsor of the r Thomas Beecham program. Conct for programs, running 13 eeks or longer, were signed by ndon Gramophone Corporation, n American Grace Airways, The stile Company, and Hovis, Ltd. A. Spalding & Brothers again will onor the Davis Cup and National nnis Championships over WQXR. New and renewal participation d spot advertisers signed during ly were: Chase National Bank, asque and Lyre Light Opera Comny, Manufacturers Trust Comny, Lincoln Warehouse, Pilot Raio Corporation, and General Foods r Sanka coffee. Also, Borden mpany, Buitoni Products, Inc., arles Gulden and Company, Scandre Silks and Fels and Comny.

**New Industry FM Committee Organized Within The NAB**

(Continued from Page 1)

mittee met to review the recomendations of the open meeting.

The decision to set up a separate committee did not mean any move to separate from NAB. It was proposed, however, in the interest of speedy action, with the broadcasters feeling that much time would be lost if any decisions of the meeting had first to go to the NAB board before action could be taken.

The group heard angry charges of discrimination against FM hurled at BAB, at the networks, at manufacturers and against many AM-FM operators. As a consequence of these various charges it was decided to launch an organized campaign to promote FM by widespread use of slogans such as "If you buy a new radio or TV set without FM, you are buying an obsolete set," or "A set without FM is only half of a modern radio."

Both the independent committee and the NAB's FM Committee adopted resolutions calling for official study of the reasons more FM tuners are not included on TV sets. It was decided also to seek from RMA a monthly breakdown on sets with FM bands, in the same manner monthly breakdown of TV sets shipments is now provided.

Other resolutions include one calling upon BMB or any future measurement organization to provide full data on FM ownership and FM listening (with threats voiced to pull out of any future organization unless FM is treated better).

**Bond Stores Buying WCBS Newscast Series**

Bond Stores, Inc., for Bond Clothes, will sponsor the 11:00-11:10 p.m. newscasts over WCBS, New York, over a 52-week period starting Sunday, August 27, it was announced by Don Miller, sales manager for the station. Bond Stores will sponsor the show on Sunday, Tuesday, Thursday and Saturday. Agency is Neff-Rogow, Inc.

The 11:00 p.m. news with George Bryan is sponsored on Monday, Wednesday and Friday by Trommer's Beer.

**Wedding Bells**

The marriage of Lina Porteous, daughter of Thomas and the late Mary Porteous of Edinburgh, Scotland, to Capt. John Anderson, television casting registrar at NBC and son of Mr. and Mrs. James Anderson, also of Edinburgh, Scotland, took place at the Little Church Around the Corner, New York, Saturday, August 5, at 10 a.m. The marriage was performed by Rev. George Held.

During the war Captain Anderson served with the Royal Garhwal Rifles, India Army, and saw service in India, Iraq and Persia.

one that all stations duplicating identify both their AM and FM frequencies or separately identify their call letters on every station break. another that AM-FM operators sell all duplicated programs at a combination rate, making it clear that there is an additional charge for FM.

How many of these resolutions the NAB's FM Committee will officially pass on to the NAB board was not known last night as the committee met to consider the results of the day-long open meet.

Present for the committee were chairman Ben Strouse of WWDC-FM, Washington; Everett Dillard of WASH, Washington; Josh Horne of WFMA, Rocky Mount, N. C., and Victor Diehm of WAZL, Hazelton, Pa.

Also present for the open meet were: A. L. Hunter, WFIL, Phila.; Edwin H. Armstrong, KE2XCC, Alpine, N. J.; Millard C. Faught, The Faught Co., New York City; John H. Midlen, Washington, D. C., lawyer; Stephen Touhy, Jr., WEPM, Martinsburg, W. Va.; Leonard H. Marks, lawyer, Washington, D. C.; William Q. Ranft, WFBR, Baltimore; R. S. Guyer, WBTM-FM, Danville, Va.; W. P. Clendenning, WCUM, Cumberland, Md.; A. P. Feeney, WCUM, Cumberland, Md.; Sam Booth, WCHA, Chambersburg, Pa.; R. Alton Reed, KYBS, Dallas; J. R. Marlowe, WQWR - FM, Asheboro, N. C.

Also C. Leslie Golliday, WEPM, Martinsburg, W. Va.; W. A. Wilson, WOPI-FM, Bristol, Tenn.; E. J. Gluck, WSOC-FM, Charlotte, N. C.; John P. McGoldrick, WQAN-FM, Scranton, Pa.; M. S. Novik, WDET, WCUO, — WDET, Detroit; WCUO, Cleveland; Don Deneuf, Rural Radio Network, Ithaca, N. Y.; Elliott M. Sanger, WQXR-FM, New York City (and AM); Sol Chain, WBIB, New Haven, Conn.; Gerald Harrison, WMAS, Springfield, Mass.; Michael R. Hanna, Rural Radio Network, Ithaca, N. Y.; Harold Hirschmann, WABF, New York City; Ray Furr, WIST, Charlotte, N. C.; George A. Bernstein, WFCM, Washington, D. C., and Ray Green, WFLN, Philadelphia.

*The Mailbag*

"The anti-hoarding story on the front page of the July 28th 'RADIO DAILY' reminds me that WMPS has been running a good number of announcements daily on 'hoarding' for almost a month.

"It is a little surprising that the radio stations generally don't use their facilities to get people to cooperate in the interest of holding price lines and avoiding unnecessary purchases.

"On the whole, newspapers seem to have done a much better job, and this is unfortunate."

Cordially yours,

Harold Krelstein,  
Vice-Pres., and general manager  
WMPS,  
Memphis, Tenn.

**Prouty Takes WFIL Post As Sales Manager**

(Continued from Page 1)

was with ABC, was active in both radio and TV sales. His professional career dates back to 1934 and includes sales positions with the Katz Agency, Edward Petry & Co., and E. Pritchard & Co., of New Jersey, where he was vice-president in charge of sales and advertising.

Clipp said that the appointment of Prouty underlines the station's policy of intensifying its radio sales efforts as part of WFIL's continued strong development of AM broadcasting as an effective advertising medium and a potent selling force.

**Regional Web Plans Fall Election Coverage**

(Continued from Page 1)

Glover DeLaney of WTHT, Hartford, decided on the most complete coverage in the network's history for the forthcoming gubernatorial and senatorial races. Rallies and addresses by candidates of all parties will be aired.

This marks the tenth year the election network has been serving the state. Stations making up the CSN are: W N A B, Bridgeport; WTHT, Hartford; WNHC, New Haven; WNLG, New London; WATR, Waterbury; WTOR, Torrington, and WSTC, Stamford.

**10 hrs.  
55 min.**

AMERICAN

to LOS ANGELES

THE MERCURY—DC-6 SKYSLEEPER SERVICE  
Lv. Midnight EDT—Ar. 7:55 a.m. PDT



# Liberty Sets Schedule Of 16 Hours Each Day

(Continued from Page 1)

third in the number of member stations and expects to have more than 300 affiliates by the time of the first broadcast on Oct. 2.

At the same time, Liberty revealed an outline of its program plans. While the full schedule of Fall programs is not complete as yet, the network announced 16 shows which will be aired. These will be available for local sponsorship on a cooperative basis.

Heading the list of programs will be the airing of the complete schedule of New York Yankees football games. Other programs will include the "Liberty Minstrels," news broadcasts and comments, nighttime play-by-play sports, Army football games, both Army and Navy basketball games, as well as "The Disc Jockey's Roundtable," originating from various cities. The schedule will be supplemented by other sports and musical features.

Commenting on the scheduled opening on Oct. 2, Foster said: "At this moment we have 237 stations and we are not even operating in the populous midwest and north-eastern areas. Our field has been the 34 states out of the so-called major league baseball area. I think we can reasonably expect to have a minimum of 300 stations on Oct. 2."

Liberty operates almost entirely on a cooperative programming basis. It feeds programs to its affiliates all but a few of which are available for local sale. The network will deliver its programs on a 16-hour daily basis, and according to the present set-up, each affiliate will pay a set fee for the programs, depending on the size of the market.

The network came into being three years ago, as a feeder of major league baseball and has gradually expanded into all the other phases of variety programming. Previously, the network announced that WOL will be its key station in Washington and that WINS will be the New York outlet for its exclusive Yanks football games.

## Increases TV Production

Plymouth, Ind.—John Meck Industries, Plymouth, Ind., has established a production schedule of 152,000 television receivers for the last half of 1950, more than the firm's entire 1949 production, announced John S. Meck, president. The production schedule includes contract production as well as the Meck line of receivers, ranging from a 12½-inch table model to a 19-inch console.

## Stork News

E. J. Devney, of Devney & Company, station representative, is the father of a seven-pound 12-ounce boy, Brian Edward, born August 1 to his wife Lillian at St. Francis Hospital, Bronx, N. Y.

## NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of July 28-Aug. 3, 1950

TITLE	PUBLISHER
A-Razz-A-Ma-Tazz	J. J. Robbins & Sons
All My Love	Mills
Bewitched	Chappell
C'est Si Bon	Leeds
Count Every Star	Paxton
Darn It Baby That's Love	Chappell
Down The Lane	Broadcast Music
Gone Fishin'	Feist
Home Cookin'	Famous
Hoop-Dee-Do	E. H. Morris
I Cross My Fingers	United
I Didn't Know What Time It Was	Chappell
I Didn't Slip I Wasn't Pushed I Fell	Remick
I Don't Care If The Sun Don't Shine	Famous
I Love The Guy (I Love The Girl)	Shapiro-Bernstein
I Still Get A Thrill	Words & Music
I Wanna Be Loved	Supreme
If I Had A Magic Carpet	Shapiro-Bernstein
If You Were Only Mine	Robbins
I'll Always Love You	Famous
La Vie En Rose	Harms
Let's Choo, Choo, Choo To Idaho	Robbins
Mambo Jambo	Peer
Mona Lisa	Paramount
My Foolish Heart	Sanly-Joy
No Other Love	Walt Disney
Play A Simple Melody	Berlin
Sam's Song	Sam Weiss
Sometime	Witmark
Third Man Theme	Chappell
Tzena Tzena Tzena	Undetermined

## Second Group

TITLE	PUBLISHER
A Little Bit Independent	Bregman-Vocco-Conn
At Sundown	Feist
Golden Sails On A Sea Of Blue	Goday
I Hadn't Anyone Till You	AEC
I Never Had A Worry In The World	Broadcast Music
I Was Dancing With Someone	Harms
I'll Build A Dream House	Campbell
In The Valley Of Golden Dreams	Beacon
It Isn't Fair	Words & Music
Lonesome Whistle	Dorsey
Love Like Ours	Laurel
My Destiny	Walt Disney
Of All Things	Robbins
Old Piano Roll Blues	Leeds
Picnic Song	Chappell
Roses	Hill & Range
Say When	Duchess
Sentimental Me	Knickerbocker
Sweetest Words I Know	Life Music
Tenderly	E. H. Morris
That's A Plenty	George Simon
They Say It's Wodnerful	Berlin
Tonight Be Tender To Me	Life Music
Why Fight The Feeling	Paramount
You Wonderful You	Miller

Copyright 1950, Office of Research, Inc.

# Industry Leaders To Give NAM Report

(Continued from Page 1)

presented as a public service by the National Association of Manufacturer's Industrial Mobilization Committee

Practically every segment of American industry — food, steel, automotive, rubber, textile and lumber, among others—will present a picture of that industry's condition, and how that condition will affect the consumer-public in regard to the present situation in Korea, and also in event of a third global war.

Participating in the program will be Claude A. Putnam, president of the NAM, and Ira Mosher, chairman of the Industrial Mobilization Committee. The latter body acts as liaison between industry and the various government agencies involved in planning for mobilization.

## Adds Industry Protest Against TV Excise Tax

Washington Bureau of RADIO DAILY—Washington—NAB added its protest yesterday to the proposed 1 per cent TV sales tax when a letter written by general counsel D. J. Petty was forwarded to Senate Walter George of the Finance Committee. He wrote:

"In the interest of public safety and welfare, television sets should be made as readily and economically available to all income groups as is consistent with the necessary location of essential materials.

"It should be borne in mind that even the armed forces in their civilian training programs have ready employed television as a medium of mass instruction.

"In planning for defense, the tremendous potential value of television for emergency instruction of the civilian population should be carefully weighed. Since television is highly developed in such vital areas as Detroit, Pittsburgh, Los Angeles, Washington, and other major centers, its usefulness in time of emergency is easily apparent.

"In these times, all media for the communication of ideas are most important. We respectfully suggest that television and radio are vital media of mass communication in the same category as newspapers and magazines and should be made readily available to the public without the imposition of a punitive excise tax."

## Will Expand Plant

Fort Wayne, Ind. — Capehart Farnsworth Corp. has announced it will build a new \$250,000 addition to its plant in Fort Wayne, to expand and localize television and phonograph-radio production. The new structure will add 58,000 square feet of floor space to the present plant, and will be erected just south of the firm's recently completed addition on E. Pontiac St., extended.

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, August 8, 1950 — TELEVISION DAILY is fully protected by register and copyright

## URGE MORE RELIGIOUS PROGRAMS

### TELE TOPICS

**CAPTAIN GLENN**, better known as Glenn Rowell of the oldtime radio team of Gene and Glenn, pulled a sneak review on a full-hour children's TV show on WPIX, Saturday night. The captain, radio showman of old, used his AM broadcasting tricks to ballyhoo his "Bandwagon Show." While the show got off a rather shaky start through faltering cues and misplaced props, Captain Glenn proved he has a way with children and the format for an entertaining kiddies show. Program uses audience participation stunts with kids and has a phone quiz gimmick in which they ask historical questions. . . . Another children's show which fared better production-wise and added up to a half hour of well paced entertainment on CBS-TV Sunday, 6:30 to 7 p.m., was "Billy Boone and Cousin Kib." This program introduces a talented boy by the name of Kib Colby who by cartoon, story and quiz keeps an audience of youngsters on the edge of their studio seats. Colby—as "Cousin Kib"—weaves his wits around an adventuresome cartoon character, Billy Boone, a hard pressed young pioneer. Excellent camera work with some striking close-up studies of kids in the audience was a highlight of the show. The program is a Video Events package with Judy Dupuy, producer.

**GLORIA SWANSON** has a television deal lined up through her agent, Helen Ainsworth, for a TV mother-daughter series. . . . The Big Mo is the first J. S. Navy ship to sport a TV set, thanks to President Truman's interest in teevee entertainment. The Mo's set has a 4-foot by 3-foot projection screen. . . . Joseph Schildkraut, distinguished movie actor, has taken the male lead in "Six Characters in Search Of An Author," which will be produced by Carolyn Burke for NBC-TV on Aug. 13th. Schildkraut replaces the previously scheduled John Abbott. . . . Reginald Denny, British stage and film actor, who just left a starring role in legit play "Larger Than Life," has arrived via Pan American to star in a new tele package, "His Lordship Detects."

**HARRY S. GOODMAN PRODUCTIONS** is introducing a new 15-minute film of dancing instructions titled "You Can Dance," featuring Joe and Libby Champane. . . . TV sets in the Kansas City area now total 42,107. . . . WOI-TV, Ames, Iowa, reports sets in that area now total 12,298. . . . WWJ-TV will televise classes from the University of Michigan soon after the opening of the Fall semester. . . . INS-Telenews reports sale of the weekly sports review, "This Week in Sports" to KGO-TV where it will be sponsored by Land & Land Clothiers.

### SURVEY WEEK OF JULY 28-AUGUST 3, 1950

#### THE TOP 5 SONGS OF THE WEEK

Bewitched	Chappell
I Wanna Be Loved	Supreme
La Vie En Rose	Harms
That's A Plenty	George Simon
Tzena Tzena	Undetermined

#### THE 5 FAVORITE STANDARDS OF THE WEEK

Ain't She Sweet	Advanced
Begin The Beguine	Harms
Charleston	Harms
Happy Days Are Here Again	Advanced
I Get A Kick Out Of You	Harms

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### L.A. Stations Form TV Newsreel Pool

(Continued from Page 1)

partment of the Western Division of ABC, who has received a letter in recognition of the pool from Charles E. Dillon, Chief of the radio-TV branch of the Department of Defense.

Operating procedures will be as follows: a 16mm reduction print of each Department of Defense Newsreel release will be made by Mecca Labs in New York, the lab which handles the Telenews, Inc., processing for the National Pool. This print is to be made at the expense of the Los Angeles group from each dupe negative loaned by the Dept. of Defense for the New York pool, and later the print will be air-expressed to the West Coast lab. Consolidated Film Industries.

Other stations may join the charter group on the Coast. It was revealed, however, they must be rec-

### Crosley Web Expands Daytime Programs

(Continued from Page 1)

on weekdays at 8:30 a.m., EST, and continue until midnight. Stations affected by the increase are: WLW-T Cincinnati; WLW-D, Dayton, and WLW-C, Columbus.

Highlighting the expanded schedule, "Morning Matinee" will be simulcast over the three television stations and the WLW radio counterpart. To handle the expected studio crowds, Murphy announced that "Morning Matinee," which stars Ruth Lyons, WLW-T, will originate the hour-long show from Studio A of Crosley Square, previously used for AM broadcasts only. Thus, for the first time, WLW-T will have telecasts from two studio sites in Cincinnati, instead of using only the facilities in Clifton Heights, a mile away.

ognized and accredited by the Dept. of Defense in order to do so.

### Press-Time Paragraphs

#### Participation Contracts Signed at DuMont

Purchase of one-minute announcements and participations have been made at DuMont network by American Cigarette & Cigar Co. for Pall Malls. Signed by Sullivan, Stauffer, Colwell & Bayles agency, the contract specifies three participations weekly through Dec. 31. C. L. Bridge Co. (kitchen products) has signed for "live" participations on "Kitchen Fare" (Mon.-Thurs., 10:30-11:00 a.m.) for 13 weeks. Roy S. Durstine is the agency.

#### NBC To Televis Davis Cup Matches

The National Round of the Davis Cup Matches, which begins Friday, Aug. 11, will be televised by NBC-TV for the second consecutive year of its exclusive coverage. Bill Stern will give the play by play (2:00 p.m.-EDT).

#### WMAL-TV Leases Ice Rink

Washington—A long-term lease for the Chevy Chase Ice Palace has been signed by WMAL-TV to provide three large, modern studios in the 35,000 square-foot area now occupied by the ice rink. Remodeling will begin immediately with completion expected by October.

### Protestant Leader Emphasizes Force Of TV Programs

Philadelphia — "Radio is only whistling in the dark when it insists that television will not replace it in the immediate future." Rev. Everett C. Parker, director of the Protestant Radio Commission told members of the Fifth Annual Religious Radio Workshop at their opening meeting at Temple University last night.

Mr. Parker pointed out that today not only city dwellers but also residents of rural areas throughout America own television sets. Religion, he feels, must be adequately represented on this important new medium. "So far on television religion has had a small percentage of program time," he stated, and indicated that the main reason for this lack has been the high cost of television operations which have to date limited the number of non-commercial programs in the educational and religious field.

"But there are some network and station executives," he added, "who think of the churches and synagogues as a minority that occasionally must be placated. Religion is not a hobby with the American people nor is it a hunger felt only by a few. It is a basic force in people's lives. If there is an American dream that has this power to excite loyalties and to make men willing to die for their beliefs it is a dream that is rooted and grounded in the Hebrew-Christian faith.

"The churches will not be denied access to the people of America through this medium of television which is in truth a gift from God," he said. "We will not bow before the demands that soap and cigarettes be first in people's thinking. Nor will the churches allow religious programming on television to be captured by so-called evangelists whose sole qualification is the ability to pay for network station time."

To meet the demands of religious programming, Mr. Parker recommended the use of religious films produced according to good television standards. He spoke of the beginning that has already been made in the field by the Protestant Radio Commission with their films of biblical stories enacted by puppets. These films will be previewed by the workshop group later.

The workshop is sponsored jointly by the Protestant Radio Commission, interdenominational agency of the major Protestant churches of America and the radio department of Temple University.

## COAST-TO-COAST

**WCCO Summer Promotion Drive**  
Minneapolis, Minn.—To promote summer audience, WCCO has moved its Friday and Saturday night local shows to the picnic pavillion at Excelsior Amusement Park on the shores of Lake Minnetonka. The station has negotiated with 200 prominent resorts for display space. In return, WCCO airs current news regarding fishing, boating facilities and other information from the resorts on news and sports periods. "Having Wonderful Time," a special quarter-hour summer show with Stew MacPherson broadcast on Sundays, is entirely devoted to resort information.

**WSCI Receives Special Award**  
Columbus, Ind.—The local recruiting office recently presented to WSCI a special award honoring the station for broadcasting the Army recruiting show, "Voice of the Army." WSCI has been running this show without interruption for over two years. Dick Jewell, program director, and Dick Pyles, manager, accepted the award in behalf of the station.

**WKCT To Start Nights**  
Bowling Green, Ky.—WKCT, owned by the Daily News Broadcasting Company, is now completing its new transmitter unit to permit night broadcasting on 930 kc with a power of 500 watts. WKCT has been operating on the same wavelength on a daytime basis since November 1, 1947, with a power of 1,000 watts and will continue with that same daytime power under the new operation. Station manager, Paul F. Huddleston also announced that WKCT will begin an affiliation with ABC, effective September 1st.

**Eddy Named KOA Music Director**  
Denver, Colo.—Eddy Rogers has been appointed music director of KOA in place of Milton Shrednik, who has resigned, it was announced by Lloyd W. Yoder, the station's general manager. Shrednik has been heard on KOA musical programs since 1930 and has been director of music since 1936. Rogers joined KOA two years ago and served as concertmaster of the station's staff orchestra.

### Staff Changes At WXGI

Richmond, Va.—Harry Curran, WXGI sports director, has been named chief announcer of the station replacing Mike May. Prior to coming to Richmond, Curran was on the staff of WNYC, New York. Charles Watson has joined the station as music librarian.

### Johnson Joins KGO News Staff

San Francisco—Ronald D. Johnson, Jr., has joined the KGO news staff, it was announced by Vic Reed, news and special events manager. Johnson was formerly with WCAU and WPEN, both of Philadelphia.

## AGENCY NEWSCAST

... personnel, sponsors and notes

**VICK CHEMICAL COMPANY** to Batten, Barton, Durstine & Osborn, Inc., to handle its television advertising. Wm. J. O'Donnell will be account exec. Spot commercials are planned. As yet, no programs are in the picture for the future.

**ZELMA COHEN**, formerly associated with Telecast Films, Inc., has joined Atlantic Television Corp. as booker. Announcement of the appointment was made by Jacques Kopfstein.

**NORMAN MALONE & ASSOCIATES**, Akron, Ohio, has been elected to membership in the American Association of Advertising Agencies.

**WYLER & CO.** to Weiss & Geller, Inc., Chicago. Also Mogen David Wine to Weiss & Geller for television advertising.

**EDWIN C. PEASE** has been appointed advertising manager of Telechron, Inc. Previously he was director of advertising of James Lees & Sons Co.

**ELEANOR DUNN**, formerly with Wortman-Wilcox & Co., has been elected a v-p of the Lindsay Advertising Agency.

"**GREY MATTER**," the semi-monthly publication of Grey Advertising Agency, released Aug. 1, presents an analysis of the Starch reports and their effect on management and agencies, followed by a considerable list of suggestions for management on interpreting the Starch reports on commercials.

### Station Staff Pledges Aid Against Hoarding

(Continued from Page 1)  
general manager of the station, presented an anti-hoarding petition to Bridgeport's Mayor Jasper McLevy on behalf of WLIZ employees who had voluntarily signed the pledge denouncing hoarding as un-American.

"WLIZ and all its employees are convinced that the semi-hysteria of hoarding essential foodstuffs is only precipitating and accentuating an unneeded shortage," Merryman said, and added, "For this reason, I have authorized daily intermittent broadcasts showing the people the shortsightedness of such a policy."

All WLIZ employees are offering their time to make spot announcements against the useless practice of hoarding.

Merryman recently refused to sell radio time to Jack Goldring of the Connecticut Communist Party for a 15-minute newscast from the party newspaper, "The Daily Worker."

He defended his action by stating that "it is against the policy of WLIZ to further Communism or communist newspapers."

**HOWARD WILSON**, formerly sales promotion director of Ruthrauff & Ryan, Inc., has been appointed general sales manager of U. S. and Canadian activities of Lady Esther, Ltd.

**HUDSON BUDD**, formerly prexy of Budd, Ltd., N. Y. has resigned as a director of that company and is now an account executive and merchandising director of Tracy, Kent & Co., Inc.

**JOHN B. DANBY**, editor of Liberty Magazine before its sale six weeks ago, has joined Ira Mosher Associates, Inc.

**SCHEPP-REINER CO.** of New York has been named national sales representatives for WTCH, Shawano, Wisconsin.

**PRODUCT SERVICES GROUP, INC.**, ad agency, has moved to enlarged, modern offices at 10 East 44th St. Agency was formerly located at 50 West 53rd Street.

**HARRY BAUER**, production manager and account executive of the George H. Gibson Co. since 1930, has been named president. Thomas D. Endicott has been retained and made vice-president. All clients served prior to the company's reorganization have renewed contracts. Other personnel will remain the same.

**LEO BURNETT CO., INC.**, Chicago, celebrated its 15th anniversary on August 5.

### "Info Please" Returning For Audience Survey

"Information Please," which returns to the air tomorrow over WOR, New York, will be the subject of a special series of studies on nighttime listening habits and audience types to be conducted by the station.

The survey will cover the first eight weeks of the broadcasts.

Dan Golenpaul, producer of the program, said that in addition to WOR, three other major network stations will carry "Information Please" on different days and times and conduct similar studies. The stations are: KNBC, San Francisco and WIBA, Madison, already broadcasting the program, and WGY, Schenectady, N. Y.

Golenpaul arranged for the four stations to make the studies before the show is made available to other stations on a syndicated basis.

### Tucker Signs Stan Burns

Stan Burns has signed a contract with the Ben Tucker Hudson Bay Fur Company to do four, 15-minute recorded shows daily over WINS, New York. Pact is for seven months.

## BEHIND THE MIKE

**ARCH O. BRAUNFELD, C.P.** who has helped the radio big with their finances for 20 years, serving his 5th term as treasurer of the American Television Society.

If Pops Whiteman is looking for a female Geo. Gershwin, he ought to give an eye and ear to Mary Burke's "Manhattan Potpourri" published by Bregman, Vocco & Conn. It has that Gershwinian flavor.

Beverly Chase managing Ted Darnay, Bill Allyn, Barbara Beck and Bernice Marsh for radio and television.

Josh White's first date on his return from a European tour was guesting on the Wendy Barrie show with Josh, Jr.

Draper Lewis, writer of "Starlight Operetta" at CBS, feels that he's the longest distance writer in the business. The show originates in Dallas.

Since Hudson Fausett took over as producer of the Armstrong Circle Theater the rating has jumped 25.0.

Tony Lane and his Airlane Theatre made their video debut on the Fitzgeralds' TV show last week.

Ed Woodruff, president of Cinefilm Corp. teevee film distributors, announces a new package offer available immediately. It is a 12½-minute compilation of Pathe Pictorial feature shorts, averaging 4 subjects per program, with tongue-in-check commentary by Hy Gardner, widely-syndicated Parade magazine and Herald-Tribune way columnist.

Carlton E. Morse's "One Man Family" TV show, now under sponsorship to Sweetheart Soap, has been granted a permanent studio at NBC's 106th St. bldg. and five permanent sets, marking it one of the top-budget shows in television. Program has one of the largest regular casts in TV, including the seven members of the Barbour family and an average of five additional feature characters in each show. It utilizes one of the largest crews, which calls for 51 persons in engineering, production, lighting, wardrobe and film editing.

It begins to look as if the busiest maestro in radio and TV in the field may well be Alvy West, whose music raised such a furor here some years ago. Alvy, with 3 network shows weekly on NBC and DuMont's Sat. nite "Country Style" show, has been renewed on CBS TV's "Celebrity Time" for the fall. Also on tap are two more DuMont sessions.

The Kirby Stone Quintet clicked in their first theater date at the Capitol.

Dick Contino going into the Waldorf Aug. 21st. Contino is the first accordionist to play the exclusive Starlight Roof.

Don Cornell follows the Versailles engagement with a date at Chubb's in Camden, N. J.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 52, NO. 27

NEW YORK, WEDNESDAY, AUGUST 9, 1950

TEN CENTS

## NAB BOARD VOTES BAB SEPARATION

### Color TV Decision Expected Early Next Month

#### Sen. Johnson Gives Views In Letter Sent Coy

Washington Bureau of RADIO DAILY  
Washington — Prospect for clear-cut determination of the future of color television within the next month was advanced yesterday with release of a lengthy letter from Senate Interstate Commerce Committee Chairman Edwin Johnson to FCC Chairman Wayne Coy. Surprisingly, (Continued on Page 7)

#### 'Harvest of Stars' Is Dropped On NBC

International Harvester Company's board of directors in a decision to cancel all institutional advertising will drop the "Harvest of Stars" program currently heard on NBC, 5:30 to 6 p.m., EDT, with the beginning of the fall schedule. The half-hour musical program featured (Continued on Page 2)

#### WCFM Will Make LP's Of Non-Recorded Classics

Washington Bureau of RADIO DAILY  
Washington — WCFM has announced it will begin the manufacturing of long-playing classical records of great works which have never before been recorded. The first of these releases, scheduled (Continued on Page 2)

#### Releasing Study

ANA's once guarded study of radio and TV listening habits will become public property tomorrow when copies are mailed to broadcasting stations throughout the country. Decision to make the survey available to both the broadcasters and the press was made by Paul West, president, after meeting with ANA Radio and TV Steering Committee.

#### Stations To Get Weekly "Defense Bulletin"

NAB shortly will begin issuance of a weekly defense bulletin for all broadcasters, the board of directors decided yesterday following a meeting in Washington with Presidential Advisor John Steelman and Charles Jackson, his assistant. The new bulletin will carry information on campaigns to reduce hoarding, etc., and will be in readiness for emergency instructions or campaigns. It will supplement the work of the Advertising Council for the present. The board was closeted for half an hour with Steelman, then stayed that much longer with Jackson. Both men praised broadcasters for a successful campaign against hoarding.

#### Hearing Opens Today Electronics-For-War On McFarland's Bill Job of New Mfr. Unit

FCC Chairman Wayne Coy will be the lead-off witness this morning as the Communications Subcommittee of the House Interstate Commerce Committee holds an open hearing on the Senate-passed McFarland bill to amend FCC procedures. The committee has set only one day for the hearing, but most observers here will be surprised if (Continued on Page 5)

#### Syracuse Univ. Students Criticize Programming

Syracuse—Radio is treated more harshly through the critical sense of the grammar school student, according to the results of a study made at the Syracuse University Radio and Television Center. The report was issued yesterday. Students seem to have developed (Continued on Page 8)

The appointment of a National Electronic Mobilization Committee to coordinate the mobilization activities of manufacturers and speed up production for the war effort, was announced yesterday by Robert C. Sprague, chairman of the board of directors of the Radio-Television Manufacturers Association. The special 22-man committee (Continued on Page 6)

#### Kennett Gets Promotion With Yankee Network

Hartford, Conn. — The Yankee Network has announced the appointment of Robert L. Kennett as general manager of its owned and operated stations in Connecticut, WONS, Hartford, and WICC, Bridgeport. Kennett has been serving as man- (Continued on Page 2)

#### Motorola Announces Plans For Advertising Campaign

Motorola, Inc., has launched its greatest advertising campaign with a budget of \$15,000,000 in a major move to establish itself in the forefront of the national TV picture, it was learned yesterday. The company, long noted as the first in automobile radio sets, first presented its TV line in 1947, but it was only last year that the company entered the "big-time," advertising wise. Starting about August 15, the Chicago firm will spend more than one and three-quarter millions of dollars in the major consumer magazines with full color ads to push the new 1951 "Fashion Award" television-radio line, according to Ellis Redden, director of advertising for the company. The campaign will continue until December and will provide a continuous series of ads appearing in weeklies and month- (Continued on Page 6)

#### Gives Operation Indie Status By April 1st

The NAB Board meeting in Washington yesterday voted for creation of a separate organization to take over the functions of the Broadcast Advertising Bureau, with membership open to all broadcasters—whether or not NAB members—and an eventual budget of one million dollars (Continued on Page 5)

#### No New War Controls Likely, Coy Tells NAB

Washington Bureau of RADIO DAILY  
Washington — FCC Chairman Wayne Coy told the NAB board of directors yesterday it need anticipate no emergency controls beyond the voluntary controls exercised during the past war. He referred to the self-imposed shut-down on news inimical to the national security. Coy appeared before the broadcasters during the morning of (Continued on Page 5)

#### Commercial Programs Start In Jamaica, B.W.I.

Kingston, Jamaica, B.W.I.—Commercial radio broadcasting has been inaugurated on the island of Jamaica in the British West Indies. The government-sponsored radio (Continued on Page 8)

#### Artist-P. A.

WNEW's 19-year-old Harvey Cropper of the public relations department is revealing hidden talent. Five of his water-colors and drawings are currently being exhibited at the 1st Outdoor Arts & Crafts Show sponsored by the Cultural Committee of Afro Arts. It was also discovered young Cropper's forebears included many fine artists.



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

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SOUTHWEST BUREAU

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Suite 314, Thomas Bldg.  
Dallas, Texas

Phone: Riverside 5491

ROME BUREAU

John Perdreari  
Ludovisi 16

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

FINANCIAL

(August 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	10 1/2	10	10	+ 1/8
Admiral Corp.	25 1/2	24 1/2	24 1/2	- 1/8
Am. Tel. & Tel.	151 3/8	151	151 1/4	+ 1/4
CBS A	29	28 7/8	28 7/8	+ 1/2
CBS B	28 1/2	28 1/2	28 1/2	+ 3/8
Philco	38 1/2	36 3/4	37 1/4	+ 1/4
Philco pfd.	86	86	86	+ 1/4
RCA Common	17 1/4	16 3/4	16 3/4	+ 3/8
RCA 1st pfd.	76	76	76	+ 1/4
Stewart-Warner	15 1/2	14 3/4	14 3/4	+ 1/8
Westinghouse	32 7/8	32 1/2	32 3/4	- 1/4
Zenith Radio	48	46 3/8	46 3/8	+ 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	19 7/8	19 3/8	19 7/8	+ 1/2
Nat. Union Radio	3 7/8	3 5/8	3 3/4	...
OVER THE COUNTER				
DuMont Lab.		17 1/2	18 1/2	
Stromberg-Carlson		12 1/2	14	

'Harvest Of Stars' Show Dropped By NBC Web

(Continued from Page 1)

ing the voice of James Melton and Dr. Frank Black's orchestra, has been a radio network feature for the past 10 years. McCann-Erickson is the agency.

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★ COMING AND GOING ★

JOHN BOLER, general manager of KSJB, Columbia network outlet in Jamestown, N. D., is in New York on business.

FATHER PATRICK PEYTON, producer of the "Family Theater" on Mutual, has returned to New York following a three-week trip to South America.

RELDA GARRETT, secretary to Joseph E. Baudino, general manager of KDKA, Pittsburgh, and her husband, CHARLIE KLUG, of the station's staff orchestra, will leave the Smoky City on Friday for a vacation in New York.

KENYON BROWN, president and general manager of KWFT, Wichita Falls outlet of CBS, has arrived from Texas for conferences with officials of the web.

BOB COVINGTON, promotion manager of WBT, WBT-FM and WBT-TV, has returned to Charlotte, N. C., following a business trip to New York.

HARVEY R. YOUNG, JR., arrived in town last Thursday on station and agency business. He's the commercial manager of WHIO, Dayton, Ohio.

JOHN DUPELL, commercial manager of KCRA, Sacramento, is in town on station and agency business. He has a stopover at Cincinnati scheduled on his way home.

J. W. BETTS, general manager of WFTM, Marysville, Ky., is in town for conferences at the offices of MBS, with which the station is affiliated.

JANE BARTON, program director of the New York State Radio Bureau, is back on the job in Albany after having served 21 days of Navy training duty at St. Albans, L. I.

JACK CARNEY, producer of the Arthur Godfrey program on CBS, is vacationing in Kennebunkport, Me.

ROBERT HURLEIGH, the Mutual network's Midwestern newscaster, is in New York substituting for the vacationing Fulton Lewis.

MIKE FOSTER, assistant director of press information at CBS, is sojourning at Nanuet.

WERNER MICHEL, chief of the CBS documentary unit, has returned from a two-week holiday in New Hampshire.

SIG MICKELSON, director of public affairs for the Columbia network, tomorrow will leave for his summer place at Westport, Conn., where he plans to spend a month.

HUMBOLT J. GREIG, president of WHUM, Reading, Pa., was welcomed late last week by New York executives of the station's national representatives.

Heavy Promotion Contest Used To Popularize Song

A \$20,000 promotion contest, open to the country's radio and FM stations, is being launched by the Hollybrook Music Company to push sales of its latest tune, "Oh Marguerite," penned by CBS engineer, Mal West.

To date, over 400 stations have signified their intentions to participate, it was reported.

The contest will be conducted by the local disc jockeys, each of whom will receive a three-minute transcription describing the rules, awards and instructions. The plan is to have local Marguerites send in their photos. These will be forwarded by the disc jockeys to Hollybrook in New York. A committee of John Robert Powers' experts will judge the winning Miss Marguerite, who will be awarded \$10,000 in cash and merchandise, including a trip to New York, Chicago, Dallas, Las Vegas and Hollywood. She will also receive a screen test. The disc jockey sending in the winning picture will receive \$500 in merchandise.

In addition, 101 runner-up Marguerites will be chosen, along with the D. J.'s who forwarded their pictures. All will receive merchandise awards.

Hollybrook Music Company is owned by Ray Bloch and Ellis Allen.

Public Service Series To Be Aired Over WSTC

Stamford, Conn. — WSTC and WSTC-FM will air a series of seven 15-minute public service features, on the Korean situation and its effect on the U. S., prepared by William Benton, Democratic Senator from Conn., this week.

Programs, which are non-political, will include excerpts from the

WCFM Will Make LP's Of Non-Recorded Classics

(Continued from Page 1)

uled for September, will be Charles Ives' Pulitzer prize-winning Symphony Number 3. The symphony will be played by the National Gallery Orchestra, conducted by Richard Bales. The record is being produced through the cooperation of the American Music Center, the National Gallery of Art in Washington and the AFM. The retail price will be \$5.95.

WCFM plans to produce three long-playing records between now and the end of the year. At that time, if the venture proves successful, the station plans to release one record each month. The management has requested that the public make known their wishes regarding works they would like to have produced.

WCFM is a cooperatively owned FM station.

Kennett Gets Promotion With Yankee Network

(Continued from Page 1)

ager of WONS for the past two years and his new appointment, in addition to his present responsibilities, will also give him jurisdiction over WICC. Dickens J. Wright recently left the latter station for a position in Paterson, N. J. radio.

The network also announced the promotion of Ralph H. Klein, WONS program director, to the position of station supervisor. Charles Parker, sales manager of WICC, becomes supervisor of that station.

Milk debates, talks by Sec. of Commerce Sawyer, Sec. of Treasury Snyder, Atty. General McGrath, Bernard Baruch, General Hershey and others.



"It seems that the new sales manager has a brother with another agency"

Well, don't take it so hard, old man. Clients change agencies for all kinds of reasons.

And here's a helpful hint about how to keep your clients happy in Baltimore—you buy W-I-T-H, the BIG independent with the BIG audience.

Then you're sure of getting more listeners-per-dollar than from any other station in town. You're sure of low-cost results.

If you'd like to know all about W-I-T-H, just call in your Headley-Reed man today. He'll give you the whole story.



Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

# SPOT THE SPONSOR

## The "MIGHTIEST MINUTE" in Television!

THE only one-minute "spot" in all TV which viewers voluntarily and deliberately *seek out* and tune in at specific time periods to get *your* product story!

### **It's a game**

SPOT THE SPONSOR is the **Brand Name Memory Game** on **WNBT** that awards **Daily Cash Prizes** to viewers for remembering the Brand Names and Packages of participating sponsors.

Most TV "spots" depend on adjacencies for audience. Not so with SPOT THE SPONSOR! It attracts its own audience! It develops daily dial habits *on the hour!*

### **Whole families play it**

Almost half a million TV families in WNBT's vast audience "play" SPOT THE SPONSOR 4 times daily, five

days weekly. No other TV minute is sought out so often by so many . . . that's why we say it is:

### **The "Mightiest Minute" in Television!**

**High Frequency! High Sponsor Identification! Low Cost!**

**SPOT THE SPONSOR will help keep your Brand Name and Package 'alive' between shopping days.**

### **Sponsors Are Now Being Accepted For Second Thirteen-Week Series**

**STARTING DATE:** Early October

**CLOSING DATE:** September 15th

**STATION:** **WNBT**

**TIME PERIODS:** 10 A.M., 11 A.M., 12 NOON, 1 P.M.

**PRICE:** \$275.00 per day, for four shows, including station time, film, prizes, etc.

**PARTICIPATIONS:** 1, 2 or 3 days weekly

FOR AVAILABILITIES, CONTACT

## **NBC SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.  
CI 7-8300

—or—

## **THOMAS-VARNEY INCORPORATED**

41 East 50th Street, New York 22, N. Y.  
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# CHICAGO

By GINNY EVANS

CHICAGO-BORN Jeanne Bargy stars on "Wednesdays at Seven," the new CBS television program that originates from New York each week.

Doris Scadron has joined John Blair and Company as assistant to the manager of the sales development department. Mrs. Scadron was formerly assistant to the radio research director of N. W. Ayer and Company.

First Chicago booking agent to be recalled to service is Marvin Moss of MCA. Moss reported to the Great Lakes Naval Training Station.

Yvette, who is playing a two-week date at the Oriental Theater here, is angling for a TV show. Still in the talking stage, the show will probably feature comedy, music and guest appearances.

John Norton, vice-president in charge of the ABC central division, is in New York on a business trip.

Nancy Evans, featured vocalist with the Wayne King orchestra for five years, has left the band to open her own television producing office.

Don Danielson has been named assistant public relations director of WBBM. Danielson has been on the station's staff for four years.

Tito Guizar goes into the Swiss Chalet of the Bismarck Hotel in September, instituting a name policy in this room.

Victor Borge, Columbia recording artist and radio personality, coming into the Chicago Theater for two weeks beginning August 25th.

Belated congratulations to Milt Parlow of the "Welcome Travelers" show who got married a few weeks back.

Clark Dennis, Capitol recording artist, is playing the Park Plaza Hotel in St. Louis.

Warren Reinhold has been named assistant chief accountant at NBC, Chicago.

Paul Harvey was the moderator of America's Town Meeting of the Air August 8th. The program originated in Duluth, Minnesota.

Music from the Aragon and Trianon ballrooms in Chicago will be heard on WBBM four nights weekly. Dick Jurgens from the Aragon and Lawrence Welk from the Trianon are being aired currently.



By SID WHITE

## Man About Manhattan. . . !

● ● ● **TAKING THE NEWS PULSE:** Shortages in building materials may delay the erection of NBC's Television Center at the site of the Rockefeller Center Theater. The web, however, will take over the theater in its present state for the origination of TV shows this fall. . . . Reports that the name dance orchestra business is on the decline is refuted in the deal set for Guy Lombardo at the Toronto Exposition Aug. 25th through Sept. 2nd. Guy will get 25 G's for the date. . . . An independent TV manufacturer reported buying up obsolete 10-inch tubes from a major manufacturer for inclusion in a receiver to sell for under a hundred bux. . . . Ethel Barrymore, whose speaking voice is the finest on stage and screen, has suddenly, after all these years, been 'discovered' by radio. She is being sought for the NBC "I Remember" show due in Nov., in which she would reminisce about long ago and far away days with an occasional guesstar of her calibre. . . . Hear tell that NBC has some 100 million bux earmarked for its TV film making plans. . . . As a result of our rave here on Sidney Fields the other edition (we'd like to believe), WOR immediately set up an audition for the Mirror columnist. Well, they won't regret it. There are few better gabbers and nobody can top him in the guest-star dept. . . . Faye Emerson reveals in Look magazine that before her son (Scoop) arrived, she was a thin, bony girl without a curve to her name. Oh, sure.

★ ★ ★ ★

● ● ● **THE MORNING MAIL:** "Having caught your line re Eddie Cantor and Gertrude Niesen," writes Gene J. Seagle, of Nash Productions, Inc., "I thought the following might interest you. We have prepared a series of original half-hour musical comedies to be known as 'The Gertrude Niesen Show,' which she has already consented to star in. Book is by Art Henley and David DeKoven. Wm. Morris is handling the package."

★ ★ ★ ★

● ● ● Chesterfield and Old Gold are after the John Hancock of Ralph Branca, B'klyn pitcher, whose "Hot Stove League" TV program idea has the silent blessing of all the major league owners, who are already worried over the slump in baseball attendance this year. After the World Series, Branca is slated to line up nine top ball players, including himself, who can form a band. Ralph would double as pianist and as band vocalist. It looks like it will be a CBS show and would be strictly a winter project. Among the players Ralph is said to be interested in lining up are Yogi Berra, Don Mueller, Joe Gordon, Red Munger, Granny Hamner, Jackie Robinson, Virgil Trucks and Vern Bickford. Speaking about baseball, some of the current stars are said to be quietly preparing for a new career as baseball commentators a la Dizzy Dean when their diamond days are over. Among them are Peewee Reese, Stan Musial and (boy, bring me my gin and bitters) Yogi Berra.

★ ★ ★ ★

● ● ● **IN ONE EAR:** Mike O'Shea, the dapper young TV Guide columnist, made such a hit subbing for Danton Walker on latter's WPIX session that the station is now talking with Mike regarding a stanza of his own. Mike's panel for this Friday's show, incidentally, includes Margie Hart, Bernie Hart, Betty Garde and Bernard Sobel. . . . Gene Autry is going ahead full speed with his films for TV. He started out to make four 30-minute pictures but will make 16. . . . Aside to Nick Keesely: Glad you agree with us about what a great TV bet Phil Spitalny's aggregation would make. . . . When Harvey Stone fluffed a line on a recent TV show, he cracked: "Now that I've had my nose fixed, my mouth won't work!"

# NEW BUSINESS

WBBM, Chicago: "Twin Quiz" to be sponsored by Puritan Company of America and to be heard Monday through Friday, 3:45 to 5:00 p.m., as of July 31. "John Harrington, News"—to be sponsored by the Ford Motor Company and to be heard Monday through Friday, 5:15 to 5:30 p.m., starting August 14. Musical Show—title and talent to be named later, to be sponsored by the Sawyer Biscuit Company and to be broadcast Monday through Friday, 3:30 to 3:45 p.m., starting October 2. "Edward R. Murrow and the News"—to be sponsored by Philco Distributors, Inc., and to be heard Monday through Friday, 6:45 to 7:00 p.m., starting September 4.



WILLIAM HORNE, Tenor

Auditions for YOU, YOU, and YOU at Robert Q. Lewis' "The Show Goes On" (to-morrow, THURSDAY, AUGUST 10th, AT 8:00 P.M. OVER WCB5-TV).

WALTER WINCHELL has bouqueted William Horne with columnar "ORCHIDS," "ENCORIS CHIDS," "APPLAUCHIDS" and "CURTAIN CALLS" and has called him "BETTER THAN GIGLI."

The N. Y. TIMES has said of William Horne's performance in a recent oratorio appearance that "Mr. Horne excelled in the smoothness and sustaining quality of his beautiful voice." LOUIS BIANCOLLI in the N. Y. World Telegram has reported on William Horne in Town Hall recital that "the audience was with him to his topmost note."

DOUGLAS WATT in the N. Y. Daily News has written of William Horne's "exquisite voice."

How do YOU think YOUR television audience will react to William Horne's singing?

KOUSSEVITZKY selected William Horne to sing the title role in the American premiere of "Peter Grimes" at the Berkshire Festival.

RUDOLF BING engaged William Horne as the only American to sing with the Glyndebourne Opera at the Edinburgh Festival last year. William Horne has sung as soloist with TO CANINI, STOKOWSKI, BARBROLLI and MONTEUX among others.

And in the ballad field IRVING BERL selected William Horne to introduce "Getting Tired So I Can Sleep" in "This is the Army" on Broadway.

Now, YOU, who are responsible for programming television, can judge whether YOU can adapt him to YOUR format after William Horne visits Robert Q. Lewis' "The Show Goes On" (to-morrow, THURSDAY, AUGUST 10th, AT 8:00 P.M. OVER WCB5-TV).

WILLIAM HORNE  
Is Under The Exclusive Management of  
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### JANGLE!

OUR PRODUCTION SERVICE is also available to produce YOUR Jingle or Spots. Relieve yourself of ALL detail — call today!

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YONKERS RACEWAY

SATTLER'S DEPT. STORE 7 YRS.

MARLIN BLADES 8 YRS.

## Hearing Opens Today On McFarland's Bill

(Continued from Page 1)

More time is not needed, even though only seven witnesses are slated and two of those might merely file statements.

NAB yesterday wrote the committee that it is in support of the bill but will not appear to voice its support. The committee said yesterday that although CBS Vice-president Joseph Ream and RCA Vice-President Glen McDaniel are slated to come before the committee they may simply file statements.

Coy, a representative of the Justice Department's Anti-Trust division, Gordon Brown of WSAY, Rochester, Arthur Scharfeld for the FCC Bar Association, and NAB general Counsel Don Petty are listed for appearances today.

**Much Support; Some Opposition**  
The McFarland bill, which has strong industry support but has met with opposition from the FCC, is now in a strong parliamentary position, in that it can be passed by the House without debate if the committee decided to do so. It was passed on the Senate calendar last year and pigeonholed by the House. Last month it was added to a non-controversial bill the House had passed and sent to the Senate. This means that the House Committee can now name conferees and agree to accept the McFarland bill as an amendment to the other bill. With the full House called upon to vote acceptance of the committee decision.

While this can be blocked, it is not unusual for the full body to accept the decision of its committee in a matter such as this.

If it happens this way, the bill will have been passed by both Houses without any debate on the floor. It went through the Senate last year without debate, and against his year.

## Will Substitute for Lewis

Henry La Cossitt will substitute for the vacationing Fulton Lewis, Jr., when the Mutual commentator takes a two-week hiatus beginning Monday, Aug. 14. Lewis' newscasts are aired Monday-through-Friday, from 7 to 7:15 p.m.

## WANTED — TIME SALESMAN

Experienced New York retail accounts. Drawing account and commission.

**WVNJ**

Telephone Mitchell 3-7600, Mr. Newman, for appointment.

## Separate Organization Voted To Take Over BAB Functions

(Continued from Page 1)

annually. Job of such an organization will be to promote sound broadcasting as an advertising medium, with television not included.

The board adopted a resolution providing that "upon development of sufficient demand for sales promotion services in behalf of televi-

vertising bureau would be permitted only on 90 days written notice, it was proposed.

Another proposal was that in cases where a single company holds two or more broadcast facilities, single membership fees be charged for each and no less than all stations in such a group be accepted as members in the new organization.

In the period between now and next April BAB projects will go forward in preparation for absorption next spring. There was no indication yesterday that a successor to Maurice B. Mitchell, who has resigned as director, will be chosen before the new corporation is set up. Mitchell's job as BAB director was praised.

Selection of a president for the new bureau is an extremely important matter, it was stated, and the Swezey committee recommended that "a top-level executive" be engaged as soon as possible.

While it was made clear that the new organization will serve only sound radio—with a separate organization for TV a possibility for the future, Swezey said "NAB can represent both sound radio and TV at the policy level—and hopes to continue to do so."

**Pro-FM**  
*Washington — The NAB board of directors voted yesterday to instruct whatever organization succeeds BAB that full weight must be given to FM in the operation of the new setup. A resolution to that effect was passed at the instance of the NAB's FM Advisory Committee, which met Monday. That meeting saw the creation of a new FM Industry Committee, empowered to act apart from NAB.*

sion stations, NAB will consider sponsorship of such a service for TV stations."

Robert Swezey of WDSU-TV, New Orleans, who chaired the special board committee which recommended the split-up, explained that it was felt the urgent need for promotion now is that of radio—AM and FM. Pinned down by reporters, he said after the meeting that there obviously is a conflict of interest between aural radio and TV. WDSU-TV is affiliated with WDSU and WDSU-FM.

The board accepted the report of the special committee, which met last month to work out a plan for separation of NAB and BAB. It was proposed that the separation be accomplished with the chartering of a new organization by April 1 of next year. For the first year 30 per cent of the NAB dues collection would go to this new organization, with NAB members automatically eligible to receive the services of the new setup. In the event any NAB member did not desire such services, his NAB dues would be reduced 30 per cent for the one year.

After the one-year period, during which it is estimated the new office would have an income of \$200,000 from NAB, membership would be completely independent. A monthly charge of a sum equal to one half the highest hourly published rate was recommended, with that rate to be charged non-NAB members desiring to join the new organization during its first year. After the first year this rate would apply to all members.

At the same time, a readjustment of NAB dues would be undertaken. Any resignation from the new ad-

## Stork News

Pittsburgh — KDKA announcer Paul Shannon and his wife, June, announce the birth of their third son. They'll call him Michael.

## No New War Controls Likely, Coy Tells NAB

(Continued from Page 1)

second day of their meet. with a brief session at the White House in the afternoon, during which the NAB leaders pledged industry cooperation to Presidential Adviser John Steelman. The FCC chairman said he has no intention of recommending more stringent controls as a result of the Korean situation.

He told the board also that the Commission is working on a solution to the color TV problem. There has been no word from the White House that action on color should be withheld because of the war situation, and the Commission hopes to have a decision out before Labor Day, he said. He hopes to be able to announce a date for hearing on TV channel allocations by then.

Coy said he has no idea that TV stations will be ordered off the air in the event of a war emergency. He dismissed such rumors as scare stories.

## Will Broadcast Festival

Chicago—Mutual will broadcast the 21st annual "Chicagoland Music Festival" from Soldier Field on Saturday, Aug. 19, from 10 to 11 p.m. Alex Templeton, famed blind pianist, and Egbert Van Alstyne, composer, will be among the guests.

## Mr. Aesop's Crow

You've heard the fable of the Thirsty Crow who found a pitcher with water in the bottom.. and then proceeded to raise the water level by dropping in stones, one by one.

That's how Aesop tells it, anyway. Here in New England, we have a quicker method of raising levels.. sales levels, particularly. Instead of tackling all the various New England areas one by one, smart advertisers reach the great majority of the entire market with just one medium: 50,000-watt WBZ! For details, check WBZ or Free & Peters.

**BOSTON**  
**50,000 WATTS**  
**NBC AFFILIATE**  
**WBZ**



**WESTINGHOUSE RADIO STATIONS Inc**

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

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

## Electronics-For-War Job of New Mfr. Unit

(Continued from Page 1)

was named at an emergency meeting of the board of directors of R-TMA and the executive committee of the National Security Industrial Association, held at the Hotel Roosevelt, New York. The appointments were made jointly by Sprague and Frank M. Folsom, president of RCA and chairman of the NSIA.

The newly-formed mobilization committee will meet within the next few days, Sprague said. A chairman will be elected and the committee will notify the government and the military services of its availability.

As a representative of both the R-TMA and the NSIA, the committee will represent a cross-section of the nation's major industries on military procurement.

The committee will work on all military procurement contracts now before Congress, Sprague said, and will advise the government on how the industry can best qualify for military production. Through the efforts of the committee, the conversion of manufacturers to war production can be kept on an intelligent basis, Sprague added.

The military services will require \$1,500,000,000 worth of electrical equipment between now and December 31, 1951, Sprague estimated, pointing out that this is subject to immediate change if world war III breaks out.

The impact of present conditions on component branches of the radio and TV industry is not as severe as first expected, the R-TMA president said. If the world situation does not drastically change, Sprague added, manufacturers will continue to produce a substantial quantity of radio and TV receivers.

He predicted that the industry will turn out ten million radio sets and six million TV receivers by the end of the year.

The various industry leaders appointed to the National Electronic Mobilization Committee follow:

Malcolm P. Ferguson, president, Bendix Aviation Corp.; W. J. Barkley, vice-president, Collins Radio Co.; Benjamin Abrams, president, Emerson Radio and Phonograph Corp.; Harold Buttner, vice-president, International Telephone & Telegraph Co.; Dr. W. R. G. Baker, vice-president, General Electric Co.; W. A. MacDonald, president, Hazeltine Electronics Corp.; William Balderston, president, Philco Corp.; Frank M. Folsom, president, Radio Corporation of America, chairman of board of Nat'l Security Indus. Association; C. F. Adams, Jr., president, Raytheon Manufacturing Co.; R. E. Gilmour, vice-president, Sperry Corp.; F. R. Laack, vice-president, Western Electric Co.; Walter Evans, vice-president, Westinghouse Electric Corp.

Also Robert C. Sprague, president, Sprague Electric Company and chairman of the board, Radio-Television Manufacturers Assoc.; Paul V. Galvin, president, Motorola, Inc.; E. F. McDonald, Jr., president, Zenith Radio Corp.; Ross Strangis, president, Admiral Corp.; Max F. Balcom, chairman of the board, Pennsylvania Electric Products Inc.; A. D. Plamondon, Jr., president, Indiana Steel Products Co.; Ray P. Sparrow, vice-president, P. R. Mallory & Co.; J. J. Kahn, president, Standard Transformer Corp.; Aris Liberman, president, Talk-A-Phone Co.; W. J. Balligan, president, The Ballerasters Co.

## ★★ RECORDS ON PARADE ★★

By TED PERSONS

RADIO DAILY'S "Jockey Jury" scans the brand-new record releases and picks those most likely to succeed.

MARTIN BLOCK, WNEW, New York, N. Y.

- "I Love The Guy," Sarah Vaughn (Columbia)
- "Music Maestro, Please," Frankie Laine (Mercury)
- "All My Love," Percy Faith (Columbia)
- "Take A Letter, Miss Smith," Tony Martin-Fran Warren (RCA Victor)
- "Let's Do It Again," Margaret Whiting (Capitol)
- "Can Anyone Explain?" Dinah Shore (Columbia)
- "Why Fight The Feeling?" Vaughn Monroe (RCA Victor)
- "You're Not In My Arms Tonight," Mindy Carson (RCA Victor)
- "Toreador," Ralph Flanagan (RCA Victor)
- "Here In My Arms," Don Cherry (Decca)

AL JARVIS, KLAC, Hollywood, Calif.

- "All My Love," Bing Crosby (Decca)
- "Thinking Of You," Sarah Vaughn (Columbia)
- "Music Maestro, Please," Tony Martin (RCA Victor)
- "The Touch Of Your Lips," Mindy Carson (RCA Victor)
- "This Is The Time," Percy Faith (Columbia)
- "The Beer That I Left On The Bar," Vaughn Monroe (RCA Victor)
- "There Will Never Be Another You," Andrews Sisters (Decca)
- "Pretty Baby," Doris Day (Columbia)
- "It's Love," Tony Arden (Columbia)
- "Our Very Own," Jo Stafford (Capitol)

JACK LACY, WINS, New York, N. Y.

- "Dream A Little Dream Of Me," Dinah Shore (Columbia)
- "Thinking Of You," Don Cherry (Decca)
- "Home," Nat "King" Cole (Capitol)
- "All My Love," Bing Crosby (Decca)
- "Can't We Talk It Over?" Andrews Sisters (Decca)
- "Goodnight, Irene," Jo Stafford (Capitol)
- "You're Not In My Arms Tonight," Mindy Carson (RCA Victor)
- "Dancing Tambourine," Ralph Flanagan (RCA Victor)
- "The Beer That I Left On The Bar," Vaughn Monroe (RCA Victor)
- "Just Say I Love Her," Vic Damone (Mercury)

ERNIE SIMON, WJJD, Chicago, Ill.

- "My Blue Heaven," Frank Sinatra (Columbia)
- "You're Mine, You," Margaret Whiting (Capitol)
- "You Wonderful You," Art Lund (M-G-M)
- "Gone Fishin'," Arthur Godfrey (Columbia)
- "Till We Meet Again," Fran Warren-Tony Martin (RCA Victor)
- "Bonaparte Retreat," Kay Starr (Capitol)
- "Get Happy," Judy Garland (M-G-M)
- "Just Say I Love Her," Johnny Desmond (M-G-M)
- "Sam's Song," Bing and Gary Crosby (Decca)
- "Music Maestro, Please," Frankie Laine (Mercury)

JERRY STRONG, WINX, Washington, D. C.

- "Can Anyone Explain?" Ames Brothers (Coral)
- "Just Say I Love Her," Johnny Desmond (M-G-M)
- "Silent Love," Bill Snyder (Tower)
- "Dream A Little Dream Of Me," Frankie Laine (Mercury)
- "Get Up," Toni Harper (Columbia)
- "All My Love," Percy Faith (Columbia)
- "Daddy's Little Boy," Dick Todd (Rainbow)
- "I Love The Guy," Fran Warren (RCA Victor)
- "Peas And Rice," Ella Fitzgerald (Decca)
- "Why Fight The Feeling?" Rosemary Clooney (Columbia)

**PRESSING BUSINESS:** Columbia Records has entered the 45 rpm field by releasing two guinea pig pressings to several test markets, Frank Sinatra's "Goodnight, Irene" and The Mariners' "Sometime." . . . Sammy Kaye and Tommy Dorsey, whose latest recording sessions with RCA Victor were on a free-lance basis, their contracts having expired, will sign with other companies. Report has Kaye signing with Columbia and Dorsey with Decca. . . . M-G-M Records has taken Harry Ranch into the fold. His first release will couple "Can Anyone Explain?" and "I Didn't Know." . . . London Records next Theresa Brewer offering will pair "Cincinnati Dancing Pig" and "Punky Punkin." . . . Dick Gilbert, deejay luminary of KTYL, Phoenix, Ariz., will arrive in New York on Aug. 14th. . . . Coral Records has set Louise Carlyle's first recording date. Congratulations to both!

## Motorola Launching Its Biggest Ad Drive

(Continued from Page 1)

lies. Publications used will include 16 magazines and 3 Sunday supplements—also 4 farm publication. Highlight of the magazine campaign will be the appearance every other week of full-page, four-color ads, alternately in Life and The Saturday Evening Post. Gourfain Cobb Agency, Chicago, handles the campaign.

Supplementing the magazine campaign, the Motorola Company will also use newspapers on a national basis. Newspaper campaign will be handled through Warwick and Lester, Inc. During September and November, full page ads, plus 1,500 lines in a series of 9 insertions will be used. The newspaper campaign will promote television in general. More than 102 papers in cities with TV stations will carry the ads. In addition, 22 major cities without TV will have newspaper ads promoting radio. Cost of the series of newspaper ads is estimated at about three-quarters of a million dollars.

**Spots On 100 Stations**

For brand name penetration, from two to ten national radio spots daily will be used over 100 stations in TV cities and an additional 200 stations will carry radio set promotion in key non-TV cities. Hollywood celebrities including Ed Wynn, Basil Rathbone, Dick Powell, Guy Lombardo, Charles Boyer and Joan Davis will be featured. The campaign will run from mid-September until the end of November at a cost of half a million dollars.

The newspaper and radio campaign will be backed up in turn by continuous product advertising through Motorola's extensive cooperative advertising program run by distributors and dealers. Local radio spots will be included. For TV programs and movie houses there will be a series of 20 TV spot trailers and movie trailers. Expenditures for this phase are anticipated at \$5,000,000.

Cities in every state will be blanketed with posters, as part of the cooperative program, plus billboards and an extensive car campaign. Meanwhile, Motorola will maintain its 5,000 highway signs once the company's chief and almost sole means of advertising. The expenditure of \$15,000,000, Redde said, will insure that Motorola will use practically every available advertising medium.

AIR CONDITIONED

**RUBY EDITORIAL SERVICE, INC.**

8 Complete Film Editorial Rooms For Motion Pictures & Television

RENTALS BY DAY, WEEK OR MONTH ALL NEW MOVIALO EQUIPMENT

Also Off the Premise Rentals

Tel.: Circle 5-5640

729 — 7th Ave. N. Y. 19, N. Y.

# TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, August 9, 1950 — TELEVISION DAILY is fully protected by register and copyright

## EXPECT COLOR TV DECISION SOON

### TELE TOPICS

SOMETIMES TV can display real stupidity. One glaring example was Sunday night on CBS-TV when an announcer dwelt at some length on the guest emcees who would be seen and heard during the summer months on "Toast of the Town" while Ed Sullivan was vacationing. This was followed with a station time break and then on came Ed Sullivan with much care to report that he had a wonderful vacation in Europe and was grateful to all those who filled in for him while he was away. . . . Sullivan's return, by the way, wasn't the occasion for the sponsor going overboard on the entertainment budget. Except for the appearance of Benny Youngman and an excellent dance act, "Toast of the Town" failed to measure up to the standards of some of the other performances.

FRANK SINATRA'S previously announced (but unconfirmed and premature) signing with CBS for exclusive radio-TV rights has finally come through, they said yesterday. . . . Gibraltar Ad Agency looking for pretty TV females (blondes with the right sizes and shapes) as replacements on the Bonny Maid ersatz Varieties show on NBC-TV, Friday nights (9 p.m.) after Sept. 1st. . . . Sgt. S. Colodzin, co-author of "Your Career in Television" which will soon be published, has been named director of the TV dept. of Manhattan Ad Agency. . . . Kamera Kraft, Syracuse, N. Y., sponsoring (13 weeks) a new photo show on SYR-TV at 10:30 p.m., Wed., titled "Watch the Birdie." . . . Annie Laurie (real name), formerly with ABC, will head television at Earl S. Peed Associates. . . . "Stars Over Hollywood," new NBC-TV show with film celebs, begins Sept. 6, sponsored for 52 weeks by Armour & Co. . . . Coote, Cone & Belding is the agency).

MASEY STENGEL, manager of the Yankees, who's been holding out for appearances on teevee, has been booked for an NBC-TV show Sunday night. . . . "Author Meets the Critics" (ABC-TV, 10:30 p.m., Wednesday) reviewed the pro's and con's of Harper's Magazine last night as the mag celebrated its centennial with a September issue. . . . WMAR-TV is setting a record of 132 consecutive weeks of sponsorship of one of their shows, namely a quarter-hour quiz titled "How Well Do You Know Baltimore?" and sponsored by Consolidated Gas & Electric Co. . . . E. J. Brach & Sons to sponsor a Western film series on WENR-TV on Sundays, 1:30-2:00 p.m.; Schulze-Burche Biscuit Co. will sponsor a ENR-TV Sunday half-hour also, having picked up the tab for the Jock & Gigi puppet show.

### Senator Johnson Quotes Stanton And Gen. Sarnoff Urging Speed In Settling Polychrome Question; Cites Approval By Webster And Sterling

(Continued from Page 1)

Johnson also released the text of a letter sent Coy last week by CBS President Frank Stanton and RCA Board Chairman David Sarnoff—both urging that the color decision not be delayed by the present international situation.

Johnson wrote that spreaders of the rumor that the color situation might be withheld are "busy-body scandal-mongers" activated by "wicked purpose obviously not in the public interest." They overlook the time of the Commission, the time and expense of the participating companies in the nine-month hearing, the fact that the color issue has been before the Commission for ten years and that "most certainly, the Commission now has before it all of the basic and scientific facts which can be presented.

"The employment of the current Korean crisis as an alibi for delay by the detractors of color television shows how desperate they are for any excuse for procrastination, deferment, or weaselly worded proposed findings which would have the deadly effect of delay itself," said Johnson.

"When delay is the objective, of course any expedient will serve the purpose but it is wholly unrealistic for these selfish interests to seize upon the war needs as an excuse; it indicates an utter lack of appreciation of the important part played by electronics in modern war. The immediate commercial utilization of color television could be of vast aid to the defense effort in testing jet engine flame colors, observation of guided missiles, surveillance of various atomic processes, and in a number of other still

secret processes and development. Whether or not the Korean conflict, or even a major expansion of it, would seriously affect production in the electronics industry is beside the point. Korea is not part of the testimony in the record and even if it were honestly believed that a decision for immediate utilization of color could not be put into effect because of the war, the Commission has no duty or responsibility or even right to use such an anticipated development as a prop for 'no decision now' . . .

"However, I find it hard to believe such expediencies will be resorted to when I recall that the two most recent Commissioners to appear before us for confirmation, Messrs. Webster and Sterling, are firmly on the record as favoring a quick and positive decision on color television; in fact, they took considerable credit personally for 'pushing' their colleagues into doing something about color. The viewpoint of at least two other Commissioners with respect to the advisability of a speedy and definite color decision which would authorize immediate operation on existing channels is well known. I have such confidence in your common sense, responsibility to duty, appreciation for effective public relations, and deep concern for the general public interest that I have no qualms about your personal position. There it is obvious that at least a majority believes that a decision now would in no way prevent future development of improvements in color which could and would be made as experience is gained from actual operation in the present TV band."

### Service Clinic Held As Preview Session

Slide films giving pointers to radio and television dealers on improving their business, their service, sales, and management practices were shown in New York yesterday by the Radio-Television Manufacturers Association in a special preview at the RCA Exhibition Hall. Harry A. Ehle, chairman of the Town Meetings Committee of RTMA, revealed the ones to be used during sixty such demonstrations at meetings of radio and television dealers in as many cities across the country. The first demonstration being slated for Baltimore tonight, the second in New Orleans tomorrow night; others in Richmond and the East will be held during the coming week.

As previously announced, the films and other material to be used during the dealer meetings are being supplied by 17 manufacturers of television sets. Their objects being two-fold—to enlarge the business potentialities of the television industry (through furnishing aids to sales and management practices), and to improve the business ethics of the industry, particularly as regards television servicing.

### Color TV On Coax Demonstrated By RCA

Washington Bureau of RADIO DAILY  
Washington—RCA demonstrated this week for the first time that its all-electronic color system can be used on the coaxial cable to transmit programs in color over large distances. In addition, the company also showed that ultra-high-frequency radio relays can be used to extend coverage from terminal stations.

Used in the demonstration were color signals from a special program originating in the WNBW studios and transmitted over more than 200 miles of coaxial cable to WNBW, New York.

VHF images from WNBW were received on color sets at the RCA Laboratories in Princeton, N. J. (45 miles from New York). UHF images traveled by radio to NBC's experimental station at Bridgeport, Conn., where they were rebroadcast. These were received on a converted VHF color set in Westport, Conn.

Simultaneously, the special program was transmitted via WNBW in black and white for reception on standard sets in the N. Y. metropolitan area.

## Am. TV Society Offers Services To Nation, State, And City

American Television Society, non-commercial organization of individuals in the television field, has made its services available to the nation, state, and city during the current world crisis, David Hale Halpern, president of the organization, has announced.

In a telegram sent to President Truman, Governor Dewey, and Mayor William O'Dwyer, Halpern said:

"The Board of Directors of the American Television Society has

empowered me to offer you its fullest cooperation during the present emergency. For more than a decade this society, a non-profit organization and the oldest in our nation, has been dedicated to the advancement of television. In this short space of time, it has seen a mere blueprint become one of the greatest forces for information, education, and propaganda the world has ever known. As part of the national effort, we stand ready to serve in any manner you may direct."

## PROMOTION

### Amusement Park Tieup

The Procter & Gamble Company is sponsoring Oxydol Weeks at Palisades Amusement Park, N. J. the weeks of August 14th and 21st and are offering strip tickets to the Jersey fun center at a saving of 59 cents with every package of Oxydol purchased. A ticket good for admission to Palisades Park and for five rides, which is being distributed by dealers throughout New York City, New Jersey and Connecticut, becomes valid when presented at Palisades Park with a box-top from a package of Oxydol and the special price of 15 cents.

Procter and Gamble, through its agency Dancer - Fitzgerald - Sample will advertise the promotion through dealer newspaper ads; window strips and radio and television commercials. Cut-in announcements on the Ma Perkins show on WCBS will be devoted to the offer, plus spots on Martin Block's "Make Believe Ballroom" on WNEW. In addition TV announcements are scheduled for WCBS-TV; WNBT and WABD.

### Series on Growing Old To Be Aired Over CBS

Five experts in the field of geriatrics—the study of growing old—will be heard over CBS in a series of five programs, originating from WTOP, Washington, beginning Monday, August 14. The program will be heard daily, Monday through Friday 6:15-6:30 p.m., EDT.

Entitled "You and Growing Old" the radio series will be aired in conjunction with the First National Conference on Aging to be held in Washington. Dwight Cooke, appointed Rapporteur for the conference, will act as host.

### Commercial Programs Start In Jamaica, BWI

(Continued from Page 1)  
service has been taken over by the Jamaica Broadcasting Company, under the direction of John Grinan. The transmitter of ZQI has been replaced with a new short-wave antenna operating on 4.95 megacycles in the 60 meter band. Sometime this month, a second medium-wave transmitter is expected to be in operation, on a frequency of 880 kc.

Commercially sponsored radio shows are now being introduced in the island on a large scale for the first time. "Radio Jamaica," the name the broadcaster will operate under, is currently programming

### Park Ave. 565 (62)

NEW 3½ ROOMS & BATH  
Light, sunny front apt.  
Rental \$270 Month

LLOYD WINTHROP CO.

920 Broadway, N. Y. GR 7-8050

## California Commentary

By IRV HAMLIN

• • • Well, sir, it's this way. A bunch of fellows got together and said, "Let's stop this scare buying, boys, and get the public to realize there are no shortages." So the boys got together and slammed

### Hollywood

home these messages to the public on the air and TV. Great stuff, but in the meantime they had completely forgotten to censor the ad copy which has been pounding away unmercifully on shortages and scare buying for the past three weeks. Some of the copy handed announcers and disc jocks doesn't come right out and say so, but the inference is there, alright, and the listener knows what gives. Cars, TV sets, housing credits, new types of layaway plans, are being plugged to a fare-thee-well by the agencies. There must be a way to sell merchandise in a more dignified and decent manner. . . . Norman Titcher of KFVB enters active Federal duty with the 40th National Guard Div. . . . Robert E. Street, 20 years in radio, has been made an ABC account exec in Hollywood. He'll handle net and national spot sales for ABC's radio and TV properties.

☆ ☆ ☆ ☆  
• • • Nothing like experimenting Dep't: Packard-Bell Radio and TV will bankroll an intensive two-week campaign over KINX to see what happens in the way of results. The local firm will sponsor 12 night-time half-hours for the 14-day period. Elwood J. Robinson placed the order. . . . At the same time the L. A. Brewing Co. announced it will sponsor the movies five nites weekly over KFI-TV on October 9th, when the baseball season fades. . . . Everybody seems to be buying huge blocks of both radio and TV time. . . . Don't faint dead away, but it's on record, it says here, that a coupla singers gave credit to an ork leader for their successes. Curt Massey and Martha Tilton claim that Country Washburne and his band have been responsible for their fine performances on their CBS 5-a-week.

☆ ☆ ☆ ☆  
• • • Harry Maizlish set as head of the First Annual Combined Appeal of the industry, handled by the Radio-Television-Recording Charities Executive Committee. This move unifies collection of funds for various organizations and will avoid duplication effort throughout the industry. . . . According to Tele-Que, two of the top L. A. TV shows for the past three months have been Hoppy (KTLA) and Chevrolet Triple Feature Theater (KECA), and July viewing took a five per cent drop. Vacations, they claim.

☆ ☆ ☆ ☆  
• • • Filmcraft Productions will film the next seasons Groucho Marx show for TV. Both NBC and BBD&O representing the Chrysler Corporation, which will sponsor, gave the nod to Filmcraft after considering all bids on outlines submitted. Filming for TV will be 35mm. and will be simultaneous with taping for AM with each show running approximately one hour live and one-half hour edited. Filmcraft will shoot with seven cameras each week exposing approximately 30,000 feet of negative which will be trimmed to 2,700 feet. Filmcraft is headed by Isadore Lindenbaum, president; J. M. Alkow, executive secretary; Dr. F. H. Fodor, chief engineer. These three are also the heads of Filmstone, Inc., producers of NBC's Pabst Beer sponsor, "Life of Riley," which last year won the "Emmy" for the best TV film quality.

daily from 4 p.m. to 11 p.m., and Sundays from 8 a.m. to 2 p.m., on short wave. It will eventually be on the air all day and evenings.

To spread radio listening throughout the island, the Jamaica government is planning to open more than 100 communal listening stations in the remote and rural areas where residents do not own radios.

### Stork News

A daughter, Lisa Anne, was born to Mr. and Mrs. Arthur Feldman on Tuesday, Aug. 8, at Bridgeport Hospital. The father is director of special events at MBS in New York. The mother is the former Rhoda Magid of BBC's New York offices. This is the second daughter for the Feldmans.

## BEHIND THE MIKE

VLADIMIR SELINSKY, music director-composer of "The By Story," is fulfilling a long-time ambition and is writing a symphony based on the various' background scores he has penned for the documentary. He hopes to have it completed early next Spring, with possible introduction of the work by the New York Philharmonic.

Ra-Best Features, Inc., Larry Eliott, Pres., appointed sole eastern rep for a weekly TV film series being readied on the coast. It's a situation comedy starring Arthur Treacher and Wm. Frawley.

Bill Massari's new Orchid Restaurant, opening Friday in Jackson Heights, to have a thrice-weekly wire airing the trio, Little, Sands Lee.

### Syracuse Univ. Students Criticize Programming

(Continued from Page 1)  
a critical sense about radio but none yet for television. They are also more interested in television and seem to be able to recall more information about it than about radio.

Tests of the grammar school students were administered by Dr. Lyon, program director for the university's television studios, and Lawrence Myers, manager of the campus radio station WAER, in an attempt to measure the comparative educational effectiveness of radio and television. Lyon and Myers point out, in an introduction to the study, that the tests, to date, are far from conclusive, since only students between the ages of 10 and 14 were tested.

Results were based on the radio program "Fire from the Sky," quarter-hour production describing the causes, effects and preventive treatment for sunburn. The TV program was a ten-minute feature titled "Let's Visit the Sheriff," designed to acquaint the group with the responsibilities and duties of a county sheriff. Students recalled more specific information about the TV show and without exception said they liked the program. When asked about the radio show, students responded in terms of specific dislikes. Further tests will be undertaken shortly.

## DIRECTORS WANTED

The National Film Foundation is looking for directors for motion picture shorts. Must know two languages, at least. Send resume to:

Box No. 164, RADIO DAILY  
1501 Broadway New York 18



## COY REGISTERS OPPOSITION TO BILL

### Stations Enthusiastic About U.N. Coverage

#### Affiliates Praise ABC's Pickup Of Proceedings

Due to the tremendous reaction throughout the country, ABC will resume full coverage of the UN Security Council meetings, today, over the network. The meetings will be fed to affiliates, starting at 3:30 p. m. EDT and continuing until adjournment, according to an announcement (Continued on Page 8)

#### No War-Curb Likely On Time, Talent Rates

Washington Bureau of RADIO DAILY  
Washington—The House has voted again that there shall be no curb on time rates, as well as on advertising rates charged by other media. Such a determination was voted last week, then lost when the House threw out the entire bill. It was adopted also by the Senate Banking and Currency Committee in the (Continued on Page 2)

#### WQXR Releases Data On "Pantry Shelf" Survey

The "Pantry Shelf Inventory," covering the actual presence in the home of white bread, coffee, beer and ale, frozen foods and floor wax, conducted by The Pulse, Inc. shows that WQXR has an \$18,000,000 week- (Continued on Page 8)

#### Urges Freedom Pledge Support

Describing the so-called Stockholm Peace Petition now being circulated in this country as an "appeasement pledge," Thomas D'Arcy Brophy, president of the American Heritage Foundation, yesterday urged all Americans to subscribe anew to the Freedom Pledge.

Contrasting the Communist-sponsored Stockholm appeal to outlaw atomic war with the Freedom Pledge, Brophy said, "Those who sign the Stockholm Peace Petition play into the hands of the enemies of freedom everywhere. By signing the Freedom Pledge we Americans re-affirm faith in our heritage of personal freedom."

#### Urges Mayor to Aid TV Service Cleanup

Urging Mayor William O'Dwyer of New York to lend his support to passage of a bill which would clean up unscrupulous TV service operations in the Greater New York area, Murray Friedman of Telco Television, Inc., service organization, in an open letter yesterday supported the proposed Keegan bill.

In writing Mayor O'Dwyer, Friedman said: "We are writing to you seeking your active support for legislation which is now pending before the (Continued on Page 7)

#### Flying TV Station Equipment To Cuba

Complete studio and transmitter equipment for the new TV station which will go on the air at Havana, Cuba, on October 15, is being flown to Cuba this week by National Airlines by Union Radio, network sponsoring the station. The equipment, which will include a TV transmitter and studio accessories will be loaded in a DC-4 at Philadelphia by Radio Corporation of America and installation will begin in Havana on Monday.

Gaspar Pumarejo, president of (Continued on Page 7)

#### Beech-Nut Co. Placing National Spot Campaign

The Beech-Nut Packing Company has extended its large-scale radio and television spot advertising campaign throughout the rest of 1950.

The chewing gum concern is (Continued on Page 2)

#### Philharmonic To Play Roxy For Two Weeks

As a public prelude to its twenty-first year of broadcasts over CBS, the New York Philharmonic-Symphony Orchestra will begin a two-weeks engagement at the Roxy (Continued on Page 2)

#### McFarland Bill Is Criticized By FCC Head

Washington Bureau of RADIO DAILY  
Washington — FCC Chairman Wayne Coy fired a lengthy broadside against the McFarland Bill yesterday in appearance before the House Interstate Commerce Committee, and will resume his testimony this morning. Coy read half of a 74-page statement, and will finish the rest today; (Continued on Page 6)

#### Movie Companies Use Test TV Campaigns

A sign of new thinking on the part of motion picture companies which may develop into an industry-wide trend in television advertising and promotion of new films is foreseen as the possible result of a series of tests being conducted by Columbia Pictures and Sam Goldwyn Productions over WNBT, New York.

The experiments consist of a one- (Continued on Page 8)

#### New Radio Sales Aid Ready For BAB Clients

The second in a series of sales aids presentations prepared by BAB, titled "Radio—America's Star Reporter and Supersalesman," will be released on August 18, according to (Continued on Page 2)

## Center Theater Deal Closed; NBC-TV Shows Start In Fall

Acquisition of the Center Theater by NBC for television use—exclusively forecast by RADIO DAILY on July 17—became a reality yesterday. In a joint announcement, Joseph H. McConnell, president of NBC, and G. S. Eyssell, executive vice-president of Rockefeller Center, Inc., revealed that the world's largest legitimate theater, with a seating capacity of 3,000, will become the world's largest television studio.

The theater will be used by NBC

as a television theater for the origination of video programs. Several of the network's most lavish productions will emanate from it in the Fall.

"Acquisition of the Center Theater," McConnell said, "will provide the National Broadcasting Company with excellent facilities to accommodate our tremendously expanded television business.

"The National Broadcasting Com- (Continued on Page 7)

#### TV Attitude

United Nations officials have asked TV stations for the privilege to appear before the cameras with the resumption of Security Council sessions today to emphasize the positive efforts of the Council in behalf of the Republic of Korea. The UN officials feel that the dragged-out sessions of the Council may have put them in a bad light with TV viewers.

#### Safety At NBC

NBC's Safety Committee will be headed by Joseph D'Agostino, liaison engineer, as chairman, it was announced this week. Functions of the committee will be to promote safety consciousness among all employees. The committee will be responsible for the investigation of potential hazards and will act to correct unsafe working conditions.

# RADIO DAILY

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**WEST COAST OFFICES**  
Ethel Resen, Office Manager  
Irv Hamlin, Representative  
6425 Hollywood Blvd. Phone: Gladstone 8436

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

**CHICAGO BUREAU**  
Ginny Evans, Manager  
Suite 419, 333 No. Michigan Avenue  
Phone: Franklin 2-3238

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

**ROME BUREAU**  
John Percicari  
Ludovisi 16

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

## FINANCIAL

(August 9)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	103 3/4	95 3/4	101 1/4	+ 1/4
Admiral Corp.	26 1/4	24 3/4	26 1/8	+ 1 3/8
Am. Tel. & Tel.	151 3/8	151 1/8	151 1/4	.....
CBS A	28 7/8	28 1/2	28 7/8	.....
CBS B	28 1/2	28 1/2	8 1/2	.....
Philco	39 3/8	38	38 3/8	+ 2 1/8
RCA Common	17 1/2	16 3/4	17 1/2	+ 5/8
RCA 1st Pfd.	76	76	76	.....
Stewart Warner	15 1/2	14 3/4	15 1/4	+ 3/8
Westinghouse	32 5/8	31 7/8	32 1/2	+ 1/8
Zenith Radio	49 1/2	47	49	+ 2 3/8
NEW YORK CURE EXCHANGE				
Hazeltine Corp.	20 1/2	19 3/4	20 1/8	+ 1/4
Nat. Union Radio	4 1/4	3 3/4	4	+ 1/4
OVER THE COUNTER				
DuMont Lab.		Bid 18	Asked 19	
Stromberg-Carlson		Bid 12 1/2	Asked 14	

**Joins WIBG Sales Staff**  
Malcolm Kennedy, who was formerly associated with WIP in Philadelphia, and with several Boston stations, before coming into the Philadelphia area, has joined the sales staff of WIBG, Philadelphia.

**RCA INSTITUTES, INC.**  
A Service of  
Radio Corporation of America

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have  
1st Class Technicians License.  
Address Inquiries to  
Placement Director  
RCA INSTITUTES, Inc.  
850 W. 4th St., New York 14, N. Y.

## ★ COMING AND GOING ★

**CARL WARD**, sales manager of WCCO, Columbia's O & O station in Minneapolis, in town this week for conferences at headquarters of the network.

**PERCY ANDERSON**, general sales manager of KMOX, St. Louis, welcomed this week at CBS headquarters in New York.

**MORRIS NOVIK**, radio and television consultant, is in Chicago attending an executive meeting of the A. F. of L. He's originating his Federation-sponsored news commentaries from the Windy City.

**HAROLD STEIN**, Main Stem photographer whose camera is getting to be as well known in New England as on Broadway, is at the Bass Rocks artists colony near Gloucester, Mass. He'll leave shortly, with his **ETHEL**, for a return pictorial engagement at Lake Tarleton, N. H.

**SAM ALOYTZ**, commercial manager of WMID, Atlantic City, N. J., is back in the resort town following a business trip to New York and Philadelphia.

**SEYMOUR BLUM**, of the continuity department at KDKA, Pittsburgh, is resting up at Oxford, Me. He'll be back at his desk Monday, August 28.

**JERRY BARTELL**, president of WOKY, Milwaukee, and long-time broadcaster to children, is in New York this week cutting a disk for Young People's Records.

**KEITH S. BYERLY**, general sales manager of WBT, Charlotte, N. C., is in Chicago on business at the Windy City headquarters of CBS Radio Sales.

### New Radio Sales Aid Ready For BAB Clients

(Continued from Page 1)  
an announcement by director Maurice B. Mitchell.

The 54-page, illustrated booklet sums up the fundamental advantages of radio news as an advertising vehicle. It details the nature and size of the audience to radio news programs. Among the action news photos supplied by radio stations for the presentation are several shots from the Korean war front.

The news presentation will be offered to NAB members only at a cost of \$7.50 per copy. A companion piece, "Directory of Radio News Programs," is currently in preparation by NAB's research department in co-operation with the National Association of Radio News Directors' president Jack Shelley of WHO, Des Moines. It will be ready for release in October.

### Philharmonic To Play Roxy For Two Weeks

(Continued from Page 1)  
Theater, under the baton of Dimitri Mitropoulos, starting Friday, Sept. 1. The engagement has been arranged in order to bring good music to new audiences and to increase the period of employment for the 104 members of the orchestra. During the first week of the movie house engagement, Eileen Farrell will be soloist. She will sing two operatic arias.

Following the theater engagement the New York Philharmonic-Symphony Orchestra will begin its 1950-1951 network season over CBS on Sunday, Oct. 15.

**RAYMOND G. ULBRICH**, general manager of WDMJ, Mutual network affiliate in Marquette, Mich., in New York on business.

**ROBERT C. CRAGER**, program director of WWCO, Waterbury, Conn., a caller at the local offices of the Mutual network, with which the station is affiliated.

**BETH LEE** is back at WPTR, Albany, N. Y., and has resumed her chores as continuity director and commentator on "Women's Page of the Air." She had been in Owensboro, Ky., called there by the death of her mother.

**ANDREW JAREMA**, general manager of WKOP, Binghamton, N. Y., in conference yesterday with officials of the Mutual network.

**R. G. HUGHES**, owner of KHUZ, Borger, Texas, an affiliate of MBS, is in town on station and network business.

**JAMES W. COAN**, president, of WTQB, Winston-Salem, N. C., and **JOHN G. JOHNSON**, general manager of the station, were visitors yesterday at the New York offices of the Columbia network.

**WILLIAM A. SCHUDT**, director of the station relations department at CBS, is vacationing.

**HANK SYLVERN**, musical director of the CBS-TV "Suspense," "This is Show Business" and other programs, is back in New York after having visited his daughter at camp in Pennsylvania.

**GERALD F. BOYD**, station manager of WPAJ, Portsmouth, has arrived from Ohio on station business.

**HUGH SMITH** arrived from WCOV, Montgomery, Ala., late last week, for huddles with his station reps.

**JOE CREAMER**, director of advertising and promotion for WOR, is away from it all for a while at Block Island.

## No War-Curb Likely On Time, Talent Rates

(Continued from Page 1)  
control bill still to come to the full Senate.

While the wages of radio employees would be subject to control if wage controls are applied by the Federal Government, the right of talent to negotiate for the best possible contracts would not be affected.

## Beech-Nut Co. Placing National Spot Campaign

(Continued from Page 1)  
using spot announcements over some 250 radio stations from coast-to-coast, and is airing spots on 42 TV stations in the East, South and mid-West.

The radio announcements for Beech-Nut gum and Beechies are being broadcast from three to five times weekly, and the TV spots from three to seven times a week.

## Wedding Bells

Marjorie Hutchinson, secretary to Ted Cott, general manager of WNBC-WNBT, New York, will be married to Thomas B. McFadden, general manager of KNBH, NBC TV station in Hollywood, on October 5th. The wedding will take place in New York.



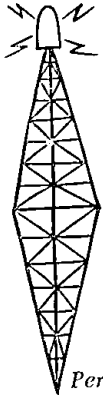
## "WHAT I NEED IS A LONG VACATION"

YOU don't need a change of strategy, pal—what you need is a change of media!  
The switch that's going to give you results is to W-I-T-H!  
In Baltimore, your best bet is WITH—the station that gives you a whole lot of radio for just a little money. That delivers more listeners-per-dollar than any other in town.  
Want the complete story? Then call in your Headley-Reed man today.

**WITH**

BALTIMORE, MARYLAND

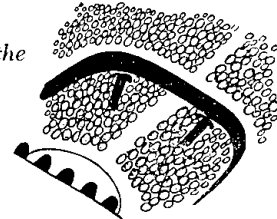
TOM TINSLEY, President • Represented by HEADLEY-REED



# RADIO . . . after 1975, WHAT?

You might expect a radio station that originates 16 network programs every week to be situated in New York or Hollywood. Or at least in Chicago. But, WSM is the exception. This station, with a talent staff of over 200 entertainers is located down South.

*Perhaps you think the world's largest studio audience is found in one of the networks' massive buildings. But no. The largest audience to see any radio show—5,000 people—watches WSM's Grand Ole Opry in Nashville, Tennessee every Saturday night.*



*Do you have the idea that all stations outside of major production centers are content to take shows off the network without regard for local programming? Maybe you'll lift a curious eyebrow when you are told that WSM originates 25 live talent programs every day!*

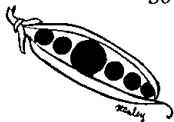
*Would you believe it—entertainers on WSM are among the biggest names in the country. Stars like Red Foley, Minnie Pearl, Roy Acuff, Hank Williams, Ernest Tubb, Snooky Lanson, Beasley Smith, Francis Craig . . . and 200 others.*

*Talent which has sold 130,000,000 phonograph records and annually draws crowds of more than a half-million on nationwide public appearances.*



*In the past, there have been other entertainers on this station . . . names you may remember. Dinah Shore, Phil Harris, James Melton, Kay Armen, to name just a few who got their start on the same radio station here in Nashville.*

*That song you were humming a moment ago? It may have been written by a member of WSM's staff. Within the past two years this station's tunesmiths have produced such hits as Near You, Beg Your Pardon, Lucky Old Sun and Old Master Painter.*



*Some folks know the phrase, "Radio Stations Everywhere—But Only One WSM." Perhaps these facts serve to point up that claim. But greater than any of these amazing talent-production figures about WSM, greater than our 50,000 watt Clear Channel signal which covers the Central South is this fact:*

**WSM means something to this region . . . this region means something to WSM.**

This year as we begin our second 25 years of radio broadcasting, WSM's new television station will make its debut. The same programming for local taste will go into this new medium. At the same time the radio station will continue to serve the vast Central South which remains WSM's listener family of millions.

**Radio at WSM is here to stay. And by the time we celebrate our Golden Anniversary in 1975, we hope to have a great deal to add to this report of radio progress.**



WSM Incorporated, Nashville, Tennessee  
Broadcasting Service of  
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

# CHICAGO

By GINNY EVANS

**R**ONALD REAGAN, Charles Coburn, Edmund Gwenn, Spring Byington, Ruth Hussey and Piper Laurie are in Chicago for the world premiere of the Universal picture "Louisa." The picture will be shown for the first time at the Chicago Theater Friday, August 11, and for three days before the premiere the stars will appear on radio shows to plug the film. Some of the shows scheduled are Welcome Travelers, the Breakfast Club and the Tom Wallace Show. Today, Aug. 10, will be Louisa Day at the Chicago Fair.

Bill Jenkins has joined the WEBB announcing staff. Jenkins was formerly with WTOF, Washington.

Eric E. Sundquist has been elected a vice-president of the A. C. Nielsen Company and will continue as a member of the radio and television index sales division.

Effective September 17th, E. J. Brach and Sons will sponsor the Gene Autry Show on WENR-TV and Schulze and Burch Biscuit Company will sponsor Jock and Gigi on the same station. Both film shows are half-hour Sunday afternoon programs.

Over a thousand former contestants on the Sachs Amateur Hour will attend a testimonial dinner for Morris B. Sachs on September 20th. Chicago columnist Irv Kupcinet will emcee the entertainment. Among the 9,000 talented people given a break on this show are June Haver, Frankie Laine, Mel Torme and the Harmonicats.

Acrobat Ranch will premiere on the ABC television network August 19th from Chicago. The show will feature youngsters Billy and Valerie Alberts. Sponsored by the General Shoe Corporation of Nashville, Tennessee, the program is handled by Ruthrauff & Ryan.



By SID WHITE

## Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Strange situation when Ass'n of Nat'l Advertisers makes a pitch to radio for rate reduction at a time when major magazine publishers are announcing a tilt in rates. (Among the publishers upping rates are Time and Curtis Publishing Co.) Could it be that ANA didn't know about this? . . . Ken Murray may latch on to an ad agency berth as a TV exec. . . Is the RCA account switching to Biow? . . . Gene (Dr. Gino) Hamilton a brand new pappy. . . Purely Personal Opinion: Ted Collins and Kate Smith couldn't have done much better than getting Barry Wood, late of CBS, to handle their upcoming hour-long afternoon TV session on NBC. . . Ed Wynn's head writer, Hal Kantor, may not follow the TV show to N. Y. . . . Billy Rose will net \$5000 a week on his new Buick TV series. . . . The Ivan Blacks expecting their 2nd visit from Sir Stork. . . . Sudden thaw: Wonder what kind of a show could be dreamed up featuring Roy, Buddy and Ginger Rogers. . . . MCA has three writing teams working on a TV format for the Hartmans. . . . Two nite club comedienne are mad at each other and fit-to-kill their material writer. (He gave them each the same 'exclusive' stuff, merely altering the order of the gags). . . . Ronald Dawson up for a major role in a film.



● ● ● Arthur Tracy, "The Street Singer," is readying a strong comeback. This Sat., he'll guest on Joe Franklin's WJZ session and next Wed. he'll open up those golden pipes of his on the Fitzgeralds' TV show. Incidentally, one of the exciting features of Joe's forthcoming network show will be a "coast-to-coast record hunt"—offering prizes to anyone who can duplicate every rare record played during the hour. On the original label, match.



● ● ● **IF I WERE MR. BIG OF RADIO AND TV:** I would insist that femme entertainers bleach their hair properly as the camera is very unkind to dark roots. . . . "Cute" warblers would be ordered not to screw-up their noses when "selling." . . . Toupee-wearers would never be seen in close-ups. A rug, before the cruel eye of the camera, looks like—a rug. . . . I would abolish romantic duets. A simpering ingenue and her cream cheese-eyed vis-a-vis isn't for these baby brown orbs. . . . I'd pillory double-chinned male larks who sing love songs and I'd decapitate ork leaders trying to do a Ben Bernie of evergreen memory. . . . Commentators who copy Winchell's jet-propelled delivery would be forced to eat thrice-daily in a certain over-publicized hash house, and I'd machine gun gauche crooners who try to do relaxed comedy a la Dor Bingle. Geo, ain't I the brute? ? ?



● ● ● **QUOTABLE QUOTES:** I've outlived everything in radio—all the entertainers, vice-presidents—everything, except "One Man's Family."—Fred Allen. . . . Communism is like cancer. You recognize its presence too late. You are destroyed before you are aware of it.—Maj. Gen'l. Wm. J. Donovan.



● ● ● **MAIN STREET SEEN-ory:** Arlono (Oh, you great big beautiful) Dahl cooling herself in the lobby of the Palace Theater. . . . In the Colony, Madeleine Carroll chatting with Mickey Falkenburg on the possible outcome of the Pimm's Cup Celebrity Tournament. . . . Ralph Edwards exiting from the St. Regis with a smile that bodes no good for a future program contestant. . . . Ethel Morman walking up B'way humming snatches of tunes from Irving Berlin's next show. . . . Frances Langford greeting a party of amputee vets backstage at the Roxy.

# SAN FRANCISCO

By NOEL CORBETT

**R**ONALD JOHNSON has joined KGO newsroom. His addition reflects the increase in activity through the ABC newsroom here through result of Korean situation. Johnson comes here from WCAU in Philadelphia and was with the Philadelphia Bulletin's station WPEN.

## Stork News

Philadelphia—The Jimmy Blairs announce the arrival of a daughter, Bonita Louise, born July 28, 1950. Father is program director in the television department of Lamb & Keene, advertising agency.



WILLIAM HORNE, Tenor

Auditions for **YOU, YOU, and YOU** on Robert Q. Lewis' "The Show Goes On" (to-night, **THURSDAY, AUGUST 10th, AT 8:00 P.M. OVER WCBS-TV.**)

WALTER WINCHELL has bouqueted William Horne with columnar "ORCHIDS," "ENCORE CHIDS," "APPLAUCHIDS," and "CURTAIN CALLS," and has called him "BETTER THAN GIGLI."

The N. Y. TIMES has said of William Horne's performance in a recent oratoric appearance that "Mr. Horne excelled in the smoothness and sustaining quality of his beautiful voice."

LOUIS BIANCOLLI in the N. Y. World Telegram has reported on William Horne in Town Hall recital that "the audience was with him to his topmost note."

DOUGLAS WATT in the N. Y. Daily News has written of William Horne's "exquisite voice."

How do **YOU** think **YOUR** television audience will react to William Horne's singing?

KOUSSEVITZKY selected William Horne to sing the title role in the American premiere of "Peter Grimes" at the Berkshire Festival.

RUDOLF BING engaged William Horne as the only American to sing with the Glyndebourne Opera at the Edinburgh Festival last year.

William Horne has sung as soloist with TOSCANINI, STOKOWSKI, BARBIROLI and MONTEUX among others.

And in the ballad field IRVING BERLIN selected William Horne to introduce "I'm Getting Tired So I Can Sleep" in "This Is the Army" on Broadway.

Now, **YOU**, who are responsible for programming television, can judge whether **YOU** can adapt him to **YOUR** format after William Horne visits Robert Q. Lewis' "The Show Goes On" (to-night, **THURSDAY, AUGUST 10th, AT 8:00 P.M. OVER WCBS-TV.**)

WILLIAM HORNE  
Is Under The Exclusive Management of  
MILTON H. BERGER  
224 East 38th Street  
New York 16, N. Y. • MU 7-4210

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

**Advertising Agency News And Notes From Here And There**

**H. COTTINGTON**, vice-president of Erwin-Wasey, is being transferred to New York headquarters effective August 14th. He will handle radio and television activities here. Fred M. Jordan, executive vice-president in charge of coast operations, will name a successor next week. Charles Lowe, director of division for Erwin-Wasey in Los Angeles, continues in that spot.

**BERNARD N. CRAVEN**, co-founded in 1934 of Craven & Hedrick, Inc., has completed plans for retirement this month. His stock interest has been acquired by the corporation. H. Edsall, v-p, has been elected director and secretary. Formerly, Edsall has been a consultant in advertising and sales promotion to the tube division and joined Craven & Hedrick in April, '49.

**E. B. LATHAM & CO.**, distributor of home appliances and electric supplies, to Fred Gardner Co., Inc. for Home Laundry and Raytheon television.

**BERNARD C. DEMARES** has been appointed to the sales-promotion staff of Films For Industry. Before joining the company, Demares was a commercial photographer and had television movies and spot commercials to national advertisers.

**MACKARNES GOODE** has been appointed senior executive in charge of membership, council, and chapter activities and the area of ethics for the American Association of Advertising Agencies succeeding George L. Ogle, who has resigned. Mrs. Lillian W. MacKenzie, director of service at the AAAA, has retired after nearly 32 years of continuous service. For 10 years, she assisted the first executive secretary, James O'Shaughnessy, then became assistant to the president (John Benson) in 1948. She was appointed director of service in 1930.

**RICHARD M. BRADSHAW** has joined the radio-TV department of Geyer, Newell & Ganger, Inc. in the capacity of traffic supervisor.

**IRA L. STEINER**, formerly with William Morris Agency, has joined Ted Ashley Associates.

**MRS. JULIA MORSE** has joined John A. Cairns & Co., Inc., as account executive on fashion accounts. Formerly she was director of fashion for Peck & Peck.

**RICHARD A. FORREST** has been elected v-p in charge of creative services of the Victor A. Bennett Co., Inc.

**MONROE H. SHAW** has joined McLaren, Parkin, Kahn, Inc., as account executive.

**JEROME Y. CORIN**, previously associated with Puritan Beef Co., will be account executive and consultant for William Von Zehle & Co., Inc.

**SAFEWAY STORES'** affiliate, the Newport Soap Co., Oakland, Calif., to Erwin-Wasey, Los Angeles.

**PHILIP SCHLOEDER, JR.**, auditor of Avery-Knodel, Inc., station reps., has been elected assistant treasurer at the annual meeting of the board of directors.

**DALE R. WALRATH** has joined the copy staff of Ross Roy, Inc., Detroit.

**JIMMY BLAIR** resigned at WOIC, television station, Washington, D. C., to join the Lamb & Keene Advertising Agency in Philadelphia as director of programs for the newly formed television department.

**JOHN S. HEWITT**, formerly v-p of the Andrew Jergens Co., has been appointed general manager and v-p of Anahist Co., big purchasers of broadcasting time.

Sherman & Marquette are expanding their New York organization to handle increased billings and the acquisition of TV properties, including a part of Colgate's Sunday night video show, plus a segment of "Howdy Doody" for Halo Shampoo. W. A. McAllister, formerly with J. M. Mathes, joins the firm as a new account exec of Ajax Cleanser and Cashmere Bouquet Soap. Stuart Ladlam, TV producer-writer, has been appointed head of radio-TV for the agency in New York and Hollywood. Announcement of the successor to Carl Brown, who recently resigned to start his own agency, will be made shortly. Meantime, Stuart Sherman will head up the New York agency operation.

**AMUROL PRODUCTS CO.** is planning an expanded campaign for its ammoniated tooth powders and tooth pastes in Autumn, through O'Neil, Larson & McMahon, Chicago.

**BUDDY BASCH**, publicist, has moved to new and larger offices at 17 East 45th Street, New York.

**NORTH AMERICAN DYE CORP.**, Mount Vernon, N. Y., will campaign via newspaper, radio, and TV for its Sunset Dytint, fabric dye, as of Sept. 1.

**IF IT'S NEWS YOU WANT**

**-and your client wants -**

*(and what client won't, during the days to come?)*

Remember to repeat and repeat and repeat this one walloping fact in every presentation you write, letter you write, and during any call you make:

**DURING THE MONTH OF JULY ALONE, WOR NEWSCASTS ATTRACTED 21% MORE LISTENERS THAN THE AVERAGE NEWSCAST BROADCAST BY OTHER MAJOR NEW YORK STATIONS!**

**WOR**

*- the station where news does more, more often, for more advertisers, than on any other station*

# COY REGISTERS OPPOSITION TO BILL

## Criticizes Section On Mandatory Renewals

(Continued from Page 1)

NAB General Counsel Don Petty filed with the committee a statement in support of the bill—including reference to a resolution supporting the bill adopted Tuesday by the NAB board of directors.



COY

might be called to explain their support for parts of the McFarland bill the other Commissioners dislike. Both Jones and Hyde are Republicans.

### Statement By Hobbs

Coy's appearance was preceded by a brief statement by Rep. Sam Hobbs of Alabama, who objected to a part of the McFarland bill which conflicts with a bill to streamline appeals from FCC ruling dealing mostly with common carrier cases.

The Commission objected seriously to McFarland bill provisions which would prevent any Commissioner from representing a company holding a Commission license in proceedings before the Commission during the duration of the term to which he had originally been appointed. This is a matter of good character, Coy said, and "legislation cannot create good character . . . this problem is not confined to the Commission but is applicable to all agencies. There is no reason for singling out this Commission for special legislation on this subject."

### Cites Present Rule

Coy observed that the Commission rules now provide that no member or staff member may appear before the Commission for

two years after leaving it in connection with any matter on which he worked while a member of the Commission.

### Opposes Section 5

Objection was especially strenuous to section five of the McFarland bill, dealing with reorganization of the Commission functions and calling for a ban on consultation by Commissioners with staff members on cases before the Commission for decision. Coy said the purpose of this proposal "is to require the Commissioners to act like judges in adjudicatory proceedings cut off from any substantial assistance by members of their staff even where such staff members have no functions whatsoever of a prosecutory or investigative nature with respect to such proceedings and even though such staff members are in no way subject to the direction, supervision or control of any other staff member having such functions. The majority of the Commission believes that any such artificial separation of the Commission from that part of its staff which is not directly involved in the investigation, prosecution or processing of adjudicatory proceedings is both unnecessary and unwise.

"Commissioner Jones, however, believes that these provisions of the McFarland bill are highly advantageous and he favors their enactment."

### Disagrees With Jones' Views

Terming Jones' views fallacious, Coy said for the majority of the FCC, "the nature of the functions, powers, duties and responsibilities of an administrative agency are such that it is completely unrealistic to analogize the role of a Commissioner to that of a judge."

Interests of particular individuals are always at stake in an administrative determination, the judgment made by the agency is always one involving a weighing of such private interests as against the interests of the public as a whole. And the members of the administrative agency are under a statutory mandate to make only such decisions which are consonant with the "public interest."

Arguing that necessity for such a ruling has not been demonstrated, Coy said it must be assumed, that the evil which it is believed might ensue from permitting the Commission access to such personnel is that the Commissioners cannot be trusted to make their own independent judgment on the matters concerning which they would receive advice and assistance. The assertion of such an evil, either in respect to an existing or potential situation, is a canard upon both the members of the Commission and its staff which has no basis in fact. The assertion, in effect, is that present and future members of the Commission are incapable of carrying out their oath of office and of fairly administering

the duties assigned to them. In protesting against a proposal in which such an assertion is implicit we are refusing to concede that our judgments would be any less the product of our own thinking and conscience merely because we would receive the expert advice and assistance of individuals employed by us. In the light of the position taken by Commissioner Jones in his statement and supplemental statement of his views, we believe this point needs more emphasis. To the extent that those views suggest that staff members, who have had no connection with the investigative or prosecutory aspects of adjudicatory proceedings may be able to influence the Commission by means of colored or biased views, we believe that they do not present a fair picture of the manner in which the Commission exercises its functions of making decisions. The Commission does not feel that legislation should be passed which would prohibit members of the Commission from discussing matters at issue in adjudicatory proceedings with members of its staff who are not engaged in the investigative or prosecutory functions of the Commission."

### Comments On License Renewals

Coy objected also to the McFarland bill provision which would require the FCC to renew radio licenses unless it could be shown such renewals were not in the public interest, instead of the present requirement that each licensee show that it would be in the public interest to renew. Such a change, Petty said for NAB, "removes from existing licensees the constant threat that their licenses might be taken away from them merely upon the naked promise of a new applicant even though they had served the public interest."

Petty found the proposal desirable because "it remedies the Commission's past practice of using renewal proceedings to discipline or impose sanctions."

Coy held, however, that adoption of such a change "would raise a substantial question whether the recipient of a radio license was not thereby afforded a permanent franchise to use such facilities conditioned only upon his ability to show that he could meet the minimum qualifications of a radio licensee. Under the language of the McFarland bill, it is believed, a serious question would be raised as to whether the Commission would be authorized to make a grant to a competing applicant for broadcast facilities, even where such applicant clearly demonstrates in the hearing that it could do a far superior job in serving the public interest than the existing licensee. Similarly, under the revised language proposed in the bill, the Commission would be unable at the time an existing license comes up for re-

## Senators May Call Commissioners Jones, Hyde

newal to condition the grant of a renewal upon the station taking steps to afford additional protection to some other station where facilities have come to the Commission's attention subsequent to original grant of the applicant. show that such a modification of station license would be in the public interest. This will, in effect, create a vested right in licensees contrary to the long established Congressional policy of negative any property right in licenses.

### Offers Comment On Applications

"The suggestion has been made that the changes in the statute which have been proposed are required in order to avoid the situation where a competing applicant would be preferred to an existing station on the basis of untested promises as contrasted with the actual service of an existing station. We believe that this fear is completely unfounded. For it is clear that under existing law as stated in court as well as Commission decisions, the Commission would be required to give substantial consideration to the real differences between a proven record of actual service and mere promises on prognostications of what type of service a new applicant intends or expects to be able to provide. The existing situation will naturally and quite properly start with a great advantage and a competitor requesting facilities will not be able to prevail and should not prevail, unless it can show that it is substantially superior to the existing station. Fears of arbitrary action to the contrary are not justified by any past action on the part of the Commission nor have any been cited during the course of the consideration of this bill by Congress. We can only conclude that interested parties have attempted to mislead the Congress as to the alleged urgent necessity of affording stations protection against arbitrary action by the Commission in order, in fact, to secure permanent monopoly rights in their licenses."

## WANTED — TIME SALESMAN

Experienced New York retail accounts. Drawing accounts and commission.

WVJN

Telephone Mitchell 3-7600  
Mr. Newman, for appointment.

## "FOR THE DAYS TO COME"

### A SUMMER Conditioning Program

Efficient • Time-Saving • Inexpensive

A good figure and plenty of PEP and ENERGY can be yours by investing a few hours a week

at the

### REILLY HEALTH SERVICE

In Rockefeller Center

RCA Bldg., 49th to 50th Sts. (8th floor)  
1230 Sixth Avenue COLumbus 5-8481

Send for interesting booklet  
"The Life of Reilly"

# TELEVISION DAILY

tion of RADIO DAILY, Thursday, August 10, 1950 — TELEVISION DAILY is fully protected by register and copyright

## NBC ACQUIRES CENTER THEATER

### TELE TOPICS

WPIX, New York Daily News station, made an institutional contribution to all TV stations when they produced a documentary newsreel dramatizing the work that goes into the preparation of a newsreel for daily showing. The 10-minute film made in the studios of WPIX at their Tele-Pix cameramen actually saw the newsroom boys at work as they prepare film clips, maps and commentaries for airing. This film aired the past week WPIX took home viewers behind the scenes of news production and gave them unusual insight into the vast amount of work that goes into the preparation of a minute news show. Howard Heller is credited with the script and production. John Tillman was the featured newsreel.

THREE Balaban & Katz theaters in Chicago have grabbed the rights to televise the Big Ten football games this Fall at the Center Theater TV. Equipment for the venture will cost an estimated \$200,000. . . . "Are" copy has been banned by WPTZ, following example set by WOR-TV and others who followed. . . . Adventures of Dick Rogers" returns to ABC-TV on Aug. 19 in the 7-7:30 p.m. slot. . . . "NR-TV's "Animal Clinic" will spread from local Chicago showing to the ABC-TV net as of Aug. 19 at 11:00 a.m., T. . . . Union Radio in Havana, Cuba, interested in Spanish films for their TV station, Gaspar Pumarejo, prexy, sealed here yesterday. . . . Comic Joey is slated for seven TV shots this Fall. . . . Fran Warren heads "Toast of the Town" billing on CBS-TV Sunday (8-9 p.m.). . . . Italian Feature Films on WOR-TV will be expanded from one-hour shows to a full 90 minutes to allow for complete showings (Saturdays, 5-6:30 p.m.). . . . TV sets in WBNK, Cleveland, area valued at total 260,185.

WENBEN AUTRY now working on 16 more half-hour tele films for CBS-TV. . . . Sets in the WRGB area on Aug. 1 are estimated at 90,500. . . . Buffalo's audience, according to WBNK-TV, is viewing 110,251 sets in operation. . . . DuMont's "Starlit Time" has a Brazen motif for Sunday (7-8 p.m.). . . . Alumni of the School of Radio Technique, Television Studios will elect officers Monday (Aug. 14) at 7:00 p.m. . . . Milton Sgals, producer of DuMont's "Cavalcade of Stars" (Sat., 9-10) and "Cavalcade of Stars" (Tues., 9-10) said to be the only producer of two full-hour tele shows. . . . Emery's "Small Fry Club" (WABD, 7:30 p.m., M-F) will show newsreels on prevention of juvenile delinquency in future shows. . . . Mayor O'Dwyer announcing the new membership of the Capital Board today on his WPIX show 8 p.m.

### Will Study Radio-TV

Montreal—Two representatives of a United Kingdom Government committee on radio and television will visit Canada and United States this month to study the various aspects of radio and TV operations in the two countries, it has been learned. The representatives are Selwyn Lloyd, Conservative member of the Commons for Wirrall, and Mrs. J. L. Stocks, principal of Westfield College at University of London. They are members of a committee headed by Lord Beveridge which is studying the charter of the BBC. Under existing legislation the charter is subject to renewal every 10 years. The next renewal is due in 1952.

## SAG Denies Reports Flying TV Station Equipment To Cuba

Code of the Screen Actors' Guild will remain as set forth in its petitions to the National Labor Relations Board, Kenneth Thomson, television administrator of SAG, said here yesterday in a denial of the reported "behind the scenes" settlement with Television Authority. Commenting on a report that the NLRB had been told that there is no "rush" on its decision since a settlement between SAG and TVA is in the works, Thomson said SAG knew absolutely nothing of any such negotiations and would continue its present course of action, that of awaiting the NLRB decision. Regarding an informal meeting of the two organizations on the West Coast, Thomson revealed that the proceedings of the get-together included no conclusions or attempts to reach an agreement. The gathering was attended, he said, by himself and John Dales, Jr., executive secretary of SAG, and was at the request of George Heller of Television Authority. The Guild is in no position to compromise, Thomson

Union Radio, revealed yesterday that the new TV station will feature sports and news telecasts. He said the company was committed to telecast baseball and hoped to be ready to pick up the first game on October 15. Pumarejo estimates a potential audience of 1,000,000 in the Havana area. He added that the terrain is perfect for a TV transmitter operation and that RCA engineers had assured him a good signal. Union Radio will be the first network to launch a TV station in Cuba. Another station sponsored by Goar Mestre, president of CMQ, Radio Center, is under construction and will be ready in the late fall. It is expected that Mestre's station will be associated with Emilio Azcarraga's television venture in Mexico City which calls for the development of a Latin American TV film web. said, since it must act on the decision of the recent secret ballot referendum of Guild members.

## Urges Mayor To Support TV Service Regulations

City Council of the City of New York. Within the past few weeks you have declared in the press and on television that the City of New York is the 'TV Capitol of the World.' "We are a television service organization and are vitally concerned over the fact that certain practices are being perpetrated upon the residents of this City, which, if allowed to continue, will so embitter the owners of television receivers as to cause this City to lose its preeminence in this new field. "On January 17, 1950 a bill was

introduced into the City Council by Councilman Keegan to license all television service organizations which now or hereafter may operate in this City. The bill seeks to control two basic factors of the industry: financial stability and technical efficiency. . . . "Calls Passage "Imperative" "We feel that it is imperative that the pending bill, Inst. No. 2, Bill No. 2, be given immediate consideration so that the people of this City can be adequately protected and that New York will be truly the 'TV Capitol of the World.'"

## Deal Gives TV Web World's Biggest Legit House

(Continued from Page 1) pany in the Fall will be originating each week more than 100 individual television programs from New York City. Many of these programs are productions requiring facilities comparable in scope to anything ever attempted on Broadway. In addition, the size of the Center Theater will permit the network to do productions on television heretofore impossible in any other theatrical type of presentation. No other theater, anywhere, is equipped to handle the types of presentation planned to originate from the Center Theater."

Stage Is Vast The stage of the Center Theater for television productions has an area of 4,200 square feet and flares out into what at one time were the eight front rows of orchestra seats. The fan-shaped stage measures 100 feet at its widest and has a depth of 90 feet. The stage includes an elaborate elevator in three sections with turntable arrangements. Commenting on the deal, Eyssell said, "We at Rockefeller Center feel that the use of the Center Theater by NBC as the world's largest television studio-theater marks a significant step toward the continued predominance of New York City as the capital of the television industry. Nelson A. Rockefeller, president of Rockefeller Center, Inc., joins me in congratulating NBC upon the addition of this great theater to its extensive radio and television facilities, which for many years have been centered here."

NBC's technical and production staffs have been surveying the Center Theater for the past several months, planning for its conversion to TV use. All plans are fully drawn and the changeover will commence at once.

## 25% Rate Increase Announced By WOR-TV

Rate increases of 25 per cent will go into effect at WOR-TV as of October 1, Robert C. Mayo, sales director, has announced, in consideration of an increase of television sets in the WOR-TV coverage area of 90 per cent since Oct., '49. This will mean, said Mayo, an increase from \$1,200 per nighttime hour of Class A time to \$1,500, and a basic daytime rate of \$750 per hour as increased from \$600.

# Movie Companies Use Test TV Campaigns

(Continued from Page 1)

week package-promotion deal, offering unusual promotional advantages to both the movie company and the station, according to Ted Cott, general manager of the key New York outlet of NBC-TV.

Columbia conducted the first test over WNBT several weeks back to herald the premiere of its newest release, "711 Ocean Drive." The deal called for the film company to buy spots for film trailers, announcements and interviews which were spaced on various times and programs throughout the week. The station's promotion, merchandising and publicity departments took part in an overall promotion project. WNBT's program department produced a half-hour documentary on organized gambling which was a direct tie-up with the picture. Also, the film's star, Edmund O'Brien was interviewed on various TV programs.

This arrangement makes available to the TV stations, big name stars who would otherwise not be permitted by their bosses to appear on video.

Columbia Pictures' package-promotion deal with WNBT was the principal advertising medium used by the firm in the New York area. The results of the first test were highly satisfactory, the company reports, and it intends to continue them. This experiment also was tried out by Columbia in Los Angeles, with all the city's TV stations taking part.

A similar package campaign was recently concluded over WNBT by Sam Goldwyn Productions to exploit its newest release, "Edge of Doom." As an added feature, WNBT presented Sam Goldwyn in a special half-hour show, "The Goldwyn Touch," featuring film clips of his most famous movies.

Columbia is preparing to conduct its second film promotion the week of August 14 for the New York release of "Petty Girl."

It is the opinion of several experts in the industry that the package-promotion deal is the first big step to the eventual full effective use of television as an advertising medium for motion pictures.

## Wedding Bells

Detroit - Jeanne Marie Jacques, promotion secretary at WWJ-TV, has resigned to marry Donald Ford of Lorain, Ohio. John Gnaou moves into the office as assistant publicity manager.

AVAILABLE  
**AGENCY TV DIRECTOR**  
 Well-known TV radio director of medium-size New York agency seeks new affiliation, full or part time. Heavily experienced in all phases of agency TV - creating, writing, directing network, local shows; film, live commercials, time, talent-buying, etc.  
 Box 165, RADIO DAILY, 1501 B'way, N. Y.

# ABC Stations Enthusiastic About Web's U.N. Coverage

(Continued from Page 1)

made yesterday by Robert E. Kintner, president. In addition, ABC will inaugurate a special condensed version of each day's meeting, to be aired from 10:30 to 11:00 p.m. The half-hour program is expected to be continued through the month of August while Yakov A. Malik remains as president of the Security Council.

To date, ABC has broadcast more than 10 hours of the meetings over the network, in addition to TV coverage. One of the reasons for continuing the broadcasts is the congratulatory response from affiliates throughout the country.

One affiliate, WXXW, Albany, New York, not only carried the full programs, daily, last Thursday and Friday, but also rebroadcast them, uninterrupted, the same evenings at 10:00 p.m. Fred Daiger, program director of the station, said that fan mail comments were universally in favor of the station's action, and that there were many requests for more of the same.

Typical of the many telegrams received by ABC from affiliated stations were the following:

### Station Execs Quoted

Harmon Duncan, manager, WDUK, Durham, N. C. "Urge continuation of UN broadcasts. Comment entire ABC staff most highly for this splendid presentation. In full truth I can say we have had more favorable reaction, a greater number of phone calls, and more unsolicited comment on this program than on anything we have ever broadcast, even including ABC exclusive on Sugar Bowl when Carolina played there."

Jim Roberts, program director, WHBC, Canton, Ohio. "We have had gratifying, favorable response to these broadcasts in our area and we strongly urge that ABC continue its vital coverage of all important UN sessions throughout current crisis. We shall continue to make this program available to our listeners anytime ABC continues its coverage."

C. G. DeLaney, general manager, WTHH, Hartford, Conn. "Strongly urge continuance of UN sessions. It is radio's best contribution to date

and ABC deserving of unstinted praise. Recorded highlights would make excellent additional evening coverage, but not as a substitute."

Charles R. Amning, KSIX, Corpus Christi, Tex. "Audience reaction regarding United Nations meeting tremendous. Received over 200 calls during past week. Advise continuation of coverage."

Paul Martin, program director, WKBW, Buffalo, N. Y. "You have scored top news beat with direct UN coverage. Please, please keep it up."

John P. Hart, manager, WBIR, Knoxville, Tenn. "Comment on portions we have carried has been generally good. Feel that interest in these broadcasts will remain high as long as present war crisis exists and while Malik is head of Security Council. Suggest continued coverage daily."

ABC has been the only national network carrying the full coverage of the UN Security Council meetings, since Malik took the chair. The Council adjourned on Monday, after a stormy session, and will reconvene today. The UN program is presented as a public service by ABC.

## Beall To Replace Warner On ABC's Saturday News

Washington Bureau of RADIO DAILY  
 Washington - Jack Beall, local correspondent and commentator, will be the first of several summer replacements for Albert Warner, ABC commentator, while the latter is taking a six-week vacation from his microphone duties. Beall will be heard at Warner's regular weekly time on Saturday, Aug. 12 and 19 at 6:15 p.m., EDT. Other substitutes will be announced later. Warner will return to the air Saturday, Sept. 23.

# 'Pantry Shelf' Survey Released By WQXR

(Continued from Page 1)

ly food market, according to figures released yesterday by the station. The survey covered the ten court metropolitan areas and is part of the regular monthly rating study released by The Pulse.

In comparing the WQXR listening families and the non-WQXR listening families, the results indicate the WQXR families average \$35 weekly for food purchases as against a \$30.63 weekly average for listeners on other stations.

The continuing research project is the first study of its kind in the radio field and is intended as a survey to establish audience characteristics on a comparative basis. To date, figures have been released by WQXR showing family composition, age, sex, occupation and education of heads of families as well as total family income. The "pantry shelf inventory" is the latest in this continuing survey. Heretofore, the "pantry shelf" field has long been explored by daily newspapers and national magazines.

## Sitter Named WISN Salesman

Milwaukee, Wis.—F. C. Sitter has joined the local sales staff of WISN. It was announced by G. W. Grignon, general manager.

The stars of today and tomorrow are *Yours for more Sales* ... with the new era in *Thesaurus*

"Claude Thornhill presents Win a Holiday"



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

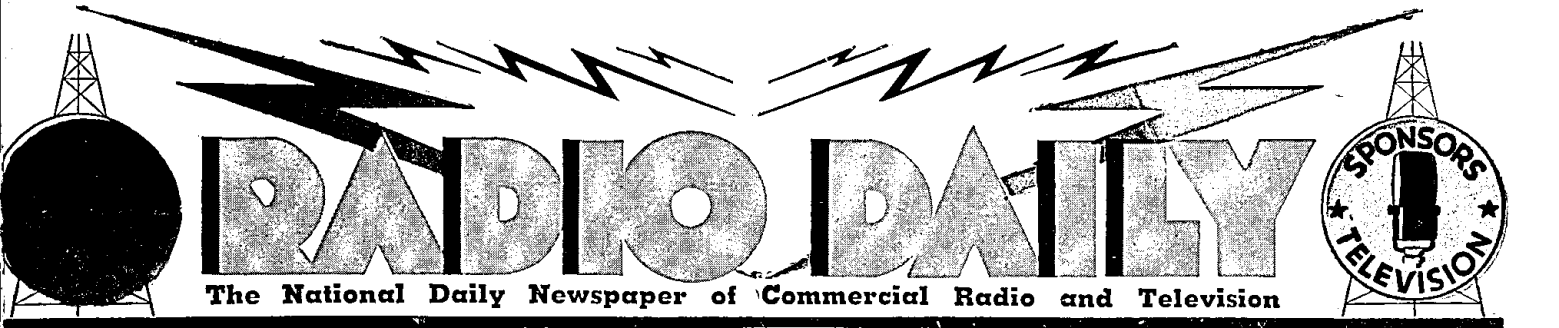
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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 52, NO. 29

NEW YORK, FRIDAY, AUGUST 11, 1950

TEN CENTS

## RADIO-TV TO AID FREEDOM CRUSADE

### NAB Brief Supporting McFarland Bill Studied

#### Report By Petty Favors Curb On FCC Power

Washington Bureau of RADIO DAILY  
Washington—Because the House met early yesterday morning, the reappearance of FCC Chairman Wayne Coy before the Interstate Commerce Committee — to conclude the reading of his 74-page report on the McFarland bill—was deferred until this morning. Meantime, commit-  
(Continued on Page 3)

#### Three New Salesmen Appointed By CBS

Three new salesmen were appointed to Radio Sales, the radio and television station representatives division of CBS, it was announced yesterday.  
The new account executives are John P. Altemus, Harvey Struthers and Gil Johnston.  
Altemus previously was advertis-  
(Continued on Page 4)

#### PAB Offers Services To Governor Duff

Philadelphia—The Pennsylvania Association of Broadcasters has offered its services to Gov. James H. Duff and the state's military authorities for the broadcasting of impor-  
(Continued on Page 2)

**“Have Faith”**  
NBC's “personalized” station breaks gimmick appears to be attracting a great deal of attention and unsolicited response. Manager Ted Cott received a call recently from authoress, Faith Baldwin, who offered to be the first part of “Faith, Hope and Charity.” Staffers now searching for volunteers to play parts two and three.

**Nielsen Will Change Service Method**  
Methods of obtaining audience measurements will be changed considerably by the A. C. Nielsen Co. after Sept. 1st., when Nielsen will then base the national television index on information obtained entirely by the Audimeter technique. This will do away with the previously used technique of combining Audimeters and coincidental phone calls. The step has been taken, said Nielsen, as a result of “completion of the manufacturing program on our new ‘mailable’ Audimeters and from the fact that the rapid growth of television has created an adequate sample at an earlier date than had been anticipated.”  
Aims of the new system will be: (1) increased accuracy (including non-phone homes), (2) faster delivery reports within two weeks, (3) separate ratings for each week—for clients who desire it, and (4) new types of information—including a measurement of viewing of national spot announcements.

#### FCC Reverses Action; Okay 3 New AM's; KID Case Reopened Other FCC Activities

Washington Bureau of RADIO DAILY  
Washington—The FCC yesterday reversed its action of last February in granting KID, Idaho Falls, Idaho, a shift from the 1350 to the 590 band and ordered the record reopened for additional evidence concerning the populations and areas now served by WOW, Omaha, and  
(Continued on Page 2)

Washington Bureau of RADIO DAILY  
Washington — The FCC has okayed three new AM stations and approved the transfer of control of several others. Unlimited time operation was okayed for the Snake River Radio and Television Company, Rexburg, Idaho, on the 1230 band with 250 watts, and for Mar-  
(Continued on Page 4)

**Terry, V.P. Of Crosley Resigns From His Post**  
Cincinnati — Marshall N. Terry, vice-president in charge of merchandising for Crosley Broadcasting Corporation, announced yesterday that he will resign from his post on  
(Continued on Page 2)

**Dep't Store Buys News Over WGAR, Cleveland**  
Cleveland, O.—Continued interest in newscasts is reflected in the announcement made here, yesterday, that Halle Bros., leading department store in the city, has just bought  
(Continued on Page 4)

#### Leased-Wire Web Formed By Finley Group On Coast

West Coast Bureau of RADIO DAILY  
Hollywood—Larry Finley yesterday announced formation of a new network, which he said will cover 48 states with a minimum of 300 participating stations, under title of Progressive Broadcasting System, with operation beginning in November. PBS, with Finley at helm, plans to offer ten hours per day over leased wires and will not accept national advertising on its day-

time schedule. The Finley announcement mentioned Hollywood names such as Alan Mowbray, Frankie Laine, Connie Haines, Harry Von Zell, Andy and Della Russell, Mel Torme, and others.  
Sunday programming will go national, with strongest lineup of week. Newscasts throughout day will originate in Hollywood, Chicago and New York, and program-  
(Continued on Page 3)

#### Adv. Council To Sponsor Drive Next Month

Radio and TV support of the Advertising Council's campaign to aid the Crusade for Freedom, headed by General Lucius D. Clay, will get underway on Labor Day and will continue through October 16th, it was announced yesterday. The campaign will endeavor to recruit millions of  
(Continued on Page 3)

#### Capital TV Corp. Judged Bankrupt

Capital Television Corporation, the TV set servicing company which has been the center of a storm of consumer complaints for faulty and neglectful servicing practices, is no more.  
The organization was adjudicated bankrupt this week by Sherman B. Warner, the referee appointed by  
(Continued on Page 2)

#### Change In Name Asked By Skiatron Corporation

The Skiatron Corporation of New York has called a stockholders' meeting for Wednesday, Aug. 16, to secure approval to change the company's name to Skiatron Electronics and Television Corporation.  
Proposed new title was authorized  
(Continued on Page 3)

**“Miss Taxicab”**  
A beauty contest for “Miss Taxicab of 1950” is being conducted over WMCA in cooperation with New York cab drivers. Following a series of eliminations, the finalist will be chosen September 2nd by Harry Conover and a committee of cabbies. Any resemblance between “Miss Taxicab” and one with wheels will be purely co-incidental.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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

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

**CHICAGO BUREAU**  
Ginny Evans, Manager  
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Phone: Franklin 2-3238

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

**ROME BUREAU**  
John Perdicari  
Ludovisi 16

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

# FINANCIAL

(August 10)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	10 3/4	10 1/4	10 3/8	+ 3/8
Admiral Corp.	29 3/4	27 3/4	29 5/8	+ 3 1/2
Am. Tel. & Tel.	151 3/8	151 1/4	151 3/8	+ 1/8
CBS A	29 1/4	29	29 1/4	+ 1/8
CBS B	29	28 7/8	29	+ 3/8
Phico	42 1/4	40 1/2	42 1/8	+ 2 3/4
RCA Common	18 3/8	17 3/4	18 1/4	+ 3/4
Stewart-Warner	16 1/4	15 3/8	16	+ 3/4
Westinghouse	32 3/8	32	32 1/4	+ 1/4
Zenith Radio	52 3/8	50 7/8	52 1/4	+ 3 1/4

## NEW YORK CURB EXCHANGE

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

## OVER THE COUNTER

DuMont Lab.	Bid	Asked
Stromberg-Carlson	19 1/4	20 1/4
	13	14 1/2

## Decca Earnings Decline

Consolidated net earnings of Decca Records, Inc. for the six months ended June 30, 1950, amounted to \$360,582, after provision of \$221,002 for income taxes. This equals 46 cents per share on 776,650 shares of capital stock outstanding as of the June 30 date, and compares with net earnings of \$390,647 or 50 cents per share in the corresponding six months period of 1949.

THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE!  
ASTON'S FASTEST GROWING MARKET  
**KGW PORTLAND OREGON**  
ON THE EFFICIENT 620 FREQUENCY  
REPRESENTATIVE OF TOMAS BROWN & CO.

# ★ COMING AND GOING ★

**JAMES FASSETT**, supervisor of serious music at CBS, will leave next Tuesday by plane for England, where he'll record a number of interviews with prominent British musicians for use next Fall and Winter on "Your Invitation to Music," the intermission programs which are featured on the Philharmonic Symphony broadcasts.

**REX LORING**, until recently a news commentator at CKOY, Ottawa, has returned from a four-month vacation in California and has taken over his new duties on the staff of CFCF, Montreal.

**JEAN McCONVILLE**, secretary to Fred Garigus, director of public affairs at WEEI, Boston, is completing a two-week vacation at Meredith Neck, N. H.

**PAULA CARR**, of Roberts & Carr Productions, off by plane for Cincinnati to confer with Gale Smith, ad manager of Procter & Gamble, regarding a daytime TV series.

**ALAN H. SCHROEDER**, of the Columbia network's Chicago office, a visitor last week at WBT, Charlotte, N. C.

**PETER POTTER**, Hollywood disk jockey, on Sunday will arrive in New York for an appearance on the Robert Q. Lewis show, "The ABC's of Music," over CBS.

**AL HELFER**, sportscaster, is in Chicago to announce today's "Game of the Day" between Cleveland and the White Sox.

**JACK BENNY** will arrive today from Europe and will leave immediately for Hollywood, where he'll begin preparations for the resumption of his program on CBS. He'll return to the air Sept. 10.

**TIM ELLIOT** and **TOM EGAN**, of WCUE, Akron, Ohio, will spend next week in New York on station business.

**TED MACK** leaving this morning by plane for San Francisco for the Sunday D. A. V. benefit to be held at the Cow Palace.

**BOBBY BYRNE** and the members of his orchestra have returned from Orchard Beach, Me., and now are looking forward to their engagement at the Paramount Theater, where they open next Wednesday.

## Capital Tele Corp. Is Judged Bankrupt

(Continued from Page 1)

Brooklyn Federal Court to study Capital's petition for reorganization under the bankruptcy law. The company was unable to raise sufficient funds to satisfy creditors and renew operations.

A meeting has been scheduled with the referee and company officials to appoint a trustee to liquidate all assets of the organization among the creditors.

A manager appointed by Warner is currently engaged in returning the 400 TV sets, which had been tied up by the legal action, to their respective owners. No repairs will be made on these sets.

## Terry, V.P. Of Crosley Resigns From His Post

(Continued from Page 1)

August 15 in order to devote full time to outside business interests.

Terry joined the Crosley organization in 1944 as director of promotional activities and three years later was elected an officer of the corporation. In August, 1948, he was named vice-president in charge of TV activities and in October, 1949, he returned to duties in the merchandising field, including those for television as well as for WLW.

R. E. Dunville, president of Crosley Broadcasting, said no replacement is contemplated for Terry, although several organizational changes, occasioned by his resignation, will be made later.

## FCC Reverses Action; KID Case Reopened

(Continued from Page 1)

KSUB, Cedar City, Utah, both on the 590 band.

In addition, the Commission made final an order of last month revoking the permit for KCRO, Englewood, Colorado, because of misrepresentations concerning the financial condition of one of the partners in the permittee corporation.

## PAB Offers Services To Governor Duff

(Continued from Page 1)

tant messages during the present period of national preparedness, it was announced by Victor C. Diehm, president, yesterday.

The governor and other state officials have indicated their approval of the broadcasters' offer to make announcements in the public interest, particularly with regard to civilian defense.

## New Type Disc Jockey Searched For By WNEW

A search for "single personality" type disc jockeys is being conducted by WNEW, New York, it was announced.

Auditions are being held by the station to find unusual mike personalities, persons who can offer something original and distinctive.

The idea behind this talent screening, according to Dick Pack, program director, is to build new shows which will be largely identified with the personality rather than with the program itself.

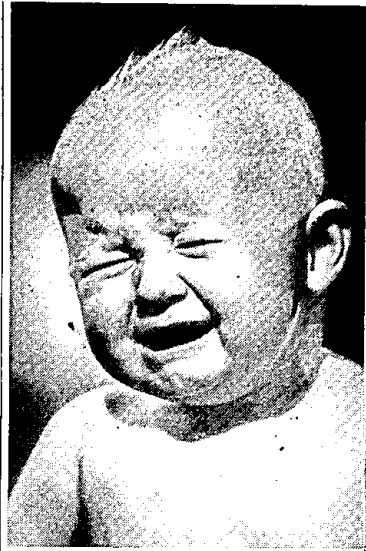
The station emphasized that straight announcer-type voices will not be considered.

## WNYC Will Audition For New Talent

Open auditions for male, female and child actors will be conducted by WNYC on Friday, Aug. 18, between the hours of 7 and 10 p.m. it was announced yesterday.

The auditions will be held in studio C by Alan Carter, program director of the New York Municipal station. Applicants are asked to bring with them their own dramatic material.

Actors of various ages and types are needed by the station to fill roles in a new dramatic program series being produced by Jerry Sandler.



## "I DON'T HAVE THAT KIND OF MONEY FOR RADIO!"

That's nothing to cry about. You can get a whole lot of radio for just a little money if you put it where it will work for you.

And if you put your money on W-I-T-H in Baltimore, you'll start pulling in those results—those low-cost results! That's because W-I-T-H delivers more listeners-per-dollar than any other station in town. And that holds for any budget.

For the complete story call in your Headley-Reed man.



# WITH

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

# NAB's Report Favors Curb On FCC Power

(Continued from Page 1)

Members had a chance to go over the brief in support of the bill led by NAB General Counsel Don Petty.

Petty strongly supported the procedural changes embodied in the measure relating to hearings on applications for licenses, transfers, evocations, cease-and-desist orders and other problems of Commission regulation procedure.

In speaking of the proposed section amending the act with regard to licensing, Petty wrote that "it meets the need that definite procedures be assured in all Commission proceedings. It permits the applicant to know, as in a proceeding before a court, what is required of him by the Commission."

"I suggest that there is need to provide for oral argument before denying a protest in cases where an application has been granted by the Commission without a hearing."

Petty was strongly in favor of section 9 which "would restrict the power of the Commission over transfers and would require the Commission to approve a transfer upon a finding that the transferee possesses the qualifications required under the Communications Act.

"This amendment would prevent the recurrence of such an unwarranted interference by the Commission with the business operation of a radio broadcast licensee as has occurred. Concerning Section 10, Petty explained, "this proposed amendment would take from the Commission discretionary power relating to monopolies which it now has under Sec. 311 of the Communications Act, and would leave the provision that where a license has been revoked by a court under Sec. 313 of the Communications Act (relating to monopolies), the Commission is directed to refuse a station license to such person. This section removes the double jeopardy penalty from the broadcaster and leaves him subject to sanctions only on judicial determination, as in the case of other businesses. This section is satisfactory because it places a radio licensee in the same position under the law as other citizens."

In commenting upon revocation proceedings, Petty suggested that: "Revocation proceedings be tried in the district court in which the sta-

# Radio-TV Pledges Support To Freedom Crusade Drive

(Continued from Page 1)

members for the Crusade and will be a combined effort on the part of the radio industry, the press, and the movies.

Radio and television stations will begin their appeals for the Crusade on September 4. Major network programs will allot time to the message and independent stations throughout the country will use spots and transcribed shows will tell the story of the patriotism and the American way of life.

Plans call for conducting the campaign through October 16th. On United Nations Day, October 24, names of those subscribing to the Crusade of Freedom pledge will be presented at ceremonies behind the Iron Curtain in Berlin where a new

Freedom bell will be dedicated and rung for the first time.

The sponsoring agency for the Crusade for Freedom is the National Committee for a Free Europe which also sponsors Radio Free Europe, the privately owned station which daily pierces the Iron Curtain with programs which demonstrate America's true aims of friendship and freedom for all peoples of the world.

Hewitt, Ogilvy, Benson & Mather, Inc., New York advertising agency, has volunteered its time and talents to preparation of advertising materials for the campaign. Helen J. Crabtree, is the Council's staff executive on the Crusade for Freedom campaign.

# Change In Name Asked By Skiatron Corporation

(Continued from Page 1)

at a recent directors' meeting, according to president Arthur Levey, because the officers felt that "comparatively few people outside of the trade are aware of the vital patents held by the corporation in the fields of electronics, radar and television."

In his announcement to stockholders, Levey pointed out that the firm's recent removal to 30 East 10th Street, provides the company with greatly expanded laboratory and power facilities for work now proceeding on pilot models.

Five new U. S. patents, believed to be of potential value in large screen and color television, have been issued to Skiatron Corporation since May 30, 1950, the president said.

# Wedding Bells

Columbus, Md. Wedding bells have rung again at WCSI this time for staff announcer, Virgil Royer whose marriage to Deloris Harriot took place in North Manchester, Indiana, August 12th.

tion is located. This would serve to protect the interests of the public served by the station as well as to afford 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 dependent and that he has a large investment of many thousands of dollars, this suggestion is not unreasonable.

"I also suggest that the Committee give consideration to establishing a reasonable statute of limitations pertaining to revocation proceedings. Statutes of limitations are granted in connection with all judicial proceedings, and inasmuch as a revocation of a license is at least a quasi-judicial proceeding, it is respectfully suggested that a statute of limitations should be established by law."

# Leased-Wire Web Formed On The Coast

(Continued from Page 1)

ming will be heard in all areas except the Rockies at same time.

Finley stated he had been huddling with small station execs for two years in effort to present proper programming throughout country and still allow local sponsors to get on air and advertise.

PBS is incorporated for \$1,500,000, at present, private stock.

The new net feels it will be able to sell national advertisers time in areas not covered by TV.

Finley and his associates, as yet unnamed, plan to hold 31 meetings in 31 national districts within the next few weeks in final huddles on station applications.

# Stork News

Boston — A daughter, Sandra Marie, was born Aug. 9, at the Richardson House, Boston, to new-caster Harvey Chester of WLAG and Mrs. Chester of Brookline, Mass. The mother is the former Mary Mangini.

Richmond, Va. — Archie Reaves of WRVA's traffic department, is the proud father of a baby girl, Faye Carol weighed in at seven pounds, five ounces.

for profitable selling **INVESTIGATE**

**WDEL**  
WILMINGTON  
DELAWARE

**WGAL**  
LANCASTER  
PENNSYLVANIA

**WKBO**  
HARRISBURG  
PENNSYLVANIA

**WRWA**  
READING  
PENNSYLVANIA

**WORK**  
YORK  
PENNSYLVANIA

**WEST**  
EASTON  
PENNSYLVANIA

**WDEL-TV**  
WILMINGTON  
DELAWARE

**WGAL-TV**  
LANCASTER  
PENNSYLVANIA

STEINMAN STATIONS  
Clair R. McCollough, Managing Director  
Represented by **ROBERT MEEKER ASSOCIATES**  
Chicago San Francisco New York Los Angeles

**Anniversary**  
Shenandoah, Ia. — The 25th birthday celebration of KMA, ABC affiliate, in which President Edward May and the KMA Corn Pickers, musical group, will participate, will be aired over ABC on Saturday, Aug. 12, at 11:15 p.m., EDT. Mrs. Earl E. May, widow of the founder of the station, will be interviewed by her son, KMA's president.

# Okay 3 New AM's; Other FCC Activities

(Continued from Page 1)  
mat Radio Company, Bakersfield, Calif., to operate on the 970 band with one kilowatt.

Daytime operation with 500 watts on the 1290 band was okayed for Jennings Broadcasting Company, Jennings, La.

A revision of the ownership of KEPO, El Paso, Texas, was approved, with the Commission, however, warning that the whole question of qualification was unsettled so long as the problem of eligibility for radio licenses by persons guilty of anti-trust law violations remains unsettled. H. J. Griffith, operator of a large motion picture circuit in Texas and Oklahoma, relinquished a 52-per cent interest in the station, but retains a 47-per cent interest, as well as control of KWFT, Wichita Falls, Texas.

The Commission approved the sale of 75 per cent interest in WCNU, Crestview, Fla., by Cyril W. Reddock and John B. McCrary to D. Grady O'Neal, who has been a partner in the station, and H. F. Brown.

An "approved" stamp was voted for the assignment of the license of WGAP, Maryville, Tenn., from George R. Dempster and Victor H. McClean, to Harry C. Weaver and Frank H. Corbett for \$37,500.

Acquisition of WDUK, Durham, N. C., by the present licensees of WTIK, in the same city, for \$28,000 was approved, conditioned upon the surrender of the license of WTIK. Shift of control of WTYC, Rock Hill, S. C., from O. Frank Thornton to W. G. Reid, George Cobb and Mrs. W. Bethia Reid for \$12,000 for a 50 per cent interest was also okayed.

The Commission granted a power boost from 500 watts night, one kilowatt day to one kilowatt unlimited on the 550 band for WLIN, Merrill, Wis. The station is owned by Rep. Alvin O'Konski.

## Dept. Store Buys News Over WGAR, Cleveland

(Continued from Page 1)  
the WGAR 11:00 p.m. news, Sundays through Fridays. This is the first major department store buy since Sears-Roebuck bought the 1948 pro football games over WGAR.

The 11:00 p.m. news is the longest established newscast in Cleveland and was started over the station in 1937. The popular program is handled by Jack Dooley, WGAR night editor. Agency for the package is Ohio Advertising, Cleveland.



By SID WHITE

### Man About Manhattan. . . !

● ● ● YOU'RE TELLING ME? Frank Sinatra is eager to buy into the New York Giants, which, in spite of denials, CAN be bought for the right amount of green stuff. . . Madeleine Carroll is the latest to be nipped by the TV directing bug (is that good?) and would like to try her hand at it. . . Keenan Wynn is said to be holding up his decision to direct his show, "Mad Money," on B'way this fall until he can line up some TV work at the same time. . . Ted Steele will announce the formation of his own music publishing firm any edition now. Firm will be called Plaza Music Co. and clear through ASCAP. . . Russia's delegate to the UN, Jacob Malik, is helping to prove the potency of TV. Telecasts of the UN sessions with Malik presiding are doing more to mold public opinion against the Soviets than even the situation in Korea itself. . . Joe Cal Cagno's army of pals will be happy to learn that the popular cartoonist takes on the East Coast radio and TV dep't for Screen Stars and Filmland magazines, published by Martin Goodman, next month as well as do a col'm on record criticism. These are all added chores for Joe who'll continue to pound out those daily sketches for Nick Kenny's strip. . . Martin Block sez too many people who want to become overnight successes aren't willing to work much longer than that at it.



● ● ● Maxine Keith was caught speeding up in Northampton, Mass., handed a ticket and brought into court. She refused to pay the \$25 fine, so the court clerk cut it down to 10 bucks, then five and finally a deuce. Discovering she was a radio producer, he asked her if she'd give him some radio tickets if he ever came to N. Y. "Yes," she agreed, "and I hope my tickets provide more pleasure than yours."



● ● ● SUBWAY JOTTINGS (can't afford a cab): Peter Potter, the west coast jockey, flies into town Sunday for his first look-see at the Big Town. He'll tape an "ABC's of Music" show with Rob't Q. Lewis and then head back Wed. . . Guy Lebow, whose tome, "The Wrestling Scene," has reached the 100,000 figure in sales, is now readying a book on hockey for Oct. release. . . Lovely Elaine Williams joins the Menasha Skulnik cast Monday nite. (She plays a ciggie girl with classy legs—and she's got 'em). . . Donald Buka, who usually plays a screen killer but is actually as sweet a guy as you'll ever meet, doubles tomorrow between "Grand Central Station" and WPIX at nite where he'll judge the Miss Television contest. . . Merrill E. Joels playing the lead in a U. S. Army Signal Corps film. . . NBC's "Meet the Press" will be telecast Sunday at 10 p.m. with American Legion Commander Geo. Craig as guest. So far as we're concerned, we'd like to see this series remain at this later hour, instead of their 5 p.m. slot. . . Mail on the Jan Murray simulcast, "Songs for Sale," is now running between 10 and 15 thousand letters a week, Jan's doing a great job on the show. . . Starting in Sept., Mindy Carson's NBC stanza will be bankrolled by the R.O.T.C. . . Carl King's announcing as host of the Mayfair House on WPIX to be rewarded by an across-the-board TV network audience participation series.



● ● ● APPLAUSE DEPT: Vaughn Monroe's vaughnderful "Violins from Nowhere." . . Billy Daniels' show-stopping performance on "Cavalcade of Stars" Sat. Did four numbers. . . Florian Zabach's violin virtuosity at the Strand. . . Cathy Mastice's Admiral platter of "Dream A Little Dream Of Me." . . Little, Sans and Lee a the Orchid in Jackson Heights. . . The comedy antics of Ray Gilbert and Sidney Miller at the Copa. . . The dancing Szonys on the Ed Sullivan stanza.

# Three New Salesmen Appointed By CBS

(Continued from Page 1)  
program manager of Polo, annual program book of the U. S. Polo Association, and has been with the sales departments of New Yorker magazine and the New York Daily News.

Struthers comes from the Chicago office of Radio Sales, where he has been since May, 1948.

From January until his present assignment, Johnston was representative for CBS's Chicago outlet, WBBM, in Radio Sales, New York. Previous to this he was sales manager for KMOX, St. Louis.

The appointments of Altemus and Struthers were announced by George R. Dunham, Jr., eastern sales manager for TV. Johnston's appointment was made by William D. Shaw, Radio Sales eastern sales manager for AM.

## WBS Has New Jingles, Contracts And Personnel

A flock of new business and the appointment of a new salesman were announced by the World Broadcasting System, Inc., producers of programs and special features for more than 750 stations throughout the United States and Canada.

Gerry O'Brien was named a sales representative of World's western division, with headquarters in Hollywood. O'Brien previously was program director of KTUC, Tucson, Ariz.

New sales of commercial jingles produced by World were announced for the following stations:

Fur Jingles: to Al's Furs, over WKAP, Allentown, Pennsylvania; to McKay's Furs, over CKWS, Kingston, Ontario; to Meyer's Furrries, over WKOP, Binghamton, N. Y.; to Owen Sound Fur Company, over CFOS, Owen Sound, Ontario; to Hertzberg Furs, over WEED, Rocky Mount, No. Car.; to Werner's Cleaners over WCAE, Pittsburgh, Pa.

Used Car Jingles: to Uhlmann Motors, over KEIA, Centralia, Washington; to Carolyn Motor Company, over KEYS, Corpus Christi, Texas; to Gene Baker Motor Company, over WKIC, Hazard, Ky.; to Hogard-Vann, over WEED, Rocky Mount, No. Car.; to Quincey Auto Exchange, over WJDA, Quincy, Mass.; to Threkeld Motor Company, over WVOP, Vidalia, Ga.; to Sexton Motor Sales, over WWGP, Sanford, No. Car.

Furniture Jingles: to Allen Furniture Company, over KEYS, Corpus Christi, Texas; to Christian Houvestoa, over WFNS, Burlington, No. Car.; to Herlig-Myers, over WEED, Rocky Mount, No. Car.; to Legate Furniture Company, over CFOS, Owen Sound, Ontario; to Brantley Furniture Co., over WJOP, Vidalia, Ga.

Bread Jingles: to Heimbach Bakery, over WKAP, Allentown, Pa.; to Doyle's Bakery, over CKWS, Kingston, Ontario; to McIlraith's Bakery, over CFOS, Owen Sound, Ontario.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

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WBAL

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**WFPG**  
ATLANTIC CITY  
SERVING 133,000 PERMANENT RESIDENTS AND 13,190,000 ANNUAL VISITORS

# M-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, August 11, 1950

## Philco TV Scanner May Find Use By RR

The Philco Corporation has announced a new TV picture generator, which reproduces photographs, drawings, printed matter and written material, which, according to James D. McLean, manager of the corporation's Industrial Division, may find application in the railroad field.

**Wide Range Of Uses**  
Known as the Philco FSS-2 flying spot scanner, the new equipment has been designed to produce an inexpensive source of very high quality TV picture signals from opaque transparent plane subject matter, suitable for a wide range of applications in research, development, broadcasting, production and industry. The flying spot scanner makes a compact TV camera for industrial TV systems requiring the distribution of printed information any number of positions. A typical example is a railroad reservation system or any record identification system. Distribution of this signal may be via microwave or coaxial cable.

## ENGINEERS CONSULTANTS

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Radio Engineering Consultants  
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1833 M STREET, N.W.  
WASHINGTON 6, D. C.

## Magnetic Ceramic May Slash TV Set Prices

A new magnetic ceramic, Croloy, should make it possible to produce a 16-inch TV set at considerably lower than present-day prices, according to Henry L. Crowley, president of Henry L. Crowley & Co., Inc., West Orange, N. J.

In describing the new magnetic ceramic recently released by his company, Crowley said that it has the amazing permeability of something like ten times that of the best powdered-iron alloys heretofore obtainable.

"In the TV receiver, Croloy transformers greatly reduce bulk and cost. Used in deflection yokes, the angle of deflection can be much greater than that of previous deflection yokes, which means much shorter tubes. For example, we can reduce the giant 16" tube to the length of the old 10" tube, while obtaining sharper images. Operating voltages can be considerably reduced, and that's where costs come down. Cabinets can be considerably smaller," Crowley stated.

"I feel perfectly safe in predicting marked economies that will be reflected in much lower TV prices in the future. I'm sure that a 16" TV set far below present-day prices is by no means wishful thinking. Or it may be that far larger tube sizes—even above 20"—will be well within reach of the average household, thanks to the higher efficiency gained with Croloy. The possibilities are fantastic."

## Master Antenna System Could Serve 100 Sets

A new antenna system, whereby TV stores and apartment houses could operate over 100 TV sets from one master antenna system has been announced by Technical Appliance Corporation, Sherburne, N. Y.

**Would Include Color-TV**  
Called the Taco Master Antenna Distribution System, it covers the proposed color TV as efficiently as it now covers the black and white channels 2-13 and standard FM broadcast band. Through the use of separate, plug-in amplification strips, individual, high-gain, pinpoint directivity antennas may be utilized thus minimizing ghosts and interference so common in business areas. The signal is fed through a powerful power amplifier into a mixer chassis and then to isolation

## Named Sales Prom. Mgr. Of Andrea Radio Corp.

Announcement has been made of the appointment of Jack L. Hobby as advertising sales and promotion manager of Andrea Radio Corporation, Long Island City, N. Y., by Frank A. D. Andrea, president.

Hobby was formerly sales promotion manager of the Capehart-Farnsworth Corporation, Fort Wayne, Ind., and has a background of twenty-five years in advertising, sales promotion and publicity. He will work under the direction of Lynn Eaton, general sales manager.

Prior to entering the TV field, Hobby served for seven years as a member of the advertising and public relations department of IT&T.

boxes feeding one or two receivers each.

## PRODUCTION PARADE

**Stromberg-Carlson Appointee**  
Announcement has been made of the appointment of T. R. "Dick" Mathews as distributor manager, by C. J. Hunt, general sales manager of the radio-television division, Stromberg-Carlson Company. Mathews has recently held the post of western distributor manager and prior to that, the position of district merchandiser. An alumnus of OSU he joined the Stromberg-Carlson sales organization shortly after discharge from military service in 1945.

**Laboratory Conductivity Cells**  
Laboratory conductivity cells of a novel design are announced by Industrial Instruments, Inc., Jersey City, N. J. This series of dip cells with constants 1/10, 1 and 10, are of tubular pyrex glass construction and maximum diameter of 5/8". They are designed for minimum immersion and small sample volume.

**Promoted By Sylvania Electric**  
E. H. Ulm, formerly sales engineer for the electronics division, Sylvania Electric Products Inc., has been appointed merchandising manager, according to an announcement by A. C. Viebranz, general sales manager. Ulm joined the staff of the electronics division of Sylvania Electric in 1945 as a sales engineer. Prior to that time he was associated with the field engineering force of radio division of the Western Electric Company where he served as instructor in radar and sonar.

**To Represent Bendix TV**  
R. W. Fordyce, general sales manager, Bendix television and broadcast receiver division, has announced the appointment of Ed Nisberg as a Bendix radio and television district merchandiser. Nisberg will operate as Lake Shore Sales from Chicago, and will cover Northern Illinois.

## Arvin and Raytheon Show New TV Lines

Two manufacturers of TV sets, this week presented for the first time their new 1951 line of TV and radio receivers at dealer showings in New York.

Raytheon Manufacturing Company previewed their line of 22 new sets at the Park Sheraton's Coconut Grove yesterday, under the direction of E. B. Latham & Company, recently-appointed distributor of the company's TV line in Greater New York. Feature of the Raytheon line is their 20-inch rectangular, 4-way combination which will list at \$625. Other sets range from their 12 1/2-inch circular tube table model, listing at \$189.95 to a 19-inch rectangular, 4-way combination, listing at \$600.

According to C. L. Hartman, general sales manager of Belmont Radio Corp., Chicago—subsidiary of Raytheon, and producer of Raytheon sets, the company will produce more TV sets throughout the balance of this year than it made in all of 1949, barring further war interference.

The other showing by Arvin Industries, Inc. at the Statler Hotel earlier this week, featured 15 new TV sets and 20 table model radios, outstanding of which is a shatter-proof table radio for children called the Hopalong Cassidy and which retails for \$16.95.

Arvin's TV sets range in price from \$119 for a table model with an 8 1/2-inch screen to \$349.95 for a radio-phono-TV combination console with a 16-inch screen. In excess of one million dollars in dealer orders were written during Arvin's 2-day showing.

**Rettenmeyer Joins Philco**  
Francis X. Rettenmeyer, well-known electronics engineer with a background of 25 years of experience in the radio industry, has joined Philco Corporation as executive engineer.

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## BEHIND THE MIKE

**I**N his appearance on "Cavalcade of Stars" last Sat. nite, Billy Daniels did four numbers and was on for more than 12 minutes. So terrific was his performance that the studio audience applause almost stopped the show completely. Program immediately set up negotiations for a return visit by Daniels, who moves into the Riviera on the 15th.

Art Ford, the radio disc jockey and TV showman-salesman, can add to the list of hit tunes first propelled to prominence by him the ear-caressing "All My Love."

Martha Rountree, producer of "Meet the Press" and "Leave it to the Girls," has been named Hospitality Chairman of the Women's Nat'l Press Club.

Sammy Kaye is one of the most popular bandleaders with disc jocks in the business. Sammy, who has made many cross-country barnstorming tours, phones the platter-spinners as soon as he hits a town. Within a matter of hours, they are gathered together in a verbal jam session.

One of the brightest of the hotel men in town is Dean Carpenter, boss of the Roosevelt. He's converted the Roosevelt Grill into a top money-maker and made the Rough Rider Room one of the town's most pleasant stay-up-late spots by inaugurating an entertainment policy there with guitarist Renato Rossini, the first in its 26-year history.

Tommy Dorsey ork headed for the Paladium in H'wood in Nov.

Film star Janis Paige into the Paramount Theater in Oct.

Roger Colman, TV's new singing sensation, and Bruce Morgan, the ventriloquist, devoting their Sundays to entertaining the recruits at Fort Dix.

Jack Perlis doing a terrific press job on "Meet the Press."

Tony Labriola, (Oswald on the Ken Murray show), is dicking for a short vaudeville tour. He'll resume as Murray's funnyman when the show returns Oct. 7th.

Columbia Pix think they have a male Lena Horne in Billy Daniels, who goes into the Riviera on the 15th, and are waiting for the public's reaction to his first musical film, "When You're Smiling," before starting the build-up.

### "Spot The Sponsor" Gets Wide Acceptance

Wide acceptance of "Spot the Sponsor" by TV stations in major markets throughout the country was reported yesterday by Thomas-Varney, Inc., New York, who produce and distribute the program on film. Cash prizes are awarded to televiewers who identify specific brand names and packages. The program is telecast in four daily segments of one minute each.

## COAST-TO-COAST

**WSRS Aims Heavy Public Service Sked**  
Cleveland, O.—Public service coverage of civic events by Earl Green, WSRS news director, the past week included: an interview with manager Lou Boudreau of the Cleveland Indians, who predicted his team would win the pennant; a talk with Mayor Burke concerning plans for civilian defense; the "Man of the Year" presentation to blind pastor Rev. Dale C. Recker; a talk with Lt. Norum of the draft board regarding present day morale of draftees; the opening ceremony of Halle Brothers' new department store, and a talk with the heads of the World Baptist Alliance on the occasion of their meeting in Cleveland.

**WKXL Staffer Emcees Quiz**  
Salisbury, N. H. — Win Blake, WKXL announcer, was recently master of ceremonies at a prize quiz conducted in the city's town hall in conjunction with a motion picture show

**Observes 14th Year In Radio**  
Hartford, Conn.—Eleanor Nickerson, secretary to Franklin M. Doolittle, president of WDRC, is observing her 14th anniversary with the station this month. Miss Nickerson joined WDRC in 1936.

**WAVZ Praised For Public Service**  
New Haven, Conn. — Chester Bowles, Governor of Connecticut, heads a goodly list of letter writers who recently praised WAVZ for its public service. Others include: Frank Punyko, president of Milford Little League; American Legion Auxiliary, Charles W. Sutter Post No. 16; Alumni Association of Arnold College, and Lincoln H. Lippincott, manager of New Haven Safety Council.

**KLZ Holds Annual Picnic**  
Denver, Col.—KLZ conducted one of its most successful promotions last month when 10,000 people tramped to Lakeside Park to attend the station's annual picnic. KLZ aired three special shows featuring its talent. Matinee dancing was provided by Blue Barron's orchestra. The station distributed thousands of tickets to Denver's retail stores weeks in advance of picnic.

**Joins WRNL Continuity**  
Richmond, Va.—Helena Brice has joined the staff of WRNL as continuity writer. Mrs. Brice's past experience includes being advertising manager for the Winter Park Herald, Orlando, Fla., and continuity writer for WGAC, Augusta, Fla.

## AGENCIES

**CAMPBELL-EWALD'S** New York office will expand its 1 E. 57th Street quarters this week, taking over an additional floor and half. The expansion will mark a fifth in less than two years that the 40-year old New York branch has undertaken. Announcement of the expansion was made by Winslow H. Case, senior v-p. The Chicago office of Campbell-Ewald, at 2 N. Michigan Avenue, is also in process of enlargement.

**REEVES SOUND CRAFT** Corp. of Long Island City has announced the appointment of Harry P. West as executive v-p. Formerly, West was v-p and treasurer of the Graham-Paige Corp.

**DOROTHY ADAMS**, formerly Montgomery Ward & Co., Chicago, has joined the copy department of Maxon, Inc., New York.

**ROBERT MEEKER ASSOCIATES, INC.**, appointed national representatives for WKNY, Mutual affiliate in Kingston, N. Y.

**DOUGLAS L. McWEENY, Jr.**, assistant space buyer of J. Walter Thompson, Chicago, has returned to active duty with the U. S. Air Force.

## Send Birthday Greetings To—

August 4

Henry Dupre	Floyd Holm
Alan Kent	Frank Luther
Carson Robison	Earl Tanner
June Travis	Hal Tate

August 5

Arthur B. Church	Wilbur Evans
	Malcolm Claire

August 6

Jim Ameche	Jack Armstrong
Arthur Fields	Louella Parsons
Walter Valentine	Jackie Kelk

August 7

Al Goodman	Torrence E. Donley
Hildred Price	Robert Lawrence

August 8

Charles Boyer	Bill Connor
Ross Graham	Michael E. Kent
J. Mattfield	Robert L. Simpson
John Facenda	Otis Wright
Victor Young	Jimmy McKibben
Herb Holm	Joe Kapps
	William Elmo Tanner

August 9

Ken Dolan	Charlie Speer
W. A. Wilson	Andy Wilson
Frances Head	Daniel S. Samuels

August 10

Larry Fisk	Jack Haley
Frank E. Mullen	Jane Pickens
Duke Rorabough	A. A. Schechter
Ethel Dietz	Stuart Kelly
	Mort Nusbaum

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ON FAR EASTERN AFFAIRS**

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CURRENTLY AVAILABLE**

10:30 P.M.

**CALL BRYANT 9-6000 IMMEDIATELY**

**WINS**  
50KW NEW YORK

CROSLY BROADCASTING CORPORATION

# TELEVISION DAILY

Continuation of RADIO DAILY, Friday, August 11, 1950 — TELEVISION DAILY is fully protected by register and copyright

## FCC MAY RELAX TV LICENSE POLICY

### TELE TOPICS

**WLW-T, CINCINNATI**, will originate the first television show to be fed from Cincinnati to a network hook-up on Aug. 15, when a special half-hour telecast of "Cincinnati At Sunset" is aired over NBC-TV. Constituting another step in the direction toward strengthening the stages of television's spreading web, WLW-T may very likely prove a point showing the video world how to obtain fresh and original material outside the overcrowded and overcrowded TV centers. Scheduled for 8:00 p.m., "Cincinnati At Sunset" will provide musical visits to places around Cincinnati, with emphasis on the mood of the city as night falls. FCC officials are reported to have been desirous of feeding several WLW-T shows to the network for some time but were unable to find a time slot available until the advent of summer programming.

**WLMR RICE** is reported to have nixed a TV offer to his and Betty Field's young son to be a permanent replacement of the Philco Playhouse. His reason being, "One actor in the family is too many." Ed Coe, executive producer at NBC-TV, leaving the hospital today and expecting to resume Fall operations at the network shortly. . . . Two sponsorships of feature films on WPTZ, Philadelphia, will be undertaken on October 1 by Zippy Products (liquid starch) and Margo Wines. Commercial Manager Dannenbaum reports the station's business at an all-time high. . . . Musical cowboys on leave from WAVE-TV, Louisville, have been booked by Columbia Pictures for a Western.

**RONA MASSEY**, who's had her share of radio and TV recently, will take time out from broadcast chores to play tennis the Pimm's Cup Celebrity Tennis Tournament at Forest Hills. . . . Don Hillman's selection of the NBC telecasts from Lewish Stadium for the Summer drawing many plaudits. . . . Aspiring New England talent will get their chance on WBZ-TV's new amateur show on Aug. 27. Winners will have a crack at Ted Mack's original Amateur Hour. . . . Seven of the "Top 10" most popular shows on Los Angeles television in July were KTLA programs, with Hopalong pulling the number 1 spot. . . . TV sets in Cleveland have now topped the quarter-million mark. . . . Miss Washington, D. C., of 1950" will be selected by the judges Monday and makes her initial TV appearance on "Tele-views Daily" over WMAL-TV on Tuesday p.m.). . . . John Serafin, TV maintenance engineer, will be ABC's first employee to be recalled for military service. . . . 152,500 TV sets reported to be now the KSD-TV, St. Louis, area as of Aug. 1.

### Jet Attack Filmed On Korean Target

Films of an actual jet plane attack on a Korean target, shot while the plane was speeding at approximately 600 miles per hour, were beamed by NBC-TV this week on the "Camel News Caravan" show (7:45 p.m., EDT). Credit for the unique films goes to NBC-TV's newly acquired ace photographers, the Jones Brothers, 25-year-old twins who were combat photographers for the Marines during World War II. Informal descriptions of the jet attack, which were written by Gene Jones and sent back to the network along with the films, were used verbatim as background commentary.

### Olympic Announces 41-Station Network 1951 Radio-TV Line For Notre Dame

Prices will remain virtually unchanged on the new 1951 line of Olympic radio and television sets, it was revealed this week at a special showing of the new line at Essex House. Ranging from \$179.95 to \$499.95 for a twelve and a half-inch table model and a sixteen-inch AM-FM combination, respectively, the new line has twelve models. The company will definitely go on an allocation basis, Adolphe A. Juviler, president, predicted while commenting on what he termed "component shortages already accentuated by military electronics requirements."

#### One-Quarter Of Gov't Work

Possibly no more than 25 per cent of the company's facilities will be required for government work, Juviler predicted, unless, he conditioned, the international situation worsens considerably. The firm's previous goal of 100,000 sets for the rest of the year may also be doubtful, he concluded.

In addition, the new Olympic line will include two nineteen-inch consoles, at \$369.95 and \$399.95, and a twelve and a half-inch two-door console at \$239.95.

The largest interconnected television web ever used on football coverage has been put together by DuMont Television network for the telecast of the Notre Dame football games. Chris J. Witting, general manager of the network, disclosed yesterday. The N. D. games will be televised in 41 cities scattered from Boston to St. Louis and all have agreed to take the five-game schedule from South Bend, Ind.

Chevrolet Motors division will sponsor the telecasts of the football schedule. The first game will be played on September 30th. Other dates are October 7th, 28th, Nov. 4th and 11th.

TV's largest network up to now for a special event was the 29-station pooled presentation of the 1949 World Series, according to Robert Jamieson, DuMont's station relations manager, who was coordinator of the pool committee.

### Philips Shows New Line

Montreal—Philips Industries Limited introduced its new line of radio and TV sets, and electric appliances this week at a dinner for 300 dealers and salesmen at Ritz-Carlton.

### Press-Time Paragraphs

#### "Battle Report—Washington"

Top brass in military and executive branches of the government will brief the nation on civilian defense and recent happenings on a new NBC-TV show each Sunday (8-8:30 p.m.) titled "Battle Report—Washington." Slated to speak to-date are: John Steelman, assistant to the President; Steve Early, Under Secretary of Defense; Senator Brian McMahon; and Vice-Admiral John C. McCrae.

#### Adventure Films Sponsored

"Starlit Theater," which will be comprised of 90-minute adventure films on WOR-TV will be sponsored for one week (twice daily, beginning at approximately 5:00 p.m., and again at 11:00 p.m.) by Radio Offers Co. Following that, on August 22, Mail Order Network will pick up the tab for the twice daily films for a 13-week run. Times for the showing will remain flexible throughout the baseball season.

### Movie Companies Status May Be Improved

Washington—Possibility that the FCC might be preparing to take a position that broadcasters should properly be kept from licenses to TV stations in the same markets as their broadcast operations was seen here this week as stories seeped out about Commission deliberations on the problem of movie companies getting into TV. The Commission this spring held a hearing on adoption of a uniform policy of keeping from TV companies with records of anti-trust violations in other industries but is believed to have decided to abandon the idea of a uniform policy. Instead, it is expected to decide each case on its merits.

At the same time, it is thought that the Commission is ready to treat movie applications for TV licenses in the same way newspaper applicants for radio licenses are now treated. When a properly qualified applicant seeks a station, it is granted without hearing when there is no competitive application. When there is a competitive application, the fact that one of the parties is a newspaper is held to be an adverse factor—though not a decisive factor. The newspaper can still win out in a comparative hearing—but will lose if all other factors appear to be equal.

In this case the Commission feels that there should be as much diversity as possible in the ownership of facilities for the dissemination of news. In the matter of TV stations and motion picture companies the Commission feels that the two industries are competitive and that a movie company may be less diligent in the public interest if improving his TV programs means fewer people will pay to go to his theater.

The refusal of big film companies to make current films available for TV and to permit appearance by top stars on TV is a point the Commission might mention if it decides to pronounce such a policy. On the other hand, the Commission knows that if it announced such a policy with regard to movie companies, the cry will be raised that sound broadcasters are equally in competition with TV.

#### Football Quiz For Black

Albert Black, who scored a hit with "Batter-Up," a baseball quiz show on WPIX when the Giants are at the Polo Grounds, will do a football quizer, "Touchdown," over WNBT in the fall.

• PLUG TUNES •



WORDS & MUSIC



• PLUG TUNES •

By TED PERSONS

Now Breaking for a Smash!

**SAY WHEN**

Dick Haymes & Evelyn Knight  
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Owen Bradley (Coral)

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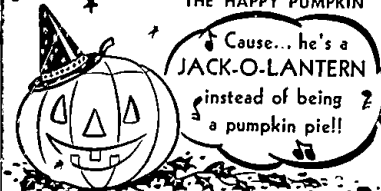
Richard Hayes (Mercury)

Others to follow . . .

Duchess Music (BMI)

**PUNKY PUNKIN**

THE HAPPY PUMPKIN



**PAXTON MUSIC**

1619 BROADWAY • NEW YORK 19, N. Y.

Another BMI Pin-Up Hit!  
**DADDY'S LITTLE BOY**

Published by Beacon

Recorded by

Dick Todd . . . . . Rainbow

"Picked" by Billboard. . . "has everything DADDY'S LITTLE GIRL had, and then some."

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**BROADCAST MUSIC, INC.**

**I WISH I KNEW  
ASK MY HEART**

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

Nothing Can Stop This!

**"FOREVER WITH YOU"**

by the writer of "My Happiness"

**FORSTER MUSIC PUB., INC.**  
1619 Broadway, New York 19, N. Y.  
216 S. Wabash Avenue, Chicago 4, Ill.

Top Program Bet!

**TZENA TZENA TZENA**

Cromwell Music, Inc.

129 W. 52nd St. New York City

• • • **GAZETTE:** Irving Berlin's Mesta-piece, "Call Me Madam" will open in New Haven about Sept. 11th and in New York early in Oct. . . . It is now official! Sammy Kaye has signed with Columbia Records. Failure to re-sign with RCA Victor was due in large part to the reluctance of that company to offer a ten-year guarantee. The terms of the new pact are, naturally, top-drawer secrets; but it is a fair assumption that they satisfy Kaye in the "guaranty" department and that they are handsomely conditioned by the success of "Roses," "It Isn't Fair," and "Wanderin'." Yes, Sammy has bettered himself, we guess. . . . The next plug tune of Santly-Joy will be "You're Not In My Arms Tonight" with Mindy Carson, Bill Farrell and Guy Mitchell on record for it.

★ ★ ★ ★

• • • Art Ford heard it as "Bolero" during his stay in France recently, he communicated his enthusiasm for the tune to Mills Music who brought it out as "All My Love;" Patti Page's Mercury side was the first waxing of umpteens to date (Harry Babbitt's, Noro Morales' and Russ Case's are the most recent), *this week calls for copies jumped.* The last fact is the significant one, important tho the preceding others may be. In the music business a success story needs only one chapter—headed "Sales." . . . Another success story, perhaps, is being written entitled "Can Anyone Explain?" . . . Marck Music (Mac Kooper, prop.) is rubbing hands over "With You By My Side (I'm In Heaven)." . . . Paxton Music, Inc., has moved its Coast office to 6365 Selma Ave. Milt Stein remains in charge. . . . Due to the efforts of Leonard Feather, Tempo Music is reactivating its catalogue ("Flamingo," "Perdido," "Take The 'A' Train," et al.) . . . Artie Valando has left Laurel Music to join Ben Barton Music as West Coast rep. His place has been taken by Eddie Miller, former head of the Valando Chicago office. . . . Bregman-Vocco-Conn acquired "It May Be On Sunday," a tune which crashed St. Louis-and-vicinity best-seller lists on the strength of a Congress Record by chasing down to St. Loo and flying the writer, Julian H. Miller II, back to New York to sign.

★ ★ ★ ★

• • • In three short years, Jack Lacy, the WINS needle maestro with dollar signs in his diction, has attained the position of one of the busiest and highest paid deejays in the country. . . . Bill Calvert who originated the "Italian Life" and "French American" shows on WOCC in Hartford, Conn., has transferred his record spinning talents to WPAT and doing nicely. . . . Francois Grimard is waiting for 20th Century-Fox's nod to play the role of police chief in "The Last Letter." Just to make the time pass while sweating it out, he has accepted a running-part in "Hilltop House." . . . The following, addressed to Mrs. Whom It May Concern, is in the public interest: The postal card received by your husband, addressing him by his first name and going on to say, "There will never be another you so can't we talk it over? Love, P.M.L." is nothing but the Platonic promotion of a record, "P.M.L." being the initials of Patti, Maxine and Laverne (Andrews). We hope this explanation will put an end to the state of affairs impelling Buddy Friedlander to sleep in the living-room and other music men to swear out affidavits and hunt for alibis.

★ ★ ★ ★

• • • Mercer Records, a new company, will introduce outstanding talent in the rhythm-and-blues and jazz fields. Mercer Ellington, son of the Duke, and a band leader and composer in his own right, will be in charge. National distribution will be handled by Bob Weinstock who handles the New Jazz and Prestige labels. . . . Burt Taylor, under Kappi Jordan's management, will record for Columbia Records next Tuesday. He will do "Song of Delilah," from the Paramount Picture of the same name. . . . BMI is offering to buy the three oldest ukuleles in the country (for \$100, \$50, and \$25, in order of their age) as part of a promotion of Don Ball's "You Can Play The Ukulele."

★ ★ ★ ★

*Coming Up Fast!*

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



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

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

**YOU  
WONDERFUL  
YOU**

MILLER MUSIC CORPORATION

**I THOUGHT SHE WAS  
A LOCAL**

(But She Was a Fast Express)

Sammy Kaye . . . . . RCA Victor  
Shorty Warren . . . . . London  
Louie Innis . . . . . Mercury

**WORLD MUSIC, INC.**  
607 Fifth Ave. New York, N. Y.

Ballad Bombshell!

**I SHOULDN'T  
LOVE YOU**

(But I Do)

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New York City

Sweeping The Country

**ALL MY LOVE**

**MILLS MUSIC, INC.**  
1619 Broadway New York 19, N. Y.

**Stepping Out!  
VAGABOND SHOES**

**Jefferson Music Co.**  
1619 Broadway New York City



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 52, NO. 30

NEW YORK, MONDAY, AUGUST 14, 1950

TEN CENTS

## ARMY ASKS CAUTION ON TROOP NEWS

### Coy Ends Testimony Against McFarland Bill

#### Will Return Today For Questioning By Committee

Washington Bureau of RADIO DAILY  
Washington — FCC Chairman Wayne Coy continued his hacking away at the McFarland bill Friday as he read the latter half of a 74-page statement to the House Interstate Commerce Committee. He will return to the committee this morning for questioning, with Gordon Brown of WSAY, Rochester, also to be  
(Continued on Page 6)

#### TV Carnival Planned For Tenn. State Fair

Nashville, Tenn. — A television "carnival" will be held at the State Fairgrounds for five days, August 13 through the 17th. The show will be presented under two huge tents by WSM-TV in cooperation with 16 TV set distributors.

Latest model TV receivers will be displayed in a 300-foot-long tent. Continuous entertainment, provided  
(Continued on Page 7)

#### Committees Announced By RTMA President

RTMA President Robert C. Sprague announced last week the make-up of two more association committees, including the legislative  
(Continued on Page 2)

#### TV Sizes Larger

Eighty-nine per cent of the TV picture tubes sold receiver manufacturers in June were 14 inches or larger, RTMA said Friday. Whereas at the end of last year the larger sizes accounted for only 15 per cent of total sales, only 10 per cent of the June total reported year was in the 12-13.9-inch tube size, the manufacturers' association pointed out.

#### Tube Shortages Hit Production

Tube shortages are already being felt in the radio and television receiver manufacturing field and if Government makes demands on industry for more military electronic equipment the situation will become more acute, RADIO DAILY learned Friday. One manufacturer was reported shipping television sets to dealers minus three types of receiving tubes. Another indicated that November set production will be 50 per cent below October because of the tube shortages.

#### Radio-TV Gets 60% Of Candy Co. Budget

Peter Paul, Inc., which this week launches the most extensive advertising and merchandising campaign in its history, has allotted 60 per cent of the company's ad budget for radio and television.

The campaign, using all major media, will be in harmony with the candy industry's cooperative educational program, stressing the value  
(Continued on Page 7)

#### Conley Named Manager Of KEX, Portland, Ore.

Philadelphia—Westinghouse radio and TV plans for the Pacific Northwest received new impetus today with the announcement that J. B. (Steve) Conley will head the overall effort as manager of KEX and KEX-FM, Portland, Ore. Announcement of the appointment was  
(Continued on Page 2)

#### NAB Issues Agenda For Regional Meets

Washington Bureau of RADIO DAILY  
Washington—NAB on Friday released the agenda for the first of its district meetings, starting today in Seattle. This meeting will set the general pattern for the following 16 sessions concluding with the final meeting in Williamsburg, Va., November 2-3.

NAB's president Justin Miller, will not attend the Seattle meeting  
(Continued on Page 3)

#### Nine Industrial Leaders Report Tonight On ABC

Nine top industrialists will speak tonight over the ABC network in a special hour-long program presented as a public service by the Industrial Mobilization Committee of the NAM.

The spokesmen will pledge the  
(Continued on Page 4)

### Fire Insurance Agents Plan Extensive Spot Campaign

In an effort to expand commercial radio usage among local fire insurance companies, the National Board of Fire Underwriters of New York is providing 40,000 agents with spot campaigns with recommendations that they be used as a tie-in with local advertising.

Americanism Stressed  
The series will interpret the role of capital stock fire insurance companies in the national economy, and will make clear how the industry "encourages, maintains, and protects free business competition—an

American fundamental that has made and will keep our country great."

J. W. Sether, director of public information for the National Board of Fire Underwriters, 85 John Street, New York, said that use of commercial radio by insurance agents on the local level has been on the increase and the spot campaign should stimulate more usage this fall and winter. He added that the organization is also making available film spots for use on television.

#### Says Broadcasting Of 'Alerts' Would Aid The Enemy

An urgent plea to the nation's broadcasters and newspapers for the withholding of news on troop movements and alerts within this country was voiced in Washington Friday. An army official read reporters at the Pentagon the following statement:

"From time to time there  
(Continued on Page 3)

#### Newspaper Praises Radio For UN Cover

Charlotte, N. C.—In an editorial titled, "Radio At Its Best," the Charlotte News last week commended radio generally and ABC specifically for the public service programming in connection with the web coverage of the United Nations Security Council. The editorial reads as follows:

"Having taken a few swipes at the radio business in recent years,  
(Continued on Page 4)

#### Tichenor Joins KANS As Commercial Manager

Dudley Tichenor has been appointed commercial manager of KANS, NBC affiliate in Wichita, Kansas, it has been announced by  
(Continued on Page 4)

#### 'Grabbit' Slogan

Hoarders will not relish seeing themselves as a "Grabbit," an obnoxious looking puppet — a cross between a rabbit and the devil—which will be prominently displayed by the New York Department of Markets as the symbol of its anti-hoarding slogan, "Don't be a Grabbit." Puppet was designed by Bill & Cora Baird, CBS-TV puppeteers.



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John Perciarli  
Ludovisi 16

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

FINANCIAL

(August 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	10 1/2	10 1/4	10 1/4	- 3/8
Admiral Corp.	29 3/8	27 1/2	28 1/8	- 1 1/2
Am. Tel. & Tel.	151 3/8	150 3/8	150 7/8	- 1/2
CBS A	29 3/4	28 3/4	29	- 1/4
CBS B	29 1/8	28 3/4	29	.....
Philco	42 1/2	39	39 1/2	- 2 5/8
RCA Common	18 1/8	17 3/8	17 5/8	- 5/8
RCA 1st pfd.	76	76	76	.....
Stewart-Warner	15 3/4	15 1/2	15 3/4	- 1/4
Westinghouse	32 1/4	31 3/4	32	- 1/4
Zenith Radio	51 7/8	49 1/2	50 1/4	- 2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	20 1/2	19 3/4	19 3/4	- 1/2
Nat. Union Radio	4	3 7/8	3 7/8	- 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	18 3/4	19 3/4
Stromberg-Carlson	13 1/2	15

Pecor Takes Hotel Post

Charles Pecor, formerly assistant to the director of Press Information at CBS, has resigned to become business promotion manager of the Hotel Shelton in New York.

Why buy 2 or more...  
do 1 big sales job  
on "RADIO BALTIMORE"

Contact  
EDWARD  
PETRY CO.

WBAL

★ COMING AND GOING ★

VICTOR A. SHOLIS, general manager of WHAS-TV, Louisville, Ky., a visitor Friday at the New York headquarters of CBS, with which the station is affiliated.

ROSE GRECO, a familiar figure in and out of the surf on Cape Cod during the past fortnight, today will return to her less exciting but more exacting routine as secretary to Frank Burke, editor of RADIO DAILY.

JERRY FAIRBANKS, who last week completed the Multicam filming of a Sid Caesar show in Chicago, is in New York for confabs with agency and network officials.

TED OBERFELDER, American network director of advertising, promotion and research, has left on a business trip to Chicago and Minneapolis. He'll be back Thursday.

MARY BURNHAM, assistant women's director at WMAL and WMAL-TV, Washington, D. C., has left with her husband for Baxter, Iowa, where they'll visit with her family.

HILDA SALZMAN and HELEN SHAPIRO, of the Hal Salzman Agency, are drowning their cares in the waters of Lake Tarleton, New Hampshire.

HARRY MARBLE, of "Hits and Misses" and the Margaret Arlen programs on WCBS, is back from East Summer, Me., where he had spent the past month.

MORRIS NOVIK, radio and television consultant, has returned to New York following a trip to Chicago, where he attended a meeting of the A. F. of L. executive committee.

CATHY MASTICE, singing star heard on Admiral Records, and SIDNEY ASCHER, publicist, have returned from Chicago.

ROBERT SARNOFF and MRS. SARNOFF arrived from Europe Sunday aboard the Queen Mary. He's the son of Brig. Gen. David Sarnoff, chairman of RCA.

FRANCES TOKAINE, production assistant on "What's My Line," CBS-TV program, is resting up for a while at Nantucket.

JOEL CHASEMAN, publicity director and assistant program manager at WAAM, Baltimore, has left for two weeks of leisure in Miami. He also plans to visit New York.

KATHY REDNER, director of the Galen Drake programs on WCBS, is on a two-week motor trip through New England.

DOROTHY ANN, radio and TV songstress, is in town for a recording session with Atlantic Records.

JOHNNY O'CONNELL, account executive at Associated Program Service, is visiting subscriber stations in Ohio.

CHARLES MICHELSON, president of the transcription organization bearing his name, has just returned from Hollywood, where he supervised the initial filming session of "Capule Mysteries," five-minute TV series of open-enders.

GEORGE HERMAN, Columbia network newsman, is spending two weeks in San Francisco.

BILL TREADWELL, publicity director of the Tea Bureau, has returned from a two-week vacation in the Adirondacks.

ROBERT L. KENNETT, manager of WONS, Hartford, is spending the month of August with his family at Lake Besek, Middlefield, Conn. He commutes from the lake daily.

Conley Named Manager Of KEX, Portland, Ore.

(Continued from Page 1)

made by Walter E. Benoit, vice-president of Westinghouse Radio Stations, Inc.

Conley has been located in Philadelphia since 1946 and has held the title of general manager of the Westinghouse group. He will succeed C. S. Young who has been manager of the Portland station since 1945. The latter will return to Boston where he will be associated with WBZ-WBZA and WBZ-TV.

Crane Will Manage Duquesne 'U' Station

Kendall Crane has resigned as manager of station WRYO in Rochester, Pa. to become manager of Duquesne University's FM station, WDUQ. He succeeds Rev. J. A. Lauritis who helped found the station, Pittsburgh's first and only college radio station, last fall.

Crane has been on the Duquesne faculty for the last year teaching radio writing and production. He's a veteran of twenty years in radio. He spent eighteen years at stations as an announcer, actor, continuity chief, sales promotion manager, program director and manager.

Israel Succeeds Lewis in RMA

Dorman D. Israel, executive vice-president of the Emerson Radio & Phonograph Corporation, New York, has been appointed chairman of the general standards committee of the Radio-Television Manufacturers Association. Israel succeeds George Lewis, the retiring chairman.

Committees Announced By RTMA President

(Continued from Page 1)

committee under General Counsel John W. Van Allen. Frank W. Mansfield of Sylvania, remains at the helm of the statistics committee, which supervises all RTMA statistical publications and studies.

Serving with Van Allen on the legislative group will be Frederic J. Ball of Crosley, Philip Dechert of Philco, Samuel Ewing of RCA-Victor, and John W. Steen of Westinghouse.

The statistics committee includes L. K. Alexander and G. W. Henyan of G.E.; E. C. Anderson and George W. McCleary of RCA; George A. Biese of Crosley; H. W. Clough of Belden; Paul Eshleman of DuMont; P. Halligan of Philco; W. H. Rinkenbach of Farnsworth and A. G. Schifine of Stromberg-Carlson.

Detailed agenda for the joint IRE-RTMA engineering department meet, to be held October 30-November 1 at the Hotel Syracuse, Syracuse, N. Y., was announced Friday. Featuring the three-day meet, crowded with technical panels and discussions, will be a banquet the night of October 31. Tuesday, October 31, will be devoted entirely to TV sessions.

Stork News

Syracuse — Mr. and Mrs. Rod Swift of Syracuse, announce the birth of their second daughter, Leslie, in Syracuse Memorial Hospital, Sunday, August 6. Swift is early morning newscaster for WSYR and is in charge of film procurement for WSYR-TV.



"And then there's the little matter of our 15% commission"

Agency people know that the way they earn their 15% commission is to produce results for their clients—at low cost. And smart agency people know that the medium with the biggest audience at the lowest cost is radio

In Baltimore, W-I-T-H is the station that gets you results—low-cost results! Because W-I-T-H delivers more listeners-per-dollar than any other station in town. Makes even a small budget do a big job.

Want the complete story? Then call in your Headley-Reed man today!



WITH

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

## Ask Radio Soft-Pedal On Troop Movements

(Continued from Page 1)  
 will be troops in training in the S.A. alerted and moved. For genuine military security reasons, it is highly desirable that there be no mention of these alerts or movements in the press or over the air. "The alerting of National Guard units at their home stations for movement to training areas may be announced locally and publicized without damage to security; but bundups of units, state-wide or national, would be of assistance to the enemy. The co-operation of all news media is earnestly requested."

The official said the Army will continue to announce any National Guard divisions called into Federal service, and there is no objection to local publicity of smaller guard units called to Federal service. But bundups of such units in an entire state or in the entire country would make easy the work of hostile intelligence agents, he added.

**Korea Situation "Under Study"**  
 The spokesman emphasized that the ban against any mention of troop alerts and movements applies to troops after they have gone into training.

Asked whether a security censorship on news of the Korean conflict may be applied in the combat zone, the Army representative said the matter is "under study" both here and in General MacArthur's headquarters.

The spokesman said there has been some improvement in the situation recently and that the procedure for handling news from the combat zone is "going to develop and evolve."

## Sees Education-By-Radio Increasing In Popularity

Education by radio will become increasingly popular in the next few years, in the opinion of James F. MacAndrew, director of the New York board of education's school station, WNYE.

During the last school term, 30,208 classes attended WNYE broadcasts every week, compared with the 25,043 classes utilizing the program a year ago, MacAndrew said in a report. In 1947, only 9,302 classes participated.

The steady growth in listening is attributed by MacAndrew to the fact that there is now at least one AM-FM receiver in every public school in the city. Wire and tape recorders are also being used to pick up WNYE broadcasts for playback at a teacher's convenience.

## Army Honors KCMO

Kansas City—Major John R. Barton of the United States Army, presented E. K. Hartenbower, general manager of KCMO, a special award from the Army to KCMO in appreciation of sustained programming in behalf of the United States Army.

## AGENCY NEWSCAST

... personnel, sponsors and notes

**THREE TV NETWORKS, ABC, CBS, and NBC, today will launch a new series of public service messages in cooperation with the Advertising Council. Specifically, the new campaign will be in support of student nurse recruitment on live sustaining programs. Eight to 10 shows will carry the messages for a full week on each network, and hereafter Council public service messages will be handled on this intensified basis. Sponsored programs will start televising the messages as soon as the Fall season opens, constituting the first big push in the Council's TV allocation plan.**

**WADE BARNES has resigned as manager of RCA's Thesaurus and Syndicated Sales of RCA Recorded Program Services to join the Houston (Texas) staff of Foote, Cone & Belding as an account exec. The announcement was made by James P. Davis, manager of the RCA Victor Custom Record Sales Division.**

**FORTNUM & MASON, LTD. (food products) to Victor A. Bennett Co.**

**DEVNEY & CO. appointed national representatives for WNAM, Neenah-Menasha, Wisconsin.**

**SNAPPY CHEESE CO. to LeValley, Inc., Chicago.**

**FLORIDA CITRUS COMMISSION, Lakeland, Fla., to J. Walter Thompson.**

**SANDY HOOK LINE, excursion steamers, to William von Zehle & Co.**

**BLATZ BREWING CO., Milwaukee, to William H. Weintraub & Co., Inc., for radio and television advertising of Blatz Beer.**

**JUSTIN FUNKHOUSER, president of Funkhouser Ad Agency, Ranson, W. Va., and Leo Bernstein, president of Byrde, Richard and Pound Ad Agency have announced a merger of the two agencies as of Sept. 1st. The new agency, under the latter name, will maintain headquarters at 381 Fourth Avenue.**

## UN Security Council Over WXXW, Day-Night

Albany — WXXW, ABC affiliate, will continue to carry the meetings of the Security Council at the UN, because of numerous requests by listeners throughout the station's service area, it was announced last week by Fred Daiger, program director of the station.

The station not only carried the full daytime schedule of the Council last week, but also rebroadcast the meetings, uninterrupted, at ten p.m. WXXW will give the meetings, both afternoon and evening, as long as the feed is available from ABC.

**PIERCE L. ROMAINE, associated for 16 years with the Paul H. Raymer Co., radio and TV station reps. and for eight years a vice-president of the N. Y. corporation, has announced his resignation.**

**ALBERT M. WHARFIELD, formerly vice-president in charge of agency relations for C. E. Hooper, Inc., has been elected a vice-president and a member of the radio and TV sales staff of the A. C. Nielsen Co., it was announced following a meeting of the Nielsen board of directors.**

**DIANA VOSS, formerly space buyer of periodicals for James T. Chirurg Co., New York and Boston, has become space buyer for all printed media. Jean Page, formerly newspaper space buyer, has been appointed assistant to Edmund J. Shea, radio and TV director. Announcement of the changes was made by Helen T. Hirst, media director.**

**CONKLIN MANN CORP. was elected to the American Association of Advertising Agencies this week, becoming the 250th member to be elected to AAAA.**

## NAB Issues Agenda For Regional Meets

(Continued from Page 1)  
 because of a special defense meeting in Washington, but will be present at the remaining 16 sessions. His scheduled topic, "NAB in the National Emergency," will be covered during the Seattle meeting by district director Harry Spence. Robert D. Swezey, WDSU, New Orleans, La., and Ralph W. Hardy, NAB's Government Relations Director. Spence is from KXRO, Aberdeen, Wash.

The first three meetings will also feature a talk by Swezey on "A New and Greater Sales Program for Radio."

NAB's television director, Chas. A. Batson, is scheduled for a TV seminar during 14 of the 17 meetings, with a possibility of two more being added shortly.

Other highlights of the meetings include: a discussion of BMI by Carl Haverlin, president of that organization; a membership presentation and a report on the National Radio Defense Council by Hardy; (this presentation and report will be delivered at half of the meetings by the NAB public affairs director, Robert K. Richards); a talk by Richard P. Doherty, NAB director of employee-employer relations, on "Operating in the Profit Interest."



**SPOT  
THE  
SPONSOR**

The  
**"MIGHTIEST  
 MINUTE"**  
 in Television!

NOW AVAILABLE ON

# WLW-TELEVISION

CINCINNATI · DAYTON · COLUMBUS

... starting September 25th, at 10 and 11 AM, 2 and 3 PM daily, Monday through Friday ... covering this rich, fertile tri-city Market of 300,000 TV Families.

DAILY COST, Four Shows, Three Markets ... \$142.50, including time, talent, films and prizes.

For availabilities, contact WLW-Television Sales Offices:

NEW YORK	· 630 Fifth Avenue	· Circle 6-1750
CHICAGO	· 360 N. Michigan Avenue	· State 2-0366
CINCINNATI	· 2222 Chickasaw Street	· Dunbar 1380

OR

THOMAS-VARNEY INCORPORATED

41 EAST 50th STREET, NEW YORK, N. Y.      PLAZA 9-1929

# Industrial Leaders Report Tonite On ABC

(Continued from Page 1)  
whole-hearted support of American industry to produce whatever necessary to halt the Communist aggression, and assure the nation that industry is ready for any emergency.

The program, "Industry Mobilizes—A Report to the People," will present reports from practically every segment of industry. The public will be told what it faces as a result of supplies and production for both defense and civilian needs in the following categories:

**Food:** Morris Sayre, New York, president of Corn Products Refining Company, and a former president of the National Association of Manufacturers.

**Lumber:** David Graham, Tacoma, Wash., financial vice-president, Weyerhaeuser Timber Company.

**Steel:** Clarence Randall, Chicago, president of Inland Steel Company.

**Textiles:** Donald Comer, Sylacauga, Ala., chairman of the board of Avondale Mills.

**Machine Tools:** Charles J. Stillwell, Cleveland, president of the Warner & Swasey Company.

**Oil and Chemicals:** Dr. Robert E. Wilson, Chicago, chairman of the board of Standard Oil Company (Indiana).

**Electrical Appliances:** Gwilym A. Price, Pittsburgh, president of Westinghouse Electric Corporation.

**Rubber:** Harry E. Humphreys, Jr., New York, president of United States Rubber Company.

**Public Utilities:** Louis V. Sutton, Raleigh, N. C., president of Carolina Power and Light Company.

Also taking part in the roll call will be Claude A. Putnam, of Keene, N. H., president of the National Association of Manufacturers, and of the Markem Machine Company; and Ira Mosher, of New York, president of Ira Mosher Associates, chairman of the sponsoring Industrial Mobilization Committee.

## Tichenor Joins KANS As Commercial Manager

(Continued from Page 1)  
Archie T. Taylor, general manager of the station, Tichenor comes to Wichita from WKBW, Buffalo, N. Y. where he was sales manager.

Tichenor, a native of Kentucky, attended the University of Oklahoma, served 17 years with the Oklahoma Publishing Company, Oklahoma City, in the national advertising departments of the Daily Oklahoman and Oklahoma City Times, and the company's radio stations in Denver and Colorado Springs.

**The Land of the Free**  
Dramas of American Opportunity  
This week: The Gladding Family  
It's a Donald Peterson Production for  
The Harding College National Program



By SID WHITE

### Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Errol Flynn has visited the 4th floor up at NBC several times. Don't know who he sees and the receptionist ain't talkin'. . . Joe E. Brown, now touring with "Harvey" in Australia, has the light in NBC's TV window waiting to guide him to a commentary show a la Will Rogers. Sponsor is a pencil manufacturer with show to stem from H'wood. Time? Anytime Joe wants it, the bank-roller is that eager for his services and talents. . . Radio asking manufacturers to ANALyze the present rate situation, explains Al Heller. . . Next gimmick in the book field will be a sawed-off version of pocket books, small enuf to fit into the watch pocket. (If it doesn't replace pocket books, it should replace pocket watches). . . Don't apply here dep't: Leo De Lyon is looking for a script writing team for a new TV series he has on the fire. . . Earl Wilson back from Europe. . . A projected soft-ball game between a team of radio stars vs a team of TV stars is in the making for one of the major charities to be played at Randall's Island. The bat girls will include, in all probability, Faye Emerson, Maggi McNellis and Dinah Shore (if she stays in town). . . Asked if he watched Malik on TV via the UN sessions, Bill Bertolotti cracked: "No, I don't care for puppet shows!"



● ● ● Toughest job in New York these days is wangling the big-name celebs into appearing on those celebrity interview TV shows. What with Ilka Chase, Joyce Mathews, Faye Emerson, Wendy Barrie, Maggi McNellis and a dozen others chasing the same handful of movie names, it's no wonder you keep seeing the same faces popping up all over the TV screen. And you can blame it on the sponsors who keep insisting on having movie stars and the same old fan mag type of interview when a lot of lesser known but more exciting personalities are begging for the plugs.



● ● ● IN ONE EAR: Harvey Stone knows a fella who's a singer from way back. The producer won't let him get near the mike. . . "Martin Kane" talent scout, Mickey Alpert, vacationing up in Marblehead, Mass. . . Trade predicting that Nick & Charlie Kenny's latest tune, "Somebody Mentioned Your Name," will wind up very high on the Hit Parade and match the popularity of their "Gone Fishin'." . . . ABC auditioning Geo. Nolan (the lad we recommended when we caught him on the FitzG show) for an across-the-board TV session of his own. . . Jack Kilty has received several TV offers since his return from doing "Oklahoma" in London for the past 14 months, but it'll have to wait until he returns now from St. Louis where he's starring in "Carousel." . . . Steeplechase Park in Coney Island negotiating for its own TV show to emanate from the amusement spa—depicting patrons' reactions on the thrill rides. (A sort of "Candid Mike" idea). . . With the \$5000 Billy Rose will get from Buick, figures Hank Sylvern, he should now be able to afford a Cadillac.



● ● ● MAIN STREET SEEN-ery: In front of the Astor, Max Baer listens in utter bewilderment as Maxie Rosenbloom endeavors to explain the Kinsey Report in Rosenbloombian English. . . Strolling in Rockefeller Plaza: Anne Jeffreys, New York's own Eyeful Tower. . . Carol Channing, of all people, strolling PAST Tiffany's window display of a girl's best friends. . . Walking quietly on 8th Ave.: tiny Helen Hayes, the giant of the American theater. . . Exiting from 21, Zachary Scott, who is suddenly swamped by a tidal wave of autographiends.

# Newspaper Praises Radio For UN Coverage

(Continued from Page 1)

we think it only right to offer our tribute for some of the bang-up radio reporting of this week's historic United Nations proceeding.

"We were, of course, unable to listen to all stations all the time, having several other things to do including the weekly stint of editorials. But we nominate for a Radio At-Its Best award for several afternoon 'live' programs broadcast by the American Broadcasting Co. direct from the Security Council chambers last week, and carried locally by station WAYS.

"The programs had everything. They caught the drama of the occasion in a way that can't be done in cold print and within the limitations of newspaper space. The now angry, now-silken tones of the delegates, speaking in their own tongue came through clearly above the simultaneous translation by an expert linguist. And ABC had a couple of staffers on duty who filled the gaps with fine background information on the Korean developments as well as on the intricacies of the parliamentary proceedings.

"There were other programs of other networks and stations, to be sure, some of them rebroadcast from recordings, some of them analyses and commentaries. We would not exclude them in taking this opportunity to commend ABC and WAYS for a fine illustration of radio's great public service potential.



WILLIAM HORNE, Tenor

"ORCHIDS," "ENCORECHIDS," "APPLAUD CHIDS," "CURTAIN CALLS," "BETTER THAN GIGLI." . . . WALTER WINCHELL.

"Mr. Horne excelled in the smoothness and sustaining quality of his beautiful voice." . . . CARTER HARMAN, N. Y. TIMES.

"The audience was with him to his top note." . . . LOUIS BIANCOLLI, N. Y. WORLD TELEGRAM.

How do YOU think YOUR audience will react to William Horne's singing?

WILLIAM HORNE  
Is Under The Exclusive Management of  
MILTON H. BERGER  
224 East 38th Street  
New York 16, N. Y. • MU 7-421

**PROMOTION**

**Celebrates Anniversary**

July 15, marked the one year anniversary of WBTV, television operation of the Jefferson Standard Broadcasting Company, under the direction of Charles Crutchfield, general manager, and Larry Walker, assistant general manager in charge of TV. Celebration boasted a real birthday cake with the legend "WBTV—July 15th—1st birthday," which was shown on WBTV as part of the birthday celebration during the week at Charlotte, N. C. From the 200 sets in the area July 15, 1949, WBTV has gained steadily in audience, and today, there are more than 18,000 sets in its coverage area. With connection to the coaxial cable September 30th, WBTV will bring the top shows of the four TV networks direct and simultaneously to an audience which, it has been estimated, will exceed 20,000 families. Staff of WBTV includes Chas. Bell, production manager; Bill Quinn and Bill Miller, production assistants; Keith Byerly, general sales manager; Wallace Jorgenson, local sales manager; Ken Spicer, business manager; Bob Covington, promotion manager; M. J. Minor, chief engineer and, Jean Carson Brown, publicity director.

**CCNY Advisory Service Will Include Radio-TV**

A free business-educational advisory service designed to help young men and women enter or advance in the business field of their choice will be conducted in September by the Evening and Extension Division, CCNY, New York, it was announced by Dr. Robert A. Love, director.

Presented as a public service, the Career Clinics will offer individual, private interviews with leading business experts, who will give accurate, up-to-the-minute information about present opportunities, future prospects, qualifications and practical suggestions for getting a specific job.

Advisors will be available for the top business fields including radio, television and advertising.

**Renew Lombardo Series**

The Frederic W. Ziv Company, which produces, transcribes and syndicates radio programs, announces the following sales and renewals of its "Guy Lombardo Show." The Lafayette Brewing Company, Lafayette, Indiana, has renewed sponsorship of the program for another 52 weeks over WASD, Lafayette, and has added WDWS, Champaign, Illinois, for 52 weeks. Admiral Television has bought the program for 12 weeks over WJHP, Jacksonville, Fla. Stein's Movieland Furs has bought the program for 52 weeks over WILK, American network station in Wilkes Barre, Pa.

**THE WEEK IN REVIEW**

... Radio-TV Highlights

By BILL NOBLE

DETAILS of the State Department's planning for the \$89,000,000 "Voice of America" were revealed in Washington as the House Appropriations Committee released a record of hearings on the expanded program. Highlight was an item of \$41,288,000 for broadcast equipment. Also plans for an expenditure of \$17,242,967 for operations of the broadcasting division.

NAB board, concluding a two-day meeting in Washington said the broadcasting industry is "ready, able and willing" to assume its full part during the current emergency. The meeting devoted a full morning session to a discussion of current defense problems in relation to broadcasting.

FCC Chairman, Wayne Coy, fired a lengthy broadside against the McFarland bill in an appearance before the House Interstate Commerce Committee. Meanwhile NAB Counsel Don Petty filed with the committee, a statement in support of the bill.

NAB Board voted for the creation of a separate organization to take over the functions of the Broadcast Advertising Bureau, with membership open to all broadcasters, whether NAB members or not.

Radio and TV support of the Advertising Council's campaign to aid the Crusade for Freedom, headed by General Lucius D. Clay, will get under way on Labor Day and will continue through October 16. The campaign will endeavor to recruit millions of members and will be a combined effort on the part of radio, TV, movies and the press.

Formation of a new wired network which will, in time, cover the 48 states with a minimum of 300 participating stations, was proposed by Larry Finley. The network will be known as the Progressive Broadcasting System. Operational plans call for broadcasting to commence in November with ten hours per day, scheduled. The system, according to present plans, will not accept national advertising on its daytime schedule.

FCC reversed its action of last February in granting KID, Idaho Falls, Idaho, a shift from the 1350 band to 590. The Commission ordered the record reopened for additional evidence concerning the areas and populations now served by WOW, Omaha, and KSUB, Cedar City, Utah, both on the 590 band. Commission also made final an order revoking the permit for KCRO, Englewood, Colorado, because of misrepresentations concerning the financial condition of one of the partners in the permittee corporation.

Three new salesmen, John P. Altemus, Harvey Struthers and Gil Johnston, were added to Radio Sales-CBS. Marshall N. Terry, vice-president in charge of merchandising for Crosley Broadcasting Corp. announced his resignation, effective

tomorrow. Skiatron Corporation called a stockholders meeting for August 16 to secure approval to change the company's name to Skiatron Electronics and Television Corporation.

FCC okayed three new AM stations for Rexburg, Idaho; Bakersfield, Calif. and Jennings, La. A new multiple antenna system whereby TV stores and apartment houses could operate over 100 TV sets from one master system was announced by Technical Appliance Corporation, Sherburne, N. Y. Raytheon Manufacturing Company and Arvin Industries, Inc. showed their new 1951 line of TV sets and radio receivers. DuMont announced that the largest interconnected TV network ever used on football coverage has been put together for telecasts of the Notre Dame games. Games will be telecast in 41 cities.

Reaction to ABC's full radio coverage of the UN Security Council Meeting was so tremendous, the network announced that they expect to continue, at least through the month of August, or while Yakov A. Malik holds the presidency of the Council. Unsolicited telegrams from affiliates all over the country, praising the public service program, clinching the decision to continue.

The Center Theater, largest legitimate playhouse in the world, was leased to NBC for television. The deal was exclusively forecast in RADIO DAILY on July 17. Seating 3,000, the showhouse will become the world's largest television studio. As a prelude to its twenty-first year of broadcasts over CBS, the New York Philharmonic-Symphony Orchestra will play a two-week engagement at the Roxy Theater, it was announced. The orchestra, under the direction of Dimitri Mitropoulos, will open at the movie on Sept. 1.

Prospects for a clear-cut determination of the future of color TV within the next month were advanced in a lengthy letter from the Senate Interstate Commerce Committee Chairman Edwin C. Johnson to FCC Chairman Wayne Coy. Meanwhile RCA demonstrated, for the first time, that its all-electronic color system can be used on the coaxial cable and that programs in color can be carried over large distances. Demonstration was from WNBW, Washington, to WNBT, New York—a distance of more than 200 miles.

The Liberty Broadcasting System announced that the wired web will begin full-time programming on Oct. 2. Announcement was made by Jim Foster, vice-president and general manager of the system. At present, Liberty has a total of 237 affiliates and expects the number to grow to more than 300 by Oct. 1. A total of sixteen hours a day will be programmed, with sports, musicals and variety programs as well as news.

**MY SINCERE THANKS**

TO

- Robert Alda
- Smiley Burnett
- Corinne Calvet
- Wendell Corey
- Myrna Dell
- Bobby Driscoll
- Ray Evans and Jay Livingston
- George Fisher
- Frank Fontaine
- Governor Den E. Carvey of Arizona
- Dick Haymes
- Marjorie Lord
- Herbert Marshall
- Governor Douglas McKay of Oregon
- Audie Murphy
- Michael O'Shea
- Gene Raymond
- Gilbert Roland
- Johnny Sands
- Robert Stack
- Jo Stafford
- Jimmy Starr
- Gale Storm
- Gloria Swanson
- Jimmy Wakely

To each of you a million thanks for appearing recently as a guest on one of my shows.

- CARNATION FAMILY PARTY - CBS
- IT'S FUN TO BE YOUNG - CBS
- SURPRISE PACKAGE - ABC

*Jay Stewart*

# Coy, Criticizing McFarland's Bill, Emphasizes Opposition To Section 8

(Continued from Page 1)  
heard. Coy voiced strong FCC objection to section 8 of the industry-supported McFarland bill, which would permit "parties in interest" to intervene in any Commission action. Where there is an engineering interest, Coy said, parties presently have the right to be heard, but the language of the McFarland bill appears to extend to persons whose interest is economic.

## Calls Changes "Unwise"

He said, "the Commission is unanimously of the opinion that these proposed changes in existing law are unwise and can only have the effect of greatly increasing the delays in processing of radio applications. . . . The provision would allow any 'parties in interest' to secure a hearing on any application upon the filing of a protest.

"The significant change which would be brought about by adoption of the protest rule would be that it would give existing licensees and applicants, who would not be subjected to any interference by a grant, an opportunity to protect themselves against competition for long periods of time by forcing such competitors to go through a hearing even though no reason exists for not granting the application at once. The Commission wishes to emphasize once again that it would be unfortunate for Congress to give existing licensees such a delaying device. And it is obvious that the adoption of any such procedure will not tend to expedite Commission action upon business pending before it; on the contrary, by extensively increasing the Commission's workload, applications for new stations, as well as other hearing cases, would be subject to additional delays."

## Cites Possibility of Delays

Coy observed that as the bill is written, AM licensees could, for example, delay the processing of FM or TV applications for their areas on the ground of economic interest.

Under section 9 of the bill Coy said, the Commission's existing power to determine whether the transfer itself is in the public interest would be eliminated. In this connection, he said:

"It is apparent that this amendment, like several others in the bill, is intended to strengthen the licensee's property rights in his license at the expense of the public interest. The nature and extent of the problems which would arise from the adoption of the proposed change can best be illustrated by the situation which arises from trafficking in licenses. From the outset the Congressional policy has been clear that frequencies should be licensed to persons who will use them to operate in the public interest and should not be made the subject of

promotion, speculation or trafficking. In accordance with Congressional policy the Commission has followed a practice of refusing to agree to a transfer by persons attempting to traffic their licenses. In actual operation, however, the practice is and can be discovered only when a person attempts to sell a station or a construction permit.

## Would "Condone Trafficking"

"Under the provision of the bill however, if the transferee is qualified, the Commission would presumably be required to approve the transfer and thus condone trafficking in licenses. But the amendment would have another and perhaps even more serious effect. For if it is adopted, any licensee who has violated the act, the rules and regulations of the Commission or a cease-and-desist order, against whom revocation proceedings are in process, or who has failed to operate in the public interest and whose renewal application is up for hearing, could at any time before final Commission action request that its license be transferred to a person not previously connected with the station.

"It is inconceivable that Congress could intend this consequence which would leave licensees free, in their own discretion, to ignore the mandates of the act and the rules and regulations of the Commission, safe in the knowledge that if the Commission moves against them they could transfer their license to any persons meeting the minimum qualifications of a licensee."

## Discusses Anti-Trust Section

With regard to the controversial anti-trust section of the bill, Coy said that "in all probability the Commission's existing authority to take relevant anti-trust law violations into account in determining the interests of the public and character qualifications of applicants in licensing proceedings and would not be affected by this deletion and was not intended to be. However, adoption of the amendment would undoubtedly lead to the contention that the deletion indicates the Congressional intent that the Commission's authority in this field be curtailed. Extensive and time-consuming litigation would be inevitable before the point could be resolved. An additional doubt could be cast upon the question of whether private persons retained their rights to bring triple damage action against radio licensees for violations of the anti-trust laws.

## Commission Against Monopoly

"The majority of the Commission believes that the prevention of monopoly in any manner or form in radio and television is of the utmost importance and that no steps should be taken casting doubt upon the Commission's authority in this field. Accordingly, they believe that sec-

tion 311 should be retained in its present form."

The proposal would authorize three intermediate sanctions—suspension of a license for a period not to exceed 90 days; the issuance of orders requiring persons to cease and desist from specified activity in violation of the act or the Commission's rules, and the imposition of appropriate fines (up to \$500 per day). By the amendment, the Commission is afforded a choice of sanctions to enable it to take into consideration the factual circumstances surrounding particular offenses and types of offenses. At the same time the proposal would establish a graduation of offenses, with the more serious sanctions being available only for application to the more serious types of offenses.

## Favors Sadowski Bill

Coy said the FCC also favors, from the Sadowski bill, additional grounds for revocation or suspension authorizing the Commission move against any party "who has engaged in a course of conduct designed to persuade, induce or coerce other licensees or permittees to engage in activities which violate the Communications Act or the Commission's rules. This provision would apply to the licenses of stations owned by networks which engage in activities resulting in arrangements with affiliated stations which controvert the Commission's chain broadcasting regulations. In these situations, the position of the network vis-a-vis their affiliates is generally such that the network is equally, if not more, responsible for such arrangements than the affiliates. The type of conduct specified in this provision might well be interpreted as constituting grounds for refusal to renew a license for lack of qualifications or for revocation of license under the existing provisions of section 312 (A) inasmuch as any such activities would appear to be a 'condition—which would warrant the Commission in refusing to grant a license on an original application.' We believe, however, that enactment of the proposed provision, which would provide several alternative sanctions for such conduct, would have a salutary effect."

He objected to final portions of the bill, regarding procedure, as certain to cause delay in Commission operation, and as affording the opportunity for licensees to employ such delays as competitive aids.

## Named Program Director

Earl W. Steil, formerly with WCCO, Minneapolis; KMOX, St. Louis, and CBS in New York City, has just been appointed Program Director of WARC-ABC in Rochester, New York.

## BEHIND THE MIKE

WHOM, the public-service-minded multi-lingual station, has just launched an anti-hoarding campaign via broadcasts in 5 foreign languages plus English. Station plans also to make special transcription of these airings available to any foreign language station.

Publicist Buddy Basch has moved to new quarters at 17 E. 4th St.

Mary Anne Martin, femme commentator on WRFC, Athens, Ga., town on her first visit to Gotham.

The radio wits, Little, Sans & Le open the new Orchid Restaurant in Jackson Heights, L. I., Friday night Plans for a wire are being readied.

Fran Warren makes a return appearance on "Toast of the Town" Sunday.

Richard Hayes joins Ralph Flanagan's ork on "Cavalcade of Bands" over WABD Tuesday.

Hardie Frieberg, Faye Emerson TV producer, has just signed a commitment with Laurel Films to produce a series of 13 instructional courses in TV consumption to the out-of-town market. Frieberg will do the films in a documentary style with Faye introducing each series.

Janis Paige will be on "H'wood Screen Test" this week.

Dick Contino, the amazing 2-year-old accordionist who leaped fame through the Horace Heidt "Youth Opportunity Program," who opens at the Waldorf on the 21st, is being wooed by TV tycoon for a video show based on the format of his touring variety show.

Voice of America to increase Martin Block's weekly assignment for 'em by doubling it. Becomes 2-hour shortly.

Starting this fall, the King Edward Hotel's new Imperial Room considering a 15-minute air show with Al Postal's ork.

Sammy Solo auditioning for TV "B'way Open House."

Jerry Cruz, famed Paramount Bldg. bootblack, sailing this week for a Puerto Rican vacation. (No body will pinch-hit for Jerry as he himself will modestly tell you that no one can take his place).

Cindy Heller may do a WWR disc jockey show on L. I. from the swank new Orchid Club on 37th Ave. there.

## "FOR THE DAYS TO COME"

### A SUMMER Conditioning Program

Efficient • Time-Saving • Inexpensive

A good figure and plenty of PEP and ENERGY can be yours by investing a few hours a week

at the

## REILLY HEALTH SERVICE

In Rockefeller Center

RCA Bldg., 49th to 50th Sts. (8th floor)  
1250 Sixth Avenue COLUMBUS 5-848

Send for interesting booklet  
"The Life of Reilly"

# TELEVISION DAILY

Section of RADIO DAILY, Monday, August 14, 1950 — TELEVISION DAILY is fully protected by register and copyright

## AGENCY SETS HEAVY TV SCHEDULE

### TELE TOPICS

ILKA CHASE bowed off the TV channels for the balance of Summer with her broadcast on CBS-TV Thursday night. Her departure serves to emphasize the affectionate viewers can engender for a personality who has charm, grace and naturalness as they hold their weekly visits with you in your living room. Ilka Chase, like Arthur Godfrey, Dave Garroway and others, has the gift of purveying restrained showmanship as an expression of one's nature—a quality lacking with so many television artists. Miss Chase exemplified these qualities as she interviewed Harry Ruby, veteran song writer, and again as she signed off for the balance of the summer season.

DODDIE CANTOR'S tele debut has been set for Sept. 10th on NBC-TV's "Colgate Comedy Hour" (Sunday, 8-9 p.m.). Fred Allen, now vacationing on the Jersey shore, will fill the same spot a week later. . . . WABD successfully expanded into new quarters over the week-end, giving more room (at 488 Madison) for "Your Television Shopper," Bob Loewi Productions, Bob Emery's "Small Fry Club," N. Y. operations dept., and the accounting dept. . . . Dodger second baseman Jackie Robinson and catcher Bruce Edwards will appear on WOR-TV's "Happy Felton's Knot Hole Gang" on Aug. 18 and 19, respectively. . . . Shell Oil Co. has signed for a five-a-week, five-minute newscast on WNBT for 52 weeks. Don Goddard will handle the mike (6:25-6:30 p.m.). . . . Statistics reveal that approximately 30,000,000 Americans have never seen a television show. "What do they talk about?" asks John Meck. . . . Cincinnati's WCPO-TV jumps into a heavy schedule of 141 weekly hours of TV commencing this week.

CONTESTANTS in the beauty-plus-talent competition for "Miss Chicago" were seen over the week-end on WGN-TV's "Come to the Fair" show. . . . "The Hank McCune Show" starts on NBC-TV Sept. 9th (7 p.m., EDT) with West Coast talent via film. . . . Nearly 150,000 votes on post-cards have been received at WENR-TV during the contest for "the most telegenic child" which has been conducted by Bob Murphy and Kay Westfall. . . . "The Real McKay," variety film-interview series, makes its WCBS-TV debut on Aug. 21 (2:30-4:00 p.m., EDT., Mon. through Fri.) starring Jim McKay, who comes to WCBS-TV from WMAR-TV, Baltimore. . . . Sets in the (WTMJ-TV, Milwaukee, area totaled 129,068 on August 1st. . . . WMAR-TV, Baltimore, starts its football season on Sunday, Aug. 13, with a remote pickup of the exhibition game between the Baltimore Colts and Pittsburgh Steelers.

### Largest Radio Studio Converted For TV

NBC's renowned concert studio 8-H at Radio City will be rebuilt to suit the needs of television, it was announced yesterday. Constituting a part of a mammoth program of building expansion in television, Studio 8-H will be stripped completely of all inside structure and given a new overhead of steel construction which will utilize 30 tons of steel. The balcony will be rebuilt as a control room, observation room and dressing rooms. Usable area of the studio will be 10,000 square feet, total dimensions being 76 feet wide, 130 feet long, and 34 feet high. The 8-H project will take several months to complete. Studios 3A and 3B will be in tele operation by Labor Day. The Center Theater and Hudson Theater will also be completed for TV use in about a month.

### TV Carnival Planned For Tenn. State Fair

(Continued from Page 1)  
by the station, will emanate from an 85-foot tent. The shows will be televised by WSM-TV and picked up by the sets on display.  
More than 100 WSM-TV performers will appear during the five-day carnival, including the Grand Ole Opry, Snooky Lanson of the "Hit Parade," Owen Bradley, Dottie Dillard, and Beasley Smith.  
The show will be open to the public and ten TV receivers will be given away during the run.  
The local paper, The Nashville Tennessean will come out with a large TV spread running more than 60 pages. The TV section, appearing on August 13, opening day, will present a comprehensive history of the new medium, with full coverage to WSM-TV.

### Gets DuMont Promotion

George D. Hulst, formerly in the general patent department of the research division of Allen B. DuMont Laboratories, Inc., has been promoted to the post of manager of the special projects laboratory of

### Radio-TV Gets 60% Of Candy Co. Budget

(Continued from Page 1)  
of candy as a food product, according to George Shamlian, president of Peter Paul. The entire fall budget will be devoted to Mounds and Almond Joy, chocolate coconut bars.  
For its television outlay, Peter Paul has purchased "The Hank McCune Show," which will be carried over the full NBC-TV network beginning Saturday evening, Sept. 9. Produced in Hollywood and distributed on film, the show is a situation comedy designed to appeal to viewers of all ages.  
The candy concern has hyped its radio advertising for the coming season with the sponsorship of commentator Edward R. Murrow over the Pacific Coast network of CBS. This supplements the company's large-scale radio spot campaign for local news programs and spot announcements over stations in key markets.

the electronic parts division, it has been announced by Paul Ware, manager of the division.  
Hulst has been with DuMont since 1946.

### Doc Kilowatt Says:

"Television isn't like any other form of entertainment. The theater deals in mass group interpretation and reaction as does the motion picture. Pictures, of course, carry out to interpretative visual dimensions not possible with the space limitations of the theater. But, radio is the most universal of mediums because the picture evoked is left completely to the imagination, intellectual level and experience of the listener, thus, every listener can fit the situation to himself or herself. But in television there is neither mass group reaction nor individual level interpretation. The producer lets you have it as he interprets it at HIS level, which may be highbrow or lowbrow, adequate or inadequate. In any case you are at the mercy of this one man whose tastes and background may be racy, preachy, broad, or very narrow. Television isn't like anything we ever had before."  
DOC KILOWATT

### 5 Half-Hour Shows Included In Web Deals

Plans for five half-hour TV shows and one full-hour show are reported to have been picked up by clients of Cecil & Presbrey, Inc., for Fall scheduling. Cited as a possible prediction of a television boom, in regard to advertising agency business, the six sponsorships have materialized within very recent months at Cecil & Presbrey, who, last year, had only one video show.

Four of the six-time purchases are said to have been made at CBS-TV. They will include: "Beat the Clock," sponsored on Friday nights in the 10:30-11:00 p.m. slot (Sept. 29th) by Sylvania Electric Co.; "Mystery Playhouse," slotted for 10:30-11:00 p.m. on Tuesdays (Sept. 19th) by Ammident; "Suspense," which will be returned to the tele air waves by Auto-Lite on Aug. 22nd from 9:30 until 10:00 p.m. on Tuesdays; and "Mr. I. Magination," which will be sponsored on Sundays from 6:30-7:00 p.m. by Nestle Chocolate Products.

#### Nescafe to Sponsor Show

Filling the NBC-TV slot vacated by Norge, Nescafe will sponsor a half-hour show, as yet undisclosed, from 10:30-11:00 p.m. on Sundays.  
At ABC-TV, Bymart, Inc., (for "Tintair") will bankroll a full-hour dramatic production in the 8-9 p.m. spot on Wednesdays. As yet, plans for the mammoth production have not been revealed.

### New Contracts Announc'd Over WWJ-TV, Detroit

Detroit—On WWJ-TV, starting Aug. 31, the Dishmaster Corporation will pick up the tab on the Thursday segment of the "George Scott Show" which runs Monday thru Friday at 6:30 p.m. The contract runs until September 21. No agency is involved. Youngstown Kitchens, through Brooke, Smith, French and Dorrance, will sponsor Dave Zimmerman's "Beat the Band" for 13 weeks beginning September 29. Beginning October 13, the Stroh Brewing Company of Detroit will again sponsor telecasts of 35 home games of the Detroit Red Wings hockey team on WWJ-TV.

### Mahoney Going Abroad

Will Mahoney, who's sailing on the maiden voyage of the new French liner, S. S. Liberte, to play a date at the Palladium, is a good bet for a TV sponsor. Will's packaged a neat TV version of "Buttons."

## COAST-TO-COAST

**Forum Begins U. N. Feature**  
Stamford, Conn.—The Stamford Forum for World Affairs has begun a campaign among its members and the general public to form listening groups to follow the current sessions of the UN Security Council over WSTC and WSTC-FM. The Council sessions have been carried over the ABC affiliates since the first meeting, August 1.

**Authors Interviewed Over WDRG**  
Hartford, Conn.—A dinner party with authors Robert Penn Warren and Mac Schulman was described over WDRG by Jack Zaiman, commentator of the "Needle Club" program. The party was held at the home of another well-known author, Mrs. Elizabeth Janeway, in Redding, Conn.

**Entertainment Critic On WMID**  
Atlantic City, N. J.—Joe Grossman, former Atlantic City Press columnist, has joined WMID as amusement editor. Grossman is following the pattern of his former column on his daily program, "In The Spotlight," aired from 7:45 to 8 p.m. His show includes informal reviews of stage and night club presentations.

**WMIE Signs Disc Jockey**  
Miami Beach, Fla.—Disc jockey Eddie Newman has been signed by WMIE to conduct a nightly platter-spinning session beginning November 5th. He will originate the show from one of the leading night clubs. Newman is a top record man in Philadelphia.

**New Vocalist On WRNL**  
Richmond, Va. — Songstress Dolores Hawkins has joined the cast of "The Sauer Show," half-hour musical variety program aired over WRNL four times weekly, and fed to a network of 38 Southern radio stations.

**WOAI Interviews Korean Vets**  
San Antonio, Tex.—Members of one of the first groups of American soldiers wounded in the Korean war to return to the states were interviewed on WOAI recently and broadcast over the NBC network. Newscaster Henry Guerra conducted the interviews.

**WCHV Has New Sports Announcer**  
Washington, D. C.—Frank Dill, assistant to Jim Gibbons, sports director of WMAL and WMAL-TV, has resigned to join WCHV, Charlottesville, Va., as a sports announcer. Dill is only nineteen.

**Cabinet Members Speak On WMMW**  
Meriden, Conn.—WMMW is airing special public service series of recorded broadcasts by Sen. William Benton of Connecticut. The programs will feature members of the President's cabinet, Bernard Baruch and others, as guests.

**WEBR Airs War Bulletins**  
Buffalo, N. Y.—WEBR, the Courier Express station, has begun a series of regularly scheduled two-minute Korean war bulletins throughout the day. They will be aired for the duration of the emergency.

**Mann Chief Announcer At WLYN**  
Lynn, Mass.—Dave Mann has been promoted to chief announcer of WLYN. He has been with the station since January, 1950. Previously, Mann was associated with WESX, Salem, and WLNH, Laconia, N. H.

**WSYR Emcee Goes Scotch**  
Syracuse, N. Y.—Bob Michel, emcee of WSYR's Platter Party, was presented with a full Scottish highland costume by Ann Stewart Yoder, queen of Central New York Scottish games, during a recent broadcast.

**Interviews Marines**  
Boston, Mass.—How the Korean war is hitting home was brought out in a WHDH special event last week. Interviews with members of the 2nd Infantry Battalion USMC, among the first Greater Boston reserves to leave for active duty, were conducted by the station's newscaster, John Day.

**Kansas Primaries On KFH**  
Wichita, Kan.—A staff of forty personnel members of KFH and KFH-FM, including 16 entertainers, worked from 6 p.m. to 1 a.m. recently to report the up-to-the-minute election returns of the Kansas Primary elections. The entertainers performed for a crowd of 500 observers gathered in the station's theater studio to watch the tabulations as they were posted on a huge blackboard on the stage.

### WFIL Broadcasts Against Hoarding

Philadelphia—Another station has taken up the cudgels against hoarding. WFIL this week broadcast a special 15-minute plea, "Don't Be Your Own Worst Enemy," from an A & P supermarket in the city.

Spokesmen for the food-store chain pointed out, during the transcribed interviews, that shoppers who let themselves be stampeded into "scare" buying were harming themselves and their families by causing unnecessary shortages and higher prices. Statements by shoppers were also aired.

### Stork News

Hollywood — Son, seven pounds and eleven ounces, born to Mrs. Edward Paul at Cedars of Lebanon Hospital August 7th. Child has been named Frank Allan Paul. Father is musical director of Jerry Fairbanks Productions.

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 52, NO. 31

NEW YORK, TUESDAY, AUGUST 15, 1950

TEN CENTS

## WEBS REGISTER 'McF' BILL SUPPORT

### AFRA Convention Votes To Seek Fee Increases

#### Stipulate Demands To Be Presented To Networks

By Staff Correspondent

Chicago. — A flat ten per cent increase in all free lance network fees will be asked when the American Federation of Radio Artists negotiates new network codes, it was decided at the 11th AFRA national convention in Chicago the past weekend. The base salary demand of staff  
(Continued on Page 7)

#### Miracle Of America Presented By KNX

West Coast Bureau of RADIO DAILY  
Hollywood—Entitled "Miracle of America Week," an all-out public service drive by KNX and the Columbia Pacific Network, designed to review the accomplishments and to rededicate the principles of the American way of life, will commence on Sunday, Aug. 20, it was announced yesterday.

In making the announcement,  
(Continued on Page 2)

#### Kid-Campers Make ETs, Parents Hear Them Aired

New Haven, Conn.—Daniel W. Kops, vice-president and general manager of WAVZ, in his capacity as chairman of the Camp Commit-  
(Continued on Page 2)

#### Busman's Holiday

Robert Swezey, general manager of WDSU, New Orleans, and chairman of NAB's committee on BAB affairs, is spending his vacation making speeches for BAB at three west coast district meetings of NAB. Swezey made his first appearance at the 17th District meeting in Seattle yesterday where he spoke on, "A New and Greater Sales Program for Radio."

#### U.N. Spokesman Commends Radio-TV

Commending the nation's radio and TV broadcasters for their sustained interest in United Nations, Dorothy Lewis, coordinator of U. S. radio activities at U. N., returned to Lake Success yesterday after an extended tour during which she visited 60 cities. Mrs. Lewis, interviewed on the TV pool from U. N. yesterday, said that broadcasters everywhere are supporting the U. N. preaching for peace and that their interest has been heightened with the events in Korea.

#### Lever's Luckman Now An Architect

West Coast Bureau of RADIO DAILY  
Los Angeles—Charles Luckman, who resigned the \$300,000 a year presidency of Lever Brothers Company seven months ago, has joined the Los Angeles firm of W. L. Pereira, architects and engineers. The firm will be known as Pereira & Luckman and will continue to specialize in large commercial and in-  
(Continued on Page 4)

#### Madrid News For CBS; New Reporter Engaged

Arrangements for news broadcasts from Madrid and the appointment of Daniel Shorr as CBS correspondent for Belgium and the Netherlands were announced by Edmund Chester, director of CBS news.

Chester has just returned from a three-week flying trip to England, France and Spain. He spent a week in Madrid making plans for broad-  
(Continued on Page 2)

#### Madden Heads Group For Sister Kenny Fund

A radio-television industry committee has been appointed by Edward D. Madden for the forthcoming fund raising campaign by the eastern area office of the Sister Kenny Foundation. Madden, who is assistant to the president of NBC, is doubling in two chairmanships for the drive.

Serving on the industry group  
(Continued on Page 4)

#### Stewart-Warner Net Up For First Six Months 1950

Chicago—Sales of Stewart-Warner Corporation for the first six months, 1950, were \$33,649,039, or up 20.7 per cent over the corresponding six months, 1949. James S. Knowlson, president and board chairman, announced yesterday.

Net profit carried to surplus for the six months, ended June 30, 1950, was \$1,884,833 equal to \$1.45 per  
(Continued on Page 4)

### Patriotic Public Service Series Set By CBS Web

Plans to inaugurate a new public service series titled, "One Nation Indivisible" was announced yesterday by Frank Stanton, president of CBS. The series will be broadcast on Sunday nights starting August 20 from 10:30 to 11:00 p.m., EDT, and will feature prominent government and military leaders discussing the Korean war and its aftermath.

Among those invited by President

Stanton to participate in the series are: Dean Acheson, Secretary of State; Bernard M. Baruch, Omar N. Bradley, Chairman of the Joint Chiefs of Staff; Charles F. Brannan, Secretary of Agriculture; Dr. Vannevar Bush, President of the Carnegie Institute of Washington; Gen. Dwight D. Eisenhower, President of Columbia University; Herbert Hoover; Maj. Gen. Lewis B. Her-  
(Continued on Page 8)

#### NBC, CBS and ABC Differ With Coy On New Bill

Washington Bureau of RADIO DAILY

Washington — All-out support for the McFarland bill was voiced again by CBS and ABC yesterday, as FCC Chairman Wayne Coy concluded his testimony against major parts of the measure. The House Interstate Commerce Committee questioned Coy in some detail on his views, while NBC  
(Continued on Page 6)

#### TV Station Planning State Fair Programs

Transferring virtually all of its studio activities to the Maryland State Fair grounds, WMAR-TV, Baltimore, will originate its programs from a special TV tent for 11 days beginning August 30th.

In addition to its usual programs the Sunpapers' video outlet will cover outstanding features of the  
(Continued on Page 7)

#### Winchell Still On Top In Nielsen Ratings

National Nielsen Ratings of top radio programs for the week, July 9-July 15, show that Walter Winchell continues to hold first place. He is followed by "Broadway Is My Beat," which advanced from 11th  
(Continued on Page 4)

#### Wagnerian Program

Hollywood — An all-Wagner program with soprano Helen Traubel as soloist will be presented on the "Hollywood Bowl" program with Alfred Wallenstein conducting the Hollywood Bowl Symphony Orchestra Saturday, Aug. 19. NBC, 3:00 p.m., EDT. Miss Traubel will offer three selections from Wagner's operas as her portion of the program.



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ROME BUREAU

John Perdicari Ludovisi 16

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★ COMING AND GOING ★

J. KELLY SMITH, Columbia network vice-president in charge of station administration, is back following a short vacation spent partly in Hollywood and partly at his Summer home in Ishpeming, Mich. Simultaneously, IRENE O'CONNOR, his secretary, arrived home from Europe, where she visited Holland, Switzerland, Belgium, France and England.

GENE KRUPA is in town. He and his drums will start their engagement at the Capitol Theater day after tomorrow.

TED SCHNEIDER, operations director for WMGM, is sojourning in Montague, N. J.

DAVE DRISCOLL, director of the news and special events division at WOR and WOR-TV, and ROBERT SIMON, news-programs manager for the station, have completed their vacations and are back on the job.

LARRY BLENHEIM is vacationing. He's the WMGM announcer.

DICK DE FREITAS, WMGM announcer, is holidaying aboard his sailboat.

Kid-Campers Make ETs, Parents Hear Them Aired

(Continued from Page 1)

tee of the New Haven Council of Social Agencies, has been making daily visits to the several camps in his jurisdiction together with staff reporter George Duffy and recording messages from children to their mothers. Then every hour on the hour these messages have been broadcast and anxious mothers, alerted beforehand, have tuned in WAVZ and heard the familiar "Hello Mom, I'm feeling fine and having a swell time."

The camps covered include those maintained by the Boy Scouts, Friends of Boys, several churches and service and fraternal clubs.

Attend NCCM Meeting

Frank Pellegrin, Transit Radio v-p, Hugh Higgins, WMOA, Marietta, Ohio, v-p and Charles B. Brown, manager, New York office, Master-son, Reddy and Nelson, were in Washington for annual meeting of radio executive committee National Council of Catholic Men last weekend. Also on hand, Paul Hume, Washington Post music editor, member of the committee. NCCM produces the Catholic Hour (NBC), Hour of Faith (ABC) and Faith In Our Time (MBS).

Stork News

Charleston, S. C.—Robert Truere, news director for WCSC, Charleston, is the father of a baby girl, Joyce Rosalyn Truere, born Wednesday, August 3rd to his wife, Barbara, at Roper Hospital in Charleston, S. C.

Form Broadcasting Corp.

Washington Court House, O.—Court House Broadcasting Co. of Washington C. H., O., has been incorporated with \$40,000 capital to build a standard broadcasting station. Principals are L. Morse Weimer, John W. Herb, and Charles S. Hire. Issue of 400 shares of stock was authorized.

MILTON BLOW, president of The Blow Company, and MRS. BLOW, arrived in New York Sunday aboard the Queen Mary.

HARRIET CROUSE, West Coast publicity representative for the Mutual network, is in New York following a stopover at the MBS offices in Washington. She will return to Los Angeles next week.

G. W. "JOHNNY" JOHNSTONE, radio and TV director of the National Association of Manufacturers, today will leave to join his vacationing family on Cape Cod. They'll also spend some time in Maine.

JOHN E. FETZER, president of WKZO, Kalamazoo, has arrived from Michigan for conferences with officials of CBS, with which the station is affiliated.

BUD GREENSPAN, sports director at WMGM, off for Fort Totten with the Organized Army Reserve for two weeks of briefing in special military intelligence.

JACK TRACEY, assistant editor of Downbeat magazine, is spending a week in New York on vacation.

LIONEL POULTON, producer at KDKA, Pittsburgh, is at Lake Forest, N. Y., with his family. Ev Neill is subbing for him in the production department.

AL HELFER, sportscaster, leaving for Chicago, where tomorrow he will broadcast over MBS "The Game of the Day" between the Cubs and the Reds of Cincinnati.

MARIA CATERINE, photo fashion editor of the Mutual network press department, is away from it all on Cape Cod.

BOBBY COLT, baritone heard on Admiral Records, is back in town following an engagement in Montreal.

Miracle Of America Presented By KNX

(Continued from Page 1)

Merle S. Jones, general manager of KNX, said that all CBS stations of the West Coast will participate. Jones named Stuart Novins, director of public affairs for the network as general chairman of the intensive campaign.

Keynote for the drive will be the Advertising Council's booklet, "Miracle of America," a simple and factual presentation of the operation and accomplishments of the American economic system.

An hour-long broadcast will open "Miracle of America Week," to be heard on KNX-CPN at 8:30 p.m. PDT. Five quarter-hour programs will follow during each evening of the week at 8:15 p.m.

Magnavox Declares Div

Fort Wayne, Ind.—The board of directors of The Magnavox Company declared a dividend of 25 cent on the Class A cumulative convertible preference stock, payable September 1, 1950, to stockholders of record August 15, 1950. A dividend of 25 cents per share was also declared on the common stock, payable September 15, 1950, to stockholders of record August 25, 1950.



"WHAT WAS WRONG WITH THAT SINGING COMMERCIAL?"

Nothing! But not enough people heard it.

Now had you put it on W-I-T-H it could have been number ONE on the "Dollar Parade." Because W-I-T-H gives you more listeners-per-dollar than any other radio station in Baltimore.

That means low-cost results. And that means a small budget will do big things for you in this rich market.

Why not get the whole story? Call in your Headley-Reed man today!



TOM TINSLEY, President • Represented by HEADLEY-REED

FINANCIAL

(August 14)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Madrid News For CBS; New Reporter Engaged

(Continued from Page 1) casts to the states from the Spanish capital, from which no direct radio news coverage is currently available.

The appointment of Shorr brings to ten the number of European correspondents broadcasting for CBS.

FOR QUALITY OF WORKMANSHIP Look For This Label



# California Commentary

By IRV HAMLIN

• • • August, vacation time August, is slowly but surely drawing to an end, and the sleeping giant bestirs itself. The agencies begin to hum, the trade people perk up, and another full fledged radio and TV season will be upon us. What to look for this year? From the Hollywood end, watch for practically every major film studio to adjust its facilities and schedules for TV, despite any sort of grumbling and denials one might hear. Watch for unhappiness among L. A. papers, which up to now have been riding along with radio and TV, the Mirror having pioneered in this town as far as full play and columns were concerned. TV will bite into evening circulation.

☆ ☆ ☆ ☆

• • • Klaus Landsberg took a whack at TV detractors in general, blasting those who claim TV beams from Mt. Wilson will serve as guides for enemy bombers. The man also impressed his L. A. Ad Club audience with the fact that TV is not an extravagant waste of money, but a solid hunk of business thinking, with profits, profits, profits, nothing but profits eventually involved. And he's right. . . . Chet Huntley has been renewed for another year by Sealy Mattress. Huntley is one of the finer newscasters and analysts on the air today, a fella who bothers to think. He calls a spade a spade. What more could an audience wish for?

☆ ☆ ☆ ☆

• • • Trio Pictures starts filming five "Stars Over Hollywood" videos for NBC release starting next month. Shows will be sponsored by Armour, and handled by Foote, Cone and Belding. . . . Ralph Edwards due in shortly from Europe. Fate was certainly unkind to Sue Clark and the rest of Ralph's party on the proposed European junket last month. After those million and one shots had been taken, passports and papers checked, last minute packing done, etc; the trip was called off by the Army because of the crisis.

☆ ☆ ☆ ☆

• • • SIGNS OF THE TIMES:—Sid Fuller's KHJ noon newscast now outranks nine soap operas, and rates among the top three daytime weekday shows in L. A. according to survey. . . . Jack Bailey never ceases to promote his "Queen" from one angle or the other. This time it's the OTHER. The laughing man paid tribute to stylish stouts with a special "Large Lady Queen" stanza for all those gals 200 lbs or over. The joint rumbled. . . . Bill Layden, trying his best to save radio, now wakes up early morning listeners on the phone as a public service on his KFVB morning stanza. Here's a guy who snags his own customers. . . . Did you know that thrush Marion Morgan, whom Joan Crawford took under her wing last year, keeps in constant touch with her lovely mentor? She should. Joan spotted her, gave her what for, showed her how to dress, talk, walk. It paid off for the redhead, and here she is, with "Stop The Music."

☆ ☆ ☆ ☆

• • • Jim Hawthorne, that subtlest of all comics, has found something to do on Monday evenings, something which may bring back live show houses, or, on the other hand, destroy show business altogether. The zany madman is packaging a show to take to neighborhood houses once weekly within 100-mile radius of L. A. . . . Local TV tycoons are missing something if they don't latch onto Patti Page. . . . Harry Flannery of KLAC-TV has been made 1st v-p of the L. A. chapter of the American Christian Palestine Committee. . . . If rumor that KTLA will move is true, (and it is), then it's about time. That is a studio which is really crowded. . . . For a long time the outfit wouldn't hire an announcer weighing over 90 pounds. Now they'll be able to build regulation rooms and offices, too!

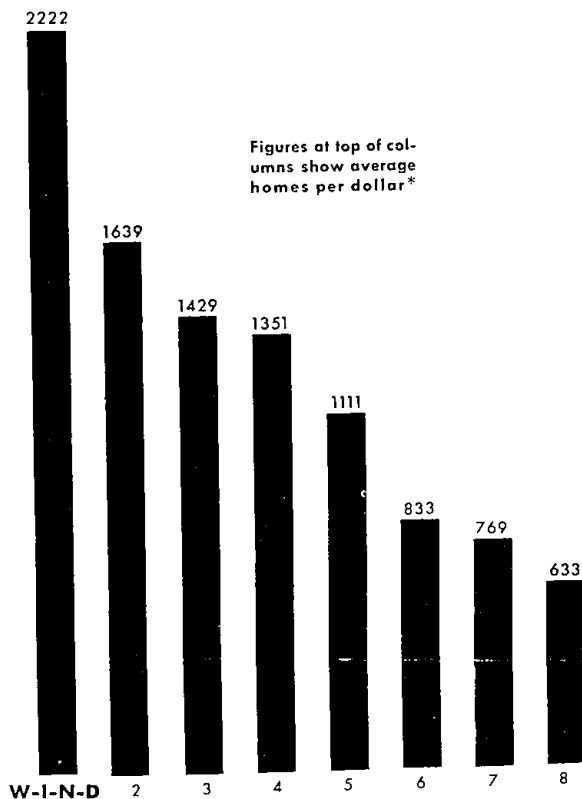
☆ ☆ ☆ ☆

# FIRST IN CHICAGO

homes per dollar

# W-I-N-D

6 MONTHS • JANUARY - JUNE, 1950  
6 AM - MID • SEVEN DAYS A WEEK



Figures at top of columns show average homes per dollar\*

\*50-word spot, maximum frequency discount, SRDS PULSE, Jan.-June, 1950, Metropolitan Chicago radio homes, all nets and leading independents included above.

560 KC-5000 WATTS • 24 HOURS A DAY  
CHICAGO, ILLINOIS • KATZ AGENCY, REP.



## Madden Heads Group For Sister Kenny Fund

(Continued from Page 1)

with Madden will be: Lawrence Lowman, vice-president and general executive of CBS; Clarence Worden, assistant to the general manager of WCBS; Earl Mullin, national publicity director of ABC; James Wallen, treasurer of MBS; Irwin Rosten, administrative assistant at WABD, DuMont; Allen Brandt, director of publicity and special events for WNEW; R. C. Lawrence, director of sales development at NBC-TV, and Sydney H. Eiges, NBC vice-president in charge of press and information.

Madden also is chairman of Section 3 of the Commerce and Industry Committee, which has Jack Denove of BBDO as chairman. Section 3 includes advertising and publishing, entertainment, graphic arts, professional and service committees.

The campaign will be launched August 21 and will continue through September. The goal of the eastern area office is \$1,000,000, with radio and TV expected to yield \$20,000 to \$25,000 in direct contributions in addition to the funds netted through on-the-air promotion.

## Nine Boston Radio Execs Will Teach At University

The appointment of nine Boston radio executives to teach day and evening courses on a part-time basis at Boston University's School of Public Relations for the coming academic year was announced yesterday by Dr. Daniel L. Marsh, president of the University, and Professor Samuel B. Gould, director of the division of radio, speech and theater.

The appointees for the 1950-1951 college year include: Ronald Cochran, news editor of WCOP; Harold Dorschug, chief engineer of WEEI; Avner Rakov, music director for WBZ and WBZ-TV; Gene King, program manager, WCOP; John Wilkoff, promotion manager, WCOP; Colton Morris, special events director, WBZ and WBZ-TV; Fred Garrigus, director of public affairs, WEEI; John Maloy, formerly program director of WCOP and WEEI, and Henry Lundquist, production manager for WCOP.

The radio school activities will include the operation of WBUR, the university's FM station.

## Scott Labs Sales Up

Chicago—First quarter sales of Scott Radio Laboratories, Inc., will amount to about 80 per cent of total sales in the fiscal year 1949-50, John S. Meck, president, told shareholders at the annual meeting. Sales for the June-August quarter will probably exceed \$500,000, Meck said. Total sales for the previous year were \$604,900.



By SID WHITE

### Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: AMA flirting with Gov. Thos. Dewey to do an NBC commentator series for them right after he exits from Albany in Jan. . . . Bob Hope privately assures his intimates that his Sept. 10th pinch-hitting stint for Walter Winchell will reveal a serious side heretofore never disclosed to his radio and TV public. . . . A new Milton Berle comic book named "Uncle Milty" will make its bow Oct. 4th. Edw. Bobley, of Radio Best & Television, is putting it out with Berle under the firm name of Victoria Publications, Inc., named for latter's daughter, Vicki. Initial run will be half a million. . . . WINS disc jock, Charlie Starke, and Diane Carol, member of the vocal group, "Four Chicks and a Chuck," will be blended today at Spring Lake, N. J. . . . The Bill (This is N. Y.) Leonards expecting their 5th heir next month. They already have four sons. . . . Leonard Ashback, head of Majestic Radio and TV, is the bankroll behind Jack Eigen's new nitery due to open on the site of the old Monte Carlo Beach in Sept. . . . Wally Gould is plenty excited over that letter he received from ABC after Whitney Bolton and he had made a record for the network's "Gentlemen of the Press." Letter stated that the story by Bolton was by far the best they'd ever received.

★ ★ ★ ★

● ● ● Paul Manning, who has been filling in nightly at Ed. C. Hill's ABC mike, deserves a rave for his steady, lucid handling of news and the little yarns behind the news. Manning, a fine writer for the syndicates, rates his own spot on the news dial. If your memory can swing back to World War II, this same Mr. M. did some exciting reporting for Mutual from the other side of the pond.

★ ★ ★ ★

● ● ● WHAT'S NEW: Aside to Martin Block; Did you catch Peter Potter's version of your coast platter-spinning via "Luncheon at Sardi's" Monday noon? . . . CBS buzzing over the sensational kinescope turned out by the new comedy team of Tim Herbert & Don Saxon for a proposed daytime five-a-week TV series starting in the fall. Marlo Lewis did the production. Lewis, incidentally, nixed the CBS offer to produce the Sinatra show. . . . The Gene Hamiltons have named him Bruce Alden. . . . Hedy Lamarr is wanted for "The Fallen Idol" by the Theater Guild of the Air. . . . CBS planning a TV-er for Joan Davis. . . . Freddie Rich, one of radio's all-time great bandleaders, seriously ill at Long Beach Veterans' Hosp. How's about the industry doing something to cheer him? . . . Chuck Skinner, director of "The Big Story," has been invited to lecture at the Universidad de la Havana, Cuba, on the role the director plays in TV. This, in connection with Cuba's first telecasts which start in Nov. . . . Every bandleader, vocalist and disc jock in the country is awaiting White House reaction to Dorothy Lamour's new song, "Don't Chide Me, Mr. Truman, I'm Only Hoarding Love." If H.S.T. doesn't disapprove of it, the tune will get the biggest build-up in recent Tin Pan Alley history. CBS chief, Bill Paley, and Columbia Records execs should catch Wm. Horne's kinescope on the Robert Q. Lewis airtel the other p.m. The guy's an audience-thriller.

★ ★ ★ ★

● ● ● IF I WERE MR. BIG (and wotta autocrat I'd be): I would Borgia bores who delve into dialectics and dogma on all-nite disc jockey programs. . . . Cooking experts would have to eat their own recipes (a wise fate than eating their own woids). . . . Fat comics (not you, Jack E. Leonard) would be compelled to buy material. A beer-belly ain't enuf for laffs on a 30-minut show.

## Lever's Luckman Now An Architect

(Continued from Page 1)

stitutional architecture and engineering.

Luckman and Pereira were classmates at the University of Illinois. They took their state board examinations for license to practice architecture in 1931. The firm was founded the same year that Luckman started selling soap in Chicago.

The decision of Luckman to enter business puts to rest rumors that he might be nominated by President Truman for an ambassadorship.

## Winchell Still On Top In Nielsen Ratings

(Continued from Page 1)

position to the No. 2 spot. "Mr. District Attorney" took the No. 3 spot—the program advanced from 9th position.

Others in the "first ten" in order were: "Big Story," "Romance," "Satan's Waitin'," "Hollywood Star Playhouse," "Crime Photographer," "Big Town," and "Richard Diamond Private Detective." Biggest gain in current ratings among the "first ten" was "Broadway is my Beat" with a plus 4.1.

## Stewart-Warner Net Up For First Six Months 1950

(Continued from Page 1)

share on the capital stock outstanding. For the same period, 1949, net profit was \$796,564 or 62 cents per share. The company has declared three dividends of 25 cents per share during the present year.

## Hutto Named Producer

Hollywood—Max Hutto, veteran NBC production-director, becomes producer of the "Fibber McGee and Molly" program when it goes on the air for Pet Milk Sept. 19 (NBC 6:30 p.m., PDT). Hutto has been associated with the program as production-director since 1945. He started at NBC in 1937 in the mimeograph department, when the network's Hollywood offices were located on the RKO lot on Melrose Ave. He was promoted within the ranks of the organization until he became a production-director in 1941.

### AM or PM?

With news from the Korean battlefronts a matter of split-second timing in the handling of network newscasts and reports, John T. Madigan, national news director for ABC, has issued instructions that one clock, at least, in the news room be changed to Korean time. Korean time is 14 hours ahead of New York time.

# PROMOTION

## Plan WDSU Day

WDSU Broadcasting Services will sponsor "WDSU Day" at Pontchartrain Beach, Friday, August 25, with many varied and entertaining features to be highlighted. A full schedule of activities will begin around 2:30 p.m. to be continued til midnight.

The presence of the Cisco Kid, who is featured over WDSU every Tuesday and Thursday at 6:30 p.m., will be a main attraction to the children and grown-ups alike. This celebrated cowboy will have souvenir gifts for the kiddies. Dick Bruce, disc jockey of WDSU, will assume the character of a "Beachcomber" on the occasion. Many other WDSU-TV and radio celebrities will contribute to the program.

A special feature of "WDSU Day" will be the selection of "Miss Newsdeans Television Queen" in the finals of the citywide television contest currently telecast at 9 p.m. Fridays on WDSU-TV.

## Korean War Maps

WSGN and WSGN-FM, Birmingham, Ala., are giving listeners Korean war maps and farm market price diaries as a public service. The maps, available for a self-addressed, stamped envelope, are recommended to listeners for use when tuned to Craig Lowe's daily war newscasts. The farm market diaries list 39 different items of produce, poultry and livestock, and places to mark the daily price of each item, together with the weekly average price. It has 52 sheets, enough to keep track of prices for an entire year, and is recommended for following the official market prices compiled by Alabama Department of Agriculture and the U. S. Department of Agriculture, which are broadcast on WSGN daily at 12:30 p.m. by Boyd Evans.

## Series On Psychoanalysis Starts Aug. 27 On WNYC

A series of ten programs featuring well-known psychoanalysts in discussions of "Psychoanalysis in everyday living," will debut over WNYC, New York, on Sunday, August 27, at 9 p.m., it was announced by Seymour N. Siegel, director of the municipal station.

The broadcast talks, 45-minutes in length, have been scheduled in association with the Auxiliary Council to the Association for the Advancement of Psychoanalysis.

## Stork News

Huntington, W. Va.—Tom Garten, commercial manager, WSAZ (Huntington, W. Va.) and his wife, the former Wilma Brand, are the proud parents of a second baby son, Joshua Albert Garten, born July 29th at Huntington's St. Mary's Hospital, weighing-in at six pounds and seven ounces.

# NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of August 4-10, 1950

TITLE	PUBLISHER
A Little Bit Independent.....	Bregman-Vocco-Conn
All My Love.....	Miller
Bewitched.....	Chappell
Can Anyone Explain.....	Laurel
Count Every Star.....	Paxton
Down The Lane.....	Broadcast Music
Dream A Little Dream Of Me.....	J. J. Robbins & Sons
Golden Sails On A Sea Of Blue.....	Goday
Gone Fishin'.....	Feist
Hoop-Dee-Do.....	E. H. Morris
I Didn't Know What Time It Was.....	Chappell
I Didn't Slip I Wasn't Pushed I Fell.....	Remick
I Don't Care If The Sun Don't Shine.....	Famous
I Love The Guy (I Love The Girl).....	Shapiro-Bernstein
I Still Get A Thrill.....	Words & Music
I Wanna Be Loved.....	Supreme
If I Had A Magic Carpet.....	Shapiro-Bernstein
La Vie En Rose.....	Harms
Let's Choo Choo Choo To Idaho.....	Robbins
Mambo Jambo.....	Peer
Mona Lisa.....	Paramount
My Foolish Heart.....	Santly-Joy
Our Very Own.....	Spitzer
Play A Simple Melody.....	Berlin
Rain.....	Miller
Sam's Song.....	Sam Weiss
Sentimental Me.....	Knickerbocker
Sometime.....	Witmark
Spaghetti Rag.....	Shapiro-Bernstein
Tunnel Of Love.....	E. H. Morris
Why Fight The Feeling.....	Paramount
You Wonderful You.....	Miller

## Second Group

TITLE	PUBLISHER
Are You Lonesome Tonight.....	Bourne
Can't We Talk It Over.....	Advanced
Friendly Star.....	Feist
Happy Feet.....	Cromwell
Home Cookin'.....	Famous
I Cross My Fingers.....	United
I Do Better Up In The Mountains.....	Broadway
I Hadn't Anyone Till You.....	ABC
I Was Dancing With Someone.....	Harms
I'll Always Love You.....	Famous
I'll Build A Dream House.....	Campbell
I'm Bashful.....	Santly-Joy
Longing.....	Knickerbocker
My Destiny.....	Walt Disney
No Other Love.....	Walt Disney
Old Piano Roll Blues.....	Leeds
Picnic Song.....	Chappell
Roses.....	Hill & Rango
Say When.....	Duchess
Sweetest Words I Know.....	Life Music
Tenderly.....	E. H. Morris
Third Man Themo.....	Chappell
Tonight Be Tender To Me.....	Life Music
Vagabond Shoes.....	Jefferson

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# The Mailbag

## About Hoarding

In your issue of August 8, 1950, under the heading 'The Mail Bag' I note a letter from Harold Krelstein, vice-president and manager of WMPS, Memphis, Tenn. In this letter Mr. Krelstein deplors the lack of radio interest in hoarding, and praises the newspapers for the excellent job they are doing relative to get the people of the nation to stop hoarding.

I thought you might be interested to know WGKV in Charleston, W. Va. from the very out-set of the Korean war and the start of hoarding, have carried the following more than 50 times daily: Be patriotic—don't hoard."

Cordially yours,

Henry V. Diefenbach  
General Manager  
WGKV,  
Charleston, W. Va.

## WHOM Hits Hoarding

An anti-hoarding campaign has been launched by WHOM, New York. As a public service, the station will air spot announcements in six languages, Polish, Jewish, German, Spanish, Italian, and English, urging listeners to shop wisely and to buy only what they need. The spots will be based on the theme, "America, the Golden Horn of Plenty, with enough of everything for everyone."

WHOM expects that the announcements will be transcribed and made available to foreign language stations in the near future.

## New Announcer At WQXR

Dan Peters has been appointed to the announcing staff of WQXR, New York. He formerly was announcer for WHLI, Hempstead, Long Island, and WVNJ, Newark, N. J.

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA  
Send for WHO'S WHO?  
Among Advertisers on WEVD

WEVD  
117-119 W 46 St.  
HENRY GREENFIELD, Mgr. Director N.Y. 12

## AGENCIES

**JOHN VAN HORSON** has joined the Biow Co. as v-p and an account supervisor working with the Procter & Gamble brand group. Horson was formerly v-p and treasurer of Kaster-Chesley-Farrell & Clifford. Prior to that, he was manager of merchandising and a member of the board of Young & Rubicam.

**WILLIAM McNAMEE** has joined the executive staff of the American Association of Advertising Agencies in New York. He will assist Kenneth Godfrey, senior exec in charge of media operations and research. Formerly, McNamee was with the Continental Can Co.

**WILLIAM L. DYE**, associated with Young & Rubicam in N. Y. and Chicago since 1941, has been appointed advertising manager of Liebmann Breweries, Inc., it was announced by Philip Liebmann, president.

**GREY MATTER** (Aug. 15), the semi-monthly publication of the Grey Advertising Agency, is currently supplying Grey's clients with a manual of pointers to salesmen, with particular emphasis on sales and business trends during the Korean crisis.

**JAMES BACHARACH**, formerly with Ruthrauff & Ryan, has joined the copy department of Victor A. Bennett Co.

**CLUETT PEABODY & CO.** will campaign on radio and in publications for its Sanforlan trademark.

**KUDNER AGENCY, INC.**, will have two floors in the new building at 575 Madison Avenue on Nov. 1st at which time it will bring together the radio and television departments and the remainder of the agencies' activities in these central offices.

**TOM JOHNSTON**, formerly promotion manager of U. S. Camera magazine, has joined Cecil & Presbrey, Inc., to handle promotion and publicity for two of the agency's new CBS-TV shows, "The Amm-ident Mystery Playhouse" and Sylvia Electric's "Beat The Clock."

## Coffee Bureau Renews Edwin C. Hill Newscast

The Pan American Coffee Bureau has renewed its sponsorship of Edwin C. Hill's, "The Human Side of the News," heard Mondays through Fridays, at 7:00 p.m., EDT, over ABC, it was announced yesterday.

The new contract, beginning Monday, Sept. 4 will run for 39 weeks. Originally the contract, placed by the Federal Advertising Agency on June 6, 1950, called for 13 weeks, so that the extension now runs for a full year.

# FCC Chairman Opposes McFarland Bill Support

(Continued from Page 1)

president Joseph McConnell sent a brief letter supporting the bill and CBS vice-president Joseph H. Ream did likewise, adding a copy of the statement he made last year to the Senate Interstate Commerce Committee.

Also heard was Gordon Brown of WSAY, Rochester, N. Y., implacable network foe. Brown asked the committee to take action to enable non-affiliated stations to rebroadcast network commercial shows if the sponsors desire to buy time for the rebroadcasts.

### Disagreement Pronounced

Coy and Ream were in sharp disagreement over the value of sanctions less severe than revocation, as well as over the question of so-called double-jeopardy for anti-trust violators. In his letter to the committee Ream stressed these two points, observing that under present law the FCC may refuse to license anyone ever convicted of anti-trust violation. The amendment proposed in the McFarland measure, he said, would "remove this power of the Commission." Coy has already observed that Ream's interpretation is questionable, holding that the Commission would still be permitted to take into account an applicant's anti-trust record in appraising his overall qualifications to operate in the public interest.

### D. of J. Opposes Bill

In addition, the Department of Justice yesterday filed a lengthy statement opposing the McFarland bill on the anti-trust issue, incorporating testimony it made before the Senate Committee last year. It referred also to a letter written later last year to House Committee Chairman Robert Crosser, in which the Department wrote that "this bill would remove the most effective deterrent to monopolistic activities in the field of radio communications — in (its) absence — the Congressional policy against monopolistic restraints and abuses in the communications field—may be substantially defeated for want of enforcement sanctions in the FCC."

### Discuss "Cease and Desist"

Ream wrote especially of a McFarland bill proposal for issuance of cease and desist orders for alleged violation of the Communications Act or Commission regulations, with revocation to follow failure to observe such orders. "This would allow the Commission to temper the severity of its penalties, as at the present time the only penalty available to the Commission is to revoke or to refuse to renew a license. The procedure of cease and desist orders will accomplish complete compliance with the law and regulations without the extreme penalty of loss of license in the first instance."

Coy, however, felt that while there is merit to the idea of cease and desist orders, what the Commission really needs is sanctions less

drastic than revocation but nonetheless substantial. He commented that the Commission had found the Don Lee net guilty of serious violations of the network regulations and would have liked to impose severe penalties but was unwilling to wipe out the net by revocation—the only course open to it unless it were to renew the contested licenses. The Commission, of course, did renew the Don Lee licenses, and Coy said he and his colleagues now feel that "the broadcasting industry believes it can get away with anything because the Commission won't revoke its licenses."

### Offers New Version of Sect. 312

He offered a new version of Section 312 of the Communications Act providing for revocations or suspensions up to 90 days for false statements in forms, for "conditions coming to the attention of the Commission which would warrant it in refusing to grant a license permit on an original application; for willful or repeated failure to operate substantially as set forth in the license; for willful or repeated disregard of law, FCC regulation or U. S. treaty obligation; for action designed to force another licensee to violate the act or Commission regulations; or for failure to observe any cease and desist order."

In addition to providing for cease and desist orders, the section offered by the Commission would provide for authority to fine licensees up to \$500 per day for the period of the violations. This section is substantially in accord with the provisions of the Sadowski bill, introduced in the House last year.

### Declined to Discuss KMPC Issues

During the questioning Coy refused to discuss the KMPC hearing now in progress before a Commission examiner in Los Angeles. He said he was afraid anything he might say on the matter would be interpreted in some quarters as prejudgment of the case.

The Congressmen showed considerable interest in broadcaster practices regarding sales of time for political speeches, and were interested when Coy assured them that the equal time provision for political candidates meant equal time at equal rates. The FCC chairman spoke out also on the FCC position that broadcasters should not be permitted to censor political speeches, with Rep. Joseph O'Hara disagreeing and insisting that broadcasters should be held as responsible as newspaper publishers for what goes out over their facilities.

### Brown Supports Sheppard

Brown referred the committee to a pending measure by Rep. Harry Sheppard of California, which would curb network operations drastically. Most of his discussion dealt with rebroadcast of top network shows, and he told the Congressmen that although sponsors frequently were

## BEHIND THE MIKE

**WHEN** Russians watch TV, so Ken Murray, they get more deception than reception.

Mrs. Arthur Murray will be screen-tested by Warners with the possibility of making a series of shorts based on the evolution of dancing.

Robert Q. Lewis made an honorary chieftain of the Otoes Indian Tribe of Tulsa, Okla.

Victor Records preparing a big build-up for Hope Zee, the lovely starlet who recently quit "Gene Prefer Blondes" to sing with Ralph Flanagan's ork.

The jazzophiles will start getting their kicks direct from Birdland this week when Symphony Sings starts broadcasting from ringside nightly with his disc jockey show.

Leo De Lyon losing plenty of dough because his hay fever keeps him from playing many of the holes in the mountains where the pollen is thickest.

Doris Day has been named head of the H'wood committee which is lining up West Coast stars who will appear on the Disabled American Veterans' "Garden of Stars" benefit, Sept. 20th.

Young Pat Terry is now in his 20th week as production singer at the Riviera.

Bill Farrell's fan clubs have hit the magic 250 mark.

Judge Sam'l Leibowitz is an avid wrestling fan and visits the arenas regularly as Guy Lebowitz guest.

Billy Eckstine's profile in the new Seventeen mag makes it his 27th national magazine piece to date.

The kiddies' cafeteria in Steeplechase Park now features a TV set, juke box and two midget waiters.

willing to have their programs rebroadcast the networks usually stand in the way. Brown said the Jack Benny program might reach a many or more people again through rebroadcast at a cost of \$10,000 as reaches originally at a cost of \$40,000.

### Asks "Break" for Indies

He asked that the law be amended to permit an independent station to pick up a network program and rebroadcast it on express authorization of the sponsor. Brown, who lost his ABC and MBS affiliations near three years ago, said he has lost \$50,000 annually for each of the past two years—but that he is certain he could have made \$300,000 annually had he been permitted the right rebroadcast programs on the authority of the sponsors.

There is no telling now what will happen to the McFarland measure but indications are that some attempt may be made to win committee approval for a compromise measure, which can then be brought to conferees of the Senate Interstate Commerce Committee for possible agreement upon a final version of the bill.

# TELEVISION DAILY

tion of RADIO DAILY, Tuesday, August 15, 1950 — TELEVISION DAILY is fully protected by register and copyright

## TV FEES INCLUDED IN DEMANDS

### TELE TOPICS

**DON'T BE SURPRISED** if the FCC's Labor Day decision on the color TV fee is delayed and that when the Commission gets around to making the choice, color TV will be in the UHF six megahertz band. . . . Commissioners are reported to be divided on whether the electronic color system of RCA or the mechanical scanning system of CBS is most acceptable. . . . The Commission is also considering the system proposed by CITI, G.E.

**AMONG THE STANDOUTS** of weekend TV programming was NBC's coverage of the tennis matches at the Westster Country Club and Don Hollenbeck's fine handling of the week's news review on CBS-TV. The tennis matches had the benefit of good direction and camera work with viewers being able to follow the fast court action without necessarily having a knowledge of the game. Hollenbeck's newscast was a combination of informed commentary and good editing of films and factual data in connection with the United Nations and the Korean war.

**"SEPTEMBER TIDE,"** a new play by Daphne du Maurier, will have its first airing in this country on NBC's "Kraft Television Theater" tomorrow night (9:00 P.M.) with leading roles played by Ruth Mitzen and Bob Pastine. . . . DuMont's court of Current Issues" tonight (8-9 P.M.) will tackle "How do we stand today in family necessities?" . . . WGN-TV's inter at the Chicago Fair will have Irma Kassell, femcee for "Fairteen Club," and Danny O'Neil, tenor and star of the "Danny O'Neil At Home" show, head off for the "Autograph Party" tonight (7:30-9:30 p.m., CDST). . . . Lynn "The Gowns on CBS" "The Detective's Wife" (8:30-9 p.m., Fri.) now being picked by TV Fashion Service.

**ARENTS FRIGHTENED** by scare-stories of what television will do to their children will be given the complete and final dope on said question in the Sept. issue of Better Homes and Gardens' article titled: "TV?" . . . Patricia Neway, host of B'ways "The Consul" is slated for spot on WOR-TV's Dinner at Sardi's tomorrow night (7:30-8:00 p.m.) when the show becomes sponsored by the Kok Mfg. Co. . . . 19,210 TV sets reported in the coverage area of WBTV, Charlotte, N. C. . . . Eva Gabor, currently B'way's "The Happy Time," will be WPIX's "Broadway Scrapbook" Friday (8:30 p.m.). . . . Arena style staging is gaining more ground at WAVE-TV, Louisville, with Selman's (dept. store) proving the best way to show fashions (Thurs., 8 p.m.).

SONGS WITH THE LARGEST TV AUDIENCE (Survey Week of August 4-10)	
THE TOP 5 SONGS OF THE WEEK	
Bewitched	Chappell
Hoop-Dee-Do	E. H. Morris
I Still Get A Thrill	Words & Music
I Wanna Be Loved	Supreme
Let's Do It Again	Robbins
THE 5 FAVORITE STANDARDS OF THE WEEK	
Exactly Like You	Shapiro-Bernstein
Get Happy	Remick
On The Sunny Side Of The Street	Shapiro-Bernstein
That Old Black Magic	Famous
You Are My Sunshine	Southern

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### AFRA Convention Discusses Tele In Chicago

(Continued from Page 1)  
announcers on network stations throughout the country has also been upped to a flat \$135 per week, plus commercial fees. Scale for staff announcers has formerly varied from \$72 to \$125 weekly.  
The 150 delegates from forty AFRA locals seemed unanimous in their belief that the upcoming talks with the nets are of primary importance. Present network codes expire October 31st of this year.

**Union Demands Listed**  
Union demands will include maintaining the present formula of repeat fees for use of off-the-line recordings whenever a program is delayed over a portion of the network. Double-rehearsal fees for taped network broadcasts will be asked for all hours of rehearsal not included in the original call and for time spent in taping length of the program as broadcast, if such time runs beyond the time specified in the call.  
The union will also seek more cash credits, additional fees for warmups and after-shows and vacations with pay to all artists regularly employed on a program for a period of 50 consecutive weeks. In addition to the flat base salary increase, announcers will ask for increased commercial fees, non-exclusivity outside a 40 hour week, an eight hour work day in an eight and a half hour day, severance pay in addition to notice of discharge and paid vacations. Newscasters are to be considered two separate categories and one man assigned to both shall receive payment for both jobs. Newscasters will demand a fee equal to 50 per cent above the announcers fees. All telecasts to be paid at double the applicable AM rates.  
Perhaps the most startling of all the proposed demands are those involving changes in transcription codes. Previously, AFRA members were paid for repeats on transcribed spots of one minute or less every six months. The union will now demand that they be paid every week the spot is used.  
The AFRA stand on Communism was the cause of much discussion. The members wanted to achieve a strong position in opposition to Communism and other totalitarian ideologies, but at the same time there was a sincere desire not to injure, smear or condemn unfairly any and all loyal Americans. AFRA went on record as being unalterably opposed to Communism and reform.

### WOR Signs Contract With Local 1212 IBEW

WOR and WOR-TV are now operating under the first contract signed with IBEW, it was announced yesterday. The contract covers both radio and TV technicians, including sound effects men and recording engineers and was signed August 7 with Local 1212.  
**Formerly With NABET**  
Previously, radio technicians had been covered in the contract with NABET, but station engineers left NABET in May, 1949, and subsequently, after an NLRB election, joined IBEW last October. The new contract will hold through March, 1952. J. R. Poppele, vice-president in charge of engineering, signed for

### TV Station Planning State Fair Programs

(Continued from Page 1)  
Fair including horse racing, agricultural exhibits, livestock judging and programs of the 4-H club.  
Among the featured programs to be presented will be the three-hour daily Sports Parade and the National Sports Parade, both sponsored programs.  
In addition to the tent organizations, WMAR-TV's cameramen will canvass the Fair each day for shots that may be included in the station's daily newscast.  
WOR and WOR-TV. Business manager Charles Calame signed for the local.

## Press-Time Paragraphs

**IATSE Exec. Seeks Jurisdiction In TV**  
*Detroit—A strong plea for organization of television workers by the IATSE (International Alliance of Theatrical Stage Employees and Moving picture Machine Operators of the United States and Canada) was voiced here yesterday by Roger M. Kennedy, temporary chairman at the "IA" convention. He pointed to the opportunities and jobs in the field and cited the case of WJBK-TV, Detroit, where NABET took over projectionists following an NLRB ruling which was sought by the station after both NABET and IBEW has agreed locally to classify projectionists separately.*

**Films of Ohio State Games Sponsored**  
*Films of all 1950 games of Ohio State Univ.'s football team will be shown on WBNS-TV, Columbus, Ohio, sponsored by the Columbus Chevrolet Dealers. The series will be produced by Edward Kennedy of the Knight Advertising Agency and will be augmented by special pre-game films made by WBNS-TV's motion picture dept., under the direction of Darrel McDouble.*

**"Ellery Queen" Sponsored on DuMont**  
*Kaiser-Frazer dealer groups across the country have picked up the tab at DuMont network for the "Ellery Queen Mystery Show" to commence Oct. 1 in the 9-9:30 p.m. slot on Thurs. nights. Announcement of the deal was made by the William H. Weintraub & Co. agency who bought the package for Kaiser-Frazer from Music Corp. of America.*

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## 'Nation Indivisible' Announced By CBS

(Continued from Page 1)

shey, U. S. Director of Selective Service; Louis Johnson, Secretary of Defense; Gen. Douglas MacArthur; Gen. George C. Marshall, President of American National Red Cross; Donald M. Nelson, former War Production Board chairman; Mrs. Franklin D. Roosevelt; Charles Sawyer, Secretary of Commerce; John W. Snyder, Secretary of Treasury; W. Stuart Symington, Chief of National Security Resources Board; Maurice Tobin, Secretary of Labor.

In extending the invitations, Stanton said: "In these broadcasts we feel that it is important to discuss the conditions which the American people must face as our country prepares itself for an indefinite period of partial or total mobilization and the sacrifices that they must make in order to strengthen themselves for this ordeal."

As the series is now planned, each broadcast will take the form of an interview with each distinguished guest by a CBS Washington correspondent for those originating in the nation's capital, and with Dr. Lyman Bryson of CBS for those originating in New York.

The programs will be under the supervision of Helen J. Sioussat, director of CBS Talks.

## Sign For Tape Network

Hollywood—Bruce Eells reports the subscription of the following new Tape Network affiliates:

WLIO, East Liverpool, Ohio; KATL, Houston, Texas; KVEC, San Luis Obispo, Calif.; WCOP, Boston, Mass.; KRCO, Prineville, Ore.; WDEF, Chattanooga, Tenn.; WPLA, Plant City, Fla.; KIUP, Durango, Colo.; WTYC, Rock Hill, S. C.; KBYR, Anchorage, Alaska; KRKL, Kirkland, Wash.; KXGN, Glendive, Mont.; KLPR, Oklahoma City; WKLY, Hartwell, Ga.; KBOA, Kennett, Mo.; KHON, Honolulu, Hawaii; WOOE, Dothan, Ala.; WNGO, Mayfield, Ky. Also WJBG, Philadelphia, Penna.; WDOK, Cleveland, Ohio; WBLJ, Dalton, Ga.; WATN, Watertown, N. Y.; WLIL, Lenoir City, Tenn.; KRIZ, Phoenix, Arizona; KHIT, Lampasas, Texas; WKAB, Mobile, Ala.; WRJ, Humboldt, Tenn.; WVET, Rochester, N. Y.; WMID, Atlantic City, N. J.; KCOL, Fort Collins, Colo.; WALT, Tampa, Fla.; WDWD, Dawson, and WGRA, Cairo, Ga.

And KWIE, Kennewick, Wash.; KRUN, Ballinger, Texas; WCFL, Chicago, Ill.; RCKN, Kansas City, Mo.; KTUR, Turlock, Calif.; KKLX, Oakland, Calif.; KOFO, Olatwa, Kan.; WCEN, Mt. Pleasant, Mich.; WGPA, Bethlehem, Penn.; KSMN, Mason City, Iowa; WBBW, Topeka, Kansas; KUGB, Great Bend, Kansas; KVOO, Tulsa, Oklahoma; WEGO, Concord, N. C.; WNAX, Yankton, S. D.; KNEB, Scottsbluff, Neb.; WJIG, Tullahoma, Tenn.; WOKY, Milwaukee, Wis.

## James H. Cooper

Columbus, O.—James H. Cooper, 63, known as "General Jim," veteran radio newscaster and former vaudeville troupier, died August 9th in Columbus after a long illness. He was with WBNS, Columbus, and WELD, its FM affiliate from the early 1930s until last June. During World War II he sold a record \$12,000,000 worth of war bonds to become champion Ohio war bond salesman. His wife and a daughter survive.

# COAST-TO-COAST

## WDRG Signs Fred Tucker

Hartford, Conn.—Fred Tucker, who served with the Army Signal Corps during the war, has joined the staff of WDRG as a transmitter engineer. Tucker formerly was connected with WNHC, New Haven and WMAS, Springfield, Mass.

## KFAB Brochure Released

Omaha, Neb.—KFAB recently released a new type, multicolored presentation on the station and the large section of the midwest which it serves. Latest farm income figures, complete market data, consumer surveys, listening studies and most recent population figures are included in the sectionalized book. All figures are projected well into 1950 based on the up-to-date material. The brochure is built with a flexibility that permits day-to-day addition of the continual flow of supplementary data as it is released by the KFAB statistical department.

## Expanding Program Chores

Cleveland, O.—Alan Douglas, well known TV disc jockey, combines AM and TV spinning to bring his many listeners AM and TV coverage daily. Douglas will appear on an hourly show over WSRG at 2:30 each afternoon from the lounge of the Telenevs Theater, in addition to his nightly show on WEWS-TV.

## WXRC Engages Rambeau

Buffalo, N. Y.—WXRC and WXRC-FM has announced the appointment of the William G. Rambeau Company (New York—Chicago—Hollywood) as new national spot representative for their Niagara frontier market.

## WRVA Announces Promotions

Richmond, Va.—C. T. Lucy, general manager of WRVA, has announced the promotions of John Tansey and William R. Preston of the station's staff. Tansey, former production manager, has been promoted to the newly created position of assistant program service manager. Preston, formerly program and production manager of WRVA's FM operations in this city and Norfolk, has assumed the duties and responsibilities of production manager.

## New Traffic Safety Series

Crewe, Va.—In an effort to help stop the rapidly mounting traffic fatality rate in this state, WSVS and WSVS-FM have started a series of traffic safety announcements in cooperation with the Traffic Safety Committee of the local Junior Chamber of Commerce. The Southern Virginia regional stations also plan to place more emphasis on traffic safety on regular and special safety programs aired. The State Highway Patrol is expected soon to start a weekly series over the stations.

## Adds News Program To Sked.

Atlantic City, N. J.—A round-table of world, state and local news, sports and amusements has been inaugurated by WMID. The program, entitled "Noon News Review," features Al Owen as moderator; world news is covered by Karl Whittington; the state and local scene is presented by Bill Kouser, WMID news editor. A round-up of local and national sports is handled by Johnny McNevin; while Joe Grossman, amusement editor, rounds out the program with a resume of best bets in entertainment for the day.

## New Staffers At KRIC

Beaumont, Tex.—KRIC manager, Les Ryder, recently announced the following additions to the full-time staff of the station. Miriam Powers, formerly fashion co-ordinator of Saks Fifth Ave., New York City, will be director of department store sales. D. K. Maxted is the new director of public relations. Maxted was formerly manager of KPBB, Beaumont. Also new at KRIC is announcer Jim Saxon, formerly veteran staffer with KTRM, Beaumont.

## WSTC Host To Screen Stars

Stamford, Conn.—Screen stars Edith Fellows and Hal Leroy were guests of Merry and Bill Reynolds on their "Music A La Carte," program over WSTC and WSTC-FM at 6:45 p.m. on Wednesday, August 9th. Miss Fellows, who is noted for her moppet roles several years ago, and Leroy, who is famed for his portrayals of "Harold Teen," are appearing in "Rosalie" at the Danbury Melody Fair. "Music A La Carte" is a dinner music and interview program heard every Wednesday night at 6:45 over WSTC and WSTC-FM.

## Leave WKY For KLRA Duties

Oklahoma City, Okla.—Mark Weaver, former newscaster for WKY, has assumed the duties of news director for KLRA, Little Rock, Ark. R. J. Meyers, former director of national sales for WKY, has been named assistant to the manager of KLRA, CBS affiliate in Little Rock.

## Appointed To KFAR Eastern Division

Fairbanks, Alaska.—James C. Fletcher, KFAR sales staffer, has been appointed eastern sales manager of the Midnight Sun Broadcasting Company, according to Alvin O. Bramstedt, KFAR manager. Fletcher will open offices for KENI and KFAR in New York in late August.

## Douglas Leaves WCSI

Columbus, Ind.—Jack Douglas, announcer, has recently resigned from the WCSI staff. Phil Beck joins WCSI's sales department and will also do some air work.

## AFRA Pay-Demands Listed At Convention

(Continued from Page 7)

mended that an authorized government agency undertake a regular series of broadcasts to tell all facts about the Communist party. AFRA pledged its complete cooperation, including waiving of fees to members who participate in such broadcasts.

## Would Protect Veterans

The convention also adopted resolution protecting the re-employment rights of AFRA members who enter the U. S. military service. The resolution states that staff employees shall be re-employed for at least one year, with seniority computed to include military service. Each contract performer who has appeared in a regular role or running part for at least ten times in the six months prior to entering service shall be re-employed for one year if the role is being broadcast as part of any program broadcast by the original employer or assistant thereof. If the original role is not being broadcast, the employer shall give first consideration to that performer in casting other roles.

## Manning Named President

Knox Manning of Los Angeles was elected national president of AFRA for the coming year. Manning, a Pacific Network CBS commentator, was president of the Los Angeles local in 1947 and 1948 and national vice-president in 1948 and 1949. Other officers elected are Alan Bunce, first vice-president; Jack Arthur, second vice-president; Bert Buzzini, third vice-president; Frank Nelson, fourth vice-president; Pierre Paulin, fifth vice-president; Vinton Hayworth, secretary, and Janet Baunhoyer, treasurer. Minneapolis was picked as the location for the 1951 AFRA national convention.

## Sterling Drug Net Rises In First Six Months Of 1949

Net profit of Sterling Drugs, Inc. and subsidiary companies, for the six months ended June 30, was \$829,004, after all charges and provision for Federal and foreign income taxes, James Hill Jr. reports Friday.

Earnings, after preferred dividends, were equivalent to \$1.99 per common share. For the corresponding period, a year ago, net earnings were \$7,259,322 or \$1.85 per common share. Sales for the first half, 1949, were \$68,195,281—an increase of 10 per cent over the \$67,306,362 for the like period of 1949. Board of Directors declared a regular quarterly dividend of 50 cents per share on the common stock, payable September 1.

## Stork News

Baltimore—W. Barry Cassell, staff announcer for WAAM, Baltimore, is the father of a nine-pound, two-ounce boy born to his wife Virginia, on August 10th.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 52, NO. 32

NEW YORK, WEDNESDAY, AUGUST 16, 1950

TEN CENTS

## NAB DISTRICT MEETS OPEN IN SEATTLE

### Chevy Reported Getting 'Series' TV Rights

#### Auto Sponsor Bids \$600,000 For Exclusive

Detroit—Chevrolet Motors with a bid of \$600,000 is reported to have clinched the television rights for the 1950 world series baseball games following a conference here Monday which was attended by Happy Chandler, baseball commissioner, executives of Campbell-Ewald agency, and

(Continued on Page 5)

#### No More TV Mfrs. Up Receiver Prices

Two more major TV set manufacturers announced price increases yesterday, bringing to five, the number of manufacturers who have raised prices on home receivers, within the past few weeks. In all cases manufacturers have blamed rising production costs for the price rises.

Yesterday, Westinghouse Television and Radio Division and Majestic

(Continued on Page 7)

#### Campaign By Radio Planned By McMahon

Washington Bureau of RADIO DAILY  
Washington—Senator Brien McMahon, Connecticut Democrat, revealed yesterday that he is planning to use radio widely in his campaign

(Continued on Page 2)

#### Against Hoarding

Omaha—The John Opitz Tire and Auto Supply Company, Omaha, has purchased radio time on station KBON in which the tire firm plans to actually discourage the purchase of tires—unless the need is acute, thus joining the growing number of stations aiding the anti-hoarding drive. Campaign is based on a theme of "if you need four, why buy eight?"

#### Radio Charms Storekeeper; Place Held Up

Birmingham, Ala.—Josephine Lawley, manager of a pickup station for LaDame Cleaners, was so engrossed in a radio program she didn't even notice a young man when he stepped into the door. The first thing she knew, she said, was when he leaned over the counter and spoke to her. She turned the radio down and asked him again, "What do you want?" "Your money," he replied, "this is a stickup." She opened the cash drawer and forked over \$100. The radio program—"Ma Perkins."

#### Crosley TV Sales Hit \$68 Million

Distributor orders totalling more than \$68 million were placed for the new 1951 line of Crosley television receivers as a sequel to the three-day national sales convention in Chicago, W. A. Blees, Avco vice-president and Crosley general sales manager, announced yesterday.

Blees explained that the total represented shipments for the months of August, September and October, and that distributor organizations tried to place orders for 50 per cent more than their total allotment for

(Continued on Page 7)

#### McCarthy Joins W'h's As Sales Promotion Mgr.

Sunbury, Pa. — Appointment of Fred S. McCarthy of Chicago as sales promotion manager for the Westinghouse Television and Radio division was announced yesterday by Earl L. Hadley, advertising and sales promotion manager. In his new position McCarthy will be in

(Continued on Page 2)

#### Higgins Heads BAB; Succeeds Mitchell

Hugh Higgins, vice-president and general manager of WMOA, Marietta, Ohio, and former NAB executive in Washington, has been named director of Broadcast Advertising Bureau in New York, succeeding Maurice Mitchell, who resigned to accept an NBC sales post. William B. Ryan, general manager of NAB, announced yesterday.

Higgins, widely known in the broadcasting industry, worked under Frank Pellegrin during his tenure at NAB. While serving at NAB

(Continued on Page 8)

#### Radio and TV Gets Credit For ASPCA Contributions

Practically 50 per cent of the total of contributions to the ASPCA Building Fund for the past four months have come in as a result of radio and television, according to Mrs. George Fielding Eliot, director of the campaign for the new ASPCA Shelter and Hospital nearing completion

(Continued on Page 2)

### CBS-Remington Rand, Inc., To Produce Industrial TV

Color television for industrial, business, hospital, governmental and military use may become a reality in a few months through a cooperative agreement concluded yesterday between Remington Rand Inc., and CBS. Under the agreement CBS will provide designs of equipment, Remington Rand will manufacture and sell, CBS will perform the testing functions, and Remington Rand

will take over distribution and installation.

The arrangement between the two companies does not cover the use of the new color TV equipment for color broadcasting to the public. However, the equipment can be used for color television broadcasting in the event commercial standards for the CBS color system

(Continued on Page 8)

#### Approval Is Voted Million \$ Plan For BAB

Seattle—The 1950 series of NAB district meetings kicked off at Seattle on Monday when approximately 100 broadcasters from Washington and Oregon gathered at the Hotel Benjamin Franklin for a two-day session of the 17th District. District Director Harry Spence of KBRO, Ab-

(Continued on Page 5)

#### New Contract Given Kintner by ABC Web

Robert E. Kintner, president of ABC, has signed a new five-year contract with provisions of a salary increase, according to a statement filed with the Security Exchange Commission.

Under the terms of the new contract, Kintner will receive a salary

(Continued on Page 5)

#### Philco Sales Mount In First Six Months

Sales of Philco Corporation in the first six months, 1950, reached a record high of \$147,012,000 and net income was \$6,672,000, equivalent, after preferred dividends, to \$3.86 per share, it was announced yesterday

(Continued on Page 2)

#### Wrong Script

Vestal, N. Y.—Robert J. Shaw, author of "Mr. District Attorney," brought up before Justice of the Peace Leland Horton, here, was fined \$15 on a charge of speeding when he pleaded guilty. Shaw was quoted as saying he had "jailed" numerous offenders in scripts but this was the first time he was on the receiving end of a penalty for the offense.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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**WEST COAST OFFICES**  
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Irv Hamlin, Representative  
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Dallas, Texas  
Phone: Riverside 5491

**ROME BUREAU**  
John Perdicari  
Ludovisi 16

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

**FINANCIAL**

(August 15)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	10 1/4	10 1/8	10 1/4	+ 1/8
Admiral Corp.	29 1/8	28 1/2	28 1/2	+ 1/8
Am. Tel. & Tel.	151	150 3/8	151	+ 1/8
CBS A	29	29	29	+ 1/4
CBS B	29	29	29	
Philco	41 7/8	40 5/8	41 1/2	+ 1 3/8
RCA Common	18	17 5/8	17 3/4	+ 1/2
Stewart-Warner	16 1/2	16 1/4	16 1/4	+ 1/2
Westinghouse	31 3/4	31 1/2	31 1/2	- 1/2
Zenith Radio	52 3/4	51	51 5/8	+ 7/8

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	18 3/4	19 3/4
Stromberg-Carlson	13 1/4	14 3/4

**Brown Plans Opening Of Own Adv. Agency**

Carl S. Brown, executive head of the New York office of Sherman & Marquette since 1943, and a partner for the past 2 1/2 years, has announced his withdrawal from that Agency effective August 31st. On September 1st, Brown will open his own advertising agency at 30 Rockefeller Plaza. The new agency will bear the name of Carl S. Brown Company.

**Quinlan-Clark Returning**

Roberta Quinlan and the Harry Clark trio return to NBC-TV with the "Mohawk Show Room," on Monday, Aug. 28. The 15-minute, musical variety will be aired Monday, Wednesday and Friday at 7:30 p.m.

★ **COMING AND GOING** ★

BOB HOPE will leave Hollywood Friday evening for Springfield, where he will make a two-day appearance at the Illinois State Fair on Saturday and Sunday. He'll fly back to the West Coast next Monday.

FRED FRIENDLY, editor of "Who Said That" on NBC, also producer and writer of "The Quick and the Dead" series, is aboard the Queen Mary on the first leg of an extended tour of Europe.

ELMER DAVIS, American network commentator, will be away for two weeks starting next Monday, during which time his Monday-through-Friday newscasts from Washington will be handled by Marquis Childs.

WALTER H. GOAN, general manager of WAYS, Charlotte, N. C., arrived in New York Monday and will be here through Friday on station and network business and for sales promotional conferences.

WORTH KRAMER, assistant general manager of WJR, Detroit, was welcomed yesterday at the New York offices of CBS, with which the station is affiliated.

ELL HENRY, publicity director of the American network's central division, and NED HULLINGER, who fills a similar role in the western division of the web, are currently in New York.

NEIL D. KLINE, sales director of WHAS-TV, Columbia network outlet in Louisville, Ky., is in town.

ALTA BASSETT, Gal Friday to Wilbur Stark, is back on the job following a week in Nantucket.

LANNY ROSS, featured on the Mutual network, tomorrow will go down to Philadelphia to lend his aid to the safety campaign conducted in the Quaker City.

BILL TAYLOR, whose "Sunrise Serenade" is heard on WOR, will vacation for two weeks in Pittsfield, Mass., starting next Monday. His replacement during that period will be Russ Dunbar.

TIM HERBERT and DON SAXON, new comedy team, off to Chicago for appearances in "The Desert Song" and "Roberta." They recently kinescoped a TV show for CBS.

**Campaign By Radio Planned By McMahan**

(Continued from Page 1)

for re-election this fall, with the emphasis upon participation programs. In an effort to get at the voters who cannot be lured out to political meetings, McMahan plans to use a series of about 25 45-minute programs on stations throughout the state.

**Starts With Prepared Talk**

First quarter-hour of each program will be devoted to a prepared address by McMahan, with the final 30 minutes given over to his answering of questions from the listening audience. Listeners will be encouraged to use the telephone for their questions, although an effort will be made also to have questions from listeners sent to the station in advance of the broadcasts for reply by the Senator.

**Radio and TV Gets Credit For ASPCA Contributions**

(Continued from Page 1)

pletion in Manhattan. It is shown that majority of new contributors have responded to appeals which were concentrated on radio and television during the past two months under the supervision of Henriette K. Harrison. The results have been most gratifying.

**Stork News**

Chic Dodson, assistant night manager of WQXR and Mrs. Dodson are parents of a son, Michael, born on Saturday, August 3. A daughter, Jan, was born on July 28 to Hugo Fiorato, member of the WQXR String Quartet, and Mrs. Fiorato.

**WDRG Promotes News**

Hartford—In view of the increasing interest in news broadcasts, WDRG, has started an extensive promotion campaign on its "News-time" program, heard from 7:00-7:30 a.m. Promotion includes tie-ins on other news programs, spots and co-op plugs.

**McCarthy Joins W'h's As Sales Promotion Mgr.**

(Continued from Page 1)

charge of all promotion activities with special emphasis on field activity assisting Westinghouse distributors.

Addition of a sales promotion manager to the local staff here is part of a division program to expand sales, promotion and advertising activities. In the past three months the district manager organization has been increased and a new post of merchandise manager has been created.

McCarthy has had wide experience in both the TV and radio industries with receiver manufacturers and with advertising agencies. He was formerly with Jones and Frankel Company, TV producers, as sales promotion director. Prior to that he served as sales promotion manager in the midwest for the Philco Corporation. McCarthy is the author of several sales manuals and has had many papers published on advertising and sales promotion activities.

**Philco Sales Mount In First Six Months**

(Continued from Page 1)

day by William Balderston, president.

This compares with sales of \$103,267,000 and net income of \$1,998,000, or \$1.08 per common share for the corresponding period, 1949. Second quarter, 1950, sales amounted to \$67,525,000 with earnings of \$2,598,000, equivalent to \$1.49 per common share after preferred dividends.

**Abe Lyman On WLIB**

Abe Lyman, for the past 18 years announcer of Jewish programs over WBNX, has joined WLIB, New York, to conduct a daily Jewish-American show from 4 to 5:30 p.m. He brings several commercial accounts with him, including Crisco, Leona Hotel and Carmen Silva Restaurant among others.

THE



INDEPENDENT

WITH THE



AUDIENCE

WITH THE



RESULTS



SEE YOUR HEADLEY-REED MAN FOR THE WHOLE WITH STORY

# WTOP-TV

*(formerly WOIC)*

*The Washington Post-CBS Television Station*

*for the Nation's Capital*

*announces the appointment of*

*IRVING L. HARRIS*

*Radio and Television Stations Representative...CBS*

*as its national sales representative*

*(This appointment became effective July 28, 1950)*

# CHICAGO

By GINNY EVANS

SINGER BILLY ECKSTINE will be guest on the August 19th broadcast of New Junior Junction. Eckstine is currently appearing at the Chicago Theater.

Lyon and Healy has been franchised as a retailer of the new line of Scott radio-phonographs and television sets.

News commentator Paul Harvey is recuperating from an automobile accident and is expected to return to the air Sunday, August 20th. Until then, Jack Lester has taken over Harvey's ABC spot.

In her first week of a five-week run, Evelyn Knight established a new record for 1950 in the Empire Room of the Palmer House, drawing 6,250 persons.

"Next, Dave Garroway" will be sponsored by Armour and Company five days a week on the full NBC network starting September 4th. The quarter-hour show stars Dave Garroway supported by Connie Russell, Jack Haskell and the Art Van Damme quintet. The contract was placed through Foote, Cone & Belding.

Handsome Tom Henry of Mutual's central division promotion department is engaged to Barbara Ann Beach of Chicago.

Four-year-old Pat Baines of Chicago, has been named the most telegenic child of 1950 on the Bob and Kay Show. Blond, blue-eyed Pat won a gold trophy and a professional children's modeling course and his mother was presented a muskrat cape.

## Brown To Direct Radio-TV Committee

Appointment of Roger Brown as national chairman of the Radio and Television Committee of the Crusade For Freedom, was announced yesterday by General Lucius D. Clay, chairman of the Crusade for Freedom.

Brown is president of Roger Brown, Inc., New York and Chicago public relations firm. He will direct the radio and TV campaign, in which stations throughout the country will be asked to participate.



By SID WHITE

## Man About Manhattan. . . !

● ● ● BIGTOWN SMALL TALK: NBC is all excited about a novel Americanization program they've up their radio sleeve. They're seeking 52 people with names like Geo. Washington, Thos. Jefferson and Abraham Lincoln to make one-minute talks on how they feel about being Americans. Program would run for a solid year. . . . As soon as his June has her child, Dick Powell will heed the TV offers which have flooded him. He'll emcee a variety revue. . . . Definition of Al Jolson: Knee plus ultra. . . . Morton Downey back in the CBS fold with two big shows skedded, one on TV and the other radio. . . . Aside to Eddie Cantor: If we were looking for someone not only to discover but to groom for stardom, we'd choose 15-year-old Bobby White (son of the legendary Joe White of Silver Masked Tenor fame), who possesses one of the most glorious voices we've ever thrilled to. . . . Chuck Trnam, who usually comes up with some important guests on his DuMont "Manhattan Spotlight" sessions, will outdo himself tomorrow nite when he interviews Dr. Theodore Benjamin, of Columbia U.'s atomic lab. The good Dr. will discuss radioactivity, what it is, its effect and, most important of all, how to decontaminate it, using visual demonstrations to drive home his points.



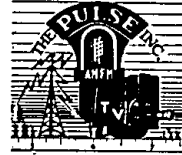
● ● ● Here's Cinderella story that really happened. Until last week, few people had ever heard of Ava Norring, a beautiful ash-blonde Hungarian gal who came to the U. S. a year ago and worked occasionally as a photographer's model. Last week she appeared briefly on "B'way Open House" and the ignition was spontaneous. Five minutes after the show went off the air, the following things happened: (1) Two MCA biggies approached her to sign her for film work; (2) another web signed her for a TV show; and (3) a nationally-advertised product hired her to model for them.



● ● ● HAPPY TALK: Arthur Van Horn's "Heartbeat in the News" via WOR has been doing such a whale of a job that his book sponsor is considering spreading it across the network in the fall. (Another web is also considering a series with Art, who, in our book, has one of the most listenable styles in the news field). . . . One of the many things we like about Jack Barry's "Stars & Starters" is the classy scripting by Hal Block. (Hal sez he writes the show for a very selfish reason. Wants to build up those tots into comics so he'll have somebody to write for later on). . . . Things are shaping up fast for the sizzling trumpet star, Leonard Sues, who joins Milton Berle's Roxy show Friday. Uncle Miltie also wants Leonard for that musical TV series he's planning to produce for NBC in the fall. . . . As a result of his sock pinch-hitting for Danton Walker on that WPIX session, Mike O'Shea gets his own 30-minute stanza starting in Oct. . . . Felix Knight starting his 3rd season with NBC's "Album of Familiar Music." . . . A national dep't store chain, to combat the evil, will plug, via TV, this slogan: BE RATIONAL; AVOID RATIONING.



● ● ● Last Wed. nite at Saratoga when Sammy Kaye finished his golf game, he decided to take a spin around the countryside. He took a wrong turn and found himself smack in the middle of the Saratoga Springs yearling sale. The maestro got out of his car, strolled through the crowd and was about to leave when he heard the auctioneer call out: "And now we have a filly by Swing and Sway out of Purple Dawn." That did it! Kaye entered the bidding lists, plunked down \$1,300 and became Sammy Kaye, band leader AND turfman.



YOU DON'T NEED \$1,000,000  
TO DO RADIO RESEARCH  
TOTAL AUDIENCE REACHED IN  
ONE WEEK

How many different radio homes are reached by a program in the course of one week?

For example:

Take a recorded music program broadcast every day for the first midweek days.

Average quarter hour rating is 1. In the course of one week this program succeeds in reaching 7.3% of radio homes. In other words, 7.3% of radio families have listened to some part of this program during the course of one week.

This kind of radio research is reasonably priced. Yes, you don't need a million dollars to buy this.

Look for this column on the third Wednesday in September — September 20 — for another example of Pulse research — reasonably priced for its clients.

## THE PULSE INCORPORATED

15 West 46th Street  
New York 19, N. Y.

THE VOICES OF ADAM HATS 8 YRS.

**JINGLES**  
that don't  
**JANGLE!**

OUR PRODUCTION SERVICE is also available to produce YOUR Jingle or Spots. Relieve yourself of ALL detail. Write, wire, or call today!

'Lanny & Ginger' GREY  
1300 Madison Ave., New York 28  
AT. 9-4020

MARLIN STADES 8 YRS.  
YONKERS RACEWAY

SATTLER'S DEPT. STORE 7 YRS.

## Report 'Series' Rights Going To Chevrolet

(Continued from Page 1)

DuMont television network representatives. The plans for the world series pickup will give the DuMont network origination of the games with the entire series offered as a cool broadcast to other stations who wish to schedule the games. Under terms of sponsorship, Chevrolet is expected to ask that stations which televise the games will carry the commercial message gratis in return for the broadcast.

Last year the world series was carried on a TV network of 54 stations. This year the potentialities for coverage is 106 stations in 64 markets.

Chevrolet, according to reports, outbid Gillette for the exclusive TV rights to the games. Gillette, which carried the series last year and will again sponsor the series on the Mutual radio network, were given first opportunity to bid on the series.

### Gillette Still Active?

In New York last night credence was given to the report from DeCroit but indications were that Gillette was still in a bidding mood and would make another offer to Commissioner Chandler. One network spokesman indicated that a proposal might be made whereby Chevrolet and Gillette would share the world series advertising rights on TV.

## ACL Okays Church Radio Plans In FCC Filing

Washington Bureau of RADIO DAILY

Washington—The American Civil Liberties Union told the FCC recently it has no objection to the granting of low-powered non-commercial FM permits to Baptist churches provided the churches agree to be bound by the Commission's ruling on editorializing over the air and all other regulations applying to commercial stations. Opposition to the church request for the setting up of a special type of license was expressed in the brief by former FCC Chairman James Lawrence Fly.

Fly wrote that any grant to the churches should make the following basic assumptions: that their eligibility for licensing "be not considered as inherent in their status as churches or church institutions," that their applications be scrutinized with every bit as much care and thoroughness as any other and that in particular the capacity and eagerness of such applicants to observe the principles bespoken by the Commission in its amended decision with reference to the May-lower decision (governing editorializing by licensees) be ascertained and be part of the condition of the granting of a license."

Any move by the Commission to establish a separate type of service, as asked by the church, would be unconstitutional, Fly wrote.

## NAB Regional Meets Open In Seattle; Cox Heads 17th

(Continued from Page 1)

erdeen, Wash., presided over the membership meeting, his last for his current tenure on the NAB board of directors, which began in 1939. Spence is not a candidate to

### BAB Plans OK'd

Seattle—Unanimous approval in principle of plans for the million-dollar Broadcast Advertising Bureau was given yesterday by 17th District of NAB, immediately following explanation of the proposal by Robert Swezey, NAB board member.

By formal resolution, the district, comprising the states of Washington and Oregon, asserted that previous accomplishment of BAB "has demonstrated the value of such type service" and urged that "similar action of approval be taken by other broadcasters, the networks, station representatives, transcription companies, etc., at the earliest possible time."

succeed himself, in keeping with the new policy adopted by board and NAB membership which calls for rotation of directorates.

The new 17th district director, elected at close of business Monday, is H. Quenton Cox, KGW, Portland, Ore.

The only other nominee, Lee W. Jacobs, KBKR, Baker, Ore., asked that his name be withdrawn "for several personal reasons." Cox thereupon was elected unanimously.

Speakers during the Monday morning session were Carl Haverlin, president of BMI, and Ralph W. Hardy, NAB director of government relations. Plans for the new Broadcasters Defense Council and other subjects introduced during special NAB meeting in Washington last week were outlined by Hardy. In particular, he reported on sessions held by the board with FCC Chairman Coy and Presidential Assistant John Steelman.

There was enthusiastic response to a new color-slide presentation setting forth current activities being conducted by NAB in behalf of the broadcasting industry, which Ralph Hardy narrated.

Richard P. Doherty, NAB's direc-

### Takes ABC Sales Post

Hollywood—Appointment of L. D. (Bill) Larimer as sales manager of the Network and National Spot Sales Department of ABC's Western Division, effective immediately, was announced by Bob Laws, general sales manager of the Western Division of ABC, to whom Larimer will continue to report. In his new capacity, Larimer will supervise both AM and TV network sales activities and national spot sales for ABC's stations in New York, Chicago, Detroit, and Washington, D. C.

tor of employee-employer relations, presented a new analysis of station costs and income, titled "Operating in the Profit Interest." While broadcasting industry's income continues to rise, he reported, margin between income and costs is diminishing. Methods of combating this trend were subject of intense discussion, in which broadcasters present participated on question and answer basis.

### BAB Plans Discussed

Tuesday's program featured discussions of television and sales, with particular emphasis on plans for BAB, the industry's sales development organization. NAB board member, Robert D. Swezey, who served as chairman of committee which recently drew up plans for a separate and greatly expanded BAB, reported on the present status of plans Tuesday afternoon. The BAB assistant director, Lee Art, spoke about current sales opportunities earlier in the day.

The television session, presided over by the NAB's TV director, Charles A. Batson, was devoted largely to current operating costs and opportunities for future station building in the 17th district, where only one TV station is currently on air.

## New Contract Given Kintner By ABC Web

(Continued from Page 1)

of \$75,000 a year after September 1, with a provision of a \$5,000 annual boost on each \$250,000 if net income exceeds \$1 million a year. The yearly salary is limited at \$100,000 and Kintner may serve as an officer or director of corporations within ABC without remuneration. Kintner was elected president of ABC by the board of directors on December 30, 1949. He now receives a salary of \$50,000 a year and that contract was scheduled to run until December 31, 1953.



KINTNER

### Beth Lee Turns Musician

Albany, N. Y.—Beth Lee, continuity director and director of women's programs for WPTR, has changed the format of her "Woman's Page of the Air" program to include her own "piano patterns." Program features news, fashion, food and feature items headlined by Miss Lee's piano numbers.

# Fish Story

(with Aesopologies)

According to Aesop, a Fisherman took his net and his flute to the seashore. First he played several tunes, hoping that the Fish would dance into his net. When this failed, he picked up the net, cast it into the sea, and made an excellent catch.

This fable may be a Fish Story, but it does point a Moral: use the right tool for the job! And for getting a sales story across to New England buyers, 50,000-watt WBZ is the tool. Proof? Ask WBZ or Free & Peters.

**BOSTON**  
50,000 WATTS  
NBC AFFILIATE

**WBZ**



WESTINGHOUSE RADIO STATIONS Inc

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

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

## BEHIND THE MIKE

**G**EORGE SHEARING, the brilliant blind British pianist (but he's becoming a Yank citizen) has offered his services to the Sec'y of Defense. He's a code expert.

TV's lovely Lola Montez to emcee a big guest star nite at the Versailles Sept. 13th when Edith Piaf begins her fall engagement there. Lola may eventually wind up with her own show emanating from that club.

Ted Lewis wonders if NBC will refer to the TV shows that originate in that newly-acquired theater as centertainment.

Bob Russell signed for "Versatile Varieties."

Francois Grimard currently playing the running part of Andre in "Hilltop House."

Bill Hamilton, ABC director, auditioning new quiz idea with Mel Allen and Russ Hodges. Bill is also taking over "Paul Whiteman Presents."

Martin Begley off for a well-earned rest at Cape Cod.

Performing one of radio's odd jobs is Geo. Inselman, of Foote, Cone & Belding, who selects women with curly hair in the lobby of NBC for the Toni Show, "Chance of a Life Time."

Russell Dennis, young B'way actor, will make his screen debut in Universal - International's "Lights Out," a story of a blinded veteran.

Jeanne Garry, who is studying dancing with Eric Victor, will also do a TV series with him.

Bobby Colt, who has become the singing sensation of Canada through his records and personal appearances, has been penciled in for an engagement at one of New York's top nite spots.

Bill Farrell planning to feature male singing guests on his DuMont TV show.

Despite reported shortages of hard goods as premiums for giveaway shows, Richard S. Robbins Co., prize agency in New York, reports more than 300 broadcaster clients for giveaway programs and enough prizes to go around. Many of the prizes offered are luxury items not affected by shortages, Robbins said.

Stan Lomax earned more money during July as co-editor of the best selling "Treasury of Baseball Humor," published by Lantern Press, than he did as a sports commentator.

Since Hudson Faussett took over Armstrong Circle Theater on NBC-TV as producer, the rating has gone up to 25.0.

Manhattan Beach project for Vets have selected Jerry Lester as their No. 1 comic and will present him with a special bean bag as Mr. Bean Bag of 1950.

Gordon McTae may follow the trend started by Crosby and record a tune for Capitol with his oldest son.

Cathy Mastice's Admiral record of "Dream A Little Dream Of Me" sold over 90,000 in two weeks.

## ★★ RECORDS ON PARADE ★★

By TED PERSONS

RADIO DAILY'S "Jockey Jury" scans the brand-new record releases and picks those most likely to succeed.

**BOB CLAYTON, WHDH, Boston, Mass.**

- "Cincinnati Dancing Pig," Vic Damone (Mercury)
- "Just Say I Love Her," Johnny Desmond (M-G-M)
- "The Red I Want Is The Red We've Got," Ralph Flanagan (RCA Victor)
- "Our Lady Of Fatima," Red Foley (Decca)
- "For Our Kiss Of Love," Phil Brito (M-G-M)
- "Thinking Of You," Don Cherry (Decca)
- "Old Man Atom," Sam Hinton (ABC Eagle)
- "Daddy's Little Boy," Dick Todd (Rainbow)
- "Bless This House," Perry Como (RCA Victor)
- "Ain't Nobody's Business But My Own," Kay Starr-Tennessee Ernie (Capitol)

**ART FORD, WNEW, New York, N. Y.**

- "Cincinnati Dancing Pig," Red Foley (Decca)
- "It's Love," Denise Darcel (London)
- "Just Say I Love Her," Vic Damone (Mercury)
- "Goodnight, Irene," Jo Stafford (Capitol)
- "Why Fight The Feeling?" Rosemary Clooney (Columbia)
- "Love Like Ours," Lisa Kirk (RCA Victor)
- "La Vie En Rose," Tony Martin (RCA Victor)

**EDDIE GALLAHER, WTOP, Washington, D. C.**

- "Can Anyone Explain?" Dinah Shore (Columbia)
- "Music Maestro, Please," Tony Martin (RCA Victor)
- "Dancing Tambourine," Ralph Flanagan (RCA Victor)
- "Thinking Of You," Don Cherry (Decca)
- "You're Not In My Arms Tonight," Mindy Carson (RCA Victor)
- "Why Fight The Feeling," Vaughn Monroe (RCA Victor)
- "Cincinnati Dancing Pig," Vic Damone (Mercury)
- "My Silent Love," Bill Snyder (Tower)
- "Bless This House," Perry Como (RCA Victor)
- "All My Love," Guy Lombardo (Decca)

**EDDIE HUBBARD, WIND, Chicago, Ill.**

- "Sam's Song," Bing and Gary Crosby (Decca)
- "Tzena, Tzena, Tzena," Vic Damone (Mercury)
- "I Wanna Be Loved," Andrews Sisters (Decca)
- "Goodnight, Irene," The Weavers-Gordon Jenkins (Decca)
- "Take A Letter, Miss Smith," Fran Warren-Tony Martin (RCA Victor)
- "Bonaparte's Retreat," Kay Starr (Capitol)
- "La Vie En Rose," Bing Crosby (Decca)
- "Our Lady Of Fatima," Kallen-Hayes (Mercury)
- "I Love That Girl," Vic Damone (Mercury)

**DAVE MILLER, WPAT, Paterson, N. J.**

- "Steppin' Out," Mervin Shiner (Decca)
- "New Pandhandle Rag," Smokey Rogers (Coral)
- "Happy Feet," Tex Williams (Capitol)
- "Guitar Shuffle," Hank Garland (Decca)
- "Somewhere In San Antonio," Ole Rasmussen (Capitol)

**GENE NORMAN, KFVB, Hollywood, KFMB, San Diego, Calif.**

- "Old Man Atom," Sam Hinton (ABC Eagle)
- "Dream Awhile," Frank Devol (Capitol)
- "I Don't Have To Die To Go To Heaven," Jimmy Wakely (Capitol)
- "I Wanna Be Loved," Billy Eckstine (M-G-M)
- "12th Street Rag," Kid Ory (Dixie Jubilee)
- "All My Love," Percy Faith (Columbia)
- "Dig, Dig, Dig, Dig For Your Dinner," Jerry Gray (Decca)
- "More More Mambo," Sonny Burke (Decca)
- "If You Were My Girl," Perry Como (RCA Victor)
- "Cincinnati Dancing Pig," Bill Darnel (Coral)

**PRESSING BUSINESS:** Jo Stafford has been signed to an exclusive recording contract by Columbia Records. The pact, which goes into effect December of this year, is for a period of five years. . . . Decca Records in entering the serious music field with release of the Decca Gold Label Series. The first issue, on September 5th, will include a recording with the original cast of Gian-Carlo Menotti's "The Consul"; Mozart's Clarinet Concerto in A major with Reginald Kell and the Zimbor Sinfonietta. Schumann's "Carnaval" with Claudio Arrau; Stravinsky's "Duo Concertant" with Joseph Fuchs and Leo Smit, et al. In addition to recordings made in America, The Decca Gold Label Series will draw on masters from catalogues all over the world. . . . M-G-M's next album release will be "Summer Stock," recorded from the sound track of the film of the same name.

## AGENCIES

**PAUL H. RAYMER COMPANY,** national station representatives, announce that the Detroit office of the organization will be located, effective Sept. 1, at 2949 Penobscot Building, in the automobile city.

**CANADA DRY AND GENERAL FOODS** will stage a joint promotion of a new dessert called "Jell-O Ginger Upper." Three network radio and TV shows as well as publications will be used in the forthcoming campaign.

**BULOVA WATCH CO.** has announced the appointment of two new vice-presidents. They are: Edward H. Weitzen, formerly assistant to the president, and Stanley Simon, who has been with the company since 1943 in the position of assistant to the chairman of the board.

**MURPHY-LILLIS, INC.,** through Hutchins Advertising Co., Inc., has recently produced a new series of TV spot commercials on film to promote the new 1951 campaign for Philco television. The complete series of spots includes one 60-second and four 20-second spots.

## WOR Will Broadcast Security Council News

Beginning immediately, WOR will present highlights of the UN Security Council meetings from 10:30-10:45 p.m., every day the Council meets. Programs will be recorded.

Transcribed by WOR - Mutual from actual proceedings and edited to include the most important speeches and exchanges in the fifteen minutes, "Security Council Highlights" will give listeners the exciting and pertinent developments as they occurred on the day of the broadcast.

## Seeman Signs Banghart For 52 Weeks On NBC

Seeman Brothers, Inc., for White Rose Tea, has signed a 52-week contract to sponsor "News With Kenneth Banghart" on Mondays, Wednesdays and Fridays, effective September 4. "News With Kenneth Banghart" is heard from 6:00-6:15 p.m.

The order was placed through J. D. Tarcher Company, Inc.

## AIR CONDITIONED RUBY EDITORIAL SERVICE, INC.

8 Complete Film Editorial Rooms For Motion Pictures & Television  
RENTALS BY DAY, WEEK OR MONTH  
ALL NEW MOVIEOLA EQUIPMENT

Also Off the Premise Rentals

Tel.: Circle 5-5640  
729 — 7th Ave. N. Y. 19, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, August 16, 1950 — TELEVISION DAILY is fully protected by register and copyright

## THEATER TV EXPANSION INDICATED

### TELE TOPICS

**ATTEMPTING TO OBTAIN** a minimum basic wage for television writers, the National Television Committee today will begin talks with major TV webs to iron out union and network demands. Oscar Hammerstein, II, president of the Authors League of America, saying in a letter to the networks today that the National TV Committee will have the support of all 7,500 members of the Authors League. After disputes for three years over whether the television writers should come under the jurisdiction of the Screen Writers' Guild or the Radio Writers' Guild, the National Television Committee has been formed to embrace all four guilds of the Authors' League.

**WENDY BARRIE** starts a new 15-minute program of interviews on NBC-TV on Wed., Aug. 23, (8:15-8:30 p.m., EDT) which will be seen on 40 live and kine stations. The new vehicle is titled "Through Wendy's Window" and sponsored by Alisco, Inc. . . . Harry O. Bergcamp, mgr. of Philadelphia's ASCAP office, has taken a leave of absence to return to the Navy as Lieutenant senior grade. William Vincent will be acting mgr. . . . Frank Young, public relations mgr. of WPIX for the past two and a half years, is rumored to be leaving the N. Y. News station and to be replaced by L. A. Hollingsworth, publicist. Clint Bolton, Young's assistant, left his post on Aug. 7. . . . KSTP-TV, NBC affiliate in Minneapolis-St. Paul, is expanding its programming with two five-a-week afternoon shows, "The Randy Merriman Show," (2-2:30) and "For You—Ladies" (4-4:30) and also two evening shows, "Horner's Corner," (M-F, 6:20-6:30) and "KSTP Square Dance Party" (Mon., 8-8:30). . . . NBC-TV's "Colgate Comedy Hour," slated for Sundays after Sept. 10, is now being formatted in Hollywood while Producer Fuller and Director Moore confer with Cantor, Martin and Lewis.

**DON RUSSELL** pinch-hits for Johnny Olsen on the latter's "Rumpus Room" show over DuMont (M-F, 12:30-1:00 p.m.) this week while Olsen is making personal appearances at the Illinois State Fair. . . . Roberta Quinlan and the "Mothawk Show Room" return to NBC-TV on Aug. 28 (M-W-F, 7:30 p.m., EDT). . . . "The Armed Forces" film on subversion, titled "Communism," will be shown on WOR-TV's "Mobilization Story" tomorrow from 8:45-9:15 p.m. . . . Stanford Univ. students will televise on station KRON-TV Friday from 9-9:30 p.m., presenting an original comedy-drama. . . . TV sets in the coverage area of WNAC-TV, Boston, now total 447,005. . . . Circle "X" Antenna Corp. now installing indoor and outdoor TV antennas on yachts.

### Late Viewing Building

Bigger television audiences were being pulled by late evening shows after 10:00 p.m. than by early evening shows around 8:00 p.m. during the month of July, according to the latest reports by Videodex in six Midwestern cities: Chicago, Cincinnati, Cleveland, Columbus, Dayton, and Detroit. Viewing at 8:00 p.m. during July was 23% below the June figure. However, viewing at 10:00 p.m. decreased by only 1% from June. The high level of viewing at late hours was attributed by Videodex to two factors: (1) use of film, and (2) the Anchor Hocking Show (Broadway Open House). The latter is telecast in Cincinnati, Columbus, Dayton, and Detroit at 10:00 p.m., pulling a rating of 23%-29% in those cities. In Eastern cities, the Anchor-Hocking show (NBC-TV, 11:00 p.m.) pulls ratings varying from 10 to 19 per cent.

### 'Story Theater' Films Becomes Ziv Package

Distribution of 26 half-hour films which were produced by Grant Realm, Inc., for television will now be handled by Ziv Television Programs, Inc., as agreed in a five-year contract just signed by Ziv and Realm in Hollywood. The films, which feature screen actor Arthur Shields as story-telling host, are treatments of famous stories, and were sponsored on a few stations in early 1949 by Lucky Strike. Printed in black-and-white on 16mm, the films will be sold by Ziv to local and regional TV sponsors as a series titled "Story Theater." Included are such tales as: "The Lady Or the Tiger," "The Diamond Necklace," "The Celebrated Jumping Frog of Calaveras County," and "Mademoiselle Fifi." In addition to those already completed, plans are

### Crosley TV Sales Hit \$68 Million

(Continued from Page 1)  
this period. The volume of orders accepted was three and one half times the company's \$19 million volume in the same three months last year—1949. "During the past year we have tripled our television production and greatly increased our production facilities for all other products," Brees said. "We began producing our 1951 lines in July in order to have large quantities of these new models in the hands of our distributors and dealers immediately after our convention." being made for production of another 26 films. The deal was signed for Ziv by John L. Sinn, and for Realm by Morris Coppersmith and Norman Elzer.

### TV Set Prices Increase; Westinghouse, Majestic Up

(Continued from Page 1)  
tic Radio & Television, Inc. announced increases. The new price scale will be effective immediately. Westinghouse increases will range from \$10 to \$30 on eight models in the 1951 television line. Increases of \$1 to \$30 will also be made on five radio models. Majestic will increase prices from \$5 to \$20, with some models rising \$10. Announcement of the Westinghouse increases was made by F. M. Sloan, division manager, who said increased production expense, including sharp rises in certain component costs, had made the price adjustment necessary but an across-the-board increase had been avoided by individual analysis of the exact costs incurred in manufacturing each model. In determining the new prices, the specific increase was applied to each model, Sloan pointed out. As a result of this policy prices for models with 12½" and 14" tubes are unchanged. Ten radio models are not affected by the price increase. Price rises for Majestic TV and radio sets are also attributed to price rises and increased costs of components, according to Louis Silver, executive vice-president and general manager of the company. Smallest increase in the Majestic line is on one 12½" set which goes up \$5. Other Brands Also Upped  
Other major companies which have announced increases in prices include Emerson, Philco and DuMont.

### IATSE President Gives Report On TV Progress

Detroit—Richard F. Walsh, president of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators, speaking before the 40th annual convention here yesterday revealed that the union in co-operation with the RCA Service Company at Camden, N. J., is training members to qualify as theater TV technicians. The first class of 25 projectionists will receive instructions at the RCA plant during the week of September 11th, Walsh revealed. They will then return home and pass on their knowledge of theater TV to other members of the union.

Walsh also referred to the TV projection system that is installed in the Paramount Theater in New York and pointed out that IATSE has a laboratory technician on the scene who develops and prints the film as fast as it comes from the TV camera.

#### Cites Theater-TV Growth

"There is developing a tendency for television to move more and more into the theaters, both as a point of origin and a point of exhibition, and likewise more and more in Hollywood," Walsh said. "As that continues our position will be strengthened—until eventually, I feel sure, we will come out on top."

Characterizing IATSE's entry into TV as "an uphill fight," Walsh said that TV "will receive my major attention" in the days ahead as it has throughout the last two years.

Walsh also spoke of the union's relationship to IBEW and discussions with NABET. He added that a tentative agreement had been worked out with IBEW whereby they shall have jurisdiction over the electronic camera and all apparatus behind it, and that the IATSE shall have jurisdiction over all equipment in front of the camera. The projection machines, Walsh added, are considered to be in front of the camera.

Also scheduled to speak at the IATSE convention are Eric Johnson, president of the Motion Picture Association of America, and Kenneth Thomson, TV administrator of the Screen Actors Guild.

### Saltzman Off NBC Show

Harry Saltzman has resigned as production supervisor of Robert Montgomery's NBC-TV show effective August 18. He has been with the program since its inception in January, 1950.

## Commercial Color TV Deal Set by CBS Web

(Continued from Page 1)

should be authorized. Equipment is designed to operate on the standards recommended by CBS to the FCC.

The newly-designed equipment, to be marketed under the name of "Vericolor," will comprise a single operator color camera, a control unit with its own monitor, and as many additional color monitors as may be required. The new equipment is expected to be ready for delivery this fall.

Remington Rand officials said they had received many inquiries as to the availability of color television equipment for industrial use as a result of the successful demonstrations of the teaching of surgical and medical procedures performed by CBS for Smith, Kline & French Laboratories at a series of medical conventions during the past year in various cities throughout the country.

Medical leaders who have watched rare and delicate operations on color receivers have acclaimed the CBS color television system as a remarkable advance in the teaching of surgical and medical procedures, and predict that color television will ultimately replace the old-fashioned hospital amphitheater. More than 100,000 doctors have viewed the color television demonstrations at the various conventions held throughout the country.

The "Vericolor" camera occupies only one-half a cubic foot of space and is one-fifth the size of cameras normally used in black-and-white television. The camera weighs thirty-two pounds, less than one-half the weight of standard black-and-white cameras.

Frank Stanton, CBS president, commenting on the arrangement said: "We are particularly happy about this arrangement because of Remington Rand's long and successful record in the field of business and industrial equipment." James H. Rand, board chairman and president of Remington Rand said: "The enthusiasm with which these demonstrations were received, and the character of the inquiries which have come to us, insure a ready market for this new equipment."

## Brown Bought On Mutual By Hand Lotion Company

Cecil Brown will be sponsored in a 5-minute newscast by the Chamberlin Sales Corporation over the full Mutual network beginning Saturday, Sept. 16, at 7:55 p.m. BBD&C is the agency for the firm which manufactures Chamberlin Hand Lotion.

## Freydberg Leaving WNEW

Nick Freydberg has resigned as sales promotion director for WNEW, New York, due to ill health. No replacement has been named as yet.

# COAST-TO-COAST

## Roy McAllister Joins WRLD

Lanett, Ala.—Roy McAllister has joined the staff of WRLD and WRLD-FM as a sportscaster, coming from Albertville, where he was sports director for WAVU. McAllister and Durwood Scott are broadcasting out-of-town games for the Valley Baseball Rebels in play-by-play reports from the ball field.

## Plan WCOP-BBC Quiz

Boston, Mass.—Gene King, WCOP program director, recently announced that WCOP is completing arrangements with the BBC for a trans-Atlantic quiz series to be broadcast this fall over WCOP and the Light Program Service of the BBC. The program, "International Quiz," will pit British colleges against Hub collegiates by way of shortwave. Student teams on both sides of the Atlantic will have their own quizmasters, with scripts being cleared by both the BBC and WCOP. The program will be carried throughout the United Kingdom, Scotland, Wales and Ireland as well as in Boston.

## Aids Stations With News

Cincinnati—WCKY recently extended a helping hand to WJMO, Cleveland, and WHAS, Louisville, in covering an Army plane crash. Newswriter Paul Sommerkamp gave the story to the other two stations after WCKY had aired it once. WHAS recorded Paul's narration and used the recording on the air. The plane crash occurred near Lebanon, about 30 miles from this city. Approximately 14 were killed in the mishap.

## Planning "Hoarding" Recordings

Meriden, Conn.—WMMW is making plans with Chester Bowles to have the Governor record several spot announcements in which he asks the people of this state to refrain from hoarding. Governor Bowles is the former head of the National Office of Price Administration.

## Leaves WMTR Post

Morristown, N. J.—Merrill Morris, news director of WMTR, has announced that Art Hedges is leaving his staff to join the newsmen of WNJR in Newark. Hedges, a graduate of Rutgers, has served WMTR for over a year as news gatherer and announcer, and more recently has been associated with WNJR on a part-time basis.

## New Weather Roundup On WNHC

New Haven, Conn.—WNHC has instituted a new Weather Roundup, with complete weather information, including local forecasts, tides, barometric readings, and extended weather picture, for the benefit of vacationers, picnickers, and yachtsmen. The program has been scheduled for early morning at the request of listeners.

## WSGN Offers Price Diary

Birmingham, Ala.—WSGN and WSGN-FM are offering the rural audience a Farm Market Price Diary for use with the Alabama Farmer's Time program on which the official farm market prices are broadcast daily. The Diary lists 39 items of produce, poultry, and livestock, with spaces to note the daily prices Monday through Friday and a final space for the week's average price.

## Presenting New Sunday Series

Crewe, Va.—WSVS and WSVS-FM have inaugurated a new series of Sunday morning programs entitled "American Christians View Israel." The program moderated by Dr. Carl Hermann Voss features discussions with prominent Americans about their recent visits to Israel. Among those participating in the series are Victor Reuther, labor leader, Senator Owen Brewster of Maine, Dr. Daniel Poling, the Hon. Chase Going Woodhouse, Congressman from Connecticut. The program is being presented in co-operation with the American Christian Palestine Committee.

## Bright To Visit N. Y.

Indianapolis, Ind.—Robin Bright, emcee of the daytime record show, "The Lowdown" will arrive in New York on August 24th at the Henry Hudson Hotel as guest of J. P. Stack, hotel manager. Bright will be entertained during his three-day visit by courtesy of the Prudential Life people, sponsors of the Jack Berch Show. On August 25th, Bright will appear with "The Satisfiers" on the Jack Berch network program.

## Named Assistant Program Manager

Charlotte, N. C.—Bob Rierson, production manager of WBT, has been named assistant program manager of the station, working under Ken Tredwell, program manager, according to an announcement by Charles Crutchfield, general manager of WBT and WBT-TV. Rierson joined the WBT production staff on September 20, 1948, and was assigned the duties of production manager six months later. He attended Davidson College for two years, studied under the Naval V-5 program at Duke University, and received his BS degree in speech with a major in radio at Northwestern University.

## New WPTR ET's

Albany, N. Y.—WPTR recently began a series of station identifications using the voices of station's sponsors tying in the local business angle with the local angle on the station with studios in the Hotel Ten Eyck. Various sponsors introduce themselves, then make station breaks and then plug their own favorite WPTR program. Included in the first list of ET's used were, Al Sporberg of Steefels, Charles Ruso of Rudisco and Ray Benson of Don Allen Chevrolet.

## Higgins Heads BAB; Succeeds Mitchell

(Continued from Page 1)

headquarters, Higgins became thoroughly conversant with the sales and promotional aspects of radio.

Mitchell took up his duties at NBC this week. C. E. Arney, secretary-treasurer of NAB, came up from Washington on Monday to take over the operations of BAB until the Higgins appointment becomes effective.

The Higgins appointment will be in force until the complete divorce of BAB from NAB becomes effective next year. At that time a president and general manager will be elected to head the operations of the organization.

## Started In Nebraska

Higgins' radio experience began in Lincoln, Nebraska, where he was associated with both KFAB and KFOR. From there he went to KOIL, Omaha, and served also as public relations chief for Creighton University, in Omaha. He was sales promotion manager for NAB in Washington prior to the separation of the Blue and Red networks, and sales promotion director for the Blue. During the war he served in the Air Force, and holds a reserve commission with the rank of lieutenant colonel.

## Heavy Football Sked Set by WRNL, Richmond

Richmond, Va.—WRNL, 5,000-watt ABC affiliate, has announced a heavy schedule of football broadcasts for the coming season.

Leading off in the professional sphere under the sponsorship of the Home Brewing Company of Richmond are the games of the Philadelphia Eagles, which are to start in the last week of August and continue weekly till the second week in December.

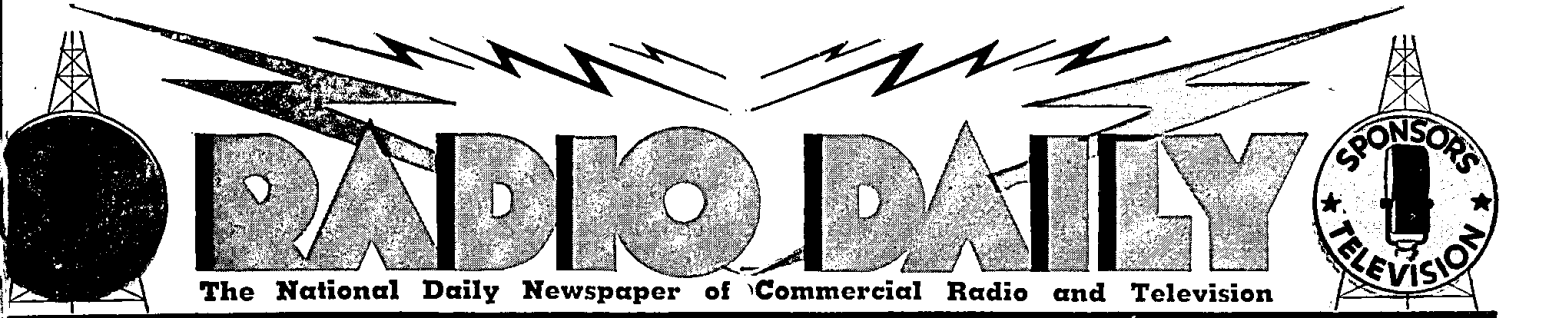
In collegiate circles, the University of Virginia schedule (10 games) is to be carried and fed to a network of 23 Virginia stations. This set up was sponsored by the Chevrolet Dealers Association of Virginia.

The annual Thanksgiving Day game between the Virginia Military Institute and the Virginia Polytechnic Institute, in Roanoke, Va., will also be handled by WRNL under a special option held by the C. F. Sauer Co. of Richmond for sponsorship of the game.

## Rural Programs Set

Birmingham, Ala.—Two new programs for rural listeners were inaugurated by WKAX on Aug. 1. At 5 a.m. a series of half-hour programs interested in the agricultural aspects of Alabama was launched with Ed Rayfield at the mike. The second program, scheduled at 8 a.m. presents "Morning Edition of the News," with Ed Rayfield and Jimmy Kirby discussing what's happening locally, nationally and internationally.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 52, NO. 33      NEW YORK, THURSDAY, AUGUST 17, 1950      TEN CENTS

## NETWORK BUSINESS UPTURN FORECAST

### DuMont Raises Ante For World Series TV

#### Net Bids \$650,000 For Exclusive On Series

Bidding for the TV rights of the World Series took a new turn yesterday when A. J. Chandler, baseball commissioner, announced in Detroit that the DuMont network had raised the bid to \$650,000, an increase of \$50,000 over the top offer made by the Gillette Safety Razor Company. Du-

(Continued on Page 7)

#### Peary Joins CBS Web Under New Contract

Harold Peary, best known for his "Great Gildersleeve" radio characterization on NBC, has been signed by CBS under terms of an exclusive even year contract for both radio and television, Hubbell Robinson, r., CBS vice-president and director of programs, announced yesterday.

Peary will make his CBS debut this fall in a new radio program

(Continued on Page 5)

#### Radio-TV Audience Up During Evening Hours

The percentage of homes using either radio or TV sets during evening hours is uniformly up, ranging to 44 per cent with an average of approximately 25 per cent above

(Continued on Page 2)

#### NBC To Show Korean Bombing Films

Three NBC-TV cameramen were on hand for Tuesday's gigantic B-29 bombing raid on North Korean forces in Nakdong. Julius Zenier accompanied the super-forts which left from Tokyo. The 25-year-old Jones twins filmed the effect of the mission on the terrain and on the U. S. troops at the front. Charles Jones flying in a target observation plane over the bombed out area witnessed P-51 fighter planes looking for stragglers and targets the big planes missed. "Nothing whatsoever moving," was his comment. Eugene Jones filmed the reaction of the front-line troops to the bombing. The men stood up and cheered, he reported, and added, one GI was overheard to say, "Damn nice to see those big birds up in the sky." NBC reports the films are now enroute to New York and may arrive in time for tomorrow night's Camel news show at 7:45 p.m.

#### Radio-TV Outlook Held Promising For Fall

Top executives of the major networks see a fall and winter upturn in radio business in prospect with television going along at an accelerated pace if a wartime emergency does not curtail TV expansion, RADIO DAILY learned yesterday in a survey of network thinking. The web officials agree that

(Continued on Page 3)

#### New Fall Series Set for ABC Web

One of the strongest afternoon entertainment lineups in the network's broadcasting history will be presented by ABC as a Monday through Friday fall program schedule. Leonard Reeg, national radio program director, announced yesterday.

The new lineup, which will become effective Monday, Sept. 18, will mark an increase in quarter-hour shows and will retain only top

(Continued on Page 4)

#### Special Dividend Declared By DuM.

The directors of the Allen B. DuMont Laboratories, yesterday declared an interim dividend on the class A & B common stock of the corporation of 25 cents per share payable September 20, 1950 to stockholders of record on September 6, 1950.

The directors announced that it was their intention to give consideration to a further dividend prior

(Continued on Page 7)

#### FCC Dismisses Complaint Of Dempsey Against KOB

Washington Bureau of RADIO DAILY  
Washington—The FCC yesterday dismissed the complaint against KOB, Albuquerque, N. M., filed by former Governor John J. Dempsey of New Mexico. Dempsey com-

(Continued on Page 2)

#### KOA Will Broadcast U. of Colo. Football

Denver, Colo.—Station KOA will broadcast all University of Colorado football games this fall, according to an announcement made yesterday by Lloyd E. Yoder, general manager of the station. The "live" broad-

(Continued on Page 2)

#### WFIL Stations Get Largest Contract

Philadelphia, Pa.—In what is believed to be the largest contract ever placed by a Philadelphia advertiser with one station, the Adam Scheidt Brewing Company has contracted with WFIL and WFIL-TV for more than a half million dollars worth of billing at current rates. Announcement was made jointly by Roger W. Clipp, general manager of

(Continued on Page 4)

#### Majestic Will Augment Advertising Campaign

An intensive advertising and sales promotion campaign on the 1951 Majestic line of television and radio receivers will be launched shortly by the manufacturer in an all-out

(Continued on Page 2)

### Coy's Testimony May Kill Passage Of McFarland Bill

Prospects for Congressional approval of legislation altering the Communications Act did not appear bright yesterday, following the close of hearings by the House Interstate Commerce Committee on the Senate-approved McFarland bill. It was generally believed that the voluminous testimony in opposition by FCC Chairman Wayne Coy had been extremely effective in spiking

key sections of the McFarland measure.

Rep. Dwight Rogers of Florida, serving as Chairman of the Communications Subcommittee of the full Committee in the absence of Rep. George Sadowski of Michigan, said yesterday it is likely an attempt will be made to work out some kind of bill in his Subcommittee. But he

(Continued on Page 3)

#### "Bonus Audience"

Robert Hoffman, WOR research director, is deep in a new study on TV "bonus audience." Here are some of the things he has found—the average TV family is composed of three or more persons; it's rare for a single person to own a TV set; one-third of New York's non-set owners view television programs at least once a week.

#### Sunburn and Ouch!

The annual outing of employees of Thomas J. Lipton, Inc., will be held at the New York Athletic Club, Travers Island, tomorrow. Some 900 employees of the company's Hoboken plant will make the trip to Pelham Manor for the fourth successive year. Dinner and dancing will follow daytime athletics and swimming contest.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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FINANCIAL (August 16)

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

Wedding Bells Laconia, N. H.—The engagement of Patricia Ann Bacon to Robert Stanley Plimpton, time salesman for WLHN, was recently announced. An early fall wedding is planned.

RCA INSTITUTES, INC. A Service of Radio Corporation of America One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry. Our graduates have 1st Class Telephone Licenses. Address inquiries to Placement Director RCA INSTITUTES, Inc. 850 W. 4th St., New York 14, N. Y.

Majestic Will Augment Advertising Campaign

(Continued from Page 1) bid to enter the big time receiver sales field. Promotion plans include heavy expenditures in dealer cooperative advertising in radio, television and newspapers, according to Joseph G. DeVico, advertising manager.

Majestic Radio & Television, Inc. does not intend to curtail dealer cooperative advertising, DeVico said, in contrast to some recent trade announcements regarding retraction of co-op funds by other manufacturers. "We consider it an obligation to the dealer to provide him with ammunition to help sell our product," the advertising manager added, "and also to permit him to continue his advertising during shortage periods when merchandise is not easily available."

Radio-TV Audience Up During Evening Hours

(Continued from Page 1) one year ago, C. E. Hooper revealed yesterday. He added that the listening appraisal applied to such cities as New York, Philadelphia, Baltimore, Boston, Providence, Chicago and Dayton.

WGBF Hits Hoarding

Evansville, Ind. — WGBF and WMLL have inaugurated a series of station breaks to discourage hoarding. The announcements, prepared by Del Greenwood, promotion director, include: "If you must hoard . . . hoard United States Savings Bonds"; "American hoarding helps Communist killing" and "the only worthwhile things to hoard are United States Savings Bonds."

Clothing Firm On WDRC

Hartford, Conn. — Robert Hall Clothes have just signed a 52-week contract with WDRC, Hartford, for a 15-minute daily program starting Sept. 11. The clothing firm will sponsor the 5:30 to 5:45 p.m. portion of the "Old Record Shop", Monday through Friday.

Stork News

Howard Todman, business manager of Goodson-Todman Productions, is the father of a daughter born yesterday to Mrs. Todman at Doctors Hospital, Newcomer, who weighed in at six pounds, 12 ounces, will be named Leslie White. She has a sister Katharine, who now is two years old.

Grand Rapids, Mich.—A 7 lb. daughter, Sally, was born to Bill (general manager, WOOD, Grand Rapids) and Mrs. Schroeder, August 13 at Blodgett Hospital, Grand Rapids.

Baltimore, Md. — W. Barry Cassell, Jr., staff announcer for WAAM, is the father of a nine-pound 2-ounce boy born to his wife, Virginia, on August 10th.

FCC Dismisses Complaint Of Dempsey Against KOB

(Continued from Page 1) plained that the station had been "one-sided" during the 1946 campaign in which he had sought the state's Senate seat. Considerable correspondence passed back and forth between the station and the FCC, but the matter never came to a hearing and eventually Dempsey requested that his complaint be killed. The Commission did so yesterday, sending KOB a letter in which it recognized the station's assurances of its desire to be fair and suggested that the KOB management read the Commission's amendment of the policy on editorializing by licensees.

KOA Will Broadcast U. Of Colo. Football

(Continued from Page 1) casts of the ten games on the schedule will be sponsored by the Standard Oil Company of Indiana, marking the fourth straight year the oil company has sponsored the university's games.

KOA sports announcer, Starr Yeland, will handle the play-by-play Bill Day, news and special events manager, will be in charge of production.

The full schedule includes five home games and five away and runs from Sept. 23 to Nov. 25.

COMING and GOING

JACK AISTROP, radio and TV officer of the British Information Services, tomorrow will return from England, where he spent several weeks on vacation.

JANET ROSS, director of KDKA's Monday through-Friday "Shopping Circle" program, is in Chicago. She'll return to Pittsburgh this Sunday.

FULTON LEWIS, JR., whose commentaries are heard on WOR, is vacationing. He'll return August 28.

CLIFF GREENLAND, account executive for Associated Program Service, is visiting subscriber stations in key cities of Pennsylvania and Delaware.

RONNY LISS, publicist, on Friday will leave for Canada, after which he'll return to Cleveland to make an appearance on the "Ohi Story Radio Show."

HAROLD DORSCHUG, chief engineer at WEEI, Boston, is enjoying a nomadic vacation dividing his time among Cape Cod, Syracuse, N. Y., and Mt. Vernon.

JOHN REED KING, master of ceremonies today will leave for a visit to the Orange County Fair.

FRAN WARREN, following completion of her engagement at the Waldorf-Astoria Hotel, will fly to the West Coast to screen-test for a role opposite Tony Martin in "Two Tickets to Broadway." Tony is her vocal mate on Victor Records.

BEVERLY LAWRENCE, television actress, is in the Poconos, where she is starring in "Clutterbuck," now being featured at the Pocono Playhouse.

FLORENCE EIMER, office manager of the O. L. Taylor Co., station reps., has returned from Pocono Crest.



"Tell me that radio-results story again!"

The story is just this: for low-cost results from advertising, you buy radio. And in Baltimore, you buy W-I-T-H.

No other station in Baltimore provides so many listeners at such low cost. That means that a little bit of money spent on W-I-T-H brings big results.

If you'd like to hear the remarkable success stories about W-I-T-H, call in your Headley-Reed man today.

WITH BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

## Web Excers. Optimistic Re Fall, Winter Biz

(Continued from Page 1)

The Korean war has stimulated interest in news as well as all radio programming and forecast that radio ratings for August and September will show a sharp increase. They indicate, too, that the Korean situation has been a boom to broadcasters on the local level with news programs being a sell-out on most stations.

### Forecast Some Cancellations

Production restrictions imposed by government may result in some sponsors cancelling radio, as well as all other advertising commitments, one web official said. He added that these losses, however, would be covered by other sponsors not affected by wartime production cut-backs.

On the TV side it is the consensus of network officials that broadcasters in major markets where a TV audience has been established will prosper in event wartime restrictions prevent expansion of TV station installations. If TV receiver production is curtailed and new stations find themselves shackled in their efforts to develop audiences, these operations will be the losers under wartime conditions, one web spokesman said.

The networks are reported not to be concerned with Association of National Advertisers move to cut nighttime network rates at this time. They point to upturn in radio listening and the fact that magazine and newspapers are increasing advertising rates as indicating there is no justification for radio rate reductions now. The networks as well as broadcasters throughout the country have received copies of the ANA survey, examined the contents, and filed them away without comment, one official said.

## Viewers Participate In New DuMont Show

"Hold That Camera," a new home audience and studio participation show, will be added to the DuMont roster of giveaway shows as of Sunday, Aug. 27, in the 7:30 to 8:00 p.m. slot. Developed by West Hooker as a parlor-game type of show with musical charades called "minute mysteries," the DuMont feature will be bucking Lucky Strike's "This Is Show Business" on CBS-TV (which returns after a summer hiatus on the 27th) and General Foods' "The Aldrich Family" on NBC-TV which also returns the same date.

Gimmick of the DuMont vehicle will be the use of a home viewer who, by telephone, will not only select but actually direct the studio contestant of his choice in a game of skill during the telecast. Jimmy Blaine, singing star, will vocalize and emcee. Also on the docket for the new show are a popular orchestra and a roster of variety entertainers yet to be selected.

## AGENCY NEWSCAST

... personnel, sponsors and notes

**NORMAN GLADNEY**, formerly vice-president in charge of radio and television for Scheck Advertising of Newark, has joined Franklin, Bertin & Tragerman, Inc., New York, as vice-president and television director. Effective November 1, the agency will be known as Franklin, Gladney & Tragerman, Inc. Gladney brings with him the following accounts: Stern's 13 department stores in Philadelphia; the six May, Stern department stores in Pittsburgh; the eight Fish Furniture stores in Chicago; House of Myers, Larchmont; Harbert Company, N. Y.; Michael Electric Co., New Haven, and National Appliance in Hillside, N. J.

**ROBERT E. ZEH** has been added to the Chicago staff of Sherman & Marquette as the account executive on the Oscar Mayer account. Zeh formerly was copy director, account executive and vice-president of Henri, Hurst & McDonald

**JERRY VERLIN**, former head of his own agency, has joined Walter Weir, Inc., as an account executive. He will also be a member of the agency's planning committee.

**ORIN QUINBY** has been appointed to the copy staff of Van Sant, Dugdale & Co., Inc., Baltimore. He previously was with Rose & Quinby and the Dittman Advertising Agency, both of Philadelphia

**O. J. NICKEL**, former manager of sales and advertising for Cummer Company division of Sterling Drugs, Inc., has been named assistant advertising director of Thomas J. Lip-ton, Inc., Hoboken, N. J.

**BUCHANAN & COMPANY, INC.**, has been named by the BG Corporation of New York to handle its advertising. Firm manufactures miscellaneous aviation equipment.

**SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.**, will handle advertising on all Simoniz Products, manufactured by the Simoniz Company of Chicago.

### WFTM Joins MBS

WFTM, Maysville, Ky., has affiliated with the Mutual network, it was announced by Earl C. Johnson, vice-president in charge of station relations for MBS. The station is owned and operated by Standard Tobacco, Inc., on a frequency of 1240 kilocycles with 250-watt power.

Johnson also announced that effective this week, KAFY, Bakersfield, Calif., will begin operating on an increased power of 1,000 watts.

### Stork News

Mrs. Tommy Mills Riggs gave birth Monday night to a 7½-pound boy at the New York Hospital. Child will be christened James, I. Father is radio voice of Betty Lou.

**PAUL F. MCCARTHY** has been appointed vice-president and director of sales promotion and merchandising for Erbe-Maybruck Associates.

**HORACE H. NAHM**, president of Hooven Letters, Inc., has been made chairman of the advertising and selling course committee of the Advertising Club of New York, for the fifth time

**ARTHUR M. HOLLAND**, head of Malcolm-Howard Advertising Agency, Chicago, will address the National Association of Credit Jewelers, August 29th, at their national convention in the Stevens Hotel.

**PHIL BALDWIN**, who has been in charge of the merchandising department of CKNW for the last year, has been named director of National Advertising for New Westminster, B. C., station.

**AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.**, has been appointed by the Komiss Company, Chicago, to handle advertising for television

## Compromise Likely On McFarland Bill

(Continued from Page 1)

conceded that Coy's views were highly persuasive, and that there is little hope for any measure not changed in important aspects from what the Senate has passed.

He was not prepared to specify the changes to be made, and it is likely to be some weeks before any synthesis of the Senate measure and the proposals of the FCC is drawn up for consideration by the Subcommittee.

### Feel "Industry" Was Silent

There was some feeling among members of the Committee that "the industry"—probably meaning NAB or at least the major networks—should have seen to it that one or more witnesses with the industry viewpoint appeared to testify orally and stand for questioning by the committee.

### Leonard To Host Impelliteri

Vincent R. Impelliteri, president of the New York City Council and who will become acting mayor Aug. 31 upon retirement of Mayor O'Dwyer, will be heard on WABC tomorrow when he appears as guest on Bill Leonard's "This Is New York."

The stars of today and tomorrow are

*Yours for more Sales*

...with the new era in

*Thesaurus*

*Here's June Christy*

WITH THE JOHNNY GUARNIERI QUINTET



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



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RCA Victor Division

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Chicago • Hollywood

## New Fall Series Set for ABC Web

(Continued from Page 1)

audience drawing power programs. Reeg said.

One of the new shows will be "Peace of Mind." ABC acquired rights to the title and Margaret Sangster, author of the My True Story scripts, will build a compelling quarter-hour dramatic strip, stressing the relation of values to everyday living and the solution of human problems.

The complete new schedule will open at 2:00 p.m. with the half-hour "Welcome to Hollywood" show, featuring Jack McElroy. Following, at 2:30 p.m. will be a news commentary program, sponsored by Serutan. "Peace of Mind" will follow and at 3:00 p.m. will come the "Chance of a Lifetime" show, emceed by John Reed King. The 3:45 p.m. slot will be "White House Report," featuring Bryson Rash.

"Hannibal Cobb," popular detective series, will be heard from 3:30-3:45 p.m. and will be followed by "Talk Back," a new and unusual show with Happy Felton as emcee.

The 4:00-4:30 spot will be occupied by "Surprise Package," featuring Jay Stewart. From 4:30-4:45, "Conversation with Casey," news and recorded music will be heard. The afternoon schedule will close with the "Ted Malone Show" with the author's stories of adventures, human interest and news.

## WQXR To Broadcast Davis Cup Matches

The Davis Cup finals between the United States and Australia, to be played at Forest Hills, L. I. August 25-27, will be broadcast over WQXR, beginning at 3:00 p.m. "Lev" Richards, recognized tennis authority, will provide the play-by-play description, assisted by Bob Thomas, chairman of the West Side Tennis Club's radio and television publicity committees.

The program will be sponsored by A. G. Spalding and Bros. WQXR will make the pick-up from Forest Hills as key station for the specially arranged network of stations carrying the tennis classic throughout the U. S. This marks the third year that WQXR has broadcast the Davis Cup Matches.

## Ed McConnell To Debut On NBC-TV, Aug. 26

A new TV children's series, "Smilin' Ed McConnell and His Buster Brown Gang," will be seen for the first time over the NBC-TV network, starting Saturday, Aug. 26, 6:30-7:00 p.m., EDT. The program will be seen on alternate Saturdays thereafter.

The same format as used on the successful radio program of the same title will be used. The show has been heard regularly on NBC since Feb. 1944.



By SID WHITE

### Man About Manhattan. . . !

● ● ● **TAKING THE NEWS PULSE:** Don't be surprised if a movement is started to draft Robert Swezey, gen'l manager of WDSU, New Orleans, for the post of president of Broadcast Advertising Bureau when BAB becomes an independent operation next year. Swezey, chairman of the BAB committee of NAB, is currently telling the story of the advertising bureau's operations to the NAB district meetings on the west coast. On Tues., broadcasters of the 17th NAB District in Seattle endorsed the plan for an independent sales promotion organization. . . . The choice of show business as a successor to Mayor O'Dwyer is our pal, and everybody's pal, Jim Sauter. Jim, one of the Mayor's closest friends, might be nominated by his B'way cronies to run. . . . Ken Murray returns to N. Y. on Sept. 15th to start rehearsals for his new fall TV series on CBS starting Oct. 7th. . . . Menasha Skulnik, Yiddish comedian featured on NBC-TV, is dickering with a food sponsor. . . . Bob Monroe's "High Adventure" latches onto its sponsor Sept. 17th. . . . Washington is said to be on the verge of announcing the revival of the USO-Camp Shows under its successor, A.S.A.F. . . . Triple look-alikes: Eddie Byron, Eddie Stanky and Eddie Condon. (Three Eds are better than one).

★ ★ ★ When Sidney Lerman, of the N. Y. Typographical Union, appeared on Robert Q. Lewis' show the other week, he revealed that every member must serve a 6-year apprenticeship. "For those in the listening audience who don't know what apprenticeship means," explained Lewis, "that's union talk for sustaining."

★ ★ ★ **AROUND TOWN:** Ed Byron, the guiding genius behind "Mr. D.A.", just closed a two-year pact with Bristol-Myers for both AM and TV. "Break the Bank," which has been preceding D.A., will be taken out of that slot early in Oct. to become a five-a-week daytime. Groucho Marx moves into the spot. Another of Byron's shows, "What's My Name," is practically at the signing stage with a bankroller. . . . Bobby Maurice is readying a TV package called "Hands Across the Sea" and is dickering with a big oil firm to take it over. Idea is based on furthering good will and will introduce acts and personalities from all over the world. . . . Beverly Lawrence, who did such a swell acting job in "Clutterbuck" in the summer barns, is up for a top role in a new dramatic series. . . . The Hearthside Restaurant may be the scene of an afternoon TV show for femmes. . . . Carlton Morse has signed Les Tremayne for the video version of "One Man's Family." . . . One of the town's top "cops and robbers" producers has a cute alibi for not using certain actors on his shows. Claims it's all a matter of 'chemistry' in casting. (The guy used to be a college prof. and thinks he's still in the lab, prob'ly). . . . Bruce Raeburn leaving tomorrow for a 3-week vacation in Mexico. When he gets back, he starts his 6th year at the Monkey Bar.

★ ★ ★ **MAIN STREET SEEN-ery:** Gary Cooper walking as though in seven-league boots down Sutton Pl. . . . Barbara Stanwyck strolling down Dream St., drinking in memories of days when she was Ruby Stevens. . . . Clem McCarthy waiting to cross B'way and 47th St as tho' he were at the post and waiting for the starter to send him off. . . . Jerry Lester jouncing a yo-yo at 21 to the horrified amazement of the management. . . . Josh Shelley, who bills himself as Shelley Winters' fiance, at the Little Club with Bernie Prockter telling the producer of Rita Hayworth's latest plan: to send "Rita," a bay filly owned by Prince Aly Khan, to this country. Rita hopes to cop the Kentucky Derby with the royally-bred filly.

## WFIL Stations Get Largest Contract

(Continued from Page 1)

the WFIL stations and William H. Farrell, vice-president of Ward Wheelock Company, agency for Scheidt

The five-year pact, for 52 weeks, calls for yearly renewal options at the then-prevailing rates on both media. The contract becomes effective Monday, Sept. 11.

The Scheidt contract covers a one-hour show, Monday through Saturday, on WFIL, to be conducted by Bob Horn, "name" disc jockey. On WFIL-TV, Scheidt will sponsor a quarter-hour sports program Monday through Saturday, featuring George Walsh, highest rated sportscaster in Philadelphia TV.

## American Album Returns To Air On NBC Aug. 27

One of radio's most popular musical programs, "The American Album of Familiar Music" will return to NBC after an eight-week vacation on Sunday, Aug. 27 (9:30-10:00 p.m., EDT). This fall the program begins its 20th year on the air.

The program remains substantially the same as when producer Frank Hummert originated it 19 years ago. Its continued popularity supports Frank Hummert's idea that people like to hear music familiar to them, sung by artists they know.

Returning with the program are the artists who have been previously heard on it. They are: Thomas L. Thomas, baritone; Felix Knight, tenor; Margaret Daum, soprano; Jean Dickenson, coloratura; Bertrand Hirsch, violinist; Arden and Arden, duo-pianists; Daniel Lieberfeld, pianist and Gustave Haenschen's orchestra and chorus.

The program is sponsored by Bayer Aspirin and the agency is Dancer-Fitzgerald-Sample.

# WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF  
DISTINGUISHED FEATURES in

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- JEWISH
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3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA

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HENRY GREENFIELD, Mgr. Director: N.Y. 19

# PROMOTION

## Merchandising Tieup

Radio station WOW in Omaha, will initiate the Feature Foods Merchandising Plan on September 4. It will be the first invasion of the Missouri Valley region for the station which utilizes a homemaker as the face of radio presentation backed by an exceedingly complete in-the-air staff. The plan has been tried out successfully by WLS, Chicago, and WPTZ, Philadelphia. In Omaha Miss Bohlsen will be aided by a staff of trained assistants in the employ of WOW Feature Foods. "Martha's Cupboard" will be aired Mondays through Saturdays from 10:00 to 10:30 a.m. over WOW.

## Peary Joins CBS Web Under New Contract

(Continued from Page 1)

Peary, "Honest Harold." The show will be auditioned in Hollywood on August 23rd for prospective sponsors. A television program featuring Peary will be produced later in the season. The comedian's new program will be based on an original idea by Peary and will be directed by Norman MacDonnell of the network program staff with music under the direction of Jack Meakin. Ownership of the title, "The Great Gilderlove," by Kraft Company prevents Peary from bringing the title and format of the show to CBS. Peary started in radio in San Francisco as a singer and actor. His comedy performances resulted in his moving to Chicago where he appeared on many programs. He returned to the West Coast in 1939 when the "Fibber McGee and Molly" show moved to Hollywood. After he created "The Great Gilderlove" character.

## "Ford" Producers Named

Kenyon & Eckhardt has announced the production staff of NBC's "Ford Theater" to include Arthur Montgomery, director of TV at the agency, as executive producer; Frank Schaffner, director; Robert Peyson, production manager; and Lois Jacoby, script editor.

## Seeks Power Increase

Cleveland — Dave Baylor, vice-president and general manager of WJMO, yesterday announced that the station has filed an application with the FCC for an increase in power to 5,000 watts. WJMO, on the air from sunrise to sunset, now operates on 1,000 watts.

# California Commentary

By IRV HAMLIN

• • • KTLA begins daytime programming Aug. 19th with six straight hours of movies. Move will be permanent, all local TV outlets trying to outdo one another with fall daytime programming. . . . Trio

## Hollywood

Pictures has popped up with a device called the Cinemullograph. It's a projector which shows four or five film strips simultaneously in sync with sound tracks for use in rushes and cutting. . . . Chet Lauck and Norris Goff have been invited to Washington, D. C. by the Arkansas State Society to participate in the "Arkansas Day" ceremonies to be held there shortly.

☆ ☆ ☆ ☆

• • • Bill Welsh has been set to announce KLAC TV's Moto Polo, a refined form of murder on wheels. This chalks up another "first" for the bespectacled Welsh, who was the first L. A. mikeman to go video with pro football, ice hockey, baseball and amateur boxing in this area. . . . The "Lonesome Gal," Jean King, and her director husband, Bill Rousseau, off to the East and Midwest on a ten-day tour of agencies and sponsors. Pressure of a lengthy list of new Lonesome Gal commitments has forced Rousseau to resign as director of MGM's "Dr. Kildare" series. . . . Eddison von Ottenfeld, Hollywood recording producer and composer, has been awarded a doctorate in music by the University of Montreal for his symphonic choral composition "Genesis," written in 1938 for the San Francisco World Fair. Von Ottenfeld is president of Vonna Records, and recording consultant for Allied Records.

☆ ☆ ☆ ☆

• • • Mutual has scheduled a transcontinental release, Labor Day eve, September 3rd, for "Boomer Jones," a half-hour dramatic show by Morton Wishengrad, with an all star cast directed by Mel Ferrer. Time has been made available by the net for release of the show as a special public service. Produced in Hollywood under the auspices of the International Association of Machinists, the show deals with the organization of the machinists union. Program is scheduled for airing 10:30 p.m., Eastern Daylight Saving Time. Negotiations for the availability were conducted by M. S. Novik of New York, labor radio consultant, who disclosed the airing date through Cliff Gill who acted as local coordinator. Cast is headed by Brian Donlevy, narrator, William Holden who plays the role of "Boomer Jones," and Marie MacDonald.

☆ ☆ ☆ ☆

• • • Spade Cooley, the guy who brought Western and Hill-billy music and entertainment to TV two years ago on KTLA, celebrated his second anniversary on video lanes last week with a bang-up show and party. Naturally, something went wrong. A middle commercial was fouled up by the momentary disappearance of Dick Lane, who just wasn't there. Spade couldn't find his violin to fill the gap. But the show went off, everybody had a good time, and the second anniversary became a milepost in Spade's flashy career. Klaus Landsberg still remains the director of the show, which has been pulling a huge Southland audience since the first stanza two years ago.

☆ ☆ ☆ ☆

• • • ABC's Western Division has popped up with a flexible sponsorship idea that may solve the problems of prospective advertisers who wish to buy network radio without sticking to the usual 13-week cycle requirement. Bob Laws, general sales manager of the Western Division has announced that the show, to be known as the "American Barn Dance," starts Saturday, September 23rd, over the network. The show headlines Eddie Dean, The Plainsmen, folk singer Allen Massey, Gloria Gray, and comic Billy Idelson.

☆ ☆ ☆ ☆

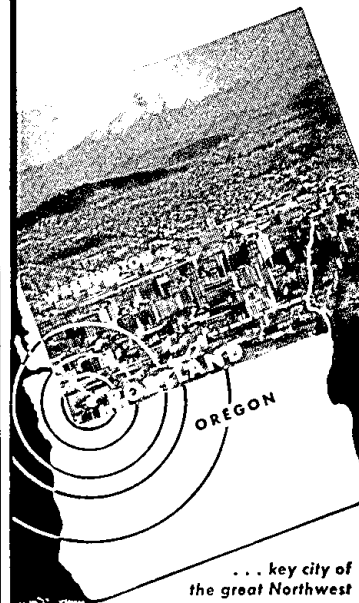
# KGW

THE ONLY STATION THAT ACTUALLY DELIVERS

## COMPREHENSIVE COVERAGE

in the

## Fastest Growing Market in the Nation



... key city of the great Northwest

Oregon's metropolis, home of KGW, is the population, wage, distribution, marketing and cultural center of the fastest-growing area in the nation. We have more dwelling units, electrified farms, electrical appliances, cars and bathrooms per capita than anywhere else in the nation. We have higher per capita income. Factory wages are greater, workers more productive. And new people are pouring into the rich Pacific Northwest! 1950 census figures (unofficial) give Oregon a 39% population increase for the past 10 years. Washington has grown 36%.

# KGW



## PORTLAND OREGON

on the Efficient 620 Frequency

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

## BEHIND THE MIKE

**D**DOROTHY O'CONNOR, former sec'y to Bud Barry when he was ABC veep, in between her chores as production assistant on "Stop the Music," is being interviewed for similar work on several other stanzas.

Margo Lee signed for a role on the Menasha Skulnik series.

Cavanagh's, New York's oldest restaurant, gets together with Patt Barnes, one of the pioneers in radio, in a nostalgic, Irish-flavored restaurant partnership every Friday when Barnes broadcasts his program, "People and Things," from the Old Chelsea Lounge at 4:45 p.m. over WJZ starting this week. Each Friday, the guest at the Barnes table will be the mayor of a locality near New York. Barnes, a Will Rogers type of philosopher and bon mot maker who has been facing the microphone for 25 years, is the first broadcaster to conduct a regular series from the famous old landmark.

The Ames Bros. recording of "Sentimental Me" for Coral has passed the 350,000 mark.

RKO is negotiating with Dick Gordon for the services of his famous Basset-hound, Morgan, for motion pictures. Morgan is the star of World Video's "A Couple of Joes" series over ABC-TV.

The new issue of Radio and TV Mirror, in a feature story on John Reed King, reveals that, altho' the emcee has one of the busiest schedules in radio, he doesn't neglect his family. John gets up early every ayem to drive his two girls to school after the family breakfast.

The newest entrant in the crooner's sweepstakes, Russ Vincent, runs an Italian Snack Bar in Hartford, Conn. (Those who've heard him say he's the closest thing yet to the late Russ Columbo).

Bobby Coll's Admiral records are paying off. He's wanted for an engagement at the Riviera.

Carl King has been sending out unique mailing pieces to agency talent buyers. So far he's gotten 9 offers—to write copy for ads because they think his ideas are so good.

Enzo DeMola, who bills himself as the "world's greatest voice," mulling over Admiral Records deal, an RKO screen test and a radio show for a food products manufacturer.

Freddie Bartholomew is slated for big radio and TV buildup under the management of Sidney Ascher.

Tom Shirley looking very chic after dropping 27 lbs.

Good to see Chick Vincent back on "Pepper Young" after a bout with the flu.

### ASCAP Official Called

Philadelphia Harry O. Bergkamp, ASCAP district manager here, has been recalled by the U. S. Navy to serve as Lieut. Senior Grade. Bergkamp, who has been with ASCAP twelve years, has been granted a leave of absence while he is in the service.

## COAST-TO-COAST

### To Review Civilian Defense Plans

Hempstead, L. I., N. Y.—Lt. General Cornelius W. Wickersham, director of Civilian Defense for Nassau County, will review steps already taken and future actions to insure the civilian defense of Nassau County in a broadcast Tuesday, August 22nd at 2:45 p.m. over WHLI and WHLI-FM. General Wickersham will appear on the program, "Long Islanders in the News," broadcast every week at this time.

### Extends News Coverage

Richmond, Va. — With emphasis on news during the current situation in Korea, WMBG has added a new news program to its daily schedule, already giving complete coverage to the area served by the Old Dominion's capital city. The newest addition being offered is a 15-minute program, edited and prepared in the station's newsroom, featuring complete pictures of the Korean situation, the Washington scene, the important details of domestic and foreign news plus five minutes of state and city news.

### Celebrating Eighth WDRC Year

Hartford, Conn.—Russ Naughton, chief announcer of WDRC, is observing his eighth anniversary with the station during this month. Naughton joined the station in 1942 and served with the Army in the Pacific for three years.

### WHLI Air Defense Discussion

Hempstead, L. I., N. Y.—Flight operations at Mitchel Air Force Base and the picture of air defense preparations for this city will be the subject of a special broadcast on August 21st over WHLI and WHLI-FM. Taking part in the program will be Lt. Col. Merrill E. Marston, director of operations and training at Mitchel Field, and Capt. John B. Barron, base public information officer. Col. Marston will also review the general situation in the Far East.

### To Head Mel Allen Day Comm.

Bridgeport, Conn. — Manning Slater, sports editor of WLIZ, has been appointed chairman of the local area committee for Mel Allen Day at the Yankee Stadium on August 27th. Assisting WLIZ's sports-caster will be William J. Prince, former state boxing commissioner, and Major G. Gresham Griggs, Fairfield County chairman of the American Red Cross.

### Increases Radiated Power

Evansville, Ind. — WMLL, local FM station, has received permission from the FCC to increase its effective radiated power from 20 kw. to 50 kw., according to a recent announcement from station manager, Clarence Leich.

### New Hillbilly Show

Columbus, Ind.—WCSI has inaugurated a new series of programs featuring live hillbilly talent. The Allen County Buckaroos started a three-a-week schedule from 6:30 to 7:00 a.m. The Buckaroos play requests and invite studio audiences. They are already receiving a good listener response. Later WCSI hopes to add more live hillbilly talent every morning.

### Joins KWK Staff

St. Louis, Mo.—Lorraine Peck has joined the promotion-merchandising staff of KWK. Lorraine was formerly continuity editor with WGB Radio Productions.

### KIMA Offers Korean Maps

Yakima, Wash. — More than a thousand replies were received in response to a free Korea war map offer made over KIMA by Tom Bostic on the early morning news. The offer was run four days on this newscast.

### WWJ Special Victory Program

Detroit, Mich.—On August 13th, WWJ aired an hour-long "Victory Day Service" from the White Chapel Memorial Park in this city. Maj. Gen. Stanley Reinhart; Maj. Gen. Bonner Fellers; W. N. Storey, British Consul General; James Hurley, Canadian Consul General, and the famous Essex Scottish Band were among the program's participants. Announcing chores were handled by WWJ staffer Bob Leslie.

### Amateur Golf Tourney Set

Stamford, Conn.—The second annual City Amateur Golf Championship, sponsored by WSTC and WSTC-FM, will be held at the Hubbard Heights Golf Course on Sunday, September 10th. Applications are available at the WSTC studios to all local amateur golfers who wish to compete. The winner of the tournament will receive a handsome three-foot-high trophy with his name engraved on the side. Complete details are aired nightly on the WSTC and WSTC-FM program "Sports of All Sorts" at 7:15 p.m.

### Announces Slogan Winner

Syracuse, N. Y.—Mrs. Alice R. O'Brien, local housewife, won the first prize of a Westinghouse combination radio-phonograph-television console in the WSYR and WSYR-TV anti-hoarding slogan contest. Her slogan, "If hoarding stuff affords you pleasure, hoard Savings Bonds — they're real treasure!" Twelve-year-old James Silvin won the 1951 Schwinn Bicycle, and there are over one hundred other winners of appliances, sports and personal items. Winning slogans will be used on the air during WSYR and WSYR-TV's anti-hoarding campaign.

## NEW BUSINESS

**WABD, New York:** The United States Air Force, through Gram Advertising, Inc., has signed a contract for 10 one-minute participations and announcements. The program, a film with announcer, will promote air force enlistments and be spotted throughout the week. The D. L. Clark Company has renewed its contract for 13 weeks of its 20-second announcements for the Clark candy bar. Batten, Borton, Durstine and Osborn placed the account for the company. The film with sound, will be seen on Wednesdays, at 7:30 p.m. The new contract starts with the August 23rd telecast, ending on November 15th. O-Cel-O, through its agency Constock, Duffes & Company of Buffalo, has signed a contract for 14 one minute announcements. The film with sound track, will promote the company's cellulose products in the 12:00 noon spot, and the series will be completed on November 13th.

**WNBC, New York:** The Bovril Co. of America, for Beef Cubes, I. C. Bohack, Inc., and the Wheeler Corporation have signed 52-week contracts for participations on the "Mary Margaret McBride" program on a Monday through Friday basis. The Bovril order, effective September 4, was placed through the Victor A. Bennett Company, Inc. The order by H. C. Bohack, Inc., to advertise their fruits and vegetables, will be effective on September 4. H. I. Mihic Company is the agency. The Wheatena contract, taking effect September 25, was placed through Brisacher, Wheeler and Staff, Inc.

**WXGI, Richmond, Va.:** Ans Films, Biow Agency, two spots daily. Contract is for 26 weeks. National Bohemian Beer, 72 spots weekly, weeks, through Owen and Chappo New York. Ruppert Brewing Company, Biow Agency, contracted for a daily 30-minute show, contract weeks. Monarch Wine Company, Donahue and Coe, 30 spots a week 13 weeks.

### WLIB Names Chief Engineer

New York, N. Y.—Harry Novak, general manager of WLIB, has announced that John J. Bubbers has joined the station as chief engineer. He was formerly with WOV.

**"FOR THE DAYS TO COME"**  
**A SUMMER Conditioning Program**  
 Efficient • Time-Saving • Inexpensive  
 A good figure and plenty of PEP and ENERGY can be yours by investing a few hours a week  
 at the  
**REILLY HEALTH SERVICE**  
 in Rockefeller Center  
 RCA Bldg., 49th to 50th Sts. (8th floor)  
 1250 Sixth Avenue COLUMBUS 5-848

Send for interesting booklet  
 "The Life of Reilly"

# TELEVISION DAILY

Continuation of RADIO DAILY, Thursday, August 17, 1950 — TELEVISION DAILY is fully protected by register and copyright

## J.S. AND RUSSIAN TV COMPARED

### TELE TOPICS

MAILED AS THE BEST commentary on television's coverage of the UN sessions this past week is Philip Hamburger's article in last week's "New Yorker" titled "The Return of Jacob Malik; or, Life's Pills Renewed." Applauding the networks who covered the sessions, Hamburger said, "The camerawork and direction were nothing short of brilliant." He further referred to the director of the coverage as being aware "that macabre and awesome games of parliamentary chess were under way, and accordingly he concentrated his camera work upon the two major players—Mr. Malik and Mr. Warren Austin. . . . This tended to localize conflict and heighten the tension, even to a point that was almost unbearable."

Extremely accurate description of the camerawork was Mr. Hamburger's phrase, "prying and insistent eye," which, he said, was unable to detect any human qualities in "the man" (Mr. Malik). As to the "mechanics of transmitting the sound," Hamburger said plainly that they were "perfect," referring to the simultaneous English translations "placing us on a level with spectators at Lake Success."

**BUFFALO'S** Launch Club International Regatta is scheduled to be telecast by WEN-TV Sunday (20th), 4-6 p.m. with commentators Ralph Hubbell and Chuck Kelly handling the mikes. . . . Joel Speciner, producer of a forthcoming B'way show starring Lawrence Tibbett ("The Barbers"), is looking for writers for several shows (234 W. 44). . . . TV sets in the WRGB, Schenectady, area now total 500. . . . KMTV, Omaha, celebrating first anniversary on Sept. 1, boasting market of 28,000 TV receivers. . . . Baltimore figures on TV sets are now published at 191,515. . . . Eddie Bracken slated for "Toast of The Town" on S-TV Sunday (8-9 p.m.). . . . Bob Oke, sports editor of the N. Y. Herald Tribune, has signed with Roberts & Carr to be a panel member of a TV sports quiz scheduled to debut in October.

Dean Martin and Jerry Lewis have been confirmed by NBC-TV as second attractions on "Colgate Comedy Hour" (Sept. 17, 8-9 p.m.).

**HOME MAKERS' EXCHANGE** (CBS-TV, 4:00-4:30 p.m., EDT, Mon. thru Fri.) has "sold out"—now having completed its sale of the 20 units available weekly on the show. The last contract was signed for the participations with the California Walnut Growers' Association, which called for six of the weekly participation units during the demonstration of recipes and tips on household management.

### Meck Surveys Sales Points Of TV Sets

TV set owners rate "sound" as the second most desirable feature in buying their "next" TV set, according to a survey of 600 TV set owners by John Meck Industries and Scott Radio Labs. Allowing 10 points for a first choice, and nine points for a second choice, and so on through 10 factors that will influence TV set owners in their next selections, the ratings were as follows: picture sharpness—1,258; sound quality—1,158; reputation of manufacturer—943; cabinet style—922; price—882; brand name—682; inclusion of FM radio at added cost—313; recommendations of neighbors and friends—290; inclusion of AM radio at added cost—281; dealer's recommendation—247; inclusion of a phonograph at added cost—234; inclusion of a plug-in space for outside phonograph—166. Commenting on the survey, John Meck said, "The fact that they rate sound considerably above price shows they are willing to pay for the higher-quality audio system."

### Philco Will Sponsor Special Dividend Declared By DuM.

### 'Don McNeill TV Club'

Premiere of the "Don McNeill TV Club" on ABC-TV has been set for Sept. 13th in the 9-10 p.m. slot, with Philco Corp. picking up the tab, it was announced jointly yesterday by James H. Carmine, executive v-p of Philco, and Robert E. Kintner, president of ABC. The show will originate in ABC's Civic Theater in Chicago as an audience participation program and will utilize a new set of guest stars each week.

The new tele show is a part of Philco's overall advertising and promotion program announced recently at the annual sales convention in Atlantic City, according to John F. Gilligan, Philco vice president in charge of advertising.

McNeill, who recently returned from a six-week tour of Europe, will utilize the program formula he has used for 17 years on the ABC

(Continued from Page 1)  
to the end of the year when a more complete review of the year's operations could be made.

Earnings for the 24 weeks ending June 18th, 1950 after all taxes and charges were \$2,797,000. This amount is equivalent to a \$1.16 per share of the outstanding A & B common stock. Operations have continued since then at an improved rate. The directors also declared a regular quarterly dividend of 25 cents per share on the outstanding preferred stock payable Oct. 1, 1950 to stockholders of record on September 15, 1950.

"Breakfast Club," coupling it with advantages of video. Featured with him will be: Sam Cowling, "Aunt Fanny" (Fran Allison), Johnny Desmond, Patsy Lee and Eddy Balantine's 14-piece orchestra.

### DuM. Ups Bid To \$650,000 For TV Rights To Series

(Continued from Page 1)

Mont, according to reports, represents Chevrolet Motors in the bidding and it was announced in Detroit Monday that Chevy had consummated a deal for Series coverage.

In Boston yesterday a spokesman for Gillette said "this is a ticklish business situation and we have until next Saturday, the 19th, to make our final offer to Commissioner Chandler." He indicated, however, that Gillette still hoped to retain the TV World Series telecasts as well as the radio broadcast rights for the games.

The maneuvering for the TV ex-

clusive on the Series took on a fast tempo on Monday when Chevrolet interests met in Detroit and made the \$600,000 offer to Commissioner Chandler through DuMont. This offer was met by Gillette who has the right to meet any bid for the Series that may be made by another advertiser.

**Chevrolet Seen Determined**  
Chevrolet executives are reported determined to get the TV rights and considered their meeting in Detroit on Monday as virtual consummation of the deal. Since that time they authorized DuMont to increase their bid to \$650,000.

### American Medium Vastly Superior, Says Dr. Baker

One out of every 17 persons in the U. S. will have a TV set by the end of 1950, when nine million sets will be in operation, Dr. W. R. G. Baker, G. E. v-p predicted yesterday at ceremonies for production of the one - millionth video picture tube by the company's plant. In contrast, he said, the Soviet Union has an estimated 50,000 TV sets, or one for every 4,228 persons.



BAKER

In a congratulatory talk to plant employees on their production achievements, Dr. Baker pointed out that modern American production methods have reduced the cost of TV receivers to a point where they are lower, in terms of real wages, than were radio receivers during radio's comparable stage of development. "To earn the purchase price of a radio in 1927 required 215 hours of work for the average manufacturing employee," he commented. "Today, it requires only 175 hours of work for the average manufacturing employee to buy the average TV receiver."

Comparing the number of radios in the U. S. and Russia, Dr. Baker said Americans have one radio for every two persons in the country. "In Russia, according to the last available estimates, there are only 1,300,000 'regular' radio sets, capable of receiving on all wave lengths. In addition, there are 6,500,000 'wired receivers' which give the listener a choice of either one of two government stations."

Referring to television as the greatest advance in the medium of communication since the invention of the printing press, Dr. Baker said, "I feel that television still is in the infant stage, that the future will see many uses in education, safety, in protection, in many types of remote control. Color television, which first will increase our enjoyment of this new medium of mass entertainment, again increases the possible uses of television many fold."

### Kraft Guests Chosen

Virginia Robinson, E. C. Marshall and Lex Richards will star in Kraft Theater's Aug. 23rd presentation of "The First Mrs. Fraser."

# • PLUG TUNES • WORDS & MUSIC • PLUG TUNES •

By TED PERSONS

Another BMI Pin-Up Hit!  
**PINK CHAMPAGNE**

Published by Venice  
Recorded by  
Lionel Hampton (Dec)  
Ralph Flanagan (Vic)  
Joe Liggins (Specialty)  
Bill Darnel (Coral)

Licensed exclusively by  
**BROADCAST MUSIC, INC.**

Now Breaking for a Smash!

## SAY WHEN

Dick Haymes & Evelyn Knight  
(Decca)

Owen Bradley (Coral)

Zee & Jim (Royalty)

Richard Hayes (Mercury)

Others to follow . . .

**Duchess Music (BMI)**

Ballad Bombshell!

## I SHOULDN'T LOVE YOU

(But I do)

• • •

Bounce Bombshell!

## THE ELEPHANT ROCK

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

## I HURT INSIDE FOR EV'RY KISS

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

Top Program Bet!

## HAPPY FEET

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

• • • **GAZETTE:** The Ralph Flanagan band celebrates its first birthday Aug. 18th. . . . Fran Warren goes into the Waldorf-Astoria Wedgwood Room Aug. 21st. . . . Eddie Fisher goes into the Mocambo in Hollywood in September. . . . Anne and Lee Donahue have named their Aug. 13th arrival Craig Michael. . . . Stands at three New England spots on three successive nights brought a total turnout of 7,857 to hear Sammy Kaye. The total gate was \$10,567. . . . Dinah Shore will record for RCA Victor after the expiration of her contract with Columbia in December.

☆ ☆ ☆ ☆

• • • Abe Farbman has been appointed professional manager of Irving Berlin Music Corp. . . . Goday Music Corp. plans a Fall plug on a tune, "I Still Miss You," by Jack Elliott and Lew Quadling (who wrote "Sam's Song"). The tune was written back in 1940 and placed with Campbell-Porgie. It ultimately reverted back to the writers who recently assigned it to Goday. And so it happens that a BMI publisher is going to exploit a song by a couple of Ascapy writers. . . . "There'll Never Be Another You," by Carl O. Bergner and Ed. G. Nelson, sold over a million copies back in 1927. Stasny Music is reviving the tune; and spearheading this second drive for public favor is Art Mooney's M-G-M disc.

☆ ☆ ☆ ☆

• • • Don Cherry, Decca's find, would rather sing than do anything else in the world—even play golf. As a matter of fact, in May he walked out on the Western Amateur Tournament in Dallas, Tex., to cut his first sides in New York. In some books the angels smile at right decisions! Don has not only passed the qualifying round in discdom and come up with a click, "Thinking Of You"; he has also passed the qualifying round of the National Amateur Golf Tournament and flies to the finals in Minneapolis next week. . . . Jan Garber broke Vaughn Monroe's record at the Statler's Cafe Rouge in New York by twelve covers. . . . Bill Taylor's "Sunrise Serenade" celebrated its seventh anniversary at WOR on Aug. 13th. . . . Dick Charles, producer-director at ABC, has treasured an off-the-air recording of Connie Haynes doing his 1943 hit, "Along The Navajo Trail," as the definitive treatment of the tune. Seven years later Dick has his wish, a commercial recording by Connie—and the likelihood that his song will take the hit trail again.

☆ ☆ ☆ ☆

• • • Bobby Byrne, who headlines the stage show at the Paramount Theater has compiled an accurate list of the ten most popular songs since 1900 (based on sheet music sale, recordings, air performances, etc), and is featuring them in special arrangements during his stay. . . . Jerry Shard, under long-term contract to perform nightly at Hickory House, New York, wrote "Gimpel Baynish Rhumba" with Sy Levitan. Two records are awaited, one by the Andrews Sisters and another by Edmundo Ros (London). . . . The beauties of the tune, "I Didn't Slip," were first pointed out to Mort Nusbaum, deejay at WHAM (Rochester, N. Y.), by Doris Day. Any wonder that when her recording was released he was so quick to hop on it and has been so devoted in staying with it? . . . The only published libretto of Gian-Carlo Menotti's "The Consul" will accompany the release of that work, early in September, in Decca's Gold Label Series. . . . Ella Fitzgerald and Louis Jordan have just cut two sides together. Their last previous joint session produced "Stone Cold Dead in the Market." . . . Three models dressed in shorts and sweaters have been stopping outside Broadway music shops, unlimbering a portable record player and playing selections out of M-G-M's album, "Three Little Words." . . . Sammy Kaye had his first recording session for Columbia on Monday when he cut "Harbor Lights" and "Sugar Sweet." The release of the sides is being announced today. Speed!

*Proven Hits!*

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



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

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

## FRIENDLY STAR

LEO FEIST, INC.

Sweeping The Country

## ALL MY LOVE

MILLS MUSIC, INC.  
1619 Broadway New York 19, N. Y.

## Stepping Out! VAGABOND SHOES

Jefferson Music Co.  
1619 Broadway New York City

Nothing Can Stop This!

## "FOREVER WITH YOU"

by the writer of "My Happiness"  
FORSTER MUSIC PUB., INC.  
1619 Broadway, New York 19, N. Y.  
216 S. Wabash Avenue, Chicago 4, Ill.

Hit of the Year!

## GOODNIGHT, IRENE

Spencer Music Corp.  
129 W. 52nd St. New York City



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 52, NO. 34

NEW YORK, FRIDAY, AUGUST 18, 1950

TEN CENTS

## TV SPONSORS GUARANTEE SPORTS GATE

### Two New Stations, Sale Of 3, OK'd By FCC

#### Montana And N.C. Get New Outlets Of 250 w. Each

Washington Bureau of RADIO DAILY  
Washington—The FCC this week okayed the sale of three broadcast properties and authorized two new stations. Purchase of KMMO, Marshall, Mo., by William Courtney Evans for \$42,500 was approved, as was the assignment of the license of WHBO, Sulphur Springs, Fla., through  
(Continued on Page 5)

#### New Asst. To Pres. Named By Network

John K. Herbert, vice-president and general advertising manager of Hearst Magazines, Inc., will join NBC on Sept. 5 as assistant to the president, according to an announcement made yesterday by Joseph H. McConnell, president of the network.

Herbert has been associated with  
(Continued on Page 2)

#### Harrington To Broadcast Football Games At WBBM

Chicago—Beginning his fourteenth season of football broadcasts, John Harrington will open his eleven game schedule over WBBM with the Oregon State-Michigan State game on September 23. Closing his  
(Continued on Page 4)

#### Strike Settled

Mobile, Ala. — The eleven month old strike of union technicians at WABB, Press Register station in Mobile, has been settled. Settlement was effected through National Labor Relations Board with D. H. Long, manager, representing the station, and Henry T. Bailey, Jr., the IBEW local. The station is an affiliate of the ABC network.

#### RCA Surrenders Trade-Marks

Three of television's best known trade-marks and a famous miniature tube name are being voluntarily surrendered to the public domain by RCA, it was announced yesterday by Frank M. Folsom, president of the company. The U. S. Patent Office has been requested by RCA to cancel its registration of the following registered trade names. Iconoscope, first electronic "eye" of the TV camera; Kinescope, picture tube of TV home receivers; Orthicon, improved TV pick-up tube, and Acorn, tiny radio tube now a commonplace in portable sets. In surrendering the names, RCA finds gratification in the fact that the industry uses the names in a generic and descriptive manner, Folsom said.

#### Correspondent-Unit To Study News Issues

Washington Bureau of RADIO DAILY  
Washington—The Standing Committee of Correspondents, governing body of newsmen covering Congress, voted yesterday to undertake a general survey and study of the problems of press, radio and pictorial coverage in Washington, with a report due by Jan. 10. A special seven-man committee will be set up, including at least one member each  
(Continued on Page 5)

#### Penn. Grocers Fight "Scare" Buying Habits

In a move to offset grocery "scare" buying, the Pennsylvania Grocers Association is concluding a two-week series of spot announcements on KYW, Philadelphia, urging con-  
(Continued on Page 2)

#### Cuban Radio Opposes Government Decree

Havana, Cuba—With a Presidential decree which may regulate political speakers using radio in Cuba going into effect, broadcasters in the Havana area have registered a strong protest with the Government Radio Bureau.

The decree grants the right to any individual who claims he has been slandered or libeled in a radio broadcast to reply on radio time  
(Continued on Page 5)

#### Steffner Resigns Post As KNX Sales Manager

West Coast Bureau of RADIO DAILY  
Hollywood — The resignation of Wayne R. Steffner from his position as sales manager of KNX and The Columbia Pacific Network was an-  
(Continued on Page 2)

### Box Score On Series Bids Still Topic In TV Trade

The box score on the bidding for TV world series rights at press time last night was: Gillette — \$650,000 and DuMont, \$650,000, with the DuMont web reported ready to raise their bid another 50 grand before Commissioner A. B. Chandler calls the bidding off on Saturday of this week.

Things were tense in both dug-outs last night. The Gillette representatives surrounded by agency men and baseball well wishers were ready to make a pinch hit bid if

DuMont raised the ante. On the DuMont bench were officials of Chevrolet Motors, agency men, and network sales executives, with a satchel full of the long green.

Last night sports writers on metropolitan dailies were as much interested in the outcome of the TV bidding as they were in the pennant race in both leagues. To be more specific they had the wires open between New York and Cincinnati waiting for next play in the TV game.

#### Sponsor On Coast Is Underwriting Rams' Sked

West Coast Bureau of RADIO DAILY  
Los Angeles—In an unprecedented TV sports sponsorship deal, Admiral Corporation and KNBH, NBC outlet, yesterday entered into a contract to sponsor the fall football schedule of the Los Angeles Rams by subscribing to a guaranteed gate clause which makes the sponsors re-  
(Continued on Page 7)

#### Ed Murrow Returns From Korean Front

Minneapolis—Edward R. Murrow, CBS news analyst, enroute to New York from the Korean front, said in Minneapolis yesterday that United Nations forces "are not going to be chased out of Korea."

He added, however, that the United Nations "will probably have to shorten the perimeter of the front" even more. Murrow praised the  
(Continued on Page 2)

#### Spitalny To RCA Victor In Exclusive Disc Deal

Phil Spitalny and his All-Girl Orchestra have been signed to an exclusive RCA Victor recording contract, according to an announcement made yesterday by Paul Bark-  
(Continued on Page 5)

#### NARBA Meet Set

Washington — The FCC announced yesterday that it has slated another industry Government NARBA preparatory conference for 10 a.m. next Tuesday in the State Department Conference room here. Any licensee or other person associated with or interested in standard broadcasting and its international regulation is invited to participate.



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

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

ROME BUREAU  
John Perdicari  
Ludovisi 16

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

# FINANCIAL

(August 17)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/2	10 3/8	11 1/4	+ 1 1/8
Admiral Corp.	29 7/8	28 5/8	29	+ 3/8
Am. Tel. & Tel.	151 3/8	151 3/8	151 1/2	+ 1/8
CBS A	29 1/2	29	29 1/4	+ 1/4
CBS B	29	29	29	+ 1/2
Philco	43	41 3/8	42 3/4	+ 1
Philco pfd.	88	88	88	+ 2
RCA Common	18 1/4	17 7/8	18	+ 1/8
Stewart-Warner	16 3/4	16 1/4	16 1/4	- 1/8
Westinghouse	32 3/8	31 7/8	32 1/8	+ 1/4
Zenith Radio	53 7/8	52 1/2	52 3/8	+ 1/4

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	20 7/8	20 7/8	20 7/8	+ 3/8
Nat. Union Radio	4	4	4	.....

## OVER THE COUNTER

	Bid	Asked
DuMont Lab.	19 1/8	20 1/8
Stromberg-Carlson	13 1/4	14 3/4

### La Falce Joins WTTG

Rick J. La Falce, Washington public relations consultant, has been retained as director of publicity and promotion for WTTG, Channel 5, in Washington, D. C., according to Walter Compton, station general manager. La Falce was assistant publicity director for the Warner Bros. Theaters in the Washington zone before opening his own office. For the last five years he has been in charge of publicity and exploitation for many of the D. C. municipal campaigns, including Food Conservation and Traffic Safety. In addition, he was formerly publicity director for Station WWDC.

## ★ COMING AND GOING ★

CAPT. DAN MIRANDER, writer-producer of the "Air Force Hour," and LT. CASS BIELSKI, announcer on the program, are back in Washington after having visited England, Germany and Trieste to record material for the show.

SAMUEL CARLINER, executive vice-president of WAAM, Baltimore, is back at the station following visits to Quebec, Canada and Rockland, Maine.

JACK SMITH, sportscaster at WDRC, Hartford, Conn., today will leave for Wichita, Kans., to cover the National Semi-Pro Baseball Tournament.

ROSEMARY CLOONEY, Columbia network vocalist who sang in Chicago this week at the convention of Columbia Records, will return to New York today by plane.

BARBARA WHITING star of "Junior Miss" on CBS, has recorded the show ahead for five weeks and now is visiting New York.

HARRY NOVIK, general manager of WL1B, today will return, with MRS. NOVIK, from a South American cruise.

JANET WALDO, star of "Meet Corliss Archer" on CBS, and her writer-husband, ROBERT LEE, who have been vacationing, today will return to Hollywood.

CAROL HENDRICKS, soprano whose voice-plus-charm parlay should make her a best bet in video's sight-and-sound sweepstakes, is in town to be auditioned by Dick Charles, American network director.

JIM MACRI, general manager of WOBS, Jacksonville, Fla., is in town for conferences with his national representatives.

PAUL F. HARRON, president of WIBG, Philadelphia, has left Idlewild Airport for England, where he will inspect wired-line installations in bomb shelters as well as radio warning systems used by England during World War II.

JOHNNY OLSEN, whose "Rumpus Room" is featured on the DuMont Television Network, is spending this week at the Illinois State Fair. Meanwhile, Don Russell is pinch-hitting for him. Johnny will be back on the program Monday.

### Ed Murrow Returns From Korean Front

(Continued from Page 1)

sharp cooperation between ground and air forces.

Murrow, who had been in the air 40 hours and stopped over briefly at Wold-Chamberlain air field in Minneapolis, was greeted by Stew MacPherson, broadcaster for WCCO, CBS outlet in the Twin Cities. MacPherson tape recorded an interview with the CBS analyst for use on "Meet MacPherson" program Sunday, August 20, over WCCO.

### Steffner Resigns Post As KNX Sales Manager

(Continued from Page 1)

nounced yesterday by Merle S. Jones, general manager of KNX and The Columbia Pacific Network. Steffner is leaving the network to become a partner with Frank Oxarart in Oxarart-Steffner Productions, Inc., on September 1. Oxarart, who is advertising manager of Hunt Foods, is resigning his post as of that date. The new firm will create and package radio and television ideas in Hollywood.

### ABC Income Announced

Net income of the American Broadcasting Company, Inc., and its subsidiaries for the six months ended June 30, 1950, after Federal income taxes, was \$180,000, equal to eleven cents a share on the 1,689,017 shares of outstanding \$1 par common stock. This compares with a loss of \$46,141 reported for the first six months of 1949.

### Wilbur Eickelberg Rites

Hollywood — Funeral services were held Wednesday for Wilbur "Wib" Eickelberg, former sales head of the Don Lee network, who died last Sunday at his home in North Hollywood. The services were held in the Church of the Reconciliation at Forest Lawn.

### New Assistant To Prexy Named By NBC Web

(Continued from Page 1)

Hearst Magazines, Inc., since 1938 and has served as New England manager of Good Housekeeping, eastern advertising manager for the publication, and for the past three years has been vice-president and general advertising manager of Hearst Magazines, Inc.

Previously, Herbert was associated with the Socony Vacuum Oil Corp. In 1932, he joined Esquire magazine and six years later became associated with Hearst Magazines, Inc. In making the announcement, McConnell did not specify what duties Herbert would assume. At present, Edward Madden also occupies a position as assistant to the president of the network and it is assumed that the latter will continue his work in the TV field.

### Penn. Grocers Fight "Scare" Buying Habits

(Continued from Page 1)

sumers to purchase only their normal supply of grocery needs.

Announcements stressed that hoarding creates artificial shortages with resultant increases in prices, and advised that normal buying could check prices and scarcities. The Association is an organization of nearly 8,000 independent grocers throughout the state.

### McCrary's Plug 'Cartons'

Tex and Jinx McCrary will launch a "Cartons for Korea" drive on their WNBC broadcast of Sunday, Aug. 20, at 12 to 12:30 p.m.

The program will originate from the Beachhaven Apartment development in Brooklyn, where the children of apartment community will report on the foodstuffs and clothing they have collected for the youngsters of Korea. The McCrarys also will interview D. Y. Namkoong, consul general of the Republic of Korea, and Branch Rickey.



*if*  
you're interested  
in the Baltimore  
radio audience  
— low cost results  
— more listeners-  
per-dollar



you're  
interested  
in



See your Headley-Reed man  
for the whole W-I-T-H story

**WCBM** now offers  
the best daytime coverage  
of America's sixth market  
with **10,000 watts** of power  
at **680 kilocycles.**

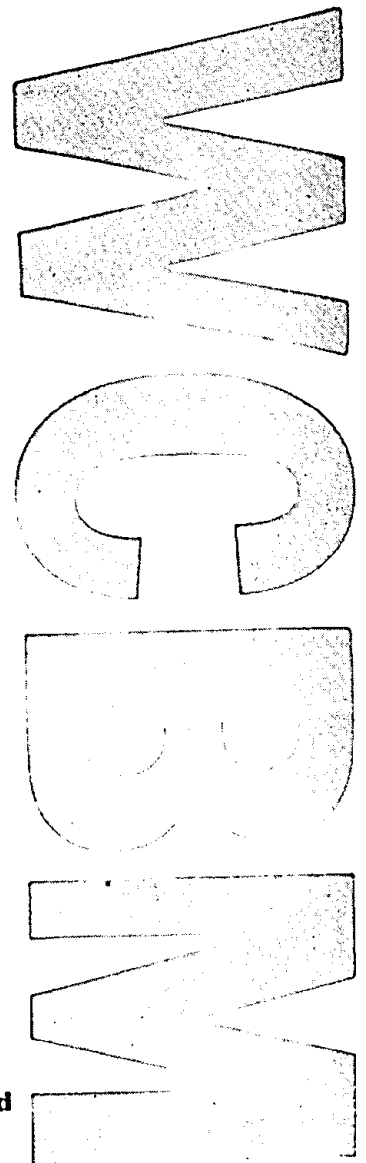
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## AGENCIES

ALEX NERVO, radio director of J. Walter Thompson's Mexico City office, is currently in New York, making an extensive study of television programs and production. TV makes its formal debut in Mexico, September 1, XHTV telecasting the opening of the Mexican Congress. The station, the only one to date in Mexico, has been doing only experimental telecasts, principally newscasts and short variety programs. At present there are only 40 or 50 TV sets in the whole country, Nervo reports, but great gains are expected within the next few months, with the opening of XHTV. An importation permit has been obtained for ten thousand TV receivers, which are expected to arrive before the first of the year. Before the year is up, another TV station is expected to be in operation in Mexico City.

RALPH L. WOLFE resigns as president of Wolfe-Jickling-Conkey, Inc., effective August 31, to join Geyer, Newell & Ganger as account executive. Wolfe is secretary-treasurer of the AAAA.

DEVNEY & COMPANY, new station representative firm, has been formed by Edward J. Devney, formerly of the William G. Rambeau organization.

IMPRO, INC. has inaugurated a special department to handle TV commercials, it was announced by Herbert L. Strock, president. The department will be under the direction of Ted Byron, former script and production supervisor in the motion picture and television department of N. W. Ayer & Son, Inc.

THE ADVERTISING CLUB OF NEW YORK will conduct its advertising and selling course for the 27th year, this fall. The lecturers are chosen from the top leaders of their fields.

## WJBK Announcements Discourage Hoarding

Detroit, Mich. An all-out to curtail hoarding in the Detroit area is now being staged by WJBK, according to an announcement made by Richard E. Jones, managing director of the station. In cooperation with the War Department and the U. S. Government, the station is including in every program special announcements and station identification tags to discourage over-stocking of foods, soaps and nylon products.

Included in the public service program are 20 announcements each day, plus tags at the end of each 15 minutes segment. In addition, WJBK has announced refusal to accept any advertising which may encourage panic or unnecessary buying.



By SID WHITE

## Man About Manhattan. . . !

● ● ● FRIDAY-DREAMING: The Pittsburgh Pirates, only major league ball club to ban television, may let the bars down next season. Reason: In spite of the ban, attendance showed an 18 per cent decline—biggest in the league. . . . If Dane Clark can get a meaty TV show, he won't return to H'wood but stay in town for the series, then return to England next Spring for another film. He's looking for a blood and guts yarn. . . . MGM is making a picture titled "Go For Broke," which Dore Schary is producing. What a 'natural' for a tie-up with Norman Broken-shire. You're welcome, WJZ. . . . Boris Karloff will do a WNEW disc jockey show for the kiddie trade. . . . "Meet the Press" bagged Jimmy Roosevelt for this Sunday's telecast. . . . Will Mahoney, on his way to Europe for a Palladium date, has a TV package in his trunk geared for a sponsor who wants to make a big dent in the 8-to-16-year-old trade. . . . Ford Dealers' Movie Nite on WOR-TV will be copied in Phila., Baltimore and Washington. . . . WIP's Murray Arnold forwards a copy of the new BMI booklet which gives a write-up to a disc jock by the name of Harry Jarkey, of WSAM, Saginaw, Mich. Now there's one guy you could really call a disc jarkey.

★ ★ ★ ★

● ● ● There's good news tonight concerning a youngster named Morton Downey—or I should say great news. Morton returns to the CBS network fold on Oct. 7th when he starts his new Coca-Cola show. Two decades back—from 1930 to 1933—Morton was The Man on CBS. No one lured more dialers than did the Svelt Celt and honey-filled songs. Now, 20 years later, Morton has been brought back to the Bill Paley stable and CBS is going all out to make him The Man once again on their web. When Downey was on CBS for Camel's 20 years ago, he was given the 7 p.m. slot that was then Dead Man's Gulch—facing Amos 'n Andy on NBC. Morton turned that time into radio's hottest spot within a couple of months and when he left, he left the door open for Bing to follow and then Kate Smith later on. Downey is also about 90 per cent set for his own TV show as well but we'll yap about that at a later date.

★ ★ ★ ★

● ● ● THE MORNING MAIL: "If you must follow the prescribed ritual for trade paper columnists as regards press agent releases," writes Ed Sullivan, Continuity Director of WCOP, Boston, "how about a variation on the theme? I refer to your 'Leo De Lyon' item which had him seeking a script writing team for a new TV series. The undersigned, with 10 years of gag writing to his credit, has been answering such items for those many years. So far, fortune has been conspicuous by its absence. The inevitable happens every time I read such a blurb. Undoubtedly, dozens of writers like myself will respond. Then, several weeks or months later, this come or that will come up with a 'new' team, consisting of two or three of the same old 'Tired Tom' My head, (slightly softened from constant battering against stone walls), is now dizzy to the point of surrender. So, 'General' De Lyon, Cantor, Wynn, Hope, et al, MY SWORD! Do with it as you will. As for you, Sid, don't forget to duck. The sponge you see flying was thrown by me."

★ ★ ★ ★

● ● ● APPLAUSE DEPT: Louise Carlyle's lush thrushing on the Lanny Ross stanza. . . . Geo. Putnam's jet-action news sessions via DuMont. . . . Beverly Lawrence's emoting in "Clutter-buck" in the summer barns. . . . Dorothy Warenskyold's warbling on "Harvest of Stars." . . . Bobby Byrne's ork at the Paramount. . . . Ed & Peggen's lively breakfast chatter. . . . The about-time return of "Info, Please" to the airwaves. . . . Mike O'Shea's pinch-hitting for Danton Walker on WPIX.

## LOS ANGELES

By IRV HAMLIN

WILLIAM J. BAILEY, director of radio and television for Navy Recruiting Service, is here this week to supervise the cutting of 12 fifteen-minute platters of "Navy Star Time" show, aimed for immediate release to boost Navy enlistments. The show will star Frankie Laine, Gordon MacRae, Jo Stafford, Mel Torme, Jimmy Wakely and Dick Haymes, with Hy Averbach doing the Navy commercials.

Look Magazine Photocrime photographer has completed shooting of 11 Photocrimes for his magazine, at ABC Television Center, using such name ABC-TV stars as Charlie Ruggles, Edmund Lowe and Gloria Saunders. This marks the first time TV facilities have ever been used in the magazine's popular department, which features Hannibal Cobb.

Nacio Herb Brown's "Hopalong Cassidy Suite," a 30-minute semi-classical piece, is scheduled for summer record release. Bill Boyd, who stars as "Hopalong Cassidy" on Mutual Don Lee's Sunday adventure thrillers, heard the Brown composition and gave it "Hoppy's" nod of approval.

## Harrington To Broadcast Football Games At WBBM

(Continued from Page 1)

season will be the Dec. 2 game between Georgia Institute of Technology and Georgia University.

While the opening and closing games have been set, the complete schedule of contests which Harrington will cover remains tentative and flexible. On this basis, he will be able to bring to WBBM listeners the outstanding grid events, week-to-week. The R. J. Reynolds Tobacco Company, for Camel cigarettes, will again sponsor the play-by-play reports.

## Institutional Spots Being Used By WOR

Expanding its own radio promotion campaign, begun several months ago, WOR has started airing recorded announcements by the station's artists calling attention to the entertainment and information offered by WOR and radio in general. WOR personalities, such as Rudy Vallee, Martha Deane, John Gambling and Buddy Rogers, are reminding listeners that radio offers a "choice of the choicest entertainment and 'fine music and the most important news."

The New York station is also airing eight-second announcements designed for use at various times during the day and night. All urge listeners to think of radio as a friend, willing and able to entertain and inform.

## Attorneys For KFVB Appear Before FCC

Washington Bureau of RADIO DAILY Washington — Attorneys for the old-time purchasers of KFVB, Los Angeles, told the FCC this week there is a good deal of pre-arrangement for the transfer of a station on temporary license. KFVB, owned by Warner Brothers Pictures, has a temporary license pending the Commission's working out of a plan for dealing with licensees and applicants guilty of anti-trust violations in other fields. This case is especially complicated, however, because a 49 per cent stockholder in the purchasing corporation is also in the film business and has been recently convicted of violating the anti-trust laws. This is the Schine circuit, whose conviction was upheld two years ago by the Supreme Court at the same time it upheld the conviction of Warner Brothers.

A majority stockholder will be Harry Maizlish, long manager of the station. Attorneys Marcus Cohn and Sam-Willer pointed out that the Commission policy against transfer of temporary licenses has been designed to prevent persons "guilty of violating Commission rules or statutory provisions from disposing of broadcasting privileges for valuable consideration and to prevent the proposed transferees or licensees from claiming rights to a renewal of license on the ground of having approved transfer to them." The Commission had found them guilty to continue the operation of the station, thus inferentially negating the effect of any misdeed by the previous owners.

## Profit Sharing Plan Increased By WCTC

New Brunswick, N. J.—James L. Re, president of the Chanticleer Broadcasting Company, announced yesterday that the board of directors authorized a 25 per cent increase in profit-sharing which is distributed monthly among employees of the station. The increase is retroactive to 1947. All employees completing one year of service with the station are eligible for profit-sharing under a policy that has been in effect since WCTC went on the air almost two years ago. The board also disclosed yesterday a series of changes among the station's executives has been made to meet the demands that will be put on the organization with its newly expanded fall program. One of the more important of these changes will place Ted Re in the newly created post of General Relations Director. Webbe, who was formerly associated with WJW and WPAT in an executive capacity, has been sales manager of the station since last March. The sales managership passes to

## FCC Okays 2 New Stations, Approves Transfer Of Three

(Continued from Page 1)

sale of a half interest by Harry J. Dunlap to his brother for \$25,000. Purchase of his quarter interest in WNOW and WNOW-FM, York, Pa., from Edward C. Hale by his partners — H. J. Williams, Lowell W. Williams and M. E. Cousler—for \$18,000 was approved.

Lincoln County Broadcasters, Liberty, Montana, were permitted a new station to operate on the 1230 band with 250 watts unlimited, and Reidsville Broadcasting Company was okayed for operation in the 1220 band with 250 watts daytime in Reidsville, N. C.

The Commission turned down the request of WFRC, also of Reidsville, that the latter application be set for hearing.

KNAL, Victoria, Texas, was permitted to extend its hours on the 1410 band, with 500 watts power, from daytime to unlimited, and WIBR, Baton Rouge, La., was given the nod for a shift from the 1220 to the 1300 band, upping its power from 250 watts to one kilowatt and

increasing its time from daytime to unlimited.

The Commission also announced that it has granted the request of KCHE, El Reno, Oklahoma, for permission to stay off the air for 60 days in order to procure new studios and to refinance and reorganize.

WRVC (FM), Norfolk, Va., was put on notice by the FCC that when it seeks renewal of its license it would do well to show that "reasonable efforts have and are being made" to comply with its assurance in 1946 that the station would be operated as "an independent entity." The notice came as the result of FCC study of a complaint from WTAR, Norfolk, that the FM station has been operating substantially as a duplicator for WRVA and WRVA-FM, Richmond, which are under the same ownership.

WTAR and WRVC differed in statements to the Commission on the proportion of the announcements and programming coming from Norfolk.

## Correspondent-Unit To Study News Issues

(Continued from Page 1)

from the radio, periodical and picture galleries.

This committee, by the resolution, "shall be authorized to canvass the views of officials of the several branches of the Government charged with information duties, as well as the views and problems facing business and other special interest publications, and such other sources as it may desire."

## Brewer Renews Welk Show

Milwaukee—The Miller Brewing Co. of Milwaukee has renewed sponsorship of the "Lawrence Welk High Life Review" over ABC, with the first fall commercial broadcast scheduled for Wednesday, Oct. 4, from 10 to 10:30 p.m., EST. The program, featuring Welk's orchestra, resumes October 4 following a summer commercial hiatus.

James M. Vogdes, a Metuchen resident, who has been on the WCTC sales force since December, 1947. The sales department has been strengthened by the addition of David A. Moss of Highland Park, who has been serving as program director since early in the spring. Moss, whose association with WCTC covers close to two years, will specialize in sales production presentation.

The station's new program director is Donald V. Meaney of Plainfield, who returns to WCTC after more than two years as news director at WNJR in Newark. Meaney was associated with the news department of the New Brunswick station back in 1947.

## Cuban Radio Opposes Government Decree

(Continued from Page 1)

which must be granted by the station on the penalty of losing its license.

It is the contention of the broadcasters that the Government Radio Bureau is not qualified to pass on whether or not a person has been libeled during a broadcast. They assert that such a ruling is a function of the Courts.

Commenting on the decree, Goar Mestre, president of CMQ, said:

"All stations are perfectly willing to permit anyone to reply to attacks on our broadcasts, and we have made it a habit to grant such time. However, we object to an administrative body deciding a question of law which should have been done by the Court.

"It is true that for years in Cuba we have suffered from verbal gangsterism on the radio. But the solution of the problem is to give citizens protection through streamlined libel laws, which should replace our present antiquated legislation, and not by regulations which throw the burden on radio stations."

Mestre's comment was made in reply to an inquiry of a New York Times correspondent in Havana.

## WMCA Gets Option On Fordham Football

WMCA has acquired an exclusive option to broadcast eight home and away football games of Fordham University this fall, it was announced yesterday.

New York indie will begin carrying the Fordham games with the Saturday, Oct. 7th tussle with Yale. The schedule includes games with Georgetown, Syracuse, Temple and N.Y.U.

Negotiations are currently underway with several interested advertisers, and WMCA is hopeful of signing up a sponsor within the next few weeks. No decision has been made on the announcer to do the play-by-play, it was reported.

## Spitalny To RCA Victor In Exclusive Disc Deal


(Continued from Page 1)

meier, vice-president and general manager, RCA Victor record department.

The first Spitalny release, under the RCA Victor label will be his famous album of "Christmas Music." The album will be made available for the coming fall and holiday season and will be the recipient of a heavy promotion campaign. Spitalny is also slated for a series of light classical and operetta favorites during the coming year.

**Now Covering 17,000,000 Population Area in 5 States!**

**50,000 WATTS**  
in the middle of the dial  
**800 kc.**



**CKLW**  
• MUTUAL •

**The DETROIT AREA'S Better Than Ever Buy!**

Adam J. Young Jr., Inc.  
National Representative

★

Guardian Building  
Detroit 26 Michigan

J. E. Campeau, President

### BEHIND THE MIKE

**R**OSALIND PAIGE, WOR thrush, signed by Admiral Records.

Nick Kenny will guest on Sheriff Bob Dixon's "Chuck Wagon" next week to discuss fishing and "Gone Fishin'."

Andy Wiswell, recording chief for Associated Program Service, has such an uncanny ability to pick hits that a national mag has asked him to do an article on "What Makes A Hit Song."

Enzo DeMola is shedding 25 lbs. in preparation for a TV series to be sponsored by a food products manufacturer.

Margo Burke, composer of the rhapsodic suite, "Manhattan Potpourri," published by Bregman, Vocco and Conn, is finishing a new suite called "Four American Moods" for fall concert presentation.

Ray Gilbert and Sid Miller, the songwriters turned comedians at the Copa, are impressing viewers with their freshness and vitality. The kids are great.

Jean Carroll re-booked into the Paramount for Sept. 30th.

Leo De Lyon set for a return engagement at the London Palladium to be followed by a tour of Belgium and French theaters.

Dennis James "Okay Mother" TV session, the highest rated daytime show, to get the full DuMont network for its daily telecast in Sept.

Eileen Barton returns from her cross-country trip to headline the Capitol's new show starting the first week in Oct.

TV Guide Mike O'Shea winds up his 3-week stint as replacement for Danton Walker on "B'way Scrapbook" this week with Norma Terris, Eva Gabor, Bernie Hart and Bernard Sobel pencilled in as guests.

Kathi Norris is constantly besieged for articles. She has written shopping advice articles which are in the current Radio and TV Mirror as well as Radio and Television Best mag.

It looks as tho' Roscoe Karns' excursion into videa will be permanent. The star of DuMont's "Inside Detective" has sold his Calif. home and taken a home in Bronxville.

Martha Rountree's "Leave it to the Girls" stanza to be profiled in Collier's via the talented pen of Social Registerite writer, Eleanor Harris, who did that swell cover story in Look on Faye Emerson.

Stodwell Ltd., swank tailors, have perfected some prop suits to be used in TV with unfinished seams that can be ripped off again and again for slapstick and scenes of violence.

The Modernaires, who stole all honors in their just concluded chore at the Paramount, will delay their return to H'wood for a week in order to make three video shorts for their radio sponsor, Campbell's Soup.

Dusty and Rusty Simmons, identical twins from New England, are the new additions to Vaughn Monroe's Moonmaids.

## COAST-TO-COAST

**KSTP-TV Square Dance Party**  
Minneapolis, Minn.—More than 50 first nighters turned out for the premiere of KSTP-TV, NBC affiliate, "Square Dance Party" held recently. The party got under way with Eric Clamons instructing and calling the numbers for the 16 square dancers who volunteered from the studio audience. While the studio participants took time out for a rest, an organized square dancing club of seven-year-old youngsters entertained and KSTP-TV comedian Bobby Walker did a novelty tap dance routine. Along with regular host, David Stone, KSTP-TV comedian Bobby Walker will do a novelty act each week and Eric Clamons will be the caller and instructor for square dancing each week.

**Entertain Senators At Barbecue**  
Oklahoma City, Okla. — "Wiley and Gene," hillbilly radio and recording stars on the staff of WKY and WKY-TV, and Willie Wells, another WKY and WKY-TV staff musician, entertained Washington's Senators at a barbecue given last month by Sen. Robert Kerr. The barbecue was held at the Kenwood Country Club near Washington. Along with serenading the Senators and five cabinet members and their wives, the WKY entertainers also played request numbers, including "Deep in the Heart of Texas" for speaker Sam Rayburn.

**WCSI Receives Special Award**  
Columbus, Ind. — The Bartholomew County Foundation for Youth recently presented WCSI with a special award honoring the station's services in promoting the Summer Youth Camp sponsored by the Foundation. WCSI ran a special series of programs about summer camp and urged support for the project, which was a success. Dick Jewell, program director, and Dick Pyles, manager, accepted the award in behalf of WCSI.

**Announces Program Time Change**  
Hartford, Conn.—WTIC's "Mind Your Manners" broadcast, a regular Saturday morning feature on NBC, has switched to the 10:00-10:30 a.m. spot. The multiple-award winning teen-age program is currently being aired at 11:00 a.m.

**Canaday In New WKY Post**  
Oklahoma City, Okla. — Ewing Canaday, who has been with the news department of WKY since 1944, has been named news room supervisor. Ewing succeeds Bruce Palmer who resigned recently to become public relations manager for a local oil firm. In addition to his duties as supervisor, Canaday will report the noon edition of WKY's "News While It's News." Before joining the WKY staff, Canaday was associated with WPAD, Paducah, La.; KARK, Little Rock, Ark., and KELD, El Dorado, Ark.

**Reports On Program Attendance**  
Hartford, Conn.—WTIC has made the announcement that almost 100,000 women have attended the station's "Cinderella Weekend" program since its inception on August 4, 1947. The daily quiz show offers valuable daily prizes to contestants as well as major weekly prizes of all-expense-paid weekends in New York. George Bowe, producer of the show, and masters of ceremonies Floyd Richards and Bob Tyrol have been featured with the program since its beginning.

**Major Reports On Korea**  
Columbus, Ind. — WCSI recently broadcast a special interview with Major G. H. Huppert, who was with the U. S. Army in Korea. Major Huppert told about the conditions in Korea before the outbreak. He also told about the terrain on which our troops are now fighting and some of his experiences in Korea as an officer in the Army Counter Intelligence. The interview was handled by Capt. Dale Hornung, public relations officer for the 439th troop carrier wing.

**Promoted To Sales Manager**  
Oklahoma City, Okla. — Ardell Garretson has been named local sales manager for WKY-TV. Garretson joined the sales department of WKY early in 1947 and was transferred to the WKY-TV sales department in May, 1949, just before the television station went on the air in June.

### WTMJ To Broadcast 23 Football Games

Milwaukee, Wis. — Another big schedule of football broadcasts was announced yesterday by WTMJ, with the station carrying a total of 23 Green Bay Packer and University of Wisconsin games. Games will include both "at homes" and "aways" with direct broadcasts from the field.

The announcement marks the 22nd year WTMJ has carried the Packers and the University of Wisconsin games. The Miller Brewing Co. will sponsor the 14 Green Bay games, while the Standard Oil Co. of Indiana has signed for the 9 Wisconsin games. Mathisson and Associates is agency for The Miller Brewing Co. and McCann-Erickson, Inc. of Chicago, for Standard Oil.

### Roxy Spots On WQXR For Symphony Series

Roxy Theater, New York, is buying 20 spot announcements daily over WQXR, for a period of two weeks, beginning August 27th, to plug the personal appearance at the theater of the New York Philharmonic Symphony.

### NEW BUSINESS

**WPTZ, Philadelphia:** Baltimore Spice Company, through Edw. Prager Company, Baltimore, will use a weekly participation "Deadline for Dinner" for the next thirteen weeks. Derby Foods, Inc. on behalf of its Peter Pan Peanut Butter, has signed to sponsor one minute and twenty-second film announcements. The present contract is for eleven weeks. The announcements will be featured on WPTZ daily "Whirligig" shows. Abbot Dairies, Inc., Philadelphia, live participation announcements in "Deadline for Dinner." The dairy also will sponsor similar announcements the Wednesday night "Carol Coming" program.

**WFIL, Philadelphia:** The Flax Products Corporation has scheduled participation announcements on "Mary Jones" show Mondays, Wednesdays, and Fridays, beginning September 25. The program broadcast Monday through Friday at 1:30 p.m. Latest sponsor to be time in the WFIL "LeRoy Mill, Breakfast Club" program is Grov Bromo Quinine. Beginning September 25, the firm will sponsor a fifteen minute segment of the disc jockey show Monday through Saturday 7:20 a.m. The account was placed through the Gardner Advertising Agency.

### Send Birthday Greetings To

- August 18
  - Sid White Bill Bloomingdale
  - Walter O'Keefe Jessyca Russell
  - Alvin Wilder William C. Roux
- August 19
  - Marcus Bartlett Don Bernard
  - Bob Kerr Jimmy Shields
  - David B. Stein Jack Naylor
  - John M. Outler, Jr.
- August 20
  - Alan Reed Andre Baruch
  - Jack Copeland Don L. Davis
  - Ted Donaldson Dal Wyan
  - Michael Carr
- August 21
  - Don Albert Ken Carpenter
  - Thomas Hudson Bob Jellison
  - Carlton Kadell
  - Howard W. Friedman
- August 22
  - Carroll Carter Ernest Hackworth
  - Faye Parker Martha Raye
  - Lesley Woods Don Prindle
- August 23
  - Michael Bartlett Bob Crosby
  - Wendell Hall Lawrence Mark
  - John McCarthy Forrest Wallace
- August 24
  - Phil Baker Arlene Black
  - Jimmy Fidler Dennis James
  - Helen Russell Geo. M. Burbach

# TELEVISION DAILY

Continuation of RADIO DAILY, Friday, August 18, 1950 — TELEVISION DAILY is fully protected by register and copyright

## FOOTBALL GATE GETS GUARANTEE

### Admiral & KNBH Buy West Coast Gridiron Sked

(Continued from Page 1)

responsible if the gate falls below expectations.

The agreement, which involves \$650,000, calls for televising 15 games over KNBH, first of which will be played in Los Angeles on Wednesday evening, August 23, against the Chicago Cardinals. Nine of the telecasts will be live and six away from home on films.

Under terms of the contract the Rams are guaranteed a total gate for the season of \$575,000 (balance of the \$650,000 contract is for station charges and visiting team rights). Admiral participates in this guarantee, however, only to a maximum of \$151,000, with the remainder of the financial responsibility being assumed by station KNBH.

The Rams also have made a guarantee on their own to the sponsor and station—a guarantee that the total gate will not fall below \$273,000. Anything below this figure would not be charged to Admiral or KNBH.

#### Sliding Scale Provided

Through a sliding scale of payments, pegged on gate receipts, Admiral and KNBH can televise the games at little or no financial outlay if the attendance reaches the guaranteed figure of \$575,000. This figure of \$575,000 for eight games, reaches about 15 per cent higher per game than the Rams netted last year, when they drew a total of \$371,000 for six home games.

Commenting on the deal Dan Reeves, president of the Rams said:

"We are the only team in the national football league telecasting our games live in our own city. For the moment, a gate guarantee of some kind is necessary to obtain permission of the visiting teams, but over the long haul I think we're going to gain thousands of new fans who will eventually start clicking through the turnstiles. After all, there are still a lot of people who don't know how exciting major league football is, and I think this is a wonderful opportunity to reach them."

#### Buys Coast TV Series

Hollywood — Murphy Motors, through its agency representative, Charles Stahl, assumes a 52-week sponsorship of major feature motion pictures over KECA-TV Saturdays, from 9:30 to approximately 10:30 p.m., PDT, effective September 9, replacing its present John Wayne Western film series.

### TV Movies Brightened By Eastman

A new filter technique which will vastly improve TV images transmitted from motion picture films is reported to have been developed by the Eastman Kodak Co., according to a statement yesterday by Dr. C. J. Staud, director of Kodak Research Labs. Developed by Dr. Otto Sandvik and T. Gentry Neal of the labs, the new process, Dr. Staud said, gives more faithful reproduction of picture contrast and brightness control, with the result "like lifting a grey veil from movies on the TV screen." Two networks, Staud said, are preparing now to use the filters in their projects. Technically, the new process is explained as making use of a filter of infra-red absorbing glass and an interference filter. The Eastman system may be used on both black-and-white films and on color; it will also be very significant, said Staud, in black-and-white televising of programs available only on color film.

### TELE TOPICS

**IMPRESSIONS:** William Post, Jr., Broadway stage and TV actor, turned in a convincing performance on NBC's "Cameo Later" Wednesday as an errant husband and father in a half-hour dramatic piece, "Point of View." . . . Arlene Francis was a bit off color in her "broad" comment during the "What's My Line?" presentation the other night—it was for living-room consumption where children gather around TV sets. . . . J. Sterling's "Big Top" performance which originates through WCAU-TV, Philadelphia, on CBS Saturday nights (3) is wholesome family fare with the whole production capturing the spirit of the circus.

**BACKING THE CONTENTION** that television is weaning away from movie theaters its important kid audience, FILM DAILY yesterday published a survey which reveals that 36 hours per week of children's programs are telecast by six New York area stations. The count includes 13 programs planned exclusively for youngsters—excluding Westerns and film features. It is pointed out too that most of the children's programs are telecast between 5:00 and 8:00 p.m.

**PEOPLE'S PLATFORM,"** previously slotted on Fridays over CBS-TV, now comes to Sundays (5:30-6:00 p.m., EDT), beginning this Sunday. . . . Admiral Chesley W. Nimitz has been slated to appear on WOR-TV's "Mobilization Story" program on Aug. 24 (8:45-9:15 p.m., EDT) with the theme will be "Associated Services," a review of the organization that replaced the wartime USO in supplying recreation and personal assistance to servicemen. . . . Tidewater Oil Co. has renewed its sponsorship of the George F. Nam show, "Broadway to Hollywood," on DuMont network (Wed., 10-10:30 p.m.). . . . WNBT's "Date in Manhattan" will be shifted from Central Park's Tavern On the Green to one of the station's studios. Having not yet obtained a sponsor for the show, WNBT will now use the vehicle for participating spot announcements. . . . Central Ice Cream has renewed sponsorship of WENR-TV's "Adventure Time" (M-F, 5:30-5:45 p.m.).

**TARLIT TIME,"** producer Bob Loewi's vehicle at DuMont on Sundays (7-8 p.m.) will take a two-week vacation after this week, commencing same by giving staff a party and having its beginning delayed on the last three minutes of the Buckmaster and Margaret Phillips show. . . . Brooke Byron, Hurd Hatfield, will star in NBC-TV's "Masterpiece Playhouse" production of "The Importance of Being Earnest" Sunday (9 p.m.).

### Ivy League Pigskin Skedded By WBZ-TV

Boston—Ivy League football will dominate the Saturday afternoon schedule on WBZ-TV, Boston, during the autumn as the Westinghouse station gives coverage to nine Harvard games and the Army-Navy classic. With the exception of three out-of-town encounters which will be televised by NBC-TV, WBZ-TV will originate its coverage of the Harvard games.

Games to be retransmitted by WBZ-TV from the NBC-TV coverage are: Penn-Virginia (Sept. 30), Harvard-Princeton (Nov. 11) and Army-Navy (Dec. 2). The latter will be sponsored by Gillette Safety Razor; tabs for all others are being picked up by Atlantic Refining Co.

The remainder of the lineup is as follows: Columbia-Harvard (Oct. 7), Cornell-Harvard (Oct. 14), Army-Harvard (Oct. 21), Dartmouth-Harvard (Oct. 28), Holy Cross-Harvard (Nov. 4), Brown-Harvard (Nov. 18) and Yale-Harvard (Nov. 25)—all of which takes place on Soldiers Field at Harvard.

### Brazil Opens First Television Station

Brazil's first television station began operations this week on a regular schedule from Sao Paulo, it was announced by Meade Brunet, v.p. of RCA and managing director of the RCA International Division. The new station, owned and operated by Emissoras Associadas, Brazil's largest radio web, is located in the State Bank Building in Sao Paulo, with studios in suburban Sumare.

"All equipment for the installation," Mr. Brunet said, "was supplied by RCA, including a 3-bay super-turnstile antenna, erected 520 feet above the street; a 5,000-watt transmitter operating on Channel 3, and complete studio facilities and mobile pickup units. Programs originating at Sumare are beamed to the transmitter by microwaves."

During the past four years, Brunet added, the Brazilian network has purchased 11 RCA radio broadcasting transmitters, including two 50,000-watt transmitters for installation at the ports of Bahia and Porto Alegre.

### Press-Time Paragraphs

#### Three Contracts Signed At DuMont

Tab for spots and participations have been picked up by three sponsors at DuMont network, it has been announced by Tom Gallery, sales director. R. J. Reynolds Tobacco Co. will bankroll ten-second time signals over WABD three times weekly for 52 weeks; Wm. Esty & Co. is the agency. Supak & Sons Mfg. Co. (through Friend-Sloane) has contracted for 26 one-minute announcements to be televised between Sept. 6 and Oct. 13 to promote children's wear. Stahl-Meyer, Inc., will sponsor 13 one-minute participations on Wed. eves, as of Sept. 6 and running through Nov. 19. Doud, Redfield, and Johnstone, Inc., was the agency.

#### Fifty-Two Films Sponsored

Hollywood—A series of 52 feature motion picture films will be sponsored over KECA-TV Sundays from 9:00 to approximately 10:15 p.m., EDT, commencing Aug. 27th, by Taylor Auto Co., Los Angeles. The roster of films and stars are yet to be announced.

**OUT**  
**TUESDAY**  
**AUGUST 22<sup>nd</sup>**

The Industry's Accepted  
Program Buyers Guide

# RADIO DAILY'S

11th Annual Edition

# SHOWS

Issue

A Complete Catalogue of All  
New Radio and TV Program  
Ideas and Who's Who of the  
Production Business

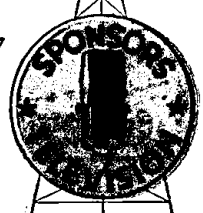
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It's Your Mid-Summer Must Reference Volume—  
Something you'll use for Months to come.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 52, NO. 35

NEW YORK, MONDAY, AUGUST 21, 1950

TEN CENTS

## TV TO BOOST PRO SPORTS, SAYS RTMA

### TV Tax Almost Certain; SFC Votes Approval

#### DuMont Effort To Kill Levy Bill Of No Avail

Washington Bureau of RADIO DAILY  
Washington—In a desperate last-minute effort which failed within less than a day as the Senate Finance Committee voted final approval of the overall tax bill carrying a new ten per cent levy on TV sets, D. Allen B. DuMont told the committee last week opposition of such a tax would  
(Continued on Page 6)

#### Boroff Heads Sales At Westhouse Radio

Edwin R. Boroff, a former vice-president of the ABC network, has been appointed general sales manager of Westinghouse Radio Stations, Inc., it was announced Friday by Walter E. Benoit, vice-president. Boroff will head up both radio and television sales at the Westinghouse stations. He will be located in  
(Continued on Page 2)

#### Mutual Marks Labor Day With Special Features

Three special features will be presented by the Mutual network in observance of the Labor Day holiday. Programs have been scheduled for Sunday and Monday, Sept. 3 and 4. On Sunday, the network will pre-  
(Continued on Page 4)

#### Sign For RCA Victor Series

Burr Tillstrom, Fran Allison, and the Kukapolitan Players, cast of "Kukla, Fran and Ollie," NBC-TV show, have signed an exclusive recording contract with RCA Victor and will record some of their hit TV routines this fall. Series will be given a special promotion campaign to coincide with the return of the show to TV on NBC.

#### Make Up TV "Mind," FCC Tells 2 Papers

Washington Bureau of RADIO DAILY  
Washington—The FCC has notified Atlanta Newspapers, Inc., that it has until September 8 to make up its mind whether it wants to retain WSB-TV or WCON-TV. The former station was authorized for the Atlanta Journal and the latter for the Constitution before the two merged. The notice of yesterday was in response to a June request for special permission to conduct propagation tests at higher than authorized power, with a delay in the licensing  
(Continued on Page 6)

#### Kraft To Sponsor Two NBC Fall Shows

Two top-flight radio programs, "The Great Gildersleeve" and "The Falcon" will be sponsored by the Kraft Foods Company over NBC, the network announced yesterday. Sponsorship by Kraft of a second top-rated radio program comes as a major step in the company's fall and winter merchandising campaign. "The Falcon," presently heard as a summer replacement for "The Great Gildersleeve" on Wednesdays, 8:30-9:00 p.m., EDT, will switch to Sundays, starting Sept. 3, 4:00-4:30  
(Continued on Page 4)

#### Florida Station Records Hurricane Hunt Flight

Miami—The complete report of a six-hour flight in a Navy hurricane hunter plane was broadcast by WQAM in Miami, Florida, Thursday night. WQAM chief engineer Gene Rider flew through the eye of the hurricane, then located some 200 miles east of the Bahamas. While winds of 145 miles per-hour were  
(Continued on Page 2)

#### Bruno, Inc. Buys Package For 6 Weeks TV Tryout

Bruno Inc., in cooperation with Friendly Frost Stores, has picked up the tab on WNBTV's "Say It With Acting," a charade game emceed by Ben Grauer. The contract for six weeks was signed through Arnold Cohan Corporation, Bruno's agency, and Getschal & Richard, Inc., agency for Frost. Sponsorship began on  
(Continued on Page 6)

### M-G-M Film Stars Pacted For 26-Wk. Series Of ETs

With the beginning of the third 26-week cycle of MGM Radio Attractions, it was announced Friday that Joe Bigelow has been signed as director of "The Story of Dr. Kildare" and "The Hardy Family," transcribed program features syndicated by the MGM organization. Raymond Katz, director of production, who announced the Bigelow acquisition, is currently in Hollywood negotiating contract renewals with stars who will appear on

the new series. Katz also revealed that Carey Wilson, MGM producer, will pinch hit for Howard Dietz on the "MGM Theater of the Air" while the latter is on vacation in England. It was also announced that Gloria Swanson had been signed to appear in "Love Is A Headache" in the "MGM Theater of the Air" series. Other stars committed to new contracts are Ellen Drew, Joan Leslie, Ruth Hussey and Barbara Stanwyck.

#### Jordan Analysis of Colleges Data Favors TV

Washington Bureau of RADIO DAILY  
Washington—TV may very well prove to be a shot in the arm for professional sports events, according to an RTMA study by Jerry Jordan. Jordan has assembled data and analyzed it in connection with work at Princeton and the University of Pennsylvania, making up a study published  
(Continued on Page 6)

#### Liberty-W.U. Dispute Over Rates Is Settled

Washington Bureau of RADIO DAILY  
Washington—Liberty Broadcasting's complaint against Western Union for overcharges of \$17,972.10 in connection with the rates for baseball game play-by-plays has been settled, the FCC revealed, and the Commission dismissed the matter. The complaint followed the Commission's determination that  
(Continued on Page 2)

#### "Yankee Kitchen" On New Network

Effective Sept. 11, "Ken and Carolyn's Yankee Kitchen" will move to a new network of New England radio stations, it was announced over the week-end by James E. Murley, president of Broadcast Ad-  
(Continued on Page 6)

#### Sue On Hit Parade

"Seoul City Sue," the Communist edition of Tokyo Rose, has been giving American pilots in Korea a hard time, using their wavelengths for propaganda and music. One Yank fighter pilot, Bud Gallagher, got fed up, traced the origination and blew up the transmitter. Story was first released last Friday on MBS "Air Force Hour."

#### Johnson To Speak

The first major address by Secretary of Defense Louis Johnson since the Korean war started will be aired over ABC on Saturday, Aug. 28, at 9:30 p.m., EDT. Secretary Johnson will be in Charleston, West Virginia to attend the annual convention of the West Virginia Department of the American Legion and will speak from there.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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John Perdicari  
Ludovisi 16

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

FINANCIAL

(August 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/2	11	11	- 1/4
Admiral Corp.	29 1/2	29	29 1/2	+ 1/2
Am. Tel. & Tel.	151 3/8	151 3/8	151 3/8	+ 3/8
CBS A	28 1/2	28 1/2	28 1/2	+ 1/2
CBS B	28 3/4	28 1/2	28 3/4	+ 1/2
Philco	42 1/2	42 1/2	42 1/2	+ 1/2
RCA Common	18 1/2	17 3/4	17 3/4	- 1/2
Stewart-Warner	16 5/8	16 1/4	16 1/4	- 1/2
Westinghouse	32 3/4	32 1/2	32 3/4	+ 1/2
Zenith Radio	53 1/4	52 1/2	53	+ 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	19	20
Stromberg-Carlson	13 1/2	15

Wedding Bells

Rose Wells Field, daughter of Mr. and Mrs. Dan B. Field, was married on Saturday, Aug. 19th, at her home in Larchmont, to William Covington Parker, son of Mrs. Lester L. Parker of Asheville, North Carolina, and the late Mr. Parker of Marshville, N. C. Groom served with the Navy Air Corps during World War II and is currently a writer for RADIO DAILY. After a trip through New England, the couple will reside in Fair Lawn, New Jersey.

The Land of the Free

Dramas of American Opportunity  
This week: Elisha Kent Kane

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

★ COMING AND GOING ★

DONALD C. HAMILTON, manager of program operations for WOR, left Friday for a month on the French Riviera.

HARRY FEENEY, trade news editor and horse fancier, has returned from Goshen and the Hambletonian, and is reunited with his Roget in the press department at CBS.

R. G. WINNIE, station manager of WTMJ-TV, American network affiliate in Milwaukee, arrived in Gotham Friday.

WALTER H. GOAN, general manager of WAYS, American network station in Charlotte, N. C., is in town for confabs with officials of the network.

PEG ECK, news editor at WMAL, Washington, D. C., is aboard the Nieuw Amsterdam bound for a seven-week trip to London, Paris, Berlin and Vienna. While overseas, she will do a number of broadcasts for ABC and will cover the International Monetary Conference in Paris.

LESTER W. LINDOW, general manager of WFDF, Flint, Mich., an ABC outlet, conferred Friday with officials of the web.

DON HEWITT, director of the 7:30 p.m. newscast on CBS-TV; JIM EGLESON, cartographer on the program, and RUTH KNOPF, secretary to Hewitt, are vacationing. Hewitt will tour Nova Scotia and Maine, Egleston will rest up at his summer place in Danbury, and Ruth will divide her time between New Suffolk, L. I., and London, Ont.

STU REYNOLDS is in New York on business with some Crosby Enterprises packages. He'll return to Hollywood in two weeks.

HARRY M. BITNER, JR., station manager of WFBB-TV, Indianapolis outlet of ABC, is in New York on business.

EUGENE FITTS, executive producer at Mutual, left Friday night on a vacation of two weeks.

JO ANN TOLLEY, vocalist heard on several disc-jockey programs, has left for an engagement in Atlantic City.

GORDON F. KEEBLE, station manager of CFCF, Montreal, Quebec, was welcomed Friday at the New York offices of ABC, with which the outlet is affiliated.

Borroff New Sales Mgr. For Westinghouse Radio

(Continued from Page 1)  
Philadelphia until the company completes the projected move of its headquarters to Washington, D. C. A veteran of 27 years in radio, Borroff began his career with KYW in 1923. After serving as program and commercial manager, he joined the NBC network sales department. Later he moved over to ABC (then the Blue Network) as sales manager and then vice-president in charge of the network's central division in Chicago.

Liberty-W.U. Dispute Over Rates Is Settled

(Continued from Page 1)  
Western Union had no right to levy additional charges of \$2 per station for each station to which the baseball accounts were furnished by the original purchaser of the service. Settlement was agreed upon with the payment of \$14,464.70.

**TV & AM O-P-E-N-I-N-G-S!**  
MANAGER — 50 kw Sta. (TV pot.) in HIGHLY COMPETITIVE MARKET!  
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Kansas City, Missouri

Florida Station Records Hurricane Hunt Flight

(Continued from Page 1)  
being recorded by the hurricane hunters, Rider wire-recorded the reactions of the men aboard the plane, and described the flight through the storm. Interviews with the pilot, co-pilot, navigator and aerologist plus Rider's description of the 90-minute flight through the storm. The flight resulted in a 30-minute air show for the station.

Hollywood's New COUNTRY CLUB HOTEL

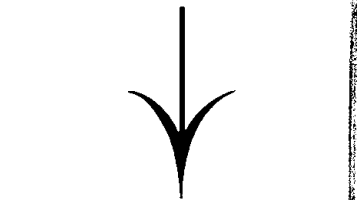
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in the booming Detroit market  
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experimental stage and reached  
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**WWJ-TV**

NBC Television Network

## THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

**A**n urgent plea to the nation's broadcasters and newspapers for the withholding of news of troops movements and alerts within the country was voiced by the Army in Washington. The Army will continue to announce any National Guard divisions called into Federal service and has no objection to local publicity of smaller guard units called up to Federal service. But round-ups of such units in an entire state or in the entire country would make easy the work of hostile intelligence agents.

In an unprecedented TV sports sponsorship deal, Admiral Corporation and KNBH, NBC outlet in Los Angeles, entered into a contract to sponsor the fall football schedule of the Los Angeles Rams by subscribing to a guaranteed gate clause which makes the sponsors responsible if the gate falls below expectations. The agreement, involving \$650,000, calls for televising 15 games over KNBH. Under terms of the contract the Rams are guaranteed a total gate for the season of \$575,000, balance of the \$650,000 contract is for station charges and visiting team rights.

Top executives of the major networks foresee a fall and winter upturn in radio business if the wartime emergency does not curtail business action. RADIO DAILY learned in a special round-up. NAB district meeting opened in Seattle. The district meeting gave unanimous approval, in principle, to the proposed plans for the million dollar BAIB.

Robert E. Kintner, president of ABC, signed new five-year contract, at a salary of \$75,000 per year, plus bonuses. Crosley TV sales, on distributor sales hit \$68,000,000 as a sequel to the three-day national sales convention in Chicago.



By SID WHITE

### Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Those who have viewed the first Groucho Marx telecast film fear for the worst. Groucho has removed all the props which have made him famous and is playing his role straight. It just aint the Groucho of radio. . . . One of the wedding gift surprises awaiting Louis Sobol on his return to town will be an invitation to do a midnite disc show from a midtown hotel's nite spot. . . . If Larry Storch goes through with his projected TV revue and calls it "The Storch Club," Sherman B. will no like. . . . Which reminds us that CBS-TV is readying a daily series with Jim McKay tagged "The Real McKay," which should hardly be cheering news to Geo. McCoy, who's been using the tag, "The Real McCoy," for a dozen or more years. And that's the real McCoy. . . . Mrs. FDR will narrate an album of tales for kiddies for RCA-Victor. . . . Martin Ragaway and Universal have called it a day. . . . Jack Benny's boy, Frank Fontaine, will unveil his radio act at the Copa late this month or early next. . . . Remember that sensational radio program, "Document A/777" by Norman Corwin? He's just signed with MGM to do a screen script based on it. . . . MCA has sponsors interested in a weekly one-hour dramatic TV series produced by Cecil B. DeMille.

☆ ☆ ☆ ☆

● ● ● Bernard Prockter, producer of "The Big Story," is embarking on a feature film production program of two documentaries annually and is negotiating with Eagle Lion Classics for release. First of the documentaries, as yet untitled, is half completed and is a story about the aura of mistrust against a for-eigner in the deep South. These features will be budgeted around \$350,000 each.

☆ ☆ ☆ ☆

● ● ● IF I WERE MR. B. OF TV: I'd issue a ukase that crooners who essay "Old Man River" and "Without a Song" be without a job. . . . Opera singers, partic Wagnerian specialists, would be masked for close-ups. Their extravagant mannerisms are enuf to make myopia modish. . . . Bistro hosts would be persona non grata on programs emanating from their stylish saloons. Their menus are infinitely more interesting than their kissers. . . . The "Uncle Dons" on kiddie korners would be forced to take monthly vacations. Underneath their happy exteriors I detect a mine of suppressed suffering that will erupt in atomics. . . . CoMAIDians who try "The Lady is a Tramp" and "Bewitched, Bothered and Bewildered," the Rodgers-Hart gems written for Mitzi Green and Vivienne Segal (the only gals who ever did justice to their lyrical condiments) would be banished to the remotest stretches of Toots Shor's.

☆ ☆ ☆ ☆

● ● ● IN ONE EAR: Radio's "Mr. & Mrs. North" signed by Colgate to resume Sept. 5th. . . . Who said talk is cheap? Martin Block's chatter will net him a million bux for the next 3 years. . . . Bill Slater signed with Roberts & Carr Productions as moderator of "Sports Test," their new TV quizzer. . . . Winnie Garrett observes that some H'wood films have been repeated on TV so often they oughta be called moving fixtures.

☆ ☆ ☆ ☆

● ● ● MAIN STREET SEEN-ery: Stu Erwin, a former tenant of the Winter Garden Theater, trying to look nonchalant at Mike Todd's lobby display of "Peep Show" gals. . . . Lionel Stander in Lindy's looking at his plate of chicken as tho' it were the grandma in "Red Riding Hood." . . . Benny Goodman the swing-king, getting in some hot licks on an ice-cream pop on 49th St. . . . Lex Barker, the movie Tarzan who finds it easy swinging through tree-infested jungles, finding it tough to cross the taxi-infested traffic at Times Sq.

## Kraft To Sponsor Two NBC Fall Shows

(Continued from Page 1)  
p.m., EDT. Meanwhile, for the tenth consecutive year "The Great Gildersleeve" will resume on Sept. 6 at the accustomed 8:30 p.m. time.

In its new spot, "The Falcon" will lead NBC's Sunday afternoon parade of mystery thrillers. The show stars Les Damon as Michael Waring, alias The Falcon, a free-lance detective who's always ready with a hand for the oppressed.

Gildersleeve, this season, will be played by Willard Waterman, veteran screen and radio actor. He will be surrounded by the perennial cast which has made the show one of the network's favorites.

## Mutual Marks Labor Day With Special Features

(Continued from Page 1)

sent, in cooperation with the International Association of Machinists, a dramatic story of the American worker, called "Boomer Jones." The show, featuring Brian Donlevy, Marie McDonald and William Holden, will be aired at 10:30 p.m., EDT.

On Labor Day, Mutual will broadcast the annual Labor Day report to the nation by Secretary of Labor Maurice J. Tobin, time to be announced.



WILLIAM HORNE, Tenor

"ORCHIDS," "ENCORECHIDS," "APPLAUCHIDS," "CURTAIN CALLS," "BETTER THAN GIGLI." . . . WALTER WINCHELL.

"Mr. Horne excelled in the smoothness and sustaining quality of his beautiful voice." . . . CARTER HARMAN, N. Y. TIMES.

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How do YOU think YOUR audience will react to William Horne's singing?

SID WHITE says in RADIO DAILY, "THE GUY'S AN AUDIENCE-THRILLER."

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UNITED AIR LINES

# M-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Monday, August 21, 1950

## Emerson Again Hikes Prices On TV Sets

For the second time in less than a month, Emerson Radio & Phonograph Corporation has announced a price increase of its entire TV line ranging from \$10.00 to \$30.00 at consumer levels, and from \$1.00 to \$10.00 on most of its portable and table-top radios and phonoradios; and \$1.00 on console phonoradio. A total of eleven TV models and five radio and phonoradio models are affected by this latest increase. The last increase announced by Emerson on July 25 of from 3 to 16 percent was ascribed to a parts shortage by Benjamin Abrams, president. This latest increase, announced last week is also ascribed to scarcities of certain components which hinder production continuity. It has, therefore, adversely affected production costs, Abrams said. Abrams pointed out however, that the latest price hike is in many cases well below other manufacturers' prices and are well below the prices of corresponding models in the present Emerson line.

## Named To RTMA

Norman D. Israel, executive vice-president of the Emerson Radio & Phonograph Corporation, New York, has been appointed chairman of the general Standards Committee of the Radio-Television Manufacturers Association.

## ENGINEERS — CONSULTANTS

### McNARY & WRATHALL RADIO ENGINEERS

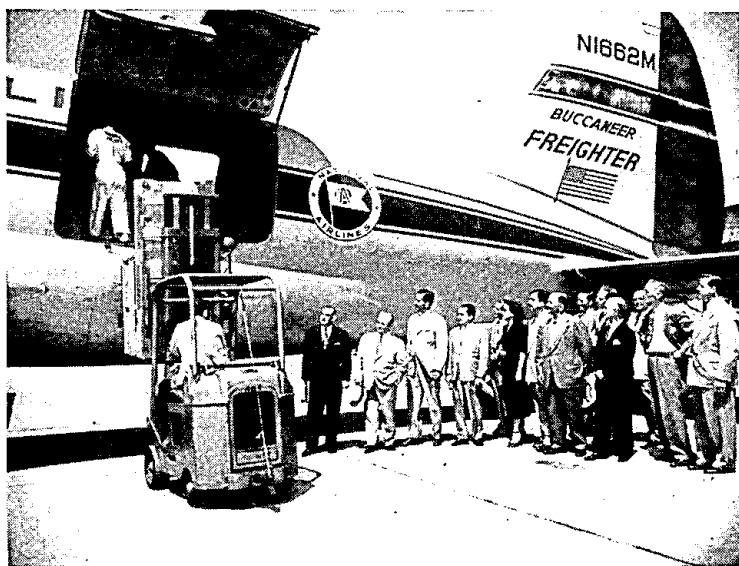
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Sr. Nicholas E. Meneses, Cuban Consul-General, (second from left), RCA and National Airlines executives, attend special departure ceremonies at Philadelphia's International Airport as one of the two National Airlines' C-46 transports is loaded with some of the 22,000 pounds of RCA TV equipment consigned by the RCA International Division to the Union Radio Network of Cuba. This is the first full complement of TV station equipment for Cuba's key TV station in Havana.

## Illinois Cabinet Co. Purchased By G. E.

The Illinois Cabinet Company at Rockford, Ill., has been purchased outright by the General Electric Company, according to an announcement by Dr. W. R. G. Baker, vice-president and general manager of the company's electronics department at Syracuse, N. Y.

Oscar M. Lindgren, president and general manager of the cabinet company, will continue in that capacity, Dr. Baker said.

The Illinois Cabinet Company has manufactured furniture and wood products for over 44 years, and has supplied radio and TV cabinets to GE and other manufacturers for many years.

GE has been partial owner of the cabinet company since 1947 and has now purchased all the capital stock. No purchase price was quoted.

## WABD Signals "Bounce" As Far West As Kans.

TV signals emanating from DuMont's key station in New York City (WABD), have been clearly received as far west as Leavenworth, Kans., according to letters and cards received from puzzled viewers by Rodney D. Chipp, chief of the engineering department, DuMont Television Network.

This phenomenon is explained scientifically by "anomalous propagation," or skywave reception, resulting from a bounce or reflection of normally sent signals, a situation which has been particularly noticeable this summer.

A peculiar combination of atmospheric conditions, especially during June and July, has resulted in this freak reception by viewers beyond the normal range of transmission.

## PRODUCTION PARADE

### Wall Joins Sylvania

Curtis K. Wall, formerly assistant quality control engineer, has joined the distributor sales department, Radio Tube Division, Sylvania Electric Products, Inc., according to H. H. Rainier, manager of distributor sales. Wall will specialize in distributor sales promotion for radio receiving and TV picture tubes, test equipment and electronic products and will operate from the company's New York office.

### Appointed Bendix TV Distributor

Martin Rothman has been appointed Bendix radio and TV district merchandiser for Northern New Jersey, according to an announcement by R. W. Fordyce, general sales manager, Bendix Television and Broadcast Receiver Division, Bendix Aviation Corp. Operating as the M. Rothman Company with offices at Cliffside, N. J., Rothman will cover the Northern New Jersey territory.

## Zenith Disc Changer Will Play All Speeds

A new record changer that automatically plays all three speed recordings and in addition any speed from 10 to 85 r.p.m. has been announced by Zenith Radio Corporation and is now included in all of their 1951 line of radio and TV console combinations and in their newest table radio-phonographs.

The "Cobra-Matic," which accommodates 7-inch, twelve 10-inch or ten 12-inch records, is a combination of a basically new concept in turntable drive and the Zenith Cobra Tone Arm. Unlike conventional changers with turntable speeds frozen to the three prevailing standards, (33 1/3, 45 and 78 r.p.m.), the new record changer is completely variable. It plays any speed within a range from 10 to 85 r.p.m. and needs no modification to accommodate any new speeds that record manufacturers may introduce.

The changer also has the means to compensate for any motor variations or any differences in line voltage which may slow down or accelerate the movement of the turntable and thereby affect the accuracy of reproduction. In the Cobra-Matic such deviations are overcome by fine speed adjustments which give the exact pitch and tempo desired.

The utmost simplicity has been incorporated into the new changer, with only two controls to operate. No extra spindles or accessory gadgets are required to play any of the current three speeds of records being manufactured or any other speeds between 10 and 85 r.p.m. that may be manufactured in the future.

## New Soldering Tool

The Palmer Manufacturing Co., Woodside, N. Y., announces a revolutionary new soldering tool, "Sold-er-weld," that operates on about 6 volts as supplied by battery or through a suitable transformer from an AC line.

## RADIO ELECTRONICS SCHOOL OF NEW YORK

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

LICENSED OPERATORS, TECHNICIANS AVAILABLE

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RADIO ELECTRONICS SCHOOL OF NEW YORK  
52 B'WAY • BO 9-1120

## DuM. Fails in Effort To Kill TV Tax Bill

(Continued from Page 1)

not be in the public interest. He is chairman of the RTMA Excise Tax Committee.

Passage of the bill by the Senate with the new TV tax included seems assured, and there is little doubt that the House will accept the new tax. The levy was asked by the administration last winter, but the bill approved by the House earlier this summer did not carry it.

DuMont said, "the public interest values inherent in television must be weighed against the one reason offered by Secretary of the Treasury Snyder in support of the tax—the extension of existing excises in the interests of competitive equality", wherein he stated that television is competitive to other forms of entertainment which are subject to excise taxes, such as sports events and movies.

"We believe that three important public interest factors are at issue. First, the fact that television, an industry which for commercial purposes is only three years old, is being subjected to an excise tax which in the past has not been placed on any other industry in such a comparatively early stage of development.

"Secondly, in times of international crises and national emergency, nothing can compare with television as a means of developing and maintaining public morale.

"Finally, television cannot be equalled as a medium for visual training of the citizens of the United States in general defense and self-preservation in the event of an all-out at-home war.

"The television industry is in a state of flux, with many technological changes still taking place. Its growth has been retarded by the 'freeze' imposed by the Federal Communications Commission on construction of new television stations since September, 1948. Many television stations and all television networks are operating at a loss. Manufacturers have still to make up the enormous investment they have put into research and development in the new medium," DuMont stated.

## Bruno, Inc. Buys Package For 6 Weeks TV Tryout

(Continued from Page 1)

the Sunday, Aug. 20th, telecast. Whether or not the advertisers continue with the show, it was learned, depends on the station's finding a new time spot for the program which is currently being viewed from 6:30 to 7 p.m.

## WANTED—MANAGER,

experienced in sales local and national, for excellent independent in important Southeast Metropolitan market. Write, giving full details, references, photograph.

Box No 166, RADIO DAILY  
1501 Broadway New York 18, N. Y.

## TV May Aid Pro-Sport Gate, Survey By RTMA Reveals

(Continued from Page 1)

this week by RTMA under the title "the long-range effect of television and other factors on sports attendance." The findings show, according to Jordan, that attendance at sports events will not suffer from TV but may be improved because of it.

RTMA had nothing to do with the study as it came to completion, but provided funds for its publication after it had been completed.

A summary of Jordan's findings includes the following facts:

1—The length of time a person has owned a television set directly influences his and his family's attendance at sports events.

2—When he first buys a set, attendance goes down temporarily, later — after one season in most sports—attendance returns to normal.

3—After one to two years of ownership, the TV owner's attendance rate is higher than that of non-owners. It is difficult to determine how much of this increase can be attributed to the greater interest in sports stimulated by TV. Sports fans were among the first to buy TV sets, so we would expect this group to have a somewhat higher rate of attendance.

4—TV owners take other members of their families out to games more frequently than non-owners.

Jordan also found that "different sports are affected differently" and concluded, on the basis of the facts uncovered, that "among the many factors affecting attendance at sports events—economic conditions, man-

## Kids 'Fiesta On The Mall'

As part of its expanding local promotion activities, WNBC will stage a "Children's Fiesta on the Mall" in Central Park, for two consecutive Saturday mornings, Sept. 16 and 23.

The station will go all-out in exploiting the venture to assure a successful turnout, and has arranged for its top personalities to entertain the kids. Such local favorites as Bob Smith and Howdy Doody, Frank Luther, Ray Forrest, Ed Herlihy, and others should offer more than enough inducement for the youngsters to attend the two parties.

## "FOR THE DAYS TO COME"

### A SUMMER Conditioning Program

Efficient • Time-Saving • Inexpensive

A good figure and plenty of PEP and ENERGY can be yours by investing a few hours a week

at the

## REILLY HEALTH SERVICE

In Rockefeller Center  
RCA Bldg., 49th to 50th Sts. (8th floor)  
1250 Sixth Avenue COLUMBUS 5-8481

Send for interesting booklet  
"The Life of Reilly"

agement, performance and publicity are all much more powerful than television."

RTMA President Robert C. Sprague, in a letter accompanying copies of the published study, which will be widely distributed among interested organizations, expressed the belief that the question, "does television reduce attendance at sports events?" is answered by Jordan's work "currently and, in the long run, negatively." He added: "It certainly is the most careful and complete analysis of the problem to date."

Publication of the study was recommended by a special RTMA Committee appointed last fall to investigate the reasons for spasmodic actions by sports organizations, especially in the inter-collegiate field, designed to ban telecasting of football, baseball, and other sports contests.

Because of the detailed character of the study, copies of the publication have been distributed only to groups interested in the problem. A limited number of single copies are available from the Radio-Television Manufacturers Association, 1317 F. Street, N. W., Washington 4, D. C., at \$1 a copy.

## Make Up TV "Mind," FCC Tells 2 Papers

(Continued from Page 1)

of WCON-TV—which is now on for program tests.

What the Commission is unwilling to permit is simultaneous operation of the two stations under common ownership, while the licensee seeks to operate WSB-TV commercially and conduct tests on WCON-TV.

## "Yankee Kitchen" On New Network

(Continued from Page 1)

vertising, Inc. He is producer of the show.

As sales representatives for the "Yankee Kitchen" Murley announced the appointment of the Paul H. Raymer Company, Inc.

The new network over which the program will be heard is known as the New England Major Markets Group and is composed of WPRO, Providence; WGAN, Portland; WGUY, Bangor; WTAG, Worcester; WDR, Hartford — all represented by Raymer. In addition, the program will be heard over WHDH, Boston. Program will be broadcast Monday through Friday over WHDH at 1:00 p.m. and will be rebroadcast over the New England Major Markets group at 4:30 p.m.

# WANTED FINISHED PRODUCT

FOR

## LATIN AMERICAN TELEVISION

MOTION PICTURE SHORTS AND FEATURES—TELEVISION  
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COMPLETED SERIES ESPECIALLY REQUIRED!

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SUBJECTS SUITED TO LATIN TEMPERAMENT &  
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ENGLISH LANGUAGE NO BARRIER

WILL ADVANCE DUBBING COSTS  
SUBJECTS TO BE DUBBED  
INTO SPANISH AND PORTUGUESE

AT

R.K.O. CHURUBUSCO STUDIO, MEXICO CITY  
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# PAN AMERICAN TELEVISION CORPORATION

127 S. Broadway Los Angeles 12, Calif.  
Tel. MADISON 6-1925

# TELEVISION DAILY

tion of RADIO DAILY, Monday, August 21, 1950 — TELEVISION DAILY is fully protected by register and copyright

## FOOTBALL TO BE FALL'S TV STAR

### TELE TOPICS

WONDER IF THE TV programs using quiz panels, judges and other personality intellectuals aren't bogging down with constant week to week repetitions of the same "name" faces. . . . Some of these programs have given the home viewers almost the same lineup of personalities for a long period of time. . . . Interesting as they are, these experts through mannerisms and speech have just about played out their bag of tricks and the new faces might be a welcome change in the living rooms of many a home.

**WEST COAST GOSSIP:** The Southland TV market is rapidly approaching 650,000 set mark, says the L. A. Chamber of Commerce. If the program-makers could only keep pace, there would likely be cause for rejoicing. . . . The San Francisco TV hookup has been for use on Sept. 15th. . . . Sybil Chism, one of the loveliest blondes in TV, will be acting as co-ordinating mistress of ceremonies when KNBH blossoms out into evening programming in September. She'll be in the morning stanza herself with 15 minutes of songs, then will hang around to introduce each new show. . . . The San family leaves L. A. to join Bill in Washington, D. C., where he has undertaken new duties as NAB Gen. Mgr.

**RICHARD TYLER,** B'way and Hollywood teen-ager, takes over the role of "Henry" on "The Aldrich Family," when the show returns to its regular TV slot Sun., Aug. 27, at 7:30 p.m. over NBC. Jackie Kelk continues as "Homer Brown." . . . A new segment, titled "See First on DuMont" has been added to our Television Shopper, conducted by Margaret Johnson Mondays through Fridays, 11-12 noon. . . . "TV Installation Techniques" is the title of a new volume published by John F. Ryder, coming at an opportune moment while that profession is under scrutiny. . . . L. A. Hollingsworth, formerly an AP and UP staffer and also formerly with Steve Hannagan Associates, has been confirmed as PR director at WPIX, effective immediately.

**JOHN PAYNE** stars in a one and a half minute film commercial for TV giving testimonial for Chesterfields and a plug for his new movie, "The Eagle and the Hawk." Murphy-Lillis, Inc. produced the commercial for Cunningham & Walsh ad agency. . . . Opening guns of Fall political warfare in the New York scene will be fired by WPIX today, with speeches by two candidates—John LaMula, running for Congress from the 16th district, and Philip Schupler, candidate for reelection as Democratic Assemblyman from the 19th Assembly District.

### See Teevee At Sea

Radio crew members of the Furness Line's Queen of Bermuda reported viewing a clear, steady television picture received on a Zenith TV set some 80 miles at sea. Crew members who witnessed this reception claimed that other makes of TV sets operating under similar conditions had not been able to pick up good images beyond a 25-mile limit from shore. The Zenith sets were installed temporarily on the liner when the Stuart Luchheim Company of Philadelphia, a Zenith distributor, acted as host to 140 of their company's dealers on the run to Bermuda.

## Star Time Revue Sold ABC-TV Announces By DuMont Network Fall Nighttime Pgms.

A full-hour musical revue sponsored by 13 major groups in the grocery field will debut on the DuMont television network on Tuesday night 10 to 11, Sept. 5, Tom Gallery, the web's director of sales, announced Friday.

### Stories Listed

The program, titled "Star Time," will be sponsored by Food Stores Program Corp., and included in the group are Grand Union, New York; Schenectady and Binghamton; Stop & Shop, Boston; Wrigley's, Detroit; Albers, Cincinnati, Dayton and Columbus; Food Fair, Philadelphia, Baltimore, Lancaster, Wilmington and Miami; Thorofare, Pittsburgh; and National Tea, Chicago, Milwaukee and Minneapolis.

Contract calls for showing "Star Time" on 31 stations. Program will be produced live at the Ambassador Theater in New York. Personalities already signed to participate in the revue are Lew Parker, Frances Langford and Benny Goodman.

ABC took the wraps off some of their new TV airers that will preem this fall as evening programs. Alexander Stronach, the net's national director of TV programs, announced over the weekend, a new seven-day lineup which will become effective Sunday, Sept. 10.

Among the important new shows that will debut during the first week of the schedule will be: Treasury Men In Action, Monday, Sept. 11, 8-8:30 p.m., EDT, for Chrysler Sales Div.; Holiday Hotel, Thursday, Sept. 14, 9-9:30 p.m., EDT, for Packard Motors, Inc.; N. Y. Football Giants Huddle, Friday, Sept. 15, 8:30-9 p.m., EDT, for the Sun Oil Co.; Life Of The Party, starring Betty Furness, Friday, Sept. 15, 10-10:30 p.m., EDT, for Best Foods, Inc.; National Football League Championship Games, Saturday, September 16, with the Cleveland Browns vs. the Philadelphia Eagles game from Shibe Park, Philadelphia. Sun Oil Co. will sponsor.

## Doc Kilowatt Says:

*I see by the papers that somebody advocates a common base by which to evaluate all advertising media. The suggested base would be "share of the time secured by each medium."*

*Well, my brother once took my girl away from me in half the time it took me to get her. That wasn't a matter of time, it was personality impact. My brother-in-law who never went to college earns twice as much as I do, and he has been exposed to the employing public ten years less than I—that's not time exposure value, it's economic impact conviction. One of my nephews is a boxer. I went over to see him box the other night. Both boys weighed within a pound of each other, both were blonds, each wore boxing gloves, and both boys spent two minutes and ten seconds before the same audience. Only my nephew was flat on his back just a-dreaming the last ten seconds. That wasn't time power, it was punch power. The man next to me said, "Brother, that's impact." The dictionary calls impact "forcible contact." You can't measure impact potency as between any two men, media or message. When it lands, you just know by the evidence that something has exploded. What really counts in advertising is how many units did it sell per dollar invested. That is its impact value.*

DOC KILOWATT

## Four Major Webs List College And Pro Contests

Football fans are in for an extra-added helping of the popular gridiron sport this fall, with all four TV networks scheduling a full season of many of the top collegiate and professional contests.

Commercially, the football telecasts promise to bring in a good deal of revenue to the four webs, who with one exception, are completely sold out. The oil industry dominates the commercial picture, with the entire schedules of three of the four networks being paid for by oil firms.

The Sun Oil Company will sponsor the telecasts of 15 professional contests of the National Football League over the ABC-TV network, beginning September 16. Under arrangements with the league, the games will not be viewed in the originating city and the surrounding area of approximately 75 miles, but will be fed to the rest of the network.

CBS-TV has signed with the Esso Standard Oil Company to televise eight collegiate football games involving Army, Navy and Columbia. The schedule begins September 30.

The Chevrolet Division of General Motors, the only non-oil firm involved in the TV networks' football coverage, will present over the DuMont TV network, five Notre Dame home contests. In addition, DuMont has contracted to telecast three other collegiate affairs, Yale-Columbia, Oct. 14; Yale-Princeton, Nov. 18; and Maryland-North Carolina, Oct. 21. The network expects to have a sponsor lined up for these contests before the season begins.

The NBC-TV network will conduct its football coverage similar to last year's operation. The network has arranged for local pickups of the Penn, Harvard and Princeton games. Each week, the gridiron contest of one of these colleges will be fed to the network. It is believed that the Atlantic Refinery Company will pick up the tab for the entire series, from September 30 to Nov. 25, including the Army-Navy tussle on December 2, which NBC-TV will also telecast.

## Shaw Completes Tour

James T. Shaw, the assistant director of radio and TV for Henri, Hurst & McDonald, Inc., recently completed a tour of seven cities for the start of the new series of "Movies for Kids." Saturday morning television show sponsored by Red Goose shoes.

# TOMORROW

FOR YOUR AID TO BETTER PROGRAMMING

Radio Daily Will Proudly Present

THE ELEVENTH ANNUAL

## “SHOWS ISSUE”

CONTAINING OVER 1200 RADIO & TV PROGRAMS

and

INCLUDING THE FOLLOWING FEATURED ARTICLES

BY INDUSTRY LEADERS

Introduction—Jack Alicoate  
Radio Has Been Revitalized—Frank Burke  
TV Program Directors' Forum  
The Importance Of News In Radio—Jack Shelley  
Radio Needs New Programming Approach—Ted Cott  
Trends In Documentary Programming—Robert Saudek  
Importance Of Impact In Radio—William H. Fineshriber, Jr.  
TV News Format Isn't The Last Word—Douglas Edwards  
Low Cost Production Emphasized—Chris J. Witting  
Trend In Research Analyzed—William Noble  
The Foreign Language Quality Network—Ralph N. Weil  
Impact Of Foreign Language Broadcasting—Agencies & Sponsors Comment  
A Foreign Language Advertiser—The J. Ossola Co.  
Programming On A Budget—Leonard Weinles  
Trends In Retail Advertising—Lee Hart  
Is There A Packager In The House?—Charles B. Brown  
Mainstay Of Radio Is Music—Otto A. Harbach, Carl Haverlin, Paul Heinecke  
Radio's Future Is In The "Spot" Field—John L. Sinn  
Pity The Poor Television Producer—Alfred L. Hollender  
Effective Use Of Commercials—Samuel H. Cuff  
Who Will Lead The Way In TV Packaging?—Wallace A. Ross  
Telling Stories Is TV's Forte—Irvin Shapiro

A *MUST* REFERENCE VOLUME FOR FALL AND WINTER PROGRAM BUYING



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 52, NO. 36

NEW YORK, TUESDAY, AUGUST 22, 1950

TEN CENTS

## 'SHOWS' REFLECTS PROGRAM TRENDS

### Gillette Now Has Radio, TV Rights to Series

#### Bids \$800,000 For Televising The Classic 1 Yr.

The television rights for the baseball World Series have been awarded to the Gillette safety Razor Company for the sum of \$800,000, it was officially announced yesterday afternoon by A. B. Chandler, commissioner of baseball. The contract is for one year. Coupled with the \$175,000 paid by

(Continued on Page 135)

#### Competition "Out" As Licensing Issue

Washington Bureau of RADIO DAILY Washington—The FCC reaffirmed at the weekend its determination that competitive considerations cannot be permitted to influence it in the licensing of new stations. In rejecting a petition by WFRC, Reidsville, N. C., for hearing on the application of the Reidsville Broadcasting Company for a new station, it

(Continued on Page 2)

#### Dep. Firm Announces Twenty-One Clients

Devney & Company, representing local market radio stations, announced yesterday that they have been retained by twenty-one stations for representation in the national spot field. The company was

(Continued on Page 4)

#### Music Festival

The Middlebury Music Festival, featuring works for chamber orchestra, will be broadcast over CBS, Saturday, Sept. 2. The Festival, originating on the college campus, will be under the supervision of Alan Carter of the college faculty. Program will include new scores by American composers as well as classical works.

#### Will Look For Leaks With Gas

A heretofore waste material resulting from the manufacture of atomic bombs will shortly be put to practical use by ABC as an integral part of its TV transmission system in N. Y., Chicago, Detroit, L. A. and San Francisco. Frank Marx, v-p in charge of engineering announced yesterday that radio-active gas will be used by ABC to detect leaks in the coaxial cable systems serving the net's TV transmitters in the five cities, permitting almost instantaneous adjustments in the cables and thereby preserving power and quality of the telecast signal as its maximum. The new process is expected to solve one of telecasting's most vexing problems.

#### Union Protest To FCC On Moving Of WCAR

Washington Bureau of RADIO DAILY Washington—The UAW-CIO yesterday asked the FCC to hold up final permission for WCAR to move from Pontiac to Detroit, although it conceded that it has no ground for rehearing on its own application for the same frequency in Detroit. The union pointed out that

(Continued on Page 2)

#### "Cavalcade" To Resume Over NBC On Aug. 29th

Returning to the air Tuesday, Aug. 29 over NBC at 8:00 p. m. EDT after the customary Summer hiatus, the Du Pont "Cavalcade of America" will approach its 15th anniversary with a dramatization of "John Yankee," starring Basil Rathbone. The story is an episode in

(Continued on Page 4)

#### BAB Report Shows Use By Dept. Stores

Successful use of radio programs beamed to teen-age audiences by four department stores in widely separated areas is detailed in the second in the new series of retail radio releases, released yesterday to all NAB members by BAB.

The series, "Why Radio Listeners Buy" reports case histories of the

(Continued on Page 2)

#### Callahan To Join WKAT As Head Of Sales Dept.

Miami—Effective Sept. 1, Walter A. Callahan will become vice-president in charge of sales at WKAT, here, it was announced yesterday by Col. A. Frank Katzentine, president of the station.

Callahan was formerly manager of WSAI, Cincinnati, and previously vice-president of WLW promotions.

### Engineers Strike At WWJ; Owner's Paper Misses Day

Detroit—National Association of Broadcasting Engineers and Technicians of WWJ here, called a hurried strike last Saturday at noon, forcing the station's AM and FM facilities off the air for a two-hour period. However, by 2 p. m. that same afternoon, supervisory personnel of WWJ succeeded in placing the AM facilities back in operation, but FM broadcasting was not resumed.

According to a station spokesman reached late yesterday afternoon by

RADIO DAILY, the strike was called by the engineers in the hope of putting off the air a special AM broadcast which the station had scheduled for 7:30 to 9:00 p. m. last Saturday evening, in celebration of its 30th anniversary.

The terms of a new contract between WWJ and the NABET engineers have been under negotiation since February 1, 1950, when their last contract expired and NABET

(Continued on Page 4)

#### 11th Annual Issue Lists Over 1,200 AM-TV Shows

The 11th annual edition of SHOWS, a supplement of today's RADIO DAILY, reflects the expansion of television and perennial popularity of many categories in radio programs. This edition, listing over 1,200 shows, is a comprehensive buyer's guide for the 1950-51 season. Nearly

(Continued on Page 4)

#### Four Web Programs Renewed Over CBS

Renewal of four CBS network radio shows was announced yesterday by the network. All were for 52 weeks and include "Wendy Warren and the News," "Armstrong Theater of Today," "Romance of Helen Trent," and "Our Gal Sunday."

"Theater of Today," sponsored by the Armstrong Cork Company is

(Continued on Page 2)

#### WLW-T Survey Proves Local Features Popular

Cincinnati — In this city where television viewers have an extensive schedule available, an overwhelming amount of WLW-T's programming during a typical week in July continued to be locally originated.

(Continued on Page 2)

#### First From Korea

First live network broadcast from the Korean front was aired Friday night, August 18, by ABC when correspondent John Rich spoke directly from Taegu on the "News of Tomorrow" program at 11 p. m., EDT. Rich timed his call to coincide with ABC's leased wire circuit time from Tokyo to San Francisco, now busy with reports on the Korean conflict.

11th Annual "SHOWS" Issue—See Page 5.



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## WEST COAST OFFICES

Ethel Rosen, Office Manager  
Irv Hamlin, Representative  
6425 Hollywood Blvd. Phone: Gladstone 8436

## WASHINGTON BUREAU

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

## CHICAGO BUREAU

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Suite 419, 333 No. Michigan Avenue  
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## SOUTHWEST BUREAU

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Dallas, Texas  
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## ROME BUREAU

John Perdicari  
Ludovisi 16

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

## FINANCIAL

(August 21)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/4	11	11	1/8
Admiral Corp.	29 7/8	29 1/8	29 1/4	7/8
Am. Tel. & Tel.	152 1/2	151 3/4	152 1/2	1/8
CBS A	29	29	29	1/8
CBS B	29	28 1/2	29	1/8
Philo	43 3/4	42 1/2	42 1/4	5/8
RCA Cmnfd.	18 3/8	18	18	1/8
RCA 1st pfd.	76 1/2	76 1/2	76 1/2	1/4
Stewart-Warner	16 7/8	16 1/2	16 1/2	1/4
Westinghouse	32 1/2	32 1/8	32 1/4	3/8
Zenith Radio	54 1/4	52 1/2	52 1/2	1/2

## NEW YORK CURB EXCHANGE

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

## OVER THE COUNTER

	Bid	Asked
DuMont Lab.	18 7/8	19 7/8
Stromberg-Carlson	13 1/2	15

WLW-T Survey Proves  
Local Shows Popular

(Continued from Page 1)

according to an analysis released yesterday by Don Miller, head of the Crosley Broadcasting Corporation's research department.

According to the breakdown furnished by Miller, 65.5 per cent of the total time programmed weekly by WLW-T was devoted to telecasts originating in the station's studios and film rooms. Of the time 78.5 per cent was commercial. One hundred and sixty-five advertisers used programs, spots or participations.

Union Protest To FCC  
On Moving Of WCAR

(Continued from Page 1)

the Commission had originally proposed to deny the move from Pontiac to Detroit for WCAR, but that the final decision to grant the move, three weeks ago, came by a 3-2 vote.

"No Commissioner changed his or her vote between the proposed decision and the final decision," it was pointed out. "What happened was that two Commissioners who had voted for a denial on the proposed decision were absent from the oral argument and were thus unable to join in the final decision. In other words, a minority of three members of the Commission has decided a question of great importance in direct opposition to the expressed views of four members of the Commission."

The union said that if it can win rehearing on this case it will file a new application because it believes Detroit needs a program service such as it offers—"dedicated to improved human relations and non-profit." Such a service it feels "would do as much as anything else to take radio out of its present doldrums caused by excessive commercialization and put it back on the road to public service."

BAB Report Shows  
Use By Dept. Stores

(Continued from Page 1)

successful use of radio by retailers of all sizes. It was produced under the supervision of Meg Zahrt, BAB assistant director assigned to retail advertising, and is based on material obtained from BAB-NRDGA radio competitions among stores throughout the country and information submitted to BAB by retailers and broadcasters.

The study is based on the teenage radio programs used by J. L. Brandeis & Sons, Omaha, Nebraska; John Shillito Company, Cincinnati, Ohio; Fowler, Dick and Walker, Inc., Binghamton, N. Y., and J. A. Kirven Company, Columbus, Georgia.

Four Web Programs  
Renewed Over CBS

(Continued from Page 1)

presented Saturdays, noon-12:30 p.m. Agency is BBD&O. "Wendy Warren and the News," is aired Monday through Friday, noon to 12:15 p.m. Benton & Bowles is the agency.

American Home Products Corp. sponsors "Romance of Helen Trent," Monday through Friday, from 12:30 to 12:45 p.m., while "Our Gal Sunday," across-the-board at 12:45 to 1 p.m. Agency is John F. Murray Agency, Inc.

## Wedding Bells

McKeesport, Pa.—Mildred Christine Robinson, chief continuity writer for WMCK, will be married August 26 to Owen Riley of Duquesne, Pa.

Competition "Out"  
As Licensing Issue

(Continued from Page 1)

quoted at some length from its March decision in the Cullman, Alabama, case.

WFRG had reported that it has operated at a deficit since beginning operations in October, 1947, even though it has provided "able management and high quality talent in order to provide the community with a radio service of merit." It presented an imposing array of figures to prove that the Reidsville area cannot support one station properly, let alone a second station. The applicant company already operates an FM station in Reidsville.

The Commission said WFRG had failed to show that the public would be injured by establishment of a second AM station at Reidsville. It added that "even if the petitioner (WFRG) had made out a *prima facie* factual showing that the City of Reidsville was unable to support two standard broadcast stations, we do not believe that it would have stated any grounds upon which we could have granted its petition."

## Stork News

Joe Given, staff announcer and emcee of "Band Parade" for WOV, and Mrs. Given are the parents of a son, Jeffrey Joel, born August 16 at Women's Hospital. Mrs. Given is former Pat Lappert, of WOV Staff.

## COMING and GOING

EDDIE CANTOR will arrive in New York tomorrow by plane and immediately will start rehearsals for his video debut and the inauguration of "The Colgate Comedy Hour" over NBC-TV, with the debut scheduled for Sept. 10.

JOHN ELMER, president of WCBM, Baltimore, a visitor this week at MBS, with which the station is affiliated.

C. NICHOLAS PRIAULX, vice-president and treasurer of ABC, is in Hollywood on a combined business and vacation trip. Accompanied by MRS. PRIAULX, it is his first visit to the film capital. They'll be back in about two weeks.

C. P. PERSONS, JR., sales manager of WAPI and WAFM-TV, Birmingham, Ala., has left New York for Chicago on the way back to the stations.

J. R. POPPEL, vice-president of WOR at WOR-TV in charge of engineering, is touring the West.

GUY CUNNINGHAM, national sales executive for WEEL, Columbia's O&O station in Boston, was in conference here yesterday with officials of the network.

H. R. FARRELL, general manager of WHHI in Warren, Ohio, a Mutual network affiliate, is in town on business.

HAL DAVIS, vice-president of Kenyon Eckhardt, Inc., in charge of publicity and promotion, is back at the agency following a siege of pneumonia.

JOHN BOGUE, director of the music library at WOR, has returned from a vacation in Michigan.

J. S. BRADY, president of WGNI, Mutual outlet in Wilmington, N. C., is in New York on station and network business.

"One program  
on WITH pulled  
68,255 letters!"



This is really something to crow about. The program is called "Melody Market." In just one year, the total mail count was 68,255—an average of nearly 200 letters every day!

Talk about listeners! W-I-T-H delivers *more* of them at *lower* cost than any other station in town.

No wonder W-I-T-H is famous for *low-cost* results! No wonder *small* appropriations on W-I-T-H do such *big* things!

Call in your Headley-Reed man for the whole story today.



**WITH**

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

# LOS ANGELES

By IRV HAMLIN

FIVE Paramount personalities will appear on seven network radio shows Saturday and Sunday on behalf of the exploitation campaigns for current and forthcoming releases. On Saturday Gloria Swanson will appear on "Carnation Family Party," CBS, 11 a. m.; Ellen Drew will guest on "Stars Over Hollywood," CBS, 10 a. m., and newcomer Mary Murphy will be interviewed on "Scouting the Stars," NBC, 6 p. m.

Sunday's appearances include: Miss Swanson on "William Tusher in Hollywood," ABC, 7 p. m., and Steve Allen show, CBS, 8 p. m.; Barbara Stanwyck, on Louella Parsons program, ABC, 6:15 p. m.; Philip Reed, on KMPC, 10 p. m., as part of the "Proudly We Hail" network of 1600 stations.

In addition, the "Speaking of Songs" program on Sunday, ABC, 3:30 p. m., will feature the "Mona Lisa" song from "Captain Carey, U. S. A.," with a discussion of the composition now on top of the hit parade.

Pictures to be publicized on these roadcasts are "Sunset Boulevard," "The Furies," "The Lemon Drop Kid," "Tripoli" and "The Great Misadventure."

Alan Young checked into CBS last week to begin preparations for kick-off of fall television series Thursday 24th. Comic has been tuddling with scripters Dave Schwartz and Leo Solomon for past two weeks, preparing format of new series.

Jimmy Wakely will have his own show "The Jimmy Wakely Show" over the entire ABC network of 400 stations starting September 11th. He will interview celebrities and play records. The show will originate from KECA Monday thru Friday from 5:30 to 6:00 p. m. His first guest star will be Bob Hope, second, Ken Murray, third, Jon Hall and fourth, Roy Rogers. Jack Warner will produce, with Cottonseed Clark doing the writing. Charles Wick, handled the deal.

C. H. Cottingham, vice-president of Irwin-Wasey, has been transferred to New York headquarters to head radio and television activities there.

Les Raddatz, NBC western division press manager, is on his annual trip visiting radio editors in Portland, San Francisco and San Diego, and Jim Parsons, west coast publicity director of Mutual Don Lee, was just returned from a two weeks' vacation trip to New York, Boston and environs.

## RADIO-TV PUBLICITY MAN WANTED

Competent young writer-editor contact-idea man for a top ad agency. Require editorial, network press or national radio-TV publicity experience. State salary. Reply in confidence. Box 168, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



By SID WHITE

### Man About Manhattan. . . !

● ● ● Ted Collins, the fabulous gent behind Kate Smith's equally fabulous success, is doing a bang-up job of editorializing the Washington brass-hats into a state of near-apoplexy via his noontime sessions on Mutual. Ted's two-fisted, down-to-earth interpretation of the Washington scene is making network nabobs hold onto their hats. Never one to follow the beaten trail, Ted is displaying the same showmanship and ingenuity in analyzing the news that he's shown as one of radio's top manager-producers during the past two decades. The national mag which recently tabbed Collins as "the Winchell of afternoon broadcasting" said a mouthful that is being confirmed daily by the thousand letters a night that pour into Mutual. Have a prediction on us. If Ted, who likes to throw away his scripts and come out swinging ad libs, continues his provocative editorializing on his and Kate's soon-due TV sessions, he's got to emerge as one of television's most colorful and influential network commentators.

★ ★ ★  
● ● ● Shirley Temple has been flooded with all kinds of TV scripts but hasn't found any so far which would let her be adult. Every one submitted thus far is keyed to the Temple of milk and crackers days. Meanwhile, she is taking a more than casual interest in Manhattan TV and is making the studio rounds gazing at telecasts. Here is a challenge to TV: Shirley ain't saying 'no' to a TV career but she won't embark on it until she's found the right spot and script. Margaret O'Brien, meanwhile, after doing a number of vaude dates, has decided against a career in television and, at 15, will continue her career with Columbia Pictures in "The Romantic Age."

★ ★ ★  
● ● ● AROUND TOWN: Simon & Schuster will publish "The Goldbergs," a novel by Gertrude Berg, next Jan. Starting as a radio show, "The Goldbergs" moved into TV, blossomed forth as a B'way show, then was transplanted to H'wood and now emerges in book form. What's next, Gert? . . . Is Red Buttons in N. Y. to see his lawyer about Jerry Lewis using what Red claims as his fight routine? . . . NBC-TV producer, Geo. Wallach and Dick Randall will produce a show in Sept. starring Milton Berle's mom, Sandra, interviewing mothers of celebs. . . . Shirley May France in town with her publicist Ted Worner. She's staying at the Town House. . . . Fort Dix considering reviving their famed "This Is Fort Dix" air series (the same one on which we met our downfall). . . . Roosevelt Raceway's TV show growing so popular that NBC now schedules it 4 times weekly for a total of 6 hours per week. . . . Just back from H'wood, Robert Merrill has been tagged by Louella Parsons as "the most eligible bachelor since Clark Gable." . . . Chicago's Chez Paree will be the first mid-west boite from which a TV show will emanate. The program will be a variety-revue type format. . . . Billy Eckstine's MGM record royalties on the reascent tune, "I Wanna Be Loved," netted him more than \$7,500. . . . Tod Andrews signed for the lead in Sunday's Masterpiece Playhouse presentation of the Chekov drama, "Uncle Vanya."

★ ★ ★  
● ● ● THE MORNING MAIL: "I'm going country squire this week," writes Alan Sands from out Springfield, Ill., way. "I'm out here with Johnny Olsen's show and we're doing a week of remotes from the Illinois State Fair. Never saw so many good-looking chicks—but they're all with feathers. I saw cows here that were so healthy looking, they must wind up only at the Stork and Le Chambord. Johnny Olsen scooped the gang when he got Rudy Vallee to announce during a local broadcast that the Vallees were anticipating."

# AGENCIES

FRED J. HATCH has been appointed vice-president of MacManus, John & Adams, Inc., Detroit. He has been in charge of the agency's Baltimore office for the last five years.

FRANCIS THOMAS NOLAN, previously with Birmingham, Castleman & Pierce, and the J. Walter Thompson Company, has joined the copy staff of Charles Dallas Reach Company, Inc.

EDWARD M. MASSEY, formerly free-lance advertising copywriter and publicity director of Geare-Marston, Inc., has joined Wil Roberts Advertising of Philadelphia.

GEORGE M. HAKIM has joined the Allen B. DuMont Laboratories, Inc., receiver sales division, as assistant advertising manager in charge of cooperative advertising. He formerly was account executive with George N. Kahn Advertising.

LAWRENCE H. LIPSKIN has been appointed assistant to Joseph A. McConville, president of the Columbia Pictures International Corporation, in charge of publicity, advertising, exploitation and other matters.

TRENDEL-CAMPBELL ENTERPRISES, INC., of Detroit, Michigan, producers of The Lone Ranger radio and television programs, has announced the appointment of F. T. Mincolla as merchandise manager for Lone Ranger products, which include toys, games, clothing, knives, jewelry and various other items. Mincolla was with Montgomery Ward & Company in managerial and buying capacities since 1936, except for a 3 1/2 year period of service in the Navy during World War II.

# 'Shows' For 1950-51 Mirror Tomorrow

(Continued from Page 1)

500 TV shows are included in the listings. Leading the categories is musical programs, with variety running a close second. Other classifications that rank high in program submissions are comedy, sports, disc jockey and dramatic shows.

The pattern of program popularity on the radio side is pretty much the same as TV, with news, musical, sports, disc jockey and dramatic shows being among the leaders. An increase in recorded and dramatic shows is indicative of the growing popularity of ET programs on commercial radio stations.

This year's SHOWS issue is larger than any heretofore published by RADIO DAILY. It is larger because over 800 radio programs are listed and the number of TV program submissions passed the 500 mark. Advertising interest too has added to the size of this reference edition. More and more artists and producers have found placing lineage in the edition advantageous in making fall and winter program sales.

## Rep. Firm Announces Twenty-One Clients

(Continued from Page 1)

officially organized several weeks ago.

The stations include KROF, Abbeville, La., WABZ Albemarle, N. C., WVMI, Biloxi, Miss., WKOY, Bluefield, W. Va., WINA, Charlottesville, Va., WKEY, Covington, Va., WONW, Defiance, Ohio, WFGM, Fitchburg, Mass., WEWO, Laurinburg, N. C., WKAI, Macomb, Ill., WNAM, Neeah, Wisc., WRJM, Newport, R. I., KNOR, Norman, Okla., WSIP, Paintsville, Ky., WEOK, Poughkeepsie, N. Y., WRAD, Radford, Va., KAYL, Storm Lake, Iowa, WCRB, Waltham, Mass., WNAE, Warren, Pa., WTTN, Watertown, Wisc., and WNNT, Warsaw, Va.

## "Cavalcade" To Resume Over NBC On Aug. 29th

(Continued from Page 1)

the early law career of the second president of the U. S. and is typical of the offerings the program has made throughout the years in bringing to radio listeners striking and little known facts of American history.

**Why buy 2 or more...  
do 1 big sales job**  
on "RADIO BALTIMORE"  
Contact  
EDWARD  
PETRY CO. **WBAL**

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# WWJ Engineers Out, FM The Hardest Hit

(Continued from Page 1)

engineers had agreed to meet with Federal mediators yesterday morning at 11 a.m. However, on Saturday at 11 a.m., the engineers suddenly decided that their terms should be consummated by telephone and there instead of waiting to meet with the mediators yesterday morning. WWJ management, unwilling to negotiate on such a short notice basis, found themselves without sufficient engineering personnel to maintain broadcast operations.

### TV Off Two Days

TV facilities, which were scheduled to commence Saturday afternoon did not get on the air either and remained off through Saturday night and all of Sunday. However as of press time yesterday, TV operations had resumed, but FM facilities were still off. The special AM anniversary broadcast was aired as per schedule Saturday evening.

AFRA announcers, some of whom refused to cross the picket line outside the station, were supplanted by supervisory personnel of the station and in some cases AFRA announcers were used.

Up to late yesterday afternoon negotiations were being continued but no immediate settlement was contemplated.

Concurrently with the walkout of WWJ's engineers, the Detroit News was also hit by a sympathy strike when typographers, linotypers, etc. refused to cross the picket line which had been established by striking WWJ engineers and other union sympathizers. The paper failed to publish on Saturday, but yesterday was again on the street with a late afternoon edition.

## Three Join WEW Staff

St. Louis, Mo.—Three new appointments to the staff of WEW were announced yesterday by Daniel P. O'Connor, manager and program director of the station.

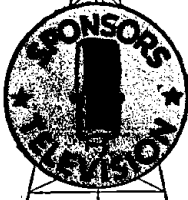
They are: Alan Thompson, assistant program director; Glenn J. Manley, sales manager and Charles M. Rogers, news director. Thompson and Manley will assume their duties immediately, while Rogers appointment is effective Sept. 1.

## TOP RADIO-TV EMCEE

Available immediately. Experienced personality emcee; 8 years with 50 KW station; 1 year TV. 32, married, good looking. Tops ad lib; smooth ad lib commercials. Specialty audience participation shows (adult and children)—disc shows, too — with proven success stories. Resigned former position; top recommendation from station president. Consider \$200 week minimum with good opportunity for more. High grade personality man; not a beginner. Box 169, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 52, NO. 37

NEW YORK, WEDNESDAY, AUGUST 23, 1950

TEN CENTS

## STATION OPERATING COSTS REVIEWED

### NAB Calls For Industry Study Of Time-Rates

#### Seeks To Answer ANA Move For Reductions

Responding to the ANA proposal that time rates be cut, NAB yesterday proposed that the entire broadcasting industry join together to underwrite a special survey designed to provide the true facts concerning this rate structure. The special survey is proposed "to provide the

(Continued on Page 4)

#### New Sales Manager Named By Mutual

Effective immediately, John R. Overall has been named sales manager of the eastern division of the Mutual Broadcasting System, according to an announcement made yesterday by Adolf N. Hult, vice-president in charge of sales. He succeeds Duncan R. Buckham.

Overall has been with the Mutual

(Continued on Page 2)

#### Liberty Net Opens Offices In New York

Establishment of a national and New York office of Liberty Broadcasting System was announced yesterday by prexy Gordon McLendon.

Morgan Ryan, national sales manager of Liberty, will head up the new office, which is located at 299 Madison Ave. Ryan is a former ABC program and sales executive.

#### For Peace

The first atomic pile for peace-time research was put into operation at 2:30 yesterday morning in Upton, L. I. NBC newsman W. W. Chaplin interviewed Dr. Lyle Borst, in charge of the construction, who said the atomic pile already had enough power to light a city of 3,000. Show aired last night over WNBC and NBC network.

#### Eisenhower To Speak

Denver, Colo.—Gen. Dwight D. Eisenhower will officially launch the Crusade for Freedom campaign in a 15-minute broadcast to be carried by all four major networks on Labor Day, Monday, Sept. 4, at 11:15 p.m., EDT. He will address a mass meeting in the Denver Auditorium. The Crusade is a nationwide campaign to enlist the American people to reaffirm their belief in the cause of world freedom by signing pledges. The drive, conducted by the National Committee for a Free Europe, also will solicit funds to carry on the anti-Communist broadcast activities of Radio Free Europe, which airs daily programs to iron-curtain countries in Europe. Gen. Lucius D. Clay is chairman of the campaign.

#### FM Network To Add Two New Outlets

Two new stations will join the FM network carrying the programs of WQXR on Friday, Sept. 1, it was announced yesterday by the New York Times station.

The addition of WFLN, Philadelphia, and WTOA, Trenton, N. J., expands the network to 16 stations, reported to be the largest FM network in the country.

WTOA, owned by the Trenton

(Continued on Page 2)

#### Council Asks Broadcast On Labor Day Driving

At the request of the National Safety Council, the NBC network program, "Big Town," will dramatize a safe-driving melodrama on Tuesday, Aug. 29th broadcast at 10 p. m., to serve as a warning to Labor Day weekend motorists.

The NBC series last year received

(Continued on Page 2)

#### Four New Programs On ABC, Sat. Nights

Four new audience-participation programs will form the nucleus of the ABC network's Saturday night Fall lineup, according to an announcement yesterday by Leonard Reeg, national director of AM programs for the network.

Making their debuts on Saturday, Sept. 16, will be "Shoot the Moon," emceed by Bud Collyer, (8 to 8:30 p. m.); "Marry-Go-Round," starring Jimmy Blaine, (8:30 to 9 p. m.);

(Continued on Page 8)

#### Benton & Bowles Exec. Dies Suddenly On Coast

Hollywood—Kenneth M. Burton, head of radio production on the West Coast for Benton & Bowles, died Monday of a heart attack. He was 51 years old.

Burton was director of two NBC radio programs, "The Railroad

(Continued on Page 2)

### Power Boost Granted WRIB After Time-Brokering Study

Washington—The FCC granted a boost in power from 250 watts to 1000 watts daytime only on the 1220 band for WRIB, Providence, R. I., after an exhaustive study of the station's practices concerning time-brokering. WRIB's program schedule includes 27 per cent foreign language directed at immigrant groups in the area speaking French,

Italian, Portuguese, Armenian, Polish and German. Until May of this year approximately two-thirds of this time was sold to time brokers, but the station has now taken direct control over all its time.

The Commission studied its brokerage hours carefully, as well as the proportion of time given over by the station to spot announce-

(Continued on Page 4)

#### NAB Study Shows N. E. States In Best Shape

Washington Bureau of RADIO DAILY  
Washington — The average broadcaster operating at a profit spent 85.28 per cent of his revenue on operating expenses, an NAB study on 1949 costs revealed yesterday. This figure varied from a proportion of 88.51 per cent for stations with annual income under \$50,000 to only 73.16 per

(Continued on Page 4)

#### Excise Taxes In Year Totaled \$42,084,781

Federal excise tax collections on radio, phonographs and components in the year ended in June totaled \$42,084,781, the U. S. Treasury has revealed. This was a drop of more than seven million dollars from the tally for the previous 12 months, which was \$49,159,550.

The total federal tax on phonograph records fell off from \$6,482,798 to \$5,768,521.

#### ABC Far Eastern Staff To Be Headed By Rendell

Richard Rendell, veteran Washington newsmen and broadcaster, has been appointed chief of the ABC network's Far Eastern news staff, it was announced yesterday

(Continued on Page 2)

#### Now '\$64 Question'

After having for 10 years been titled "Take It Or Leave It," the NBC radio show which made "the \$64 question" a household term will assume that name and will be known as "The \$64 Question" effective with the broadcast of Sunday, Sept. 10, the date on which RCA Victor will take over sponsorship of the show. Program is heard 10 p.m., EDT.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Irv Hamlin, Representative

6425 Hollywood Blvd. Phone: Gladstone 8436

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Phone: WI 5035 3271

CHICAGO BUREAU

Ginny Evans, Manager

Suite 419, 333 N. Michigan Avenue

Phone: Franklin 2-3238

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Dallas, Texas

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John Perdicari

Ludovisi 16

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

FINANCIAL

(August 22)

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, 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.

Council Asks Broadcast On Labor Day Driving

(Continued from Page 1)

awards from the National Safety Council and Alfred P. Sloan Foundation for airing dramas with similar themes.

RADIO-TV PUBLICITY MAN WANTED

Competent young writer-editor contact-idea man for a top ad agency. Require editorial, network press or national radio-TV publicity experience. State salary. Reply in confidence. Box 168, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

FM Network To Add Two New Affiliates

(Continued from Page 1)

Times, will pick up the broadcasts from WQXR and relay the programs to WFLN, owned by the Franklin Broadcasting Corporation. The stations will operate on the network daily from 7:30 a. m. to 12:05 a. m., except for a half-hour, from 9:30 to 10 p. m., set aside for local programs.

The FM network covers upstate New York, with 11 stations of the Rural Network and extends into Eastern Pennsylvania, Central New Jersey and Southern Connecticut.

ABC Far Eastern Staff To Be Headed By Rendell

(Continued from Page 1)

by Thomas Velotta, vice-president in charge of news and special events.

Rendell leaves tomorrow for Tokyo where he will maintain headquarters and coordinate the coverage of the Korean war by ABC correspondents Jimmy Cannon, Ray Falk and John Rich, Velotta said.

For the past two years, Rendell has been on the staff of WMAL, ABC affiliate in Washington. Prior to that he had been chief of the Washington Bureau of the Chicago Sun-Times, and had served on the capital staffs of the Associated Press and Newsweek magazine.

New Sales Manager Named By Mutual

(Continued from Page 1)

sales department since 1936, following a five-year period with NBC Sales. He has been instrumental in the sale of a number of important Mutual program properties, Buckingham, who has not announced his future plans, started in radio with WEAJ in 1926. Later he joined the Blue network where he served as eastern sales manager.

Benton & Bowles Exec. Dies Suddenly On Coast

(Continued from Page 1)

Hour" and "Father Knows Best." He began producing and directing radio shows in 1929 after a short career in the legitimate theater.

Surviving is his wife, the former Betty Swaim, whom he married in August, 1945.

Wedding Bells

Dorothy Luco of SESAC, Inc., and Jerry Morra, formerly of the same company, have announced their approaching marriage, which will take place at St. Anne's Church in New York, Saturday, Sept. 9.

Stork News

Charles Bevis, assistant to the director of NBC owned-and-operated stations, is the father of a daughter, Barbara Ann, born last Thursday to Mrs. Lorraine Bevis.

GUESS!

1,600 Pittsburgh families were asked by Guide-Post Research to name the station they listened to most.. in the morning, in the afternoon, and at night. Which station headed the list at all times? You'll find it easy to guess the answer: KDKA. For dominant, economical coverage of the great and growing Pittsburgh market-area, tell your story on KDKA. Availabilities? Check KDKA or Free & Peters.

PITTSBURGH 50,000 WATTS NBC AFFILIATE KDKA

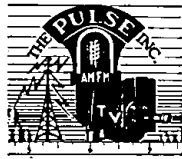


WESTINGHOUSE RADIO STATIONS Inc

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

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

Advertisement for KDKA with large text: 'A little money does BIG things on WITH IN BALTIMORE CALL YOUR HEADLEY-REED MAN FOR THE WHOLE STORY'



The Pulse, Inc. takes this opportunity to express its acceptance of the test survey committee composed of the following members: Fred Manchee, A. Wells Wilbur, Kenneth Baker, Louis Avery, Lawrence Deckinger, Matthew W. Chappell, C. E. Hooper and Sydney Roslow.

**THE PULSE INCORPORATED**  
15 WEST 46TH STREET  
NEW YORK 19, N. Y.

# Broadcasters' Costs Reviewed By NAB

(Continued from Page 1)

cent for those stations with annual grosses over one million.

NAB found that the average income of a 250-watt station was \$101,854, compared with \$229,574 for a regional with power up to five kilowatts and \$960,122 for a clear-channel station with power from 10 to 50 kilowatts. The average station in a city of under 50,000 people had an income of \$98,661, with the total for cities of from 50,000 to 250,000, \$253,209, and those stations with more than 250,000 inhabitants grossing an average of \$586,860.

Stations in the northeast did better than those in the rest of the country, averaging \$307,821, compared with \$195,348 for the southeast, \$277,633 for the north central states, \$168,939 for the south central and \$177,448 for mountain and Pacific states. Local and regional stations in the north central region reported average incomes slightly higher than those for the northeast—\$121,315 and \$282,635 compared with \$119,057 and \$279,830 respectively—but clears in the northeast reported an average income of \$1,395,503, compared with \$1,216,826 for clears in the north central states.

### Operating Expenses 85%

Of the 85.28 per cent of gross spent for operating expenses by the average station in the black ink, 15.09 per cent represents technical expenses, 29.17 per cent program expenses, 11.73 selling expenses, and 29.29 per cent general administrative expenses.

By regions, the highest operating ratio was chalked up by mountain and Pacific state stations, with a figure of 87.62 per cent. The northeast was next with 85.62 per cent. Both the southeast and the north central states came in with a figure of 84.95 per cent, and the figure for southeast was 84.02 per cent.

Labor costs were shown to amount to 48.66 of the average broadcast revenue—or 57.06 per cent of the total operating expense of a station. As a part of broadcast revenue technical salaries accounted for 11.81 per cent, program salaries for 14.11 per cent, talent costs for 3.28 per cent, selling salaries for 8.15 per cent and general administrative salaries for 11.31 per cent.

While technical salaries progressed downward in relation to total revenue as the stations described



By SID WHITE

## Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: Ted Ashley and Ira Steiner, 'wedded' only two weeks, are busier than the Dodger bull pen these days and setting a pace equalled only by the Philadelphia Whiz-Kids. Within two weeks they've already closed two sales—Don Ameche in "Take a Chance" for Nescafe starting Oct. 1st on NBC-TV and "Nero Wolfe" radio series on NBC. What's more they've got another deal practically wrapped up which could very easily give them their third in three weeks. Nice goin,' fellas. . . Agencies forced to curtail contemplated radio and TV shows because of budget cuts from sponsors whose production is being assigned largely for government contracts. (Candy and cereal manufacturers hardest hit). . . Dick Contino being eyed for TV by tycoons who want to put him on his own show on an accordion teaching kick—even as A. Godfrey has done with the oookelele.



● ● ● Wally Gould met his old boss, Hal Wallis, at Toots Shor's the other p.m., who immediately started to compliment Wally on his new show, "Up For Parole." "Don't compliment me," retorted the modest Wally, "it was only my idea. The fellows who really deserve the bows are Bob Heller and Mitch Grayson, who knew what to do with it."



● ● ● Every time we see the broad Jack Barry shoulders bouncing along the NBC or WOR corridors we wonder howcum Barry hasn't hied his handsome profile Hollywoodwards—and we're well aware of the hundred grand or so he's coining as a producer and moderator of his own radio shows with Dan Enright. Appearing in a film or two a year, like radio announcer Bill Goodwin did, would prob'ly help his own "Juvenile Jury," "Life Begins At 80" and the new "Joe DiMaggio Show" teevee'rs. Or is it true, as has been rumored, that Barry and Enright plan to independently produce shorts based on their own smash hit shows.



● ● ● REMEMBER WHEN? (Then you're much older, etc., etc.): Kate Smith sang in "Honeymoon Lane." . . . Milton Berle was an Eddie Cantor impersonator. . . Fred Allen was a juggler. . . Jones and Hare were the top duo. . . Phil Carlin was an announcer. . . Roxy's Gang was the top revue. . . James Melton was a member of The Revelers. . . The Boswell Sisters and the Pickens Sisters were the ranking sis acts. . . Harry Richman sang over WHN. . . Chevalier gave French 'lessons' on the big Sunday nite coffee show.

grew larger—from 16.14 per cent of the total revenue of a station grossing under \$50,000 to 9.38 per cent for a station grossing over a million, the talent cost progressed upward as the stations grow larger—from 1.16 per cent for stations grossing under \$50,000 to 14.26 per cent for the largest stations.

In fact, while talent costs made up the smallest labor item for all stations grossing up to \$350,000 per year, and only barely exceeded selling costs for those stations earning between \$350,000 and one million dollars annually, talent costs were far above all other labor costs for the stations earning over one million annually. For that group talent costs accounted for 14.26 per cent of all broadcast revenue, with technical salaries taking 9.38 per

cent, program salaries 8.50 per cent, general administrative salaries 6.82 per cent and selling salaries 3.88 per cent.

Among the program expenses it was noted that except for talent and royalty payments most costs decreased proportionately as station income rose. This was especially true of such things as news wire service, transcription costs, teletype and non-talent costs.

A breakdown of operation ratios by revenue brackets and geographical differences showed the highest figure to be 91.57 per cent, for stations in the northeast grossing between \$50,000 and \$75,000. Lowest figure is the 71.35 per cent figure for stations in the north central states grossing over one million dollars.

# NAB Suggests Study Of Radio Time-Rates

(Continued from Page 1)

true facts concerning the rate structure of all radio stations with reference to circulation as they compare with other advertising media and to evaluate the relation of station rates to station operating costs. It will not presume to determine individual station rates but rather to develop basic information to enable station operators realistically to evaluate the competitive position of their own medium and in turn to determine for themselves their individual rates with reference to all competitive media as well as in the light of their own station operating costs."

NAB said that in order for the survey truly to reflect the facts the maintenance of existing rate structures is essential. Stations will therefore be requested not to yield to pressures from organized groups of buyers pending the completion of the survey.

The NAB proposed that organizational details attendant to such a survey be undertaken immediately in order to enable the study to be completed by March 1, 1951.

NAB suggested that since its BAI committee has recently completed its study resulting in the proposal that BAI become a separate corporation, this committee, headed by Robert D. Swezey, WDSU, New Orleans, would be well qualified to take over organizational details in connection with a survey of this type.

## WRIB Power Upped After "Broker" Survey

(Continued from Page 1)

ments. It concluded that the management is currently making sincere efforts to iron out these problems.

The Commission concluded after a review of the station's overall record on programming—both English and foreign-language, that "the type and character of the program service proposed, as reflected in the record of this proceeding will meet minimum standards for satisfying requirements of the population to be served."

AIR CONDITIONED

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# Radio — MISCELLANEOUS — TV

As a supplement to Radio Daily's "Shows Issue," published August 22, the following radio and TV shows are presented, some of which were received too late for inclusion in the issue and others, due to limitation of editorial space, could not be published at the time the "Shows Issue" went to press.

## A House In The Country

The amusing story of a young city, newly-wed couple who take to the country in search of peace, quiet and inspiration. Their innocence of country customs provides an endless source of excruciating tragicomic events. Written by Ray Knight, cast includes Patsy Campbell, Lyle Sudrow, Abby Lewis, Ann Thomas and other leading network actors. Original theme and bridge music by the John Cart Orchestra; Hugh James and Bud Collyer announce. 52 half-hours for one-a-week broadcast. Availability: E. T. Running Time: 30 minutes. Cost: On request. Audition Facilities: Transcriptions. Submitted by: RCA Recorded Program Services, New York 10, N. Y.

## Allen Prescott—The Wife Saver

The same Allen Prescott who set the nation giggling via the NBC network—the same lighthearted personality who created that fabulous character: "The Wife Saver"—the same show that has brought fan mail by the carload to a score of nationally-known advertisers is recorded now for local and regional broadcast. Full of uproarious informality and useful household information, the program features Prescott with Brad Reynolds as stooge and songster. Availability: E. T. Running Time: 15 minutes. Cost: On request. Audition Facilities: Transcriptions. Submitted by: RCA Recorded Program Services, New York 10, N. Y.

## Art Van Damme Quintet With Louise Carlyle

The unique instrumentation of accordion, base, guitar, vibraphone and drums, plus the versatile talent of Art Van Damme and company, comprise a musical group that satisfies virtually every taste in music. Louise Carlyle with her warm-hearted songs adds the spice to this breezy three-a-week quarter-hour musical. Availability: E. T. Running Time: 15 minutes. Cost: On request. Audition Facilities: Transcriptions. Submitted by: RCA Recorded Program Services, New York 10, N. Y.

## At Home With The Harmonos

Cozy scene in the living room where Tom Harmon and his wife, Elyse Knox, entertain their friends (name professions) in charades, stunts and games. Availability: Live Talent. Running Time: 30 minutes. Audition Facilities: Live Talent. Submitted by: KTTV, Hollywood 38, Calif.

## Aunt Mary

Here is a thoroughly believable story of a woman whose selfless and untiring devotion to her fellow men is exceeded only by her defense of human dignity. Set in a typical American rural community, it is a real person's struggle for better understanding among real people. The program, which casts top West Coast talent, was written by Virginia Crosby and produced in Hollywood by George Fogle. Availability: E. T. Running Time: 15 minutes. Cost: On request. Audition Facilities: Transcriptions. Submitted by: RCA Recorded Program Services, New York 10, N. Y.

## Bible Stories

Features Kay Morrow reading stories from Bible as six youngsters dramatize story by moving small figurines about in sandbox. Children's choir. Running Time: 30 minutes. Submitted by: WENR-TV, Chicago 6, Ill.

## By-Line

Herb Graffis, well known columnist and after-dinner speaker, conducts impromptu 15 minute commentary, dealing with everything from practical solutions for world problems to new uses for popcorn. Graffis has wonderful, wry humor which lends itself happily to TV—and Chicago is fast coming to love and look forward to his appearances, each one full of real human interest. Availability: Live Talent. Running Time: 15 minutes. Cost: \$475 two times per week, commissionable to an agency. Episodes Available: Tues. and Thurs., two 15 min. segments per week. Audition Facilities: Live Talent. Submitted by: WBKB, Chicago 1, Ill.

## Call Our Bluff

Lively show incorporating live music, beautiful prizes, and viewer reaction. Viewers' postcards selected from those sent in, and the sender called. Viewer names tune popular within past 20 years. Organist either plays tune, or bluffs his way through. If bluff is called, viewer wins. Postcards now average 100 daily. Availability: Live Talent. Running Time: 30 minutes. Cost: \$75 complete; \$10 Co-op. Episodes Available: 10. Audition Facilities: Live Talent. Submitted by: WTVN, Columbus 15, O.

## Charade Parade

Teams from the tele. audience call and challenge the winning team. Charades are received from audience. The MC, Bernie Adams, spirits the participants into comical situations that enliven this traditional parlor game into a gay, well rated 30 minutes. Availability: Live Talent.

Running Time: 30 minutes. Cost: \$110.00 per 1/4 hour, \$35.00 per announcement part. Episodes Available: 1 per week. Audition Facilities: Film. Submitted by: WMBR-TV, Jacksonville, Fla.

## Charades

Alabama's first live quiz program, with permanent team and guest team playing well-known game once weekly. "Charades" are worked out under supervision of, and MC'd by, Maury Farrell. Prizes given winning team, as well as winning member of each team. Availability: Live Talent. Running Time: 30 minutes. Cost: \$250.00 net to station per broadcast—includes prizes & all production.

Episodes Available: Unlimited. Audition Facilities: Live Talent. Submitted by: WAFM-TV, Birmingham, 3, Ala.

## Christmas Shopping Jingles & Fur Storage Spots

Christmas Shopping Jingles: 30 twenty second spots in fully animated cartoon reminding viewers they have 30 shopping days till Xmas, 29, etc. Fur Storage Spots: 4 thirty second spots, fully animated, for furriers for promotion of fur storage. Availability: Film. Running Time: 30 seconds. Cost: Depends on market size. Episodes Available: Supply entire service. Audition Facilities: Film. Submitted by: Harry S. Goodman, New York 22, N. Y.

## Classified Column

Lenore Kingston runs this interesting and human-interest show. Guests are people with something to sell, something they want to buy, people looking for jobs, people wanting to give away or get pets. Available for participation spots. Availability: Live Talent. Running Time: 30 minutes. Audition Facilities: Live Talent. Submitted by: KTTV, Hollywood 38, Calif.

## Club 'Til Midnight

Program has night club atmosphere with boy and girl hostess. Take reservations on phone for requests. MC, Al Lewis, plays accordion, organ, piano, sings and draws portraits of people who describe themselves over phone. Also accompanies girl singer Eileen Davis. Additional talent is colored quintet, "The Silvertones." Have visiting acts. Availability: Live Talent. Running Time: 1 hour. Audition Facilities: Live Talent. Submitted by: WCPO-TV, Cincinnati, O.

## Coney Island

A once weekly live TV, show originating from George C. Tilyou's famous Steeplechase Park, Coney Island. Starring Les Tremayne and Alice Rinehart, who interview guests and visitors to Steeplechase Park. Program allows for views of famous Steeplechase parachute jump and other attractions of Steeplechase Park. Excellent humorous possibilities such as Tunnel of Love and popular wind-blowing machine. Availability: Live Talent. Running Time: 30 minutes. Cost: To be determined. Audition Facilities: Live Talent. Submitted by: Charles Michelson, Inc., New York 19, N. Y.

## The Continental Television Magazine

Introducing weekly variety program. Artistic and musical film so designed as to have constant value throughout entire year. One week program will originate from Vienna; next week from Paris, following week from Rome and then from London. Show will depict events throughout month from each respective city exuding a continental atmosphere to American audience. Availability: Film. Running Time: 15 minutes. Cost: Depending on station. Episodes Available: 13 min., 39 in production. Audition Facilities: Film. Submitted by: Broadcasting Program Service, New York 19, N. Y.

## Court Of Common Sense

Stark realism, dramatic power and intelligent solutions to traffic problems. Judge Joseph Kolodny, traffic judge in reality, presides over TV courtroom. Balif reads charges and crime itself is presented live. Actors playing part of defendants are different in each case. Availability: Live Talent. Running Time: 15 minutes. Cost: \$380. Episodes Available: 52. Audition Facilities: Live Talent. Submitted by: WMAR-TV, Baltimore 3 Md.

## Court Of Junior Pleas

Teen-age problems sent to studio. Program consists of mock trial in courtroom. Youngsters act as attorney, defendant and jury. Jury, assisted by judge, settles problems of teen-agers—parent relations with technical advice and local legal assistance. Availability: Live Talent. Running Time: 30 minutes. Cost: \$200. Audition Facilities: Live Talent. Submitted by: WTVJ, Miami, Fla.

## Crusade In Europe

Twenty-six film episodes based on General Eisenhower's famous book. Availability: Film.

(Continued on Page 6)

Running Time: 23 minutes.  
 Cost: Co-operative program, check ABC  
 Co-op Sales Dept.  
 Audition Facilities: Film.  
 Submitted by: ABC, New York 23, N. Y.

### Cue Lew

Utilizing finest non-professional talent available and MC'd by KMTV's versatile Lew Jeffrey, Cue Lew show offers sponsor participation at its finest. Completely informal commercials, beautifully handled in skit form by Lew Jeffrey.  
 Availability: Live Talent.  
 Running Time: 30 minutes.  
 Cost: On request.  
 Episodes Available: 1 per week, 52 weeks.

Audition Facilities: Live Talent.  
 Submitted by: KMTV, Omaha 2, Nebr.

### Danton Walker's Midnight Mysteries

From his vast experience on his "beat" Broadway, Danton Walker brings a fast paced series of vivid tales of crime and violence, and tender stories of human hopes and shattered dreams. Now available for TV with Walker as host, and featured star each week.  
 Availability: Live Talent; Film.  
 Running Time: 30 minutes.  
 Cost: Live, \$4,000 net; \$5,500 net (film national); \$350 per film half hr. syndicated.

Episode Available: 1 year.  
 Audition Facilities: Film.  
 Submitted by: Drama Associates, Inc.,  
 New York 17, N. Y.

### Darts For Dollars

Wed. and Fri. 4:15-5:45 PM, Rena and Bob Ledyard, local radio personalities, MC show. Studio guests throw darts at board of postcards which viewers have sent in. Person whose postcard dart strikes is called to identify a mystery tune and win a prize.  
 Availability: Live Talent.  
 Running Time: 30 minutes.  
 Cost: \$200 per.

Audition Facilities: Live Talent.  
 Submitted by: WXEL, Cleveland, O.

### Family Theatre

The marquee of WBAL-TV's "Family Theatre" displays four features in this daily hour-long session: "Funny Bunnies," puppet cartoons; Hollywood Comedies; daily "Teleneews;" and the Don Winslow or other action serials. Tom White, WBAL-TV news editor, narrates.

Availability: Live Talent; Film.  
 Running Time: 60 minutes.  
 Cost: On request.  
 Episodes Available: 5 weekly.  
 Submitted by: WBAL-TV, Baltimore 18, Md.

### Five Minute Mysteries

Produced especially for the advertiser who wants more than a spot announcement but less than a quarter-hour, this series of five-minute programs embodies all the appeal of a lengthy mystery program, yet clues and solution are capsule-packed into each episode—a complete dramatized mystery in five minutes. Scripts by radio's finest writers, actors from top network shows and NBC production gives this small package a real entertainment wallop.

Availability: E. T.  
 Running Time: 15 minutes.  
 Cost: On request.  
 Audition Facilities: Transcriptions.  
 Submitted by: RCA Recorded Program Services, New York 10, N. Y.

### The Floral Trail

Garden expert Joyce Smith prepares show for Southern area, but it is of interest to gardeners and homemakers everywhere. Highlights of program includes information on planting at proper time, suggestions for appropriate and new plantings, demonstrations on care of plants as well as suggested floral arrangements.

Availability: Live Talent.  
 Running Time: 15 minutes.  
 Cost: On request.  
 Episodes Available: 1 weekly.  
 Audition Facilities: Live Talent.  
 Submitted by: WDSU-TV, New Orleans, La.

### For Better Or Worse

Series of serio-comic mystery sketches with Walter Abel and Meg Mundy who, in the characters of a lawyer and his writer-wife, do their part to combat the types of frauds perpetrated upon average citizen.

Availability: Live Talent; Film.  
 Running Time: 30 minutes.  
 Cost: \$8,000 net—live; \$10,000—film.  
 Episodes Available: First ten weeks.  
 Audition Facilities: Live Talent.  
 Submitted by: Drama Associates, Inc.,  
 New York 17, N. Y.

### For Men Only

Evening cooking program for men and women conducted by Morrison Wood, Chicago Tribune columnist, well-known amateur cook, and author of the best seller, "With a Jug of Wine." Wood prepares taste-tempting recipes from his book as well as those of leading restaurants. Restaurateurs are featured guests.

Availability: Live Talent.  
 Running Time: 15 or 30 minutes.  
 Episodes Available: Unlimited.  
 Audition Facilities: Live Talent.  
 Submitted by: WGN-TV, Chicago 11 Ill.

### Friday Nite Square Dance

Will consist of appropriate orchestra, MC, dance caller, and approximately six variety acts, all in costume. New KSL-TV studio will accommodate from 200 to 300 guests. Tickets can be given out by dealers, sponsor, or as suggested.

Availability: Live Talent.  
 Running Time: 60 minutes.  
 Cost: \$450.  
 Audition Facilities: Live Talent.  
 Submitted by: KSL-TV, Salt Lake City 1, Utah.

### Genius At Work

Inventors whose creations have been patented but not commercially recognized, presented on program with each inventor demonstrating his own work. Fast narration kept up by MC who lightens show with comments, interviews, etc. Guest appearances by successful inventors and heads of engineering departments of large corporations. Audience participation plan available.  
 Availability: Live Talent.  
 Running Time: 30 or 60 minutes.  
 Cost: \$1,000 per half hour.  
 Audition Facilities: Live Talent.  
 Submitted by: Bernard Estes, Inc., New York 20, N. Y.

### Grass Roots

Mal Hanson, WOW's farm service dir., presents guest experts on farm subjects, demonstrations of new farm techniques, now-and-then film. Every program timely. So far has shown how to graft fruit trees; soil conservation ideas; insect and wheat control; hog,

## Radio — MISCELLANEOUS — TV

cattle and poultry feeding, and many other subjects of direct interest to dirt and city farmers.

Availability: Live Talent.  
 Running Time: 15 minutes.  
 Cost: \$90 time (one-time gross) plus \$15 talent.

Episodes Available: Tues. & Thurs.  
 Audition Facilities: Live Talent.  
 Submitted by: WOW-TV, Omaha 2, Neb.

### Great Guys & Goats

Famed radio actor and sports analyst Ward Wilson narrates exciting stories, taken from the annals of baseball history, in this animated cartoon series. These shows depict, with humorous slant, spectacular plays, historic boners, and other human-interest curiosities, that have made baseball the most colorful of sports.

Availability: Film.  
 Running Time: 5 minutes.  
 Cost: On request.  
 Episodes Available: 26.  
 Audition Facilities: Film.

Submitted by: Zach Baym Films, New York 16, N. Y.

### Great Volta Magic Extravaganza

Internationally known stage illusionist assisted by pretty dancing girls and costumed assistants, presenting merry musical comedy versions of magic. Magic Around The World episodes, featuring magic of many lands with national backgrounds, costumes, music, live stock, spectacular illusions. Guest celebrities, spectators from audience take part in startling feats.

Availability: Live Talent.  
 Running Time: 30 minutes.  
 Cost: \$800.00 plus station charges.  
 Episodes Available: 78.  
 Audition Facilities: Live Talent.  
 Submitted by: Hull & Hull, New York 18, N. Y.

### Happy Holiday

Sixty minute show which concentrates on demonstrating different holiday possibilities of a particular section of America each week. Develops the educational, historical, vocational and amusement possibilities of a chosen location. Performed part live and part on film. Local participation is an integral part of the show along with the sponsor's product.

Running Time: 60 minutes.  
 Cost: On request.  
 Submitted by: Richard S. Robbins Co.,  
 New York 17, N. Y.

### The Haunting Hour

Presenting original psychological mysteries, "whodunit" thrillers, crime crusade themes and tales of excitement, written by top-flight writers to strict NBC specifications. Effective use of music and sound effects, combined with expert direction and production, mark each program with the stamp of showmanship. A prominent cast includes Barry Kroeger, Elspeth Eric, Eddie Nugent, Joseph DeSantis, Betty Furness and other big radio and stage names.

Availability: E. T.  
 Running Time: 30 minutes.  
 Cost: On request.  
 Audition Facilities: Transcriptions.  
 Submitted by: RCA Recorded Program Services, New York 10, N. Y.

### Hits, Runs & Errors

Against a replica of major league score board, Mel Leavitt, WDSU-TV sports director, gives fans complete run down of day's ball scores and plays. In addition, Mel reviews current news of teams and reports on interesting incidents of day's games.

Availability: Live Talent.  
 Running Time: 10 minutes.  
 Cost: On request.  
 Episodes Available: 6 weekly.  
 Audition Facilities: Live Talent.  
 Submitted by: WDSU-TV, New Orleans, La.

### Hollywood In Three Dimensions

Behind the scenes in Hollywood with Richard Arlen as MC.  
 Running Time: 30 minutes.  
 Cost: \$500 excl. of time.

Audition Facilities: Live Talent.  
 Submitted by: Robert Joseph Television Productions, No. Hollywood, Calif.

### I'd Like To See . . . . .

Combination film-live program based upon showing audience what they want to see. Mail requests from audience basis of our selection of items to be shown.

Availability: Live Talent; Film.  
 Running Time: 30 minutes.  
 Cost: \$4,000.  
 Episodes Available: Unlimited.  
 Audition Facilities: Film.  
 Submitted by: Bernard E. Karlen Productions, New York 20, N. Y.

### It's Barris Again

Harry Barris, in a domestic setting with his wife and her country cousin with vocal ambitions, is given full rein for inimitable comedy, the introduction of top-flight guests and the performance of his many outstanding songs.

Availability: Film.  
 Running Time: 30 minutes.  
 Cost: On request.  
 Audition Facilities: Live Talent.  
 Submitted by: Polaris Pictures, Inc., Los Angeles 36, Calif.

### John Kieran's Kaleidoscope

Program presents John Kieran of "Information Please" fame in dramatic presentations on such subjects as the atom, the heart, liquid air, etc., which every member of family from 7 to 70 will find entertaining.

Availability: Film.  
 Running Time: 15 minutes.  
 Cost: On request.  
 Episodes Available: 52.  
 Audition Facilities: Film.  
 Submitted by: United Artists Television  
 New York 19, N. Y.

### Johnny McNevin's Sportscope

Nightly sports feature gives complete sports results, including ball scores, race results and local sports coverage. Handled by Johnny McNevin, well-known to Central N. Y. sports fans for his radio and TV play-by-play coverage.

Availability: Live Talent.  
 Running Time: 15 minutes.  
 Cost: \$126.  
 Episodes Available Mon. thru Fri.  
 Audition Facilities: Live Talent.  
 Submitted by: WHEN, Syracuse 8, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, August 23, 1950 — TELEVISION DAILY is fully protected by register and copyright

## ABC-TV TO USE TELEFEX SYSTEM

### TELE TOPICS

**WHO SAID THAT?** (NBC-TV)  
Monday nights, 10:30-11 p.m., is pleasant enough half hour, but seems lack the punch that it carries via radio. Viewed on TV, there is a certain static quality about watching three guests and the regular panel member. John Cameron Swayze and occasional shots of the excessive Bob Trout, as the camera makes rounds of the panel members and MC. Viewed Monday night, it was an extensive evening for the panel, costing a Chase, Red Smith, Earl Wilson and Swayze a total of \$220 for missing the correct answers. . . . True, 'tis seldom we see a really good old feature film in "the looking glass," but now and then you spin the dial and in comes a good old first rate feature film, not watered down and presented in its entirety. However, it seems that almost every ten minutes during the 90-minute long feature, they must interrupt it with an "In-mission" sign and spring the commercial. We know that TV has got to get revenue somehow, but can't they figure a less annoying way than to break into the picture every ten minutes. Any ideas?

**TOMORROW NIGHT** at 8 p.m., Mayor O'Dwyer will appear for the last time in his TV program, "At The Mayor's Desk," (WPIX). Police and firemen will present their salary and pension requests to the Mayor at that time. The program is to be continued, probably with Acting Mayor Vincent R. Impellitteri taking over and to be succeeded by the new Mayor after the voting in Nov. . . . Joshua Kelley will be turning out his 245th TV show tomorrow night when Starlight Theater appears on WABD. . . . Ce Ce Blake, singing star and Riviera Recording artist, will guest on the Wendy Barrie show (NBC-TV) tomorrow evening. . . . Mel Paige, international authors' and publishers rep, has added a new department under the title of "The Exclusive Television Rights Company," which will cover world-wide Television activities. . . . W reports 297,000 TV sets in the area reached by WLW-T, Cincinnati; WLW-D, Dayton, and WLW-C, Columbus as of Aug. 1.

**JAL BOYD**, partner of PRB, speaking before the H'wood Adv. Club, illustrated some luminaries and big brass on the Coast that L.A. producers must budget for TV shows for local level listening and get the H'wood approach. In essence he said that H'wood is TV town for film in N. Y. for live talent. Stars will have come East for "live" net telecasts, he says, and remain in H'wood for film TV which must be done especially for the film. He further stated that kine is as a future means of doing TV shows.

### SONGS WITH THE LARGEST TV AUDIENCE (Survey Week of August 11-17)

#### THE TOP 5 SONGS OF THE WEEK

I Love The Guy (I Love The Girl).....	Shapiro-Bernstein
I Wanna Be Loved.....	Supreme
My Foolish Heart.....	Santly-Joy
Stars And Stripes Forever.....	J. Church-Hill & Range
Third Man Theme.....	Chappell

#### THE 5 FAVORITE STANDARDS OF THE WEEK

Darktown Strutters Ball.....	Feist
Flight Of The Bumblebee.....	Carl Fisher
Sheik.....	Mills
Shine On Harvest Moon.....	Remick
Tear For Two.....	Harms

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## TV Credited For Surge Of Cocoa Marsh Sales WCAU-TV, This Fall, To Air 17 Hours Daily

The resultant impact of TV in stimulating the sales record of Cocoa Marsh, a chocolate syrup product, produced by Taylor-Reed, was clearly indicated in an announcement made yesterday by Malcolm T. Taylor, chairman of the board of the food firm.

Cocoa Marsh is presented exclusively on video via WABD and the DuMont network's "Magic Cottage" program on Monday, Tuesday, Thursday and Friday from 6:30 to 7:00 p.m., EDT.

Taylor said that one month after his firm's product took to TV, sales went up 250 per cent over the monthly average of the previous three years. "We could scarcely believe it, but we're positively convinced now because sales have continued their upsurge and are holding at a 300 per cent increase in Metropolitan New York.

"Our list of retail outlets have actually been augmented by 15 per cent as a direct result of the showing of our product on television," Taylor stated.

What is probably the largest daily programming schedule of any TV station now operating in the U. S., will be launched by WCAU-TV, Philadelphia, September 11. The station will inaugurate a 17-hour telecasting schedule daily, an increase of 5 hours per day over the present schedule, according to an announcement made yesterday by Charles Vanda, vice-president in charge of TV for the outlet.

Total programming of 17 hours per day, Mondays through Fridays; 15½ on Saturdays and length of Sunday telecasting dependent on the football games picked up will probably stand as a present telecasting record, since no station currently in operation is maintaining such a concentrated schedule. The seven TV stations presently operating in and around the N. Y. metropolitan area are currently telecasting approximately the following hours per day: WABD, 12; WATV, 10; WCBS-TV, 9½; WJZ-TV, 10; WNBT, 7; WOR-TV, 11; and WPIX, 12.

## Press-Time Paragraphs

### Davis Cup Matches On NBC-TV

The Challenge Round tennis matches of the annual Davis Cup series, featuring the Australian team vs. the U. S. (4 singles and 1 doubles match) will be carried by NBC-TV beginning Friday, Aug. 25 and continuing Aug. 26 and 27 (2 p. m., EDT). Bill Stern will announce with Don Budge supplying color and background.

### WDSU-TV Signs First New Orleans Dept. Store

New Orleans' first department store to enter TV — D. H. Holmes, Ltd., has signed a contract with WDSU-TV, sponsoring a full hour daytime audience participation show across-the-board, according to Edgar B. Stern, Jr., managing partner of the station. Program will start in Sept.

## N. Y., Chi. Stations To Be Equipped By Fall

ABC has contracted with Teleflex, Culver City, Calif. for use of their complete rear screen projection service in both their New York City and Chicago outlets. Installation to be completed this Fall at WJZ-TV, New York and WENR-TV, Chicago.

The equipment, recently demonstrated to ABC-TV executives in New York by Donna Fargo, head of Teleflex, includes still, moving and special effects background projection. Teleflex has already provided 298 different telecasts employing hundreds of still backgrounds and hundreds of feet of moving scenic effects for such coast shows as "The Ruggles," "The Marshall of Gunsight Pass" and "Your Witness."

Similar equipment to that which will be installed in New York and Chicago has been in use at KECA-TV, ABC's outlet in Hollywood, for the past ten months.

In addition to the equipment, the Teleflex service will include a huge negative library of specifically shot "process" backgrounds, as well as typical 16 or 35 mm. reduced moving backgrounds.

James McNaughton, ABC-TV art director, plans to use Teleflex on major programs not only for production backgrounds but also for commercial purposes.

## Dodge Buys "Showtime"; Freedley To Direct

"Showtime, U. S. A." star studded TV program of the American National Theater and Academy, has been bought by the Dodge Division of the Chrysler Corporation, according to an announcement made yesterday. Agency is Ruthrauff and Ryan. The program will be shown over ABC-TV, starting Oct. 1 and will be telecast 7:30-8:00 p. m. EST. Based in part on the annual ANTA Albums, the program will utilize the biggest and most popular talent in the entertainment field and will be similar in format to last year's ANTA radio show, featuring star singers, comedians and dancers as well as highlighting scenes from Broadway hit plays, current and past.

Heading up the series as producer will be Vinton Freedley. ANTA's president and Broadway producer of long standing. In signing for the Dodge program exclusively, Freedley becomes the first theatrical producer to give up an entire Broadway season by devoting his full time and talents to TV.

# AGENCIES

**WALTER KANER ASSOCIATES**, New York, has been named to handle public relations for the Department of New York, Jewish War Veterans, for 1950-51. This marks the fifth consecutive year Kaner Associates has handled public relations for the organization which embraces 285 JWV posts throughout the state.

**LELAND K. HOWE ASSOCIATES**, advertising agency, has resigned the account of Tele King Corporation due to differences in promotional policies.

**WILLIAM C. PATTERSON** has joined Cecil & Presbrey, Inc., as assistant director of television. He formerly was a program manager and director at CBS-TV.

**HAROLD D. McANENY** has been appointed director of advertising for Flintkote Company. McAneny was previously advertising manager for Richmond Radiator Co., an affiliate of Reynolds Metals.

**M. S. BROOKMEYER** has been elected a vice-president of the S. R. Leon Company, Inc. He has been with the agency 14 years.

## Four New Programs On ABC, Sat. Nights

(Continued from Page 1)  
Gypsy Rose Lee conducting "What Makes You Tick," (9 to 9:30 p. m.); and "Can You Top This," the perennial favorite formerly aired on Mutual, (9:30 to 10 p. m.).

In a renewed bid for the Saturday night listening audience, ABC has completely scrapped its old formula. For years, the network featured on that night a solid lineup of cops-and-robbers chasers and mystery chillers. The new thinking on the part of ABC program executives now calls for a strong audience-participation lineup on Saturday, surrounded front and back by light music and variety fare.

The evening schedule opens with "Buzz Adlam's Playroom," (7:30 to 8 p. m.), a musical variety show. Following the two hour lineup of participationers will be "Saturday at the Shamrock," (10 to 10:30 p. m.). Emanating from the famed Shamrock Hotel in Houston, Tex., will be a variety show featuring such well-known bands as Tommy Dorsey and Xavier Cugat. This is followed by "Dixieland Jambake," a program of Dixieland jazz originating from New Orleans.

## Reelected IATSE Head

Detroit — Richard F. Walsh of Brooklyn, was unanimously re-elected president of the International Alliance of Theatrical Stage Employes at the 40th I.A.T.S.E. Convention, held at the Masonic Temple Drill Hall here last week. Other officers were re-elected.

# NETWORK SONG FAVORITES

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

Survey Week of August 11-17, 1950

TITLE	PUBLISHER
A Little Bit Independent.....	Bregman-Vocco-Conn
All My Love.....	Mills
Bewitched.....	Chappell
Count Every Star.....	Paxton
Gone Fishin'.....	Feist
Goodnight, Irene.....	Spencer
Hoop-Dee-Do.....	E. H. Morris
I Didn't Know What Time It Was.....	Chappell
I Didn't Slip I Wasn't Pushed I Fell.....	Remick
I Hadn't Anyone Till You.....	ABC
I Love The Guy (I Love The Girl).....	Shapiro-Bernstein
I Still Get A Thrill.....	Words & Music
I Wanna Be Loved.....	Supreme
I Had A Magic Carpet.....	Shapiro-Bernstein
If You Were My Girl.....	Duchess
I'll Always Love You.....	Famous
I'll Build A Dream House.....	Campbell
La Vie En Rose.....	Harms
Mambo Jambo.....	Peer
Mona Lisa.....	Paramount
Old Piano Roll Blues.....	Leeds
Play A Simple Melody.....	Berlin
Rain.....	Miller
Roses.....	Hill & Range
Sam's Song.....	Sam Weiss
Sometime.....	Witmark
Third Man Theme.....	Chappell
Tzena Tzena Tzena.....	Undetermined
Vagabond Shoes.....	Jefferson
You Wonderful You.....	Miller

## Second Group

TITLE	PUBLISHER
Can't We Talk It Over.....	Advanced
Cherry Stones.....	Robbins
Cry Cry Cry.....	Advanced
Daddy From Georgia Way.....	Life Music
Daddy's Little Boy.....	Beacon
Dream A Little Dream Of Me.....	Words & Music
Golden Sails On A Sea Of Blue.....	Goday
I Cross My Fingers.....	United
I Don't Care If The Sun Don't Shine.....	Famous
Let's Choo Choo Choo To Idaho.....	Robbins
Let's Do It Again.....	Robbins
No Other Love.....	Walt Disney
Our Very Own.....	Spitzer
Picnic Song.....	Chappell
Say When.....	Duchess
Sentimental Mo.....	Knickerbocker
Stars Are The Windows Of Heaven.....	Pickwick
Sweetest Words I Know.....	Life Music
Tenderly.....	E. H. Morris
Tonight Be Tender To Me.....	Life Music
Why Fight Tho Feeling.....	Paramount

Copyright 1950, Office of Research, Inc.

# COAST-TO-COAST

**Newsman Is Mystery Singer**  
Youngstown, O. — Ray Hudson wound up a two week's guessing contest on his WKBN Little Show when he announced that his "Mystery Singer" was Don Smith, WKBN newscaster. Winner won an assortment of merchandise provided by local sponsors. Consolation prizes were awarded to six others who also correctly named the mystery singer. The Little Show is a participating disc jockey program.

**Celebrating 25th Anniversary**  
St. Louis, Mo.—Arthur F. Rekar, chief engineer for KXOK and KXOK-FM (Transit Radio), celebrates his 25th anniversary in the radio industry this month. Rekar is a graduate of the Valparaiso Technical Institute, Valparaiso, Ind., and was chief engineer for WOWO Fort Wayne; WTMV, East St. Louis; and KFRU, Columbia, Mo., before joining KXOK in 1938.

**Aired Public Service Series**  
Stamford, Conn. — WSTC and WSTC-FM last week broadcast series of seven 15-minute public service features on the Korean situation and its effect on the U. S. and the world. The series was prepared and distributed by Sen. William Benton, and included the UN Malik debates, special talks by Secretary of Commerce Sawyer, Secretary of the Treasury Snyder, an Attorney General McGrath, Bernard Baruch, Mobilization Director Stuart Symington, the Selective Service Chief, General Hershey and the Korean expert of the Library of Congress.

**Announces Staff Changes**  
Washington, D. C.—Ben Strouse, vice-president and general manager of WWDC and WWDC-FM, recently announced the following staff changes and additions: Joseph A. Burton, former promotion director of the "Washington Daily News," has joined the staff as an account executive. Manuel Mikelson joins the staff as account executive. James Robertson is new continuity editor.

**Evans Assigned New Post**  
Durham, N. C. — Tom Sawyer, president of WSSB and Democratic nominee for the State Senate in Raleigh, has announced the appointment of Bob Evans as program director. Bob succeeds Wallace Ausley, who recently resigned. Evans has been serving as continuity director of the station.

Employed major network announcer available for permanent staff on good independent. All details.

Box No. 167, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 52, NO. 38

NEW YORK, THURSDAY, AUGUST 24, 1950

TEN CENTS

## JACKSONVILLE ASKS CP-TV EXTENSION

### CBS-TV Completes Plans For Coast 'Center'

#### Building To Start After Hearing Sept. 11

West Coast Bureau of RADIO DAILY  
Hollywood — CBS has finally decided upon types of studios and facilities in its multi-million TV center in Hollywood, it was announced yesterday by Howard S. Leighan, vice-president. After the Los Angeles zoning hearing clears the way, September 11th, plans will be

(Continued on Page 7)

#### Re-Hire Announcers, NLRB Orders WGBS

Washington Bureau of RADIO DAILY  
Washington—The NLRB this week ordered reinstatement with back pay for two AFRA officers discharged in January, 1949, by WGBS, Miami. Unless the case is reopened by the board or the parties, the report by Trial Examiner A. Bruce

(Continued on Page 2)

#### Local Station Credited With Stopping Hoarding

Bridgeport, Conn.—Hoarding no longer exists in this city according to a survey made by the Bridgeport Junior Chamber of Commerce, which credits WLIZ as being the dominant force in the successful anti-hoarding campaign.

In a letter to Sol Robinson, sales

(Continued on Page 8)

#### Lots Of Miles

A typical CBS world news roundup, with reports from the world's important cities, requires use of shortwave facilities to New York or San Francisco, and then a cable network to service 186 network AM stations and 91 FM stations. Correspondents' voices travel 16,000 miles by shortwave, then continue 18,000 more miles by cable.

#### Series On Communism

A special drama-documentary series on Communism, "Operation Survival," will be presented on "The Catholic Hour" during the four Sundays in September, over NBC 6:00 p.m., EDT. The series will be produced by the National Council of Catholic Men in cooperation with the National Broadcasting Company.

#### MBS Sued By Owners Of "Meet The Press" Gillette To Sponsor Boxing For Sixth Year

Martha Rountree and Lawrence E. Spivak, co-owners of "Meet the Press," have announced that a \$1,250,000 damage suit will be filed against the MBS network in the New York Supreme Court, Monday, Aug. 28.

They charge that "Mutual had deliberately brought about the cancellation of 'Meet the Press' on their network so that it could then proceed to replace it with a flagrant car-

(Continued on Page 2)

The Gillette Safety Razor Company has signed with the ABC network to sponsor for the sixth consecutive year, the "Cavalcade of Sports" Friday evening boxing bouts, beginning September 15, it was announced by J. P. Spang, Jr., president of the firm, yesterday. The 40-week contract, placed through Maxon, Inc., of New York, covers 281 ABC stations in the United States and Canada.

Gillette this week also acquired

(Continued on Page 2)

#### U. S. Steel To Sponsor "Theater Guild" In Sept.

With an array of top stars already signed to appear in the 1950-1951 schedule of full-hour radio productions, United States Steel's award-winning "Theater Guild on the Air" will begin its sixth season, Sunday, Sept. 10, over NBC.

The opening broadcast—201st in

(Continued on Page 2)

#### Lux Theater To Open 17th Season, Monday

The Lux Radio Theater opens its 17th season, Monday, Aug. 28 with the romantic drama "My Foolish Heart," starring Susan Hayward and Dana Andrews. The hour long drama will again be under the supervision of William Keighley over

(Continued on Page 4)

#### Committee Appointed For Special Cal. Test Survey

Completion of personnel, with the addition of two new members, for the Special Test Survey Committee which will pass on the series of tabulations to be submitted by C. E. Hooper for C. E. Hooper, Inc. and by Dr. Sidney Roslow for The Pulse, Inc. was announced yesterday. Two new members, selected from the membership list of the New York Radio and Television Council, Lawrence Deckinger and Matthew W. Chappell, complete the eight-man board.

Following a series of letters, the

Committee was formed so that certain comparisons could be made between measurements published by C. E. Hooper, Inc. and The Pulse, Inc. for the San Francisco area. The special committee was recruited by Stanley G. Breyer of KJBS, San Francisco.

The Committee requested, and Hooper and Dr. Roslow agreed, to submit a series of tabulations, according to specifications set up by the Committee, so that certain comparisons could be made between

(Continued on Page 4)

#### Tells Commission City Has Need Of Station

Washington Bureau of RADIO DAILY

Washington — The City of Jacksonville, Florida, this week filed a lengthy memorandum with the FCC asking the Commission to abandon its decision of last month to refuse the city further time for the completion of its TV station and rubbing out the authorization. Jacksonville is

(Continued on Page 4)

#### Majestic Is Merged With Wilcox-Gay

Majestic Radio & Television, Inc. has merged with Wilcox-Gay Corporation of Charlotte, Mich., according to an announcement by Leonard Ashbach, president and board chairman of both companies.

In a transaction approved by the stockholders, Wilcox-Gay bought up the entire stock of Majestic, in-

(Continued on Page 2)

#### New Radio Affiliate Brings CBS Web To 190

Station KCJB, Minot, North Dakota, will join the Columbia Broadcasting System's radio network as a supplementary station of the Northwest group, effective Sept. 1, according to an announcement made yesterday by Herbert V. Akerberg.

(Continued on Page 8)

#### What's That!

The Exquisite Form Brassiere, Inc., will sponsor "The Robbins Nest," a 15-minute variety show over ABC-TV beginning Friday, Sept. 29, at 11 p.m., the network announced. Disc jockey Freddie Robbins will emcee show which will feature music, variety and guest stars. Other details of the forthcoming program will be announced soon.



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WEST COAST OFFICES

Ethel Rosen, Office Manager  
Irv Hamlin, Representative  
6425 Hollywood Blvd. Phone: Gladstone 8436

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CHICAGO BUREAU

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SOUTHWEST BUREAU

Paul Girard, Manager  
Suite 314, Thomas Bldg.  
Dallas, Texas  
Phone: RiverSide 5491

ROME BUREAU

John Perlicari  
Ludovisi 16

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

FINANCIAL

(August 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

FCC Grants Boost

The FCC has granted WCTT, Corbin, Ky., permission to move from the 1400 to the 680 band, upping its power from 250 watts to 1,000 watts, unlimited.

RCA INSTITUTES, INC. A Service of Radio Corporation of America

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone Licenses.

Address inquiries to Placement Director

RCA INSTITUTES, Inc.

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

Re-Hire Announcers, NLRB Orders WGBS

(Continued from Page 1)

Hunt will become final early next month.

The two employees are William H. Murphy and Paul Kingsley, both announcers, and, respectively, executive treasurer and president of the newly-formed AFRA local at the station.

President George B. Storer of the Fort Industry Company, licensee of the station, had testified that Murphy was dismissed because of objectionable handling of an announcement and the management had insisted that Kingsley was fired because of incompetence.

Hunt, in a lengthy decision setting forth all his reasoning, rejected both these claims and found the station guilty of conducting unfair labor practices.

He found the station guilty also of seeking to discourage employees from joining the AFRA local, and proposed, therefore, a cease-and-desist order.

Hunt said he doubted the sincerity of Storer in his testimony that the two announcers had been fired because of their work, remarking that his "animosity toward the employees' organizational effort was outspoken."

Referring to a threat by Storer to close the station rather than be told whom he may hire or fire, Hunt wrote that "his willingness to discharge a leader in the union is apparent in his threat to terminate (the station's) operations. The record does not permit the conclusion that his discharge of the announcers was not motivated by (their) union membership and activities."

Majestic Is Merged With Wilcox-Gay Corp.

(Continued from Page 1)

cluding the Garod Radio Corporation, wholly owned subsidiary of Majestic.

Wilcox-Gay specializes in radio-phonographs and home-recording equipment and introduced a television line some time ago. Ashbach stated that the facilities of the merged companies would be integrated to obtain maximum production.

TOP RADIO-TV EMCEE

Available immediately. Experienced personality emcee; 8 years with 50 KW station; 1 year TV. 32, married, good looking. Tops ad lib; smooth ad lib commercials. Specialty audience participation shows (adult and children)—disc shows, too—with proven success stories. Resigned former position; top recommendation from station president. Consider \$200 week minimum with good opportunity for more. High grade personality man; not a beginner. Box 169, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

U. S. Steel To Sponsor "Theater Guild" In Sept.

(Continued from Page 1)

the series—will present Rosalind Russell and Charles Laughton in "Edward, My Son." Other productions in the forthcoming series will be "Boomerang," "Over 21," "Farewell to Arms," "State Fair," "Tale of Two Cities," "Goodbye, Mr. Chips," and "Brigadoon."

The program will again be under the direction of Homer Fickett, with Harold Levey as musical director. George Hicks will continue his reports on the activities of United States Steel.

Gillette Will Sponsor Boxing For Sixth Year

(Continued from Page 1)

the TV and radio rights to the baseball World Series for the total sum of \$975,000. Other top sports events sponsored by the razor blade company over various radio and TV networks include the four annual football bowl games, the Kentucky Derby and the annual All-Star baseball game.

Loeb Joining NBC

Tommy Loeb, radio producer for Foote, Cone & Belding, leaving the first of next month to join NBC-TV as commercial co-ordinator and business manager for the Kate Smith TV series.

MBS Sued By Owners Of "Meet The Press"

(Continued from Page 1)

bon copy." The copy referred to "Reporters Roundup," a MBS show. The suit states that "Reporters Roundup appropriates not only the basic format of 'Meet the Press' but even uses regular participants of the latter program." The plaintiff charge further that while Mutual contract with them specifically acknowledged the original and unique nature of the show and the retention of all rights, title and interest in the program by Spivak and Miss Rountree, the network's presentation of this substitute program the very next week following the last broadcast of Meet the Press "improperly represents and implies that it is a continuation—under different title—of 'Meet the Press' and as such is unfair competition and a breach of faith as well as a contract."

When questioned by RADIO DAILY yesterday regarding the project, the network issued the following statement: "Mutual has received no papers in connection with any legal action relating to its program 'Reporters Roundup,' and is therefore in no position to make any comment. We know of no basis for any claim against this public service program."



"But will WITH move goods?"

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

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

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

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

# Radio — MISCELLANEOUS — TV

As a supplement to Radio Daily's "Shows Issue," published August 22, the following radio and TV shows are presented, some of which were received too late for inclusion in the issue due to their failure to meet our deadline date.

## Judge Early's Family Court

Family courtroom show based on syndicated newspaper feature. A Lincoln-type good-humored stage judge arbitrates and delivers findings covering various types of family disputes, both parental and juvenile.

Availability: Live Talent.  
Running Time: 30 minutes.  
Cost: Depends on market.  
Episodes Available: Unlimited.  
Audition Facilities: Live Talent.  
Submitted by: Al Buffington Productions, Hollywood 28, Calif.

## The Magic Christmas Window

This NBC Recorded juvenile Christmas program whisks its tiny listeners away into a delightful land of fantasy. With its setting in a world of make-believe—a Christmas toy window comes to life—the program recreates memorable fairy tales such as "The Showmaker And The Elves," "A Visit From St. Nicholas" and several modern stories.

Availability: E. T.  
Running Time: 15 minutes.  
Cost: On request.  
Audition Facilities: Transcriptions.

Submitted by: RCA Recorded Program Services, New York 10, N. Y.

## Mercer McLeod—The Man With The Story

Mercer McLeod, world traveler, actor and writer, brings to life a world of legendary fantasy with dramatically-told stories of adventure, suspense, mystery . . . many from his own pen. Portraying all male characters, his astounding voice changes and keen sense of pacing give McLeod's stories a reality that is inescapable. Reta McLeod, his talented wife, plays all feminine parts. Music and sound effects round out this unusual production.

Availability: E. T.  
Running Time: 15 minutes.  
Cost: On request.  
Audition Facilities: Transcriptions.  
Submitted by: RCA Recorded Program Services, New York 10, N. Y.

## Mr. Magic

Norman Jensen performs feats of magic for the "small fry."

Availability: Live Talent; Film.  
Running Time: 15 minutes.  
Cost: Co-operative program, check ABC Co-op Sales Dept.  
Audition Facilities: Film.  
Submitted by: ABC, New York 23, N. Y.

## Mrs. Weather

Complete five minute weather program outlining meaning of weather, weather forecasts and possible ramifications by wife of the head of the Omaha Weather Bureau. Excellently qualified as Weather "Man" in her own right, this will be an excellent vehicle for any sponsor.

Availability: Live Talent.  
Running Time: 5 minutes.  
Cost: On request.  
Episodes Available: 7 per week, 52 weeks.

Audition Facilities: Live Talent.  
Submitted by: KMTV, Omaha 2, Nebr.

## The Ed Murphy Show

Ed Murphy, the MC with smiling personality that wins customers for his sponsors, delights his Central New York audience with songs, informal comments, clever commercials, and stimulating interviews with famous entertainers. Supporting the Ed Murphy Show: shadow music by Hal Swartz, organ and piano; vigorous Syracuse newspaper promotion.

Availability: Live Talent.  
Running Time: 15 minutes.  
Cost: On request.  
Episodes Available: Mon. thru Fri.

Audition Facilities: Live Talent.  
Submitted by: WSYR-TV, Syracuse, N.Y.

## Musical Scoreboard

All the latest baseball scores and other sports, as well as latest news, given on this show. Program features scoreboard in the studio on which latest scores are posted inning by inning. While camera is on the scoreboard scanning scores, popular recordings are used.

Availability: Live Talent; music on records.  
Running Time: 30 minutes & 2 hrs. Sat.  
Cost: Spots, \$25 minute, live; Mon. thru Fri. 1/2 time \$108; 2 hrs., \$360.  
Talent and art work extra depending on the sponsor.

Audition Facilities: Brochure.  
Submitted by: WHIO-TV, Dayton 1, O.

## The National TV Bowling Classic

Featuring eight of America's greatest bowlers in week to week competition, building to final contest when high scoring finalists play-off for \$3,000 in cash prizes and first major bowling title in TV history. Guest appearances by noted sports personalities; enter-

(Continued on Page 5)

# this advertisement

... is telling hundreds of thousands of listeners that "Information Please" is back on WOR.

It's part of a massive promotion campaign that'll help rocket this great show to greater and greater heights.

It's open, it's ready, it's waiting — It's on WOR, the station — ... that has the greatest audience during the day and during the night — from Maine to North Carolina — of any station in America!

The station whose average daily audience is greater than the weekday circulation of any newspaper in America!

write, wire or phone

# WOR

that  
power-full  
station

and get — at an amazing price — one of the greatest shows on the air!  
Do it today.

## Hear Famous Clifton Fadiman On "Information Please," on WOR



by Jay Cee

NEW YORK, Aug. 16—One of radio's greatest programs, "Information Please," has returned to WOR. Hear it tonight at 9:00 o'clock. As usual, the gifted master of ceremonies will be witty Clifton Fadiman. He'll be assisted by his "regulars" Franklin P. Adams and John Kieran. They will be assisted by tonight's guests: Harold Stassen, president of the University of Pennsylvania, and Russel Crouse, the noted Pulitzer Prize-winning playwright. This famous WOR program is not only a merry-go-round of laughs, but it's educational, too. You'll be amazed at the questions Clifton Fadiman tosses his famous guests; you'll be more amazed, WOR thinks, at their wry and clever remarks.

## Jacksonville Asks FCC For TV-CP Extension

(Continued from Page 1)  
licensee of WJAX and WJAX-FM, among the outstanding examples of municipal radio operation in the country.

Attorney Robert Irwin, for the city, charged numerous errors in the Commission decision, arguing that there is need for the additional service WJAX-TV would provide, and that it is entitled to every bit as much consideration as was WHAS-TV, Louisville, which received four extensions. The Commission was accused of failing to give proper weight to the peculiar circumstances arising from the fact that the applicant in this case is a municipality, with less freedom to move rapidly in financial matters.

On the other hand, Irwin wrote that the city has been diligent in seeking to get the station on the air. He said a study of Commission files reveals that the length of time consumed by 97 per cent of the TV permittees "shows the average time between the dates of grant of the construction permit and the time when such stations can provide an interim service is about one year and eight months, and the average number of extensions is 5.24 per permittee." Thus, WJAX-TV is not given as many breaks as the average commercial applicant, he argued.

He pointed out also that although four channels are allocated for Jacksonville, one station is on the air and there are no other applications pending. The Commission originally found, when it granted the WJAX-TV permit, that operation of the station would be in the public interest. Irwin said the Commission has failed to find since then that operation of the station would not be in the public interest—especially in view of the fact that the station can be on the air within a few months now, but no other station could in view of the freeze.

### John Outler's Mother

Atlanta, Ga.—The mother of John M. Outler, Jr., general manager of WSB and WSB-TV, Atlanta, died last week following a long illness. Surviving besides John, Jr., are two other sons, two daughters and several grandchildren and great-grandchildren.

### "FOR THE DAYS TO COME"

A SUMMER Conditioning Program

Efficient • Time-Saving • Inexpensive

A good figure and plenty of PEP and ENERGY can be yours by investing a few hours a week

at the

REILLY HEALTH SERVICE

In Rockefeller Center  
RCA Bldg., 49th to 50th Sts. (8th floor)  
1250 Sixth Avenue COLUMBUS 5-8481

Send for interesting booklet  
"The Life of Reilly"



By SID WHITE

### Man About Manhattan. . . !

• • • THREE DOTS AND A DASH: Phil Silvers, who has been looking for a TV vehicle which could give him the opportunity to be himself and not a mixture of Milton Berle, Henny Youngman and Joey Adams (is that bad?), thinks he's found it. The script calls for Phil to do a clown valet to a frustrated millionaire who wants to become a comic. ABC is interested in the idea. . . . Jerry Wald, while in town, will scan the TV field for new personalities for his future film projects. . . . Dinah Shore won't decide about moving from Columbia to RCA-Victor until mid-November. . . . What is this TV deal Ginny Simms is talking over with Greg Bautzer on the coast? . . . Standard Oil planning to spend a wad in TV. . . . Snag Werris heading for N. Y. to take over the scripting on the Jack Carter show. . . . Publicists Fred Streit and Herb Kadison called up to active duty. (Latter is big Navy brass). . . . Gene Hamilton signed to emcee a new program skedded to begin early next month via DuMont featuring promising long-hair talent. . . . Street Scene: Alan Kent, the erudite jingle man and announcer, in an old sweater and pants, shadow-boxing his way along through Central Park. (Say, that's a neat left jab you pack there, Alan).

★ ★ ★ ★

• • • A look-see at some of Hollywood's big names and fast-growing artists startles one when a mental check-up reveals that 9 out of 10 of 'em originally blossomed on radio or TV. (For instance: Frank Lovejoy, Howard Duff, Richard Widmark, Mercedes McCambridge, John McIntyre, John Lund, Jeff Corey, Ed Begley, Ted De Corsia, John Hodiak, Rob't Walker—and Bob Hope. Not to mention Red Skelton, Dorothy Lamour AND Bing Crosby).

★ ★ ★ ★

• • • ONCE OVER LIGHTLY: The record industry would love to find the guy who could organize a moratorium on the flood of releases and make it stick. They've been going broke, despite some fabulous hits, because 99 out of 100 are flops—more than chewing up the profits. . . . NBC execs are keeping their fingers crossed waiting for the explosion between two of their ace comics over bit stealing. . . . The Li'l Abner-Ham Fisher fuss has caused publishers to crack down on all comic strip artists who inject personal opinions in their strips. . . . Two more cheesecake mags are due this month called "Final" and "Eve." Say, howz about a television cheesecake titled "Dagmar?" . . . Wanna be kind to your ears? Then listen to Sarah Vaughan's newest Columbia platter of "I Love The Guy"—a sure fire smash. (Duke Ellington's just picked her to star on his TV series based on his old musical, "Beggars Holiday"). . . . The war has nipped plans to market a 35-inch screen television set after the Christmas buying spree. . . . As if television weren't aggravating the movie industry enuf, Britain (who're putting more restrictions on U. S. films) are flooding the States with more British films than ever before.

★ ★ ★ ★

• • • IN ONE EAR: Carlton Fredericks, the WMGM nutrition expert, reports that a letter was addressed to him as "Chock Full of Vitamins, N.Y.C."—and, believe-it-or-not, the Post Office wasn't stumped. . . . Larry Douglas signed to sing on the remainder of the Pet Milk shows (to Sept. 10th). The tall, dark and handsome lad also guests with Roberta Quinlan Sept. 1st. . . . Leonard Sillman, the B'way producer, is going to give a batch of youngsters a chance to break into Big Time via a new TV series being built by Roberts & Carr Productions tagged "Advice to the Stage Struck." . . . Love Ken Murray's crack that he hears Stalin has a Kremlin air show planned titled "Why the People."

## Committee Named For California Test

(Continued from Page 1)  
the two types of measurements which up-to-now have not been possible. Tabulations are to be furnished to members of the Committee within a week and will serve as the basis for discussions at the next committee meeting on Aug. 31. Further steps to be taken will be discussed at that time. Dr. Kenneth H. Baker, director of research for the NAB, has been elected chairman of the Committee.

The Committee now consists of: Fred Manchee, exec. vice-president, BBD&O; A. Wells Wilbor, director of marketing research, General Mills, Inc.; Lewis H. Avery, president, NARSR; Lawrence Deckinger, director of research, Biow Company; Matthew W. Chappell, chairman, department of psychology, Hofstra College; C. E. Hooper, C. E. Hooper, Inc.; Sydney Roslow, The Pulse, Inc.; Kenneth H. Baker, director of research, NAB.

## Lux Theater To Open 17th Season, Monday

(Continued from Page 1)  
the CBS network at 9:00 p. m. EDT. Susan Hayward's portrayal of Eloise on the screen was nominated for an Academy Award this year. Agency for Lux is J. Walter Thompson Company.

### Marlin Re-Signs McCarthy

The Marlin Firearms Company, for Marlin razor blades, has signed a 52-week contract renewing their sponsorship of WNBC's "News With Charles F. McCarthy" program on Mondays, Wednesdays, and Fridays, it has been announced by Berry Long, WNBC sales manager. The program is heard from 7:30—7:45 a. m. The order, effective September 18th, was placed through Duane Jones Company, Inc.



...ning instructional periods by accredited bowling authorities.  
 Availability: Live Talent.  
 Running Time: 60 minutes.  
 Cost: Production \$1,500.  
 Submitted by: Tan-Tele Productions, New York 18, N. Y.

**The Nature Of Things**

One of TV's most lauded and awarded programs, "The Nature of Things" is unique in that it brings authoritative science talks into living room in language the layman can understand. Dr. Roy K. Marshall, one of nation's best known scientists and director of Morehead Planetarium, University of N. C., conducts lectures, using charts and blackboards. Program covers everything from atomic energy to astronomy. Presently on NBC network.  
 Availability: Live Talent.  
 Running Time: 15 minutes.  
 Cost: On request.  
 Episodes Available: Wed.  
 Audition Facilities: Film.  
 Submitted by: WPTZ, Philadelphia 3, Pa.

**Oh! Candance**

Half-hour, live, situation comedy series, involves activities of Candance Cleman, precocious teen-ager, her family and friends. Same cast and characters, but different plot utilized each week. Almost any product's commercial message can be integrated into script because of show's family background.  
 Availability: Live Talent; Film.  
 Running Time: 30 minutes.  
 Episodes Available: Unlimited.  
 Audition Facilities: Live Talent.  
 Submitted by: Sanit-Costa Television Features, New York 17, N. Y.

**Photographic Horizons**

Program for the "Shutter Bugs," featuring Joe Costa, chairman of the board (Natl. Press Photographers Assn. Program brings to televiewer information and demonstration in all phases of photography. Each week famous guest photographer demonstrates highlight of particular specialty, i.e., lighting, posing, composition, developing, etc.  
 Availability: Live Talent; Film.  
 Running Time: 30 minutes.  
 Cost: On request.  
 Episodes Available: 12.  
 Audition Facilities: Live Talent; Film.  
 Submitted by: Bob Loewi Productions, Inc., New York 17, N. Y.

**The Playhouse Of Favorites**

The best and most popular works of such immortal authors as Dickens, Stevenson, Dumas, de Maupassant, Irving and Balzac are the stories dramatized here in brilliant radio editions. "A Tale of Two Cities," "Rip Van Winkle," "Little Women," "The House of the Seven Gables," "Adventures of Tom Sawyer," among the tales of adventure, romance, excitement, comedy and pathos brought to radio by such stars as Les Tremayne, Signe Hasso and John Carlisle.  
 Availability: E. T.  
 Running Time: 30 minutes.  
 Cost: On request.  
 Audition Facilities: Transcriptions.  
 Submitted by: RCA Recorded Program Services, New York 10, N. Y.

**Prize Package**

Audience participation quiz show using charade-type skits as questions and visual answer gimmick, with Ray Morgan, and \$1000 in prizes supplied.  
 Availability: Live Talent.  
 Running Time: 30 minutes.  
 Cost: \$1600.  
 Audition Facilities: Live Talent.  
 Submitted by: Barry Elliott, New York 18, N. Y.

**The Professional Hour**

One hour of variety with Pat O'Brien as MC holding forth backstage in Green Room of the theatre. Using a switch on the Amateur Hour, program will present top professional talent . . . from vast Hollywood list. Each to present his "specialty" and be interviewed by Pat. Each show will feature at least 2 top name guests . . . others will be featured.  
 Availability: Live Talent.  
 Running Time: 60 minutes.  
 Cost: Full network—\$10,000 per week.  
 Submitted by: Bob Longenecker, Los Angeles 49, Calif.

**Quizeroo**

Bill Brown is genial telephone MC and quizmaster. Carnival wheel spins to choose lucky viewer who has previously sent in postcard. Questions concern sponsor's products, with merchandise prizes going to correct answers. Theater passes awarded as consolation gifts.  
 Availability: Live Talent.  
 Running Time: 30 minutes.  
 Cost: \$100; Co-op \$15.00.  
 Episodes Available: 10.  
 Submitted by: WTVN, Columbus 15, O.

**Reflections**

A program designed for meditative, relaxed listening. Supplying a long-standing demand for this type of radio fare, program features Canada's finest radio talent in a pattern of "music" woven with the golden thread of words." Narrator Frank Willis, long associated with CBC, brings sincerity of voice, intelligent reading and masterful intonations; baritone Russ Titus balances the natural dignity of the program with fresh, popular stylizations of favorite songs.  
 Running Time: 15 minutes.  
 Availability: E. T.  
 Cost: On request.  
 Audition Facilities: Transcriptions.  
 Submitted by: RCA Recorded Program Services, New York 10, N. Y.

**Shoppers Guide**

Jackie Pierce and Alec Gibson conduct this straight merchandising show on WTVI. Their sincere, informal manner has sold thousands of dollars worth of merchandise throughout greater Miami. Sponsors have products demonstrated by Pierce and Gibson. Competitive sponsors not permitted on any one telecast.  
 Availability: Live Talent.  
 Running Time: 15 minutes.  
 Cost: Partic. wkly: 1 time \$50; 2 times \$90; 3 times \$120; 4 times \$140; 5 times \$150.  
 Audition Facilities: Live Talent.  
 Submitted by: WTVI, Miami, Fla.

**Shopping Pre-Views**

MC'd by Valeria O'Neal, this participating show, accommodates ten to twelve sponsors, each Tues. evening.

Radio — MISCELLANEOUS — TV

Has grown from original 15-minute show, to become one of the most popular live shows on KOTV. Valeria shows, and demonstrates merchandise and models clothing.  
 Availability: Live Talent.  
 Running Time: 30 minutes.  
 Cost: \$45.00 per spot (13 week contract).  
 Submitted by: KOTV, Tulsa, Okla.

**Sports Almanac**

Panel discussion of sports questions sent in by listeners. Local merchants participating in prizes for winners.  
 Availability: Live Talent.  
 Running Time: 30 minutes.  
 Cost: \$90.00 plus talent fee.  
 Audition Facilities: Live Talent.  
 Submitted by: WSAZ-TV, Huntington, W. Va.

**Star-Lit Time**

Intimate revue with permanent cast including Allen Prescott, Song Stylists, Phil Hanna, Holly Harris, and Bibi Osterwald, music by Reggie Beane and Trio, folk singer Gordon Dilworth, comedian Ed Holmes, dancers, Roberto and Alicia, Sondra Lee and Sam Steen. Scenes co-ordinated by celestial switchboard operator, Minnie Jo Curtis.  
 Availability: Live Talent; Film.  
 Running Time: 60 minutes.  
 Cost: \$4,000.  
 Episodes Available: 12.  
 Audition Facilities: Live Talent; Film.  
 Submitted by: Bob Loewi Productions, New York 17, N. Y.

**Stars Of Tomorrow**

MC Wendell Niles presides over well-paced variety half hour of talent deserving of a "break".  
 Availability: Live Talent.  
 Running Time: 30 minutes.  
 Cost: On request.  
 Audition Facilities: Live Talent.  
 Submitted by: Jack Rourke Productions, Hollywood 28, Calif.

**The Story Behind The Picture**

Picture is shown of some famous sports star performing the unforgettable feat that made him a sports immortal. Then a sports commentator tells the strange story hidden behind that historic sports memory. Then sports immortal appears for a human interest interview.  
 Availability: Live Talent.  
 Running Time: 15 minutes.  
 Cost: On request.  
 Episodes Available: 52.  
 Submitted by: Mac Davis Features, Brooklyn 15, N. Y.

**The Stu Wilson Show**

Stu gives commercials, then calls listeners on phone and if they repeat facts of commercials they get prizes. Solos by girl singer and boy singer and then a duet. Stu clowns commercials and viewers love it.  
 Availability: Live Talent.  
 Running Time: 60 minutes.  
 Audition Facilities: Live Talent.  
 Submitted by: KFI-TV, Los Angeles 4, Calif.

**Studio Party**

Program is a very informal variety show. Music supplied by four-piece orchestra.

chestra, plus trio and singers Bobby Wertz and Holly Gordon. Features: "Learning Time," comical classroom scene; "Drama Time," nonsensical western adventure; and "Story of the Day," inspirational story followed by song of the day.  
 Availability: Live Talent.  
 Running Time: 30 minutes.  
 Cost: Time: \$108 per day, talent & art work; extra depending upon sponsor.  
 Audition Facilities: Brochure.  
 Submitted by: WHIO-TV, Dayton 1, O.

**Sunday With The Westerners**

Sun. afternoon TV visits with mythical Webster family to different points of interest in and about WPTZ area. Every show done by remote crews. Websters include father, mother, teenage daughter and younger son. Visits cover Pennsylvania Railroad shifting yards, the mint, aquarium, Navy Yard, steel mill, ship loading docks, the zoo, Independence Hall and other points. Combines family drama with best in special events coverage.  
 Availability: Live Talent.  
 Running Time: 30 minutes.  
 Cost: On request.  
 Episodes Available: Sun. afternoon.  
 Audition Facilities: Live Talent.  
 Submitted by: WPTZ, Philadelphia 3, Pa.

**Ted Chapeau Show**

Florida's top showman brings to TV audiences an entertaining, well balanced, and established variety show over WMBR-TV weekly. Ted's fast moving show pulls maximum audience, local interest and results.  
 Availability: Live Talent.  
 Running Time: 60 minutes; 15 minutes avail.  
 Cost: \$110.00 per 1/4 hour or \$35.00 per participation announcement.  
 Episodes Available: 1 a week.  
 Audition Facilities: Film.  
 Submitted by: WMBR-TV, Jacksonville, Fla.

**Television Chapel**

Actual church service from different churches, in this vicinity. Choir, Rev., Sermons, etc. Studio Production.  
 Availability: Live Talent.  
 Running Time: 30 minutes.  
 Cost: \$90.00 plus talent fee.  
 Audition Facilities: Live Talent.  
 Submitted by: WSAZ-TV, Huntington, W. Va.

**This Is Your Zoo**

Baltimore zoo director Arthur Watson presents live animals from his collection, from anteaters to zebras, from toads to camels. Babette, the Baby Baboon, is animal star of show. She wears clothes, eats candy, cries "Hey, look!"  
 Availability: Live Talent.  
 Running Time: 15 minutes.  
 Cost: \$55 per program, fully commissionable.  
 Audition Facilities: Live Talent.  
 Submitted by: WAAM, Baltimore 11, Md.

(Continued on Page 6)

## Radio — MISCELLANEOUS — TV

**The Three Suns & A Starlet**

One of America's favorite instrumental trios, The Three Suns, is augmented in this NBC Recorded musical program by the presence of popular guest songstresses, Nan Wynn, Kay Armen, Irene Daye and Dorothy Claire. Glenn Riggs presides over the informed music-making as announcer-host, and each program provides a well-balanced blend of instrumental and vocal stylization of popular music.

Availability: E. T.  
Running Time: 15 minutes.  
Cost: On request.  
Audition Facilities: Transcriptions.  
Submitted by: RCA Recorded Program Services, New York 10, N. Y.

**Time For Reflection**

Five to fifteen minutes of music, film clips, pictures, prose and poetry, blended into a mood or philosophy for contemplation. Currently appearing six days a week on WABD and featuring David Ross on Sundays.

Availability: Live Talent; Film.  
Running Time: 5-15 minutes.  
Cost: \$250.00 to \$1000.00 depending on sponsor's request.  
Episodes Available: 13.  
Audition Facilities: Live Talent; Film.  
Submitted by: Bob Loewi Productions, Inc., New York 17, N. Y.

**Time To Sing With Lanny & Ginger**

Lanny and Ginger Gray have delighted millions from coast to coast with their unique and appealing renditions of love songs, ballads, novelty songs and cheerful young-love patter. Now they are available in a series of fast-moving five-minute programs, often referred to as "the brightest little show in radio." A well-balanced blend of songs and chatter, the program is designed for three-a-week broadcast.

Availability: E. T.  
Running Time: 15 minutes.  
Cost: On request.  
Audition Facilities: Transcriptions.  
Submitted by: RCA Recorded Program Services, New York 10, N. Y.

**That's My Pop**

Weekly, half hour sports show, based upon fulfilling the requests (mail) of audience to see sports events of past, with a leavening action of cheesecake and sex. Humorous father-son team as narrators, and as focal point of show.

Availability: Film.  
Running Time: 30 minutes.  
Cost: \$3,500-\$4,500.  
Audition Facilities: (Being prepared).  
Submitted by: Bernard E. Karlen Productions, New York 20, N. Y.

**Through The Sport Glass**

All-American sportscaster, Sam Hayes, presents a parade of sports highlights covering the entire field of sports. From his vast store of sports knowledge and experience, Hayes brings to light a wealth of highly inter-

esting material—little-known facts about the great figures and personalities, half-forgotten incidents which helped make sport history. Hayes' rapid-fire, breezy delivery, accuracy of account and engaging air-presence make him a favorite sportscaster.

Availability: E. T.  
Running Time: 15 minutes.  
Cost: On request.  
Audition Facilities: Transcriptions.  
Submitted by: RCA Recorded Program Services, New York 10, N. Y.

**Touchdown Tips**

Famed sportscaster Sam Hayes takes his audience into a huddle of fast-moving football forecasts and facts. Starting with the East, Hayes gives highlights across the nation, forecasting right down to the probable score of each game covered. He gives inside facts about rival squads; salutes a "team of the week" and devotes the final portion of each program to an amusing football story. Series available in Fall during football season; programs recorded week-by-week to insure up-to-the-minute accuracy.

Availability: E. T.  
Running Time: 15 minutes.  
Cost: On request.  
Audition Facilities: Transcriptions.  
Date Created and/or Produced: 1949.  
Submitted by: RCA Recorded Program Services, New York 10, N. Y.

**TV Time**

Cross-word puzzle contest, with home viewer aided by musical and visual clues, designed to get into the home, hit the viewer hard, and run.

Availability: Live Talent.  
Running Time: 15 minutes.  
Cost: \$1,000 to \$3,000 depending upon number of times weekly.  
Episodes Available: Unlimited.  
Audition Facilities: Live Talent.  
Submitted by: Bernard E. Karlen Productions, New York 20, N. Y.

**Watch The Birdie**

Amateur and professional cameraman, and TV viewers in general, interested in "Watch The Birdie," which teaches photography. Each week, professional photographer expresses his views. Weekly prizes awarded in any easy picture contest.

Availability: Live Talent.  
Running Time: 15 minutes.  
Cost: On request.  
Episodes Available: Weekly program.  
Audition Facilities: Live Talent.  
Submitted by: WSYR-TV, Syracuse, N. Y.

**Weather Forecast Jingles**

51 thirty second spots using Marionettes. Famous prize winning AM jingles now on TV. Can make custom built openings and closings employing same marionettes.

Availability: Film.  
Running Time: 30 seconds.  
Cost: Depends on market size.  
Audition Facilities: Film.  
Submitted by: Harry S. Goodman, New York 22, N. Y.

**Weather From The Crow's Nest**

With a hand puppet called Cedric the Crow, KDYL-TV has been tickling public's funny bone and giving them the weather each night for past 8 months. Cedric's a salty character in a crow's nest complete with thermometers, wind-meters and all paraphernalia.

Running Time: 2 minutes.  
Audition Facilities: Live Talent.  
Submitted by: KDYL-TV, Salt Lake City, Utah.

**Whaley's Baliwick**

Featuring Bud Whaley and designed especially for participation sponsors. Show includes Patsy Rees, George Rees and Fred Flores. Guest artists appear from time to time. Whaley's Baliwick is record show with cast appearing in production numbers using lip synchronization with records.

Availability: Live Talent.  
Running Time: 60 minutes.  
Cost: \$35 open rate participation.  
Episodes Available: 52.  
Audition Facilities: Live Talent.  
Submitted by: KEYL, San Antonio, Tex.

**What's On Your Mind?**

In a fascinating audience participation show, Sandy Spillman attempts feats of mind reading, and other feats of extra-sensory perception. From gathering thoughts of his audience to matching drawings of an artist. What's On Your Mind? presents a most unusual program.

Availability: Live Talent.  
Running Time: 15 minutes.  
Cost: \$204.00 incl. time & Talent.  
Audition Facilities: Live Talent.  
Submitted by: KPIX, San Francisco 6, Calif.

**What's The Story?**

Newspaper writers are panelists. Clues given on recent world, national and local news stories. Panelists required to give Who, What, When, Where, Why on verbal or visual clues sent in by viewers. Story revealed to home audience on flash cards. Viewers receive prizes if news clue stumps panel.

Availability: Live Talent.  
Running Time: 30 minutes.  
Cost: \$250.  
Audition Facilities: Live Talent.  
Submitted by: WTVJ, Miami, Fla.

**Wheeler & Rourke Show**

Co-MC's Jackson Wheeler and Jack Rourke pull all stops to entertain late evening viewers with their daft impersonations, pantomimed platter parade, and inexhaustible bag of zany tricks.

Availability: Live Talent; Film.  
Running Time: 30 or 60 minutes.  
Cost: On request.

Audition Facilities: Live Talent; Film.  
Submitted by: Jack Rourke Productions, Hollywood 28, Calif.

**Who, What, Where?**

Telephone quiz program featuring talent of artist Bill Yancy. WOAI-TV art director, who sketches picture puzzles viewers called are asked to identify. Cash prizes awarded for winning an-

swers. Telephone numbers called selected at random from WOAI-TV file of registered set owners. Win or lose each person called receives original drawing he is asked to identify.

Availability: Live Talent.  
Running Time: 30 minutes.  
Cost: \$32.50, plus prizes, not to exceed \$80, averaging 40 per program.  
Episodes Available: Once weekly.  
Audition Facilities: Live Talent.  
Submitted by: WOAI-TV, San Antonio 6, Tex.

**Will Ramells**

Nationally-known dog artist in program of information about dogs. Ramells has four-legged guest stars each week. Has featured dogs from Columbus Humane Society Animal Shelter, and most of them have found homes as a result of program.

Availability: Live Talent.  
Running Time: 15 minutes.  
Cost: On request.  
Submitted by: WBNS-TV, Columbus 15, O.

**World Championship Wrestling**

Shows are shot in direct 16mm system with Russ Davis as commentator. Top wrestling talent from the World Center of the business, International Amphitheatre in Chicago. Complete indemnity guaranteed. Women's bouts too. Not Kinescope.

Availability: Film.  
Running Time: 30, 45 & 60 minutes.  
Cost: 50% basic time rate.  
Episodes Available: Unlimited.  
Audition Facilities: Film.  
Submitted by: International Wrestling Films, Inc., Chicago, Ill.

**Wrestling**

Every Sat. night, central Ohio tune channel 6 for the wrestling match from Marigold. Top flight, name wrestlers appear weekly in this 2½ hour stanza of America's top TV sport. Available in a full package only.

Availability: Live Talent.  
Running Time: 2½ hours.  
Cost: \$500.  
Episodes Available: TFN.  
Audition Facilities: Live Talent.  
Submitted by: WTVN, Columbus 15, O.

**Wrestling From Chicago**

Professional wrestling from Chicago Rainbo Arena.

Availability: Live Talent.  
Running Time: 2 hours.  
Cost: Co-operative program, check ABC Co-op Sales Dept.  
Submitted by: ABC, New York 23, N. Y.

**Zoo Parade**

Marlin Perkins, world famous curator takes us on a fascinating tour of U.S. Lincoln Park Zoo, Chicago, of which he is the director.

Availability: Live Talent.  
Running Time: 30 minutes.  
Cost: \$5,500 gross.  
Audition Facilities: Film.  
Submitted by: NBC, New York 20, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, August 24, 1950 — TELEVISION DAILY is fully protected by register and copyright

## CBS TAKES 5TH BROADWAY HOUSE

### TELE TOPICS

**NOT SO ENCGROSSED** in a new book the other evening (John Frederick Huehl's "Interview With India") that he never even switched on old "ion sides."

From \$5 desk space in the corner of garage back in 1934 to nine plants with investment of \$60,000,000 just 16 years later is the phenomenal success story told in an interesting folder released yesterday in the N. Y. Times in which is depicted the story of Admiral Corporation whose net sales last year were \$112,000,000. Who said the first hundred years are the hardest! . . . Big concern of dept. stores that they won't have enough TV sets on their shelves for the Christmas demand. . . . Joe DiMaggio being filmed for series of sports programs for NBC-TV to be televised Saturdays from 5:30 to 7:45 p.m., beginning Sept. 23. . . . This week's Saturday Review of Literature will contain a lead piece on TV which promises to stir up a lot of discussion.

**COLKS IN NASHVILLE** who had to pick up copies of the Sunday morning Tennesseean from their door steps on August 13 lifted a few pounds of newspaper. That issue contained 32 additional pages on TV, heralding the opening of the city's first video station, WSM-TV in mid-Sept. . . . Comic Morty Storm, slated for the Robert Q. Lewis TV show soon, is breaking in his new material at Ft. Dix where the Army is breaking in a lot of rookies. . . . Frank Parker, Jane Froman and Bill Callahan will be seen in a new NBC musical TV show set for sometime in Sept. . . . Figure for a statistician to figure—bill of Gotham's TV antennas stacked end to end. . . . Mars, Inc. and Kellogg Co. have renewed five quarter-hours weekly of the "Howdy Doody Show" on NBC-TV. . . . WMAL-TV, Washington, will start showing the first in a new series of top motion pictures this Saturday night at 10:30 p.m. when "The Ghost Goes West" will be telecast. Ford Dealers of Greater Washington will sponsor the series of 26 films. . . . This Sunday night, WABD and the DuM net will preem a new half hour comedy and variety show (7-7:30 p.m.) titled "S. S. Holiday." Directed by Bob Loewi, the show's setting will be aboard a cruising yacht.

**RED ALLEN**, having some publicity shots made recently when the photog's flash equipment failed, quipped: "What takes it work?" "A button," replied the man. "That's the trouble with life," remarked Allen, "everybody works by buttons—for buttons." . . . The next-to-the-best performance of NBC's "Masterpiece Playhouse" will be Shakespeare's "Othello," Sunday, Aug. 27, at 9:00 p.m. Toren Hatcher will enact the role of Othello.

### To TV Marshall Plan Twice Each Sunday

Probably for the first time since the advent of commercial telecasting, the same program will be presented twice within the same night, when the ABC-TV network shows "The Marshall Plan In Action," the documentary film series that has been shown heretofore. Due to public clamor for the series, beginning Sunday, Sept. 10, and each Sunday thereafter, through Oct. 1, ABC-TV will again telecast the entire series from 6:30 to 7:00 p.m., and again the same evenings from 10 to 10:30 p.m. This will make the program available to the early evening audiences as well as those who are accustomed to viewing TV at a later hour.

The film showing is a public service feature of ABC-TV which in cooperation with the ECA is demonstrating to American audiences how the people of other nations are being familiarized with the Marshall Plan.

### CBS Building Plans For Coast Completed

(Continued from Page 1)

completed to commence work on the vast project within 180 days, as prescribed by law. Meighan declared that shows may be emanating from the CBS center by late 1953 once construction of the big plant gets under way.

Present plans call for a series of specially designed studios which will produce 30-one-half-hour TV shows weekly. Cost, excluding property, still a closely guarded secret, will be in the neighborhood of \$27,000,000 with another 2 or 3 million added for equipment.

### Sightmaster Offering New 19-Inch Model

A new 19-inch Sightmaster Model—the "Tropicana"—has been announced by Sightmaster Corp., New York. Cabinet is custom built, blond mahogany with full doors and is available only in the blond finish. Model houses a 12-inch speaker and lists at \$495 and \$535 with Sightmirror. Under the new Sightmaster

### Renewals & New Biz Announced By WNBT

Heavy new and renewal business for participation scheduled and spots on WNBT programs, was announced yesterday, with the Climacene Co., McKesson & Robbins, Inc., and the Great Atlantic & Pacific Tea Co. renewing participations on the Kathi Norris Program" (Mon-thru Fri., 10:00-11:00 a.m.)

At the same time, it was revealed that the American Steel Wool Mfg. Co. has signed for announcements on the "Josephine McCarthy Program," the American Cigarette & Cigar Co. renewing its participation contract for "Easy Does It" and the Anthracite Institute and Derby Foods signing for station breaks.

All renewals on the "Kathi Norris" program are for a 13-week period; on the "Josephine McCarthy Program" for a 10-week period; on "Easy Does It" for 22 weeks and the Anthracite Institute order calls for station breaks on a four-a-week basis for 52 weeks.

conversion program, this unit will be priced at \$295 with the customer's converted chassis.

### Leases Mansfield As TV Theater For 5 Years

Another Broadway theater has gone the way of the dollars, when it was learned yesterday that the Mansfield Theater is being acquired by CBS-TV at an annual rental that will amount to between \$85,000 and \$100,000. Acquisition of the Mansfield is the fifth Broadway legit house to become a CBS radio or TV theater.

The contract between Michael Myerberg, owner of the Mansfield and CBS, calls for a five-year lease on the property. In all probability, fairly extensive alterations will have to take place before the theater can be put into proper operation for telecasts. It is assumed that the theater will be made ready for CBS' use by the end of September.

#### Other CBS Theaters Leased

The other theaters now leased by CBS include the Maxine Elliott, used exclusively for TV; the 45th Street playhouse, for radio; 53rd Street & Broadway for radio and TV; 54th Street, between Broadway and 8th Ave., for TV and a recent acquisition, the Town Theater on 9th Ave. and 55th St., now being made ready for TV and from where the Fred Waring TV shows will be telecast in the fall. In addition, CBS has leased the Peace House on 104th St. & 5th Ave., which is being readied as a TV studio.

### Garroway Resuming Program Next Sunday

Dave Garroway, recently returned from Europe, will return to the NBC-TV network (39 TV stations) in his "Garroway at Large" show next Sunday evening, Aug. 28 (10 p. m., EDT). Sponsor is Congoleum Nairn, Inc.

### Press-Time Paragraphs

#### Margolis Sales Service Mgr. For CBS-TV

Benjamin Margolis has been appointed sales service manager for CBS-TV effective Sept. 1, it was announced late yesterday by J. L. Van Volkenburg, v. p. in charge of network sales. Margolis, currently assistant to CBS controller E. L. Saxe, replaces Hermino Traviesas, sales service manager of the TV net, who is resigning to join BBDO's TV Dept.

#### VIP Amateur Hour On ABC

Washington—ABC will carry 45 minutes of the VIP Amateur Hour, kickoff program for the drive of the Women's National Press Club for funds for a clubhouse, it has been revealed. The three-hour show, with Ted Mack at the helm and talent drawn from official Washington, will be held at the Uline Arena next January 18.

#### Switch

Bill Stern, originally scheduled to do the play-by-play of the Davis Cup Tennis Matches on NBC-TV from the West Side Tennis Club at Forest Hills, N. Y., beginning Friday, Aug. 25 at 2 p.m., will be replaced by Don Budge, who will call the shots while Stern brings televiewers the local color and guest interviews. It was reliably learned late yesterday. Budge arrived from the west coast late last night and as a former ranking U. S. champion and Davis Cup star, is well qualified to handle the assignment.

## LOS ANGELES

By IRV HAMLIN

Is everybody happy now that Fiber and Molly are working for Pet Milk? Final details were being ironed out in Hollywood, Jule Miller, Pet Milk prexy, C. J. Hubbard, ad manager of Pet Milk, Paul McChier, NBC account executive, Sid Strotz, and all others concerned participating.

"Orchestras of the World," featuring symphony orks the wide world over, with Frank Gervasi commenting, has made its debut over KFMV and KWIK.

Barton Yarborough starts his 19th year in radio when he co-stars with Frank Martin on Mutual's "Hash-knife and Sleepy."

Bill Anson closes shop for a week and holes up at Desert Inn, where he will go to work on his Joe Penner series.

Al Gordon's description of a homebody: The guy who walks into Mocambo and orders bagel and cream cheese.

CBS radio audience in the L. A. area have already supplied three important clues to the unsolved murder of Mrs. Gladys Kern as a result of an airing of the case on "Somebody Knows."

Gloria Swanson, suddenly hot in Hollywood as result of Sunset Blvd. guested with Steve Allen Sunday, Aug. 20th.

By far and away, Larry Lesueur is doing a magnificent job on his news shows. And the master, Morrow, continues to set the pace for all others.

And Al Helfer says Hollywood knows how to make movies for TV. The big trouble is to age them properly.

## Local Station Credited With Stopping Hoarding

(Continued from Page 1)

manager of the station, Joseph H. Lederer, chairman of the Retail Division of the Junior Chamber of Commerce, said, "All of Bridgeport owes your station a vote of thanks for voluntarily contributing radio time to help us successfully whip the hoarding scare."

Philip Merryman, president and general manager of WLIZ, announced that the station discontinued its anti-hoarding announcements over the station as of Monday, Aug. 20.

## New Radio Affiliate Brings CBS Web To 190

(Continued from Page 1)

vice-president in charge of station relations.

KCJB operates with 1,000 watts on 910 kc. and is owned and operated by the North Dakota Broadcasting Company, John Boler, president. With the addition, CBS now has 190 affiliates.

## RECORDS ON PARADE

By TED PERSONS

RADIO DAILY'S "Jockey Jury" scans the brand-new record releases and picks those most likely to succeed.

MARTIN BLOCK, WNEW, New York, N. Y.

- "Bless This House," Perry Como (RCA Victor)
- "Lazy River," Lily Ann Carol (Signature)
- "Harbor Lights," Sammy Kaye (Columbia)
- "I'm In Love With You," Margaret Whiting-Dean Martin (Capitol)
- "It Couldn't Happen To A Sweeter Girl," Don Cornell (RCA Victor)
- "Nola," Guy Lombardo (Decca)
- "Toreador," Ralph Flanagan (RCA Victor)
- "When You're A Long, Long Way From Home," Kay Starr (Capitol)
- "Thinking Of You," Don Cherry (Decca)
- "Can Anyone Explain," Larry Green (RCA Victor)

AL JARVIS, KLAC, Hollywood, Calif.

- "Dream A Little Dream Of Me," Dinah Shore (Columbia)
- "This Could Be Forever," Bing Crosby-Louanne Hogan (Decca)
- "All My Love," Patti Page (Mercury)
- "Three Little Words," Charlie Spivak (London)
- "Toreador," Ralph Flanagan (RCA Victor)
- "Thinking Of You," Don Cherry (Decca)
- "La Vie En Rose," Jo Stafford (Capitol)
- "Laura," Tony Martin (RCA Victor)
- "Get Happy," Judy Garland (M-G-M)
- "Why Fight The Feeling?" Vaughn Monroe (RCA Victor)

JACK LACY, WINS, New York, N. Y.

- "Cincinnati Dancing Pig," Bil Darnel (Coral)
- "Thinking Of You," Eddie Fisher (RCA Victor)
- "It's Me Again," Charlie Ventura-The Honeydreamers (RCA Victor)
- "Bubbles," Blue Barron (M-G-M)
- "Harbor Lights," Sammy Kaye (Columbia)
- "Can Anyone Explain?" Larry Green-The Honeydreamers (RCA Victor)
- "The Red We Want Is The Red We've Got," Ralph Flanagan (RCA Victor)
- "Vagabond Shoes," Harry Babbitt (Coral)
- "The Show Must Go On," Billy Eckstine (M-G-M)
- "Let's Do It Again," Guy Lombardo (Decca)

GIL NEWSOME, KWK, St. Louis, Mo.

- "The Red We Want Is The Red We've Got," Ralph Flanagan (RCA Victor)
- "Cincinnati Dancing Pig," Vic Damone (Mercury)
- "Bless This House," Perry Como (RCA Victor)
- "It May Be On Sunday," Ken Barry-Julie O'Neill (London)
- "All My Love," Percy Faith (Columbia)
- "Daddy's Little Boy," Eddy Howard (Mercury)
- "The Touch Of Your Lips," Mindy Carson (RCA Victor)
- "I Love The Guy," Fran Warren (RCA Victor)
- "Our Lady Of Fatima," Kenny Roberts (Coral)
- "Can Anyone Explain?" Dinah Shore (Columbia)

ERNE SIMON, WJJD, Chicago, Ill.

- "Cincinnati Dancing Pig," Red Foley (Decca)
- "Can Anyone Explain?" Dick Haymes (Decca)
- "Ain't Nobody's Business But My Own," Kay Starr-Tennessee Ernie (Capitol)
- "Cherry Stones," Evelyn Knight (Decca)
- "The Beer That I Left On The Bar," Vaughn Monroe (RCA Victor)
- "Fool's Paradise," Margaret Whiting-Jimmy Wakely (Capitol)
- "I Love The Guy," Fran Warren (RCA Victor)
- "You're Mine, You," Margaret Whiting (Capitol)
- "Whispering Rain," Tex Beneke (RCA Victor)
- "E-EE-EE," Johnny Long (King)

JERRY STRONG, WINX, Washington, D. C.

- "The Beer That I Left On The Bar," Vaughn Monroe (RCA Victor)
- "Honestly I Love You," Snooky Lanson (London)
- "Cherry Stones," Tammy Tucker (M-G-M)
- "Toreador," Ralph Flanagan (RCA Victor)
- "Let's Do It Again," Margaret Whiting (Capitol)
- "Beloved Be Faithful," Russ Morgan (Decca)
- "Strangers," Lorry Ralno (London)
- "Our Very Own," Joe Graydon (Coral)
- "Harlem Mambo," Dave Barbour (Capitol)
- "Cincinnati Dancing Pig," Vic Damone (Mercury)

**PRESSING BUSINESS:** Hereafter the offices of Hugo Winterhalter, Steve Golz and Doway Bergman will be located in the RCA Building. . . . Edward Wallington, pres., Paul Southard, vice-pres. in charge of merchandising, Jeff Wilson, general sales manager, and Ken McAllister, director of promotion and advertising all of Columbia Records, returned last night from a ten day swing during which they attended regional distributor conventions at San Francisco, Chicago and Atlantic City to outline company sales and merchandising plans for the balance of the year.

## BEHIND THE MIKE

BOB RUSSELL, the creator of "Live Like A Millionaire" on NBC, will produce an all-Colored musical titled "Sing to the Moon" this fall.

Scott Douglas back in town after doing a series of films in Detroit. Has several offers for TV spots announcing here.

"Uncle Jim" Harkins entertaining Paul Monroe, Jack Hein and Ha Freedman in the NBC studios with tales of incidents that happened on his vacation at the track.

Sammy Kaye has signed 22-year-old Wandra Merrell as his new vocalist with the Swing and Sway ork.

Jane Graham, the vocalist, has invaded a new field. She's the new panel member on the "Limerick Show" on Mutual.

Twelve-year-old Toni "Candy Store Blues" Harper is proving to be a hot draw at the Strand Theater.

Don't mention the words "tape recorded" to Dick Charles, ABC producer-director. In addition to taping five Sammy Kaye shows each week, he is supervising the seven-week Walter Winchell replacements, all tape recorded. Things have gotten so bad that Charles has installed a \$1700 tape machine in his E. 52nd St. apartment.

Just a year ago, Rosemary Clooney was a relatively obscure singer in a band. Today she's singing on four CBS network shows and has two offers from H'wood studios for important singing roles in musical films.

Teddy Powell, the Roosevelt Hotel maestro, describes a B'way comic as a fellow who's lifted his shoes, nose and material.

Nellie Lutcher follows Nat King Cole's trio into the London Palladium on Oct. 1st.

Johnny Desmond renewed with MGM plattery on long-term deal.

Peggy Lee and Dave Barbour back to H'wood for Capitol records and picture commitments.

As a result of his Mocambo click in H'wood, both MGM and 20th Century-Fox are considering Mel Torme for a term contract.

Hank Sylvern will supply the music for a song session featuring Lanny Ross for World Transcriptions.

Jean Bach has joined the staff of Aaron Steiner, personal manager for Dennis James and the Dennis James Enterprises.

Worthy of applause dep't: The B'way column coverage of Ken Murray.

## TOP AGENCY TV EXECUTIVE

Seeks new agency position due to cancellation of fall programs. Network, motion pic & radio background. Box 170, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



The National Daily Newspaper of Commercial Radio and Television

VOL. 52, NO. 39

NEW YORK, FRIDAY, AUGUST 25, 1950

TEN CENTS

# FULL "VOICE" BUDGET SEEMS ASSURED

## ABC, DuM. May Take Cable Fight To FCC

### To Demand Share Of Facilities This Year

ABC and DuMont are poised to protest to the FCC if the AT&T allocation of space on the TV cables for the final three months of this year shuts them out as much as they fear will happen from choice networking time. Meeting of the nets with the telephone company representa-

(Continued on Page 4)

### Fort Co. Will Appeal NLRB's WGBS Edict

Miami, Fla.—The NLRB decision of this week in which the board ordered WGBS, Miami, to reinstate with back pay William H. Murphy and Paul Kingsley, announcers, will be appealed by Fort Industry Company, licensee of the station, it was stated yesterday by officials of the company.

When asked for comment on the

(Continued on Page 2)

### New Director Elected By Rep. Association

Russell Woodward, vice-president of Free & Peters, has been elected a director of the National Association of Radio Station Representatives, it was announced yesterday.

Woodward's former position of

(Continued on Page 2)

### Brig. Gen. Sarnoff To Speak

Brig. Gen. David Sarnoff will speak on present world conditions in an address, "American is Challenged," to be aired over NBC on Monday Aug. 28, from 10 to 10:30 p.m. The RCA board chairman will deliver his address before the Distinguished Guests Banquet of the Veterans of Foreign Wars at the Sherman Hotel in Chicago. The banquet is being held in connection with the 51st encampment of the VFW, which is expected to attract more than 60,000 members to Chicago.

### NBC Appoints Three In New Positions

In one of a series of new appointments in the NBC sound broadcasting program department, Leslie Harris has been promoted to the new position of eastern program manager, according to an announcement made yesterday by Charles C. Barry, vice-president in charge of programming.

Harris, who was previously production manager for the network,

(Continued on Page 2)

### Old Gold Renews On ABC Beginning Sept. 28

P. Lorillard Company has renewed the ABC broadcasts of "The Original Amateur Hour" for another 52-week cycle, effective September 28, the network announced.

The radio version of the hour-long Amateur Hour has been presented over ABC by Old Gold cigarettes since 1948. Lennen & Mitchell is the agency handling the account.

### Fall Football Sked Set By Mutual Net

Intersectional battles and traditional clashes will feature Mutual's coverage of football this Fall, according to the schedule of the network's "Game of the Week" released yesterday. First game of the series, which will be aired on Saturdays from Sept. 23 to Nov. 25, will be the Oregon State vs. Michigan State fracas.

Play-by-play descriptions will be handled by Mutual's sportscasters Al Helfer and Art Gleeson, who are currently airing the MBS "Game

(Continued on Page 4)

### Truman Gets Bill To Lift Import Tax On Sound ETs

Washington Bureau of RADIO DAILY  
Washington — The Senate this week passed legislation lifting import duties on sound recordings from abroad, sending the House-approved measure to the White House for signature. Its enactment,

(Continued on Page 2)

## War Spurs Tele Set Sales; July Figures Double '49

The TV set sales slump, attributed to a seasonal decline, was abruptly brought to an end due to the outbreak of hostilities in Korea, according to a report released yesterday by Hugh M. Beville, Jr., NBC director of plans and research.

According to the NBC figures, 431,500 new receivers were installed nation-wide during July, bringing the August 1 U. S. total to 6,942,000. This compared with a total of 296,

400 sets installed during the month of June.

The surge in buying in a normally "off" month for the purchase of TV sets was due to a fear of scarcity of sets and indications of price increases (now an established fact). These 'fears' prompted many buyers to speed up their purchase plans. Whereas installations so far have been about double those last

(Continued on Page 7)

### Appro. Committee Tells House Vote "Every Cent"

Washington Bureau of RADIO DAILY  
Washington — The House Appropriations Committee yesterday advised the House to vote the State Department every cent the White House had asked last month in supplemental appropriations for the Voice of America. This includes \$7,602,000 for supplemental broadcasting acti-

(Continued on Page 3)

### New Gen. Manager Named By WOW

Omaha, Nebr.—Frank P. Fogarty, local business man and civic leader, was named general manager of radio station WOW, Inc., by the corporation's board of directors, it was announced yesterday by Francis P. Matthews, president. At the same time Matthews announced that Lyle DeMoss had been named assistant general manager. The latter has

(Continued on Page 3)

### Lamont Corliss Sponsors CBS 'Mr. I. Magination'

"Mr. I. Magination," CBS Television's imaginative story series starring its creator, Paul Tripp, will be sponsored by the Lamont Corliss Co., for Nestle's Chocolate Products

(Continued on Page 2)

### N. Y. Mayor Honored

Mayor William O'Dwyer of New York was honored by the Television Broadcasters Association with a Certificate of Appreciation "for his recognition of the medium of television as an instrument of public service." Will Baltin, TBA executive, made the presentation during the Mayor's final appearance on his WPIX show last night.

### Quick Action

Radio comes through again. Pat Comisky, news director of WPAT, yesterday afternoon aired an appeal for a certain blood type—O RH Positive—urgently needed by Barnett Memorial Hospital in Paterson for 24 transfusions. Within 20 minutes following broadcast, hospital received enough volunteer phone calls to fill its needs.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

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

CHICAGO BUREAU Ginny Evans, Manager Suite 419, 333 No. Michigan Avenue Phone: Franklin 2-3238

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

ROME BUREAU John Perdicari Ludovisi 16

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

FINANCIAL (August 24)

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

Church-Music 'Anthology' Set An anthology of English church music from the 15th Century to the present day will be broadcast by WQXR, New York, during its "Great Religious Music" program Sunday, Aug. 27, from 11:05 to 12 noon. Aired for the first time in this country will be choral selections from ten different works. They were recorded in England.

KGW PORTLAND OREGON THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE STATE'S FASTEST-GROWING MARKET ON THE EFFICIENT 422 FREQUENCY

NBC Appoints Three In New Positions

(Continued from Page 1) joined NBC last year as assistant to the national program director. Before that he headed radio operations for Benton and Bowles. Other appointments announced yesterday for the network include Robert Wamboldt as eastern production manager and Grant Tinker supervisor of programming operations, reporting directly to Harris.

New Director Elected By Rep. Association

(Continued from Page 1) chairman of the Television Trade Practices Committee will be filled by Peter B. James of Weed & Company. The NARSR also announced the appointment of Wells Barnett, Jr., of John Blair & Company, to the organization's Television Promotion Committee.

Lamont Corliss Sponsors CBS 'Mr. I. Magination'

(Continued from Page 1) when it returns after an 8-weeks summer respite Sunday, Sept. 3. The first show will be an adaptation of "Huckleberry Finn" with 15-year-old Donald Devlin in the leading role. Series is presented Sundays, 6:30-7:00 p. m.

Fort Co. Will Appeal NLRB's WGBS Edict

(Continued from Page 1) decision, officials of the Fort Industry Company pointed out that "this is merely the intermediate report and recommendations of a trial examiner. Such recommendations, according to the company, are completely at variance with the facts in the matter of the discharge of Kingsley and Murphy and inconsistent with the record made in the hearing itself. The company plans an immediate appeal to the National Labor Relations Board in Washington and if necessary will carry the matter to the courts."

Truman Gets Bill To Lift Import Tax On Sound ETs

(Continued from Page 1) which seems certain, will result in important savings in time for broadcasters to get recorded programs from abroad—interviews and other material—through customs.

Named Research Head

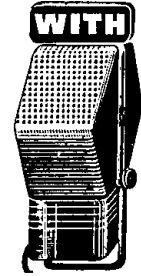
Fort Wayne, Ind. — William H. Rinkebach has been appointed sales research manager of the Capehart-Farnsworth Corp., Fort Wayne, Inc., with his duties including sales research and analysis. He has been with the Philco Radio Corp. and Woodyat Cavanaugh Surveys, San Jose, Calif., serving as Los Angeles representative of the latter firm.

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

- WITH 23.8 STATION A 23.6 (NETWORK) STATION B 21.4 (NETWORK) STATION C 15.5 (NETWORK) STATION D 9.6 (NETWORK)

Rates For 125 Word Spot Announcement, Class A, One Time: WITH \$16 STATION A \$55 STATION B \$50 STATION C \$70 STATION D \$30

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



\* HOOPER RADIO AUDIENCE INDEX, JUNE-JULY 1950; TOTAL RATED TIME PERIODS

faces • facts • figures • wins • CARROLL ALCOTT NOTED AUTHORITY ON FAR EASTERN AFFAIRS Editor, Correspondent and Newscaster for 17 Years in East Asia — Including China and Korea. ONE OF THREE NEWS STRIPS CURRENTLY AVAILABLE 10:30 P.M. CALL BRYANT 9-6000 IMMEDIATELY WINS 50KW NEW YORK CROSBY BROADCASTING CORPORATION

# Full 'Voice' Budget Now Seen Assured

(Continued from Page 1)  
 vities, along with \$41,288,000 for new facilities, and \$2,860,257 "for the purchase and distribution of radio receiving sets in Communist and critical areas of the world."  
 The committee cut to three million dollars the sum asked for purchase of a building in New York in which the State Department's Voice and other activities could be brought together. Seven million had been asked for this purpose. At present, information and broadcast activities are scattered in six different buildings in New York, with annual rental of \$521,893. For the activities called for by the new expanded program additional rental of \$677,000 would be called for.

**Statement by Committee**  
 The committee wrote that it "is firmly convinced of the absolute and immediate necessity of these (VOA) appropriations, which are so closely connected with our national defense and security. This appropriation makes possible a greatly strengthened and intensified campaign of truth to offset the Communists' malicious efforts abroad to discredit the United States of America.

"The funds provided will permit great intensification of efforts to reach the people in critical areas of the world through greatly strengthened medium and shortwave broadcasts and through expanded programs in the other phases of information and educational activities."

At the same time, the committee trimmed nearly \$20 million from the overall truth campaign funds asked by the White House.

## Griffith Named By Ziv

Robert C. Griffith has been appointed a New York sales representative of the Frederic W. Ziv Company, it was announced.

Griffith has been an advertising consultant for the past several years. Previously, he had been associated with De Both Features, New York, and was a special sales representative for WOR, New York.

## Adm. Nimitz On WOR Sat.

Admiral Chester W. Nimitz will appear on WOR's "Mobilization Story" series Saturday, Aug. 26, to explain the work and plans for the Associated Services For The Armed Forces, Inc.

The Associated Services is the replacement of the wartime USO. The program, which will delve into the organization's recreation and personal assistance facilities, will be aired over the New York station from 5:30 to 5:45 p.m., EDT.

## Amy Keller Hospitalized

Amy Keller, of Robert S. Keller, Inc., radio sales promotion, yesterday entered Park East Hospital for X-rays and observation.

# ★ COMING AND GOING ★

**HARRY S. ACKERMAN**, vice-president of CBS in charge of radio and television programs, is back in Hollywood following a summer vacation and has just supervised the recording of the new Harold Peary comedy series, "Honest Harold."

**JACK SURRICK**, vice-president and general manager of WFBR, Baltimore, an ABC outlet, is back at the station following a short business trip to New York.

**WILLIAM CHALMERS**, vice-president and director of radio and television for Kenyon & Eckhardt, Inc., is visiting the West Coast offices of the agency to discuss plans for the "Ford Theater" program.

**MERLE JONES**, general manager of KNX, Columbia network's station in Los Angeles, who has been in New York this week on business, will leave Monday on the return trip to Hollywood.

**W. ELDON GARNER**, general manager of WBBC, Flint, Mich., in town this week on business. Station is an MBS outlet.

**ARTHUR DURAM**, market research consultant for CBS-TV, is back from Lake George, where he spent three weeks.

**SIDNEY ALLEN**, assistant to the Mutual network vice-president in charge of sales, is spending three weeks in Canada.

**RALPH JACKSON**, commercial manager of WAVE-TV, American network affiliate in Louisville, Ky., is in New York this week on a short business trip.

**CRENSHAW BONNER**, general sales manager of MGM Radio Attractions, New York, and **AL KOENIG**, Detroit salesman for the organization, were in Chicago recently for a sales conference.

**KAY WHITFIELD**, assistant director of WCBZ sales promotion, is on the job again following a three-week vacation which she spent in Florida and Cuba.

**MORTON BARRETT**, service manager of WCBZ-TV, also a captain in the Reserve, is doing a two-week hitch at Pine Camp.

**STEVE SLESINGER**, publicist, has arrived by plane on the West Coast.

**WALTER SCHWIMMER**, vice-president of Schwimmer & Scott, Chicago advertising agency, is in New York on business.

**TED MALONE**, the "Roving Reporter" on ABC, and **TED HANNA**, of the NAM's "Your Business Reporter," are gathering program material in Detroit, Cleveland, Akron and Pittsburgh.

## Station Has Vital Role In Canfield (Ohio) Fair

Radio station WFMJ, Youngstown, plans to take an active part in the 104th annual Canfield Fair, Aug. 31-Sept. 4. The station is sponsoring three contests—a bathing beauty contest, a square dance jamboree and old time fiddlers' competition, and a ukelele plays' contest. The station is erecting a special platform at the fair to handle the shows and make it possible for large crowds to see them. WFMJ listeners are being urged by the station's disc jockeys—Cliff Oliver, Paul Bedford, Hal Fisher, and Ted Connor—to send in postcards enrolling them in the ukelele playing contest. Ted Connor, whose Saturday night record show from WFMJ has a wide audience, will M.C. an old-time fiddlers contest to be held at 6 p. m., Monday, Sept. 4. "Denver Bill" and his musicians will play for a square dance jamboree to be held with this competition.

**FLEM J. EVANS**, president of WPLH, Huntington, West Va., a visitor this week at the headquarters of the Mutual network, with which the station is affiliated.

**HERB GORDON**, executive producer of the Frederick W. Ziv Co., is in Hollywood for conferences at the West Coast offices of the company.

**MARIA HELEN ALVAREZ** has arrived in New York from KOTV, American network outlet in Tulsa, Okla.

**CHARLES GODWIN**, of the station relations department at Mutual, is spending this week in Canada.

**CHARLES UNDERHILL**, director of programs for CBS, is sojourning in New England. He'll be away four weeks.

**JAMES P. DAVIN**, manager of the RCA Victor Custom Record sales division, is attending a business meeting in Detroit.

**GEORGE HICKS**, Radio Reporter for "The Theater Guild on the Air," and **JOSEPH HEVESI**, of the sponsoring U. S. Steel, are in Toronto, where the Steel commercials will originate at the scene of the annual Canadian Annual Exhibition.

**BARBARA WHITING**, star of the "Junior Miss" program on CBS, has arrived from Hollywood for a short stay in Gotham.

**ARTIE WAYNE**, singer featured on Coral Records, is in town on business.

**RICHARD S. TESTUT**, general manager of Associated Program Service, left yesterday on a six-week business trip through Canada and as far as the West Coast.

**GERALD MAULSBY**, manager of broadcasts at CBS, is back at his desk following three weeks in Nantucket.

# New Gen. Manager Named By WOW

(Continued from Page 1)  
 been acting general manager since the death of John J. Gillin, Jr., last month.

Fogarty, a native of Omaha, resigned from his post as vice-president of the Paxton & Gallagher Company, wholesale grocery concern, to join WOW. Previously he was director of public relations for Creighton University and general manager of the Omaha C. of C.

At the same time Joe Herold, technical director of WOW, Inc., and general manager of WOW-TV, and Russ Baker, production manager of WOW-TV, announced their resignations. Herold was with the station for approximately 21 years, beginning as an engineer in 1930. Baker has been associated with WOW-TV since its opening in August, 1949.

## Report On Flying Saucers

Little Rock, Ark.—A telephone interview with eye-witnesses to the first flying saucer in this city was recently aired by KLRA. Mark Weaver, news director of the station, obtained a series of interviews from witnesses at different points, and charted the object for a distance of 20 miles.

for profitable selling **INVESTIGATE**

**WDEL**  
 WILMINGTON  
 DELAWARE

**WGAL**  
 LANCASTER  
 PENNSYLVANIA

**WKBO**  
 HARRISBURG  
 PENNSYLVANIA

**WRAW**  
 READING  
 PENNSYLVANIA

**WORK**  
 YORK  
 PENNSYLVANIA

**WEST**  
 EASTON  
 PENNSYLVANIA

**WDEL-TV**  
 WILMINGTON  
 DELAWARE

**WGAL-TV**  
 LANCASTER  
 PENNSYLVANIA

STEINMAN STATIONS  
 Clair R. McCollough, Managing Director  
 Represented by **ROBERT MEEKER ASSOCIATES**  
 Chicago San Francisco New York Los Angeles

## ABC, DuM May Take Cable Dispute To FCC

(Continued from Page 1) tives here this week broke up Wednesday night with no agreement reached, and all parties are now waiting to see what disposition of the limited cable facilities is decided upon by the Bell System.

This has been the most bitter fight of any yet for channels to permit networking of video programming. Contention of ABC and DuMont is that NBC and CBS have sought to shut them out by signing with affiliate stations so far in advance that if they get the cable bookings called for in the contracts the other two nets might just as well forget about trying to sell time for simultaneous networking in the final three months of this year.

FCC's lawyer, Stratford Smith, sat in on the meetings, but only as an observer. The FCC has no official standing in the matter now, but would probably look into it if it receives protests against the allocation propounded by AT&T.

The meetings this week were described by counsel for one of the networks as "a three-day slugging match," with ABC and DuMont battling shoulder to shoulder to knock NBC and CBS out of dominant positions. The latter two nets were apparently in position to put in bids for just about every available choice hour on the cables, showing binding contracts with affiliates for the time. In some cases, where only two channels are to be had, they would get the two, according to the allocation ABC and DuMont fear AT&T will announce.

In the midwest, it was feared, they would alternate in the use of single channels in those areas where only one channel is currently available.

### Radio-TV Students To Teach

Miami, Fla.—Two members of the University of Miami radio and television department began teaching duties with the opening of the second summer session August 1st. Thomas J. Wertenbaker, Jr., formerly of WNBH, New Bedford, Mass., took over supervision of radio production and teaching introductory broadcasting station operation and the radio production workshop course. At New Bedford, he was manager of WFMR and program director of WNBH. Labe Mell, program producer and film director of WTVJ of this city, is teaching the introductory course in television.

### SESAC Offering New Series

A new 26-week transcribed children's series, "Mister Muggins Rabbit," is being offered to all radio station subscribers of the SESAC Transcribed Library.

### Joins KLRA Staff

Little Rock, Arkansas — Clara Louise Pruess, former traffic manager for WKY, Oklahoma City, has transferred to KLRA, as secretary to the manager of the station.



By SID WHITE

### Man About Manhattan. . . !

● ● ● FRIDAY-DREAMING: TV will be one of the media which will be used to explain the Korean war to the American people. In all probability, it will be the short subject being whipped up by Darryl Zanuck in behalf of the President. . . . First of the major wax works to go longhair will be Decca, Sept. 7th is when they expect to release their first record. . . . Danny Kaye is holding up his TV plans. Sam Goldwyn sez he's found a wonderful story for his next movie. . . . H'wood is asking, and so are we: Is the lady being escorted these nights by Dr. Peter Lindstrom a well-known character actress on radio? And does her first name begin with "V"? . . . Gloria Swanson would like her next to be a WESTERN! . . . Sonja Henie THINKS she's keeping her TV project a secret. (She's plotting a weekly ice show for TV presentation from New York. No network knows of this—so you're on your own, gentlemen). . . . Shelley Winters is a smart gal. She will direct Clifford Odets' "Night Music" for a coast production as a preliminary to dabbling in TV direction. Shelley's dream is to write, direct and play in an original S. W. TV drama. . . . Jean Carroll sez she's been offered a very big job—directing swimming traffic in the English Channel.

★ ★ ★ ★

● ● ● Our fleeting observation the other edition that Shirley Temple was inundated by TV scripts but couldn't find a suitable adult characterization elicited the info that the A. & S. Lyons office had already prepared a radio-TV series for Our Shirley based on the title character of the famous Geo. S. Kaufman-Edna Ferber comedy, "Dulcy." The role, originally created by Lynn Fontanne, ere her association with Alfred Lunt, is that of a 23-24-year-old Westchester housewife, more naive than fatuous, with a penchant for getting involved in embarrassing situations and a rare talent for extracting herself. Rumor has it that Max Gordon is mulling over a musicalization of the comedy for B'way.

★ ★ ★ ★

● ● ● AROUND TOWN: Danton Walker returns to "B'way Scrapbook" tonight via WPIX after a 3-week vacation during which time TV Guide columnist Mike O'Shea batted for him. (Mike remains on as a permanent member of the panel). TV Guide, incidentally, has done a sensational summer sale on newsstands contrary to all general magazine seasonal trends. . . . One reason why the Pittsburgh ball club has been drawing such sturdy support from its following is that it's a great town for season tickets. However, whether they'll continue to support a last-place club so lustily next season is open to debate—hence all those rumors that they'll drop the ban on television. . . . Ava Norring, the sultry Hungarian beauty who has taken the town by storm since her arrival in this country, will be viewed on "H'wood Screen Test" tomorrow night. . . . Madeleine Carroll signed by Theater Guild on the Air for an early starrer. . . . RCA-Victor, which bought "Take It Or Leave It," is changing the tag to "The \$64 Question." Jack Paar stays on with the quizzer. . . . Roscoe Karns sold out his H'wood home and is settling in Bronxville, N. Y. . . . Vito Christi doing the lead tonight on "The Clock." . . . Ode from Bill Bertolotti: Many a TV panelist needs an analyst.

★ ★ ★ ★

● ● ● APPLAUSE DEP'T: Doris Sharp's highly informative "How To Get Into Radio and Television" booklet—especially Chapt. 5 "About Directors." (They oughta love Doris for that). . . . Florian Zabach's violin wizardry at the Strand thittir. . . . Johnny Desmond's MGM disc, "Just Say I Love Her." . . . Symphony Sid's nately platter chatter from Birdland via WJZ. . . . Al Helfer's sportscasting of the Game of the Day via Mutual.

## Fall Football Sked Set By Mutual Net

(Continued from Page 1) of the Day" major league baseball games.

The games will be made available to all Mutual network stations for sale to local and regional advertisers, Bert Hauser, MBS director of co-op programs announced yesterday.

Hauser said that this weekly sports feature is being made available exclusively for local sponsorship following the success of Mutual's baseball "Game of the Day" which has been presented daily since April 18 by 3200 sponsors. He further stated that there has been a widespread request from Mutual affiliates for these football broad-

In addition to the Saturday football contests between the nation's top-ranking colleges, Mutual will also present two special 15-minute sports programs on a co-operative basis every Friday and Saturday evening during the regular football season. The Friday show, "Tomorrow's Football" to be heard 7:15-7:30 p. m., beginning September 22, will feature predictions and interviews with leading coaches, sports writers, etc. The Saturday program, "Football Results" starts September 23, and will be broadcast from 7 to 7:15 p. m., featuring the scores and highlights of the day's games.

### Radio Top In "Zippy" Study

The Kate Smith program on WOR, New York, is doing an effective selling job of "Zippy" liquid starch, according to a WOR survey. The research department disclosed that the percentage of housewives buying "Zippy" was 41.3 per cent greater among listeners than non-listeners. It also disclosed that the number of people actually having "Zippy" on hand was 34.4 per cent greater among listeners.

In addition, the preference for "Zippy" among Kate Smith listeners topped that for all other liquid starches combined, WOR said. Pulse interviewers conducted the survey of housewives in Metropolitan New York.

### New Meck Plant In Indiana

Plymouth, Ind. — New building having 20,000 square feet of production space has begun operations at the main Plymouth, Ind., plant of John Meck Industries, announced John S. Meck, president. The building is being used for pre-production work and making of pre-assemblies. In addition to the enlarged Plymouth plant, Meck is now operating branch plants at Argo and Peru, Ind. Company is scheduled to produce 152,000 television sets in the last half of 1950.

### Principal To Manage WHOK

Lancaster, O. — John E. Brow, Lancaster High School principal, has resigned to become general manager of WHOK, Lancaster, effective Sept. 1.



# M-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, August 25, 1950

## The Antenna System for 1,638 Apartments

One of the largest new apartment developments in the United States, 18 buildings of Windsor Park on Long Island, now being constructed by Gross-Morton, veteran home builder, is installing the Jerrold All-TV System, to provide TV reception on any number of receivers from a single antenna array.

According to Milton J. Shapp, president of Jerrold Electronics Corp., the System will provide reception to each of the 1,638 apartments in the new housing project, enabling all set owners to receive seven New York TV stations at their respective sets.

Two antenna masts are being erected on the roofs of each of the buildings; one mast to carry the antennas for four TV stations of seven TV channels, while the other will carry three antennas for remaining channels. A master control and amplifier unit will also be installed on the roof of each building, and this unit feeds distribution outlets for tenant sets.



The newspaper goes to TV to score a photographic "beat" as soon as a scheduled news event appears on the screen. Charles Hart, Baltimore News-Post cameraman, gets to snap the news even off the face of the tube. The RCA table model set was recently installed in the newspaper's editorial department to expedite newsphoto coverage of remote events.

## Millionth GE TV Tube Produced At Buffalo

GE's one-millionth TV picture tube rolled off its Buffalo, N. Y., production lines last week with a special ceremony being held on the spot heralding the production figure.

Dr. W. R. G. Baker, vice-president of G. E., predicted that nine million TV receivers will be in operation in the United States by the end of this year. Latest TBA figures as of Aug. 1 claim 6,942,000 sets in operation throughout the country.

Attending the ceremonies, Dr. Baker went on to say that one out of every 17 persons in the United States will have a TV set at that time. He contrasted this with TV sets in the Soviet Union where an estimated 50,000 are in use, or one out of every 4,228 people.

GE's Buffalo plant is one of two concentrating on TV picture tube production, the other being located at the company's Electronics Park in Syracuse.

Congratulating the Buffalo employees, Dr. Baker pointed out that modern American production methods have reduced the cost of TV receivers to a point where they are lower, in terms of real wages, than were radio receivers during radio's comparable stage of development.

Referring to color TV, Dr. Baker said that the G. E. system is one "which holds great promise and which may do much to bring the advent of successful color television closer."

## 'Super Air Theater' Planned By WBAL-TV

Baltimore—WBAL-TV is branching out with the most modern TV studio facilities, plus one of the largest studios South of New York City.

A sizeable portion of the station's second floor business quarters is being absorbed to give WBAL-TV a new "super air theater" that can be interchanged to make way for a massive working area for large-scale productions.

All modern TV engineering advancements will be built into the new studio, such as: trolley lighting system permitting quick adjustments of any bank of lights; provisions for a seven camera chain; a new auditioning system permitting clients to preview live and film programs independent of on-the-air operations; the most modern video switching units; latest type rear screen projection; balopticon facilities; Vu-graph unit, as well as the latest type of electronic and mechanical scene changing devices.

## High-Speed, Wide-Angle Lens For MP & TV

A revolutionary new lens, considered the nighthawk among lenses—the F/1.3, 15-mm., Wide Angle Balowstar, is now available to 16-mm. motion-picture and TV camera users, according to an announcement by Jack A. Pegler, president of the F. G. Back Video Corp.

Designed by Dr. Frank G. Back, FRPS, creator of the Zoomar lens, the Wide Angle Balowstar is the fastest fully-corrected wide-angle lens in the history of lens making. It is the result of years of careful optical research.

Providing speed to spare, the new 12-element coated lens makes it possible to make films under the most adverse light conditions. What the eye can see, now can be photographed. Scenes that heretofore were out of reach of the camera's eye now can be recorded faithfully in either black-and-white or color.

The new lens is distributed by Jack Pegler, F. G. Back Video Corp., New York City.

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## PRODUCTION PARADE

**New TV Antenna Mount**  
An All-Angle Peak Mount for TV antennas that solves all roof mounting problems, "custom fitting" all kinds of roofs, has been announced by the Channel Master Corp., Ellenville, N. Y. The mount will fasten securely on perfectly flat roofs and peaked roofs.

**To Manufacture Recorder**  
Dynalis, Inc., Dayton, O., has been incorporated for the manufacture, use, and sale of a "Dynalis" recorder designed to register involuntary reaction of live audiences to all types of presentations and programs. The firm is authorized to issue 500 shares of no par value.

## ASIE Award To Admiral

For leadership in research, engineering, design and manufacture in the radio and TV fields, Admiral Corporation, Chicago, has received the Merit Award of the American Society of Industrial Engineers. Robert L. Crinnian, national president of the Detroit society, presented the award to Admiral's president, Ross D. Siragusa.

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## BEHIND THE MIKE

**J**EFF CLARK has turned tune-smith. His first song going to the publishers is tagged "Where Was I?"

Sheriff Bob Dixon's western quiz for kids on CBS-TV Sundays at 6:00 reveal moppets have an astounding knowledge of the west.

Cathy Mastice being shot by ace lensman Gary Wagner for national mag on subject of a classical singer turning pop artist.

Chas. Eaton, of Compton's, and Jean Janson, TV actress, will middle-aisle it next month in Louisville, Ky.

Jack Hines takes over as director of "B'way Open House," with Paul Monroe doing the Jack Carter show.

Producers already after Wm. Kaufman to get their shows in his yearly anthology, "Best Television Plays."

State Senator, Fred G. Morritt, from Bklyn, who is aspiring to become a great baritone, made his TV debut the other p. m. on "B'way Open House." Not in Pinza's class yet, but he shows signs of being the outstanding crooner in politics.

Leonard Sues and Coleman Kamilie have secured the rights for a radio and TV program of "Adventures in Science and Exploring," from the Museum of Natural History and the Hayden Planetarium.

## Send Birthday Greetings To--

August 25

James M. Carroll Ken Christie  
Edward Davies John Rarig  
Harry R. Lubcke

August 26

Jack Berch Dr. Lee De Forest  
Larry Larsen Geo. Francis Hicks  
Chas. Michelson Georgia Gibbs  
Mary Caputo Monica Whalon

August 27

Lewis R. Abel Mack Parker  
Alfred Stracko Walton Evans

August 28

Len Conn Chris Cunningham  
Irving Silvors Harriette Widmor  
Dr. Ralph L. Power

August 29

Arthur Anderson John Kano  
Geo. V. Denny, Jr. Tim Marko  
Maureen O'Connor Stan Widney  
Julius Seebach Harry Conover  
Theodore C. Strobert

August 30

Peggy Marshall M. H. Shapiro  
Paul W. Koston Howard Stanley  
Jack Bundy M. P. Wamboldt  
Oliver S. Gramling

August 31

Winifred Cecil Arthur Godfrey  
Peggy Horton Joan MacGregor  
Walter Paterson Jack Ward  
Pearl Watts

## AGENCY NEWSCAST

... personnel, sponsors and notes

**E**RWIN, WASEY, & COMPANY INC., announces a change in organization in its New York offices. C. H. Cottingham, vice-president, assumes charge of radio and television. Keith B. Shaffer returns from two years with KMBC, Kansas City, to become director of radio. Richard L. Eastland will be director of television, and Ray Simms continues as time buyer for radio and TV.

**WILLIAM WARREN, JACKSON & DELANEY** advertising agency announce two new accounts; Corey Products and Relaxacisor of New York.

**BASIL MATTHEWS** has joined Dancer-Fitzgerald-Sample, Inc., as a vice-president. He will be active on the Procter & Gamble account.

**ASSOCIATED ADVERTISING AGENCY, INC.**, Wichita, Kan., has been elected to 4-A membership.

### South Jersey Outlet To Go Full-time Soon

Full-time operation for WWBZ, Vineland, New Jersey, will commence within a short time, according to an announcement made yesterday by Fred M. Wood, general manager of the station. Construction of new towers and the addition of transmitting equipment will be the initial step in conversion to full-time.

Upon completion of present construction, WWBZ will operate full time with 1000 watts, making it the most powerful full-time independent in Southern New Jersey.

### Sage Renews Clark On WCBS

Sage Laboratories, Inc., New York, for Sage Air Refresher and other products, has renewed its sponsorship of the 7:45-8:00 a.m. newscasts with Harry Clark over WCBS, New York, on Mondays, Wednesdays and Fridays for another 52 weeks effective with the program of September 11. Agency for the sponsor is Paris and Pearl, New York. The 7:45 a.m. news over WCBS is sponsored on Tuesdays, Thursdays and Saturdays by Seaman Bros. for White Rose Tea and Coffee.

### WTOP Hoarding Campaign

Washington, D. C. - WTOP recently launched a pro-hoarding campaign urging its listeners to hoard all they can, that is, to hoard U. S. Savings Bonds. The campaign, which started August 15th, is being launched on the "Home Service Daily," heard Monday through Friday and conducted by Elinor Lee, WTOP community service director, who is also directing the campaign. Limericks, each with a moral, will be aired day and night on WTOP as part of the campaign.

**BROOKE, SMITH, FRENCH & DORRANCE, INC.**, have been appointed advertising agency for the DeVilbiss Company of Toledo, manufacturers of outdoor spraying equipment.

**TOM HICKS** has joined the radio-television department of Geyer, Newell & Ganger, Inc., as an executive producer. He was formerly radio and TV program director of Fletcher D. Richards, Inc.

## SAN FRANCISCO

By NOEL CORBETT

**CLINT SHERWOOD's** "Children Hour" now going into its fourth year on KSAN for Holsum Bread. Clint taped this week's programs and he could take a vacation.

KPIX's latest contribution to live shows is the Hillbarn Summer Theater's "Playhouse" offering of Sunday night. Other Bay Area little theater groups will take over each week under the direction of Jim Eakins. Production and narration is by Ed Dundas.



Had a show  
To put on the air  
He had it recorded  
We know not where

But  
this Man



Had a show  
To put on the air  
He had it recorded  
We'll tell you where...

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# TELEVISION DAILY

Continuation of RADIO DAILY, Friday, August 25, 1950 — TELEVISION DAILY is fully protected by register and copyright

## WAR SPURS TV-RECEIVER SALES

### TELE TOPICS

SO MANY MC's on too many shows use too much slick hair oil. Studio its bounce off their greased noggins the other guys headlights on a foggy mt. Oh for a mop like Will Rogers used sport. The boys look just too well comed. . . . And speaking of looking natural—none can compete with the charming Wendy Barrie, NBC-TV. She only looks relaxed, she is relaxed and completely understanding of the fact TV is for YOU in YOUR home and she's there with you. The "on-set" comeders and the not so new—might do well to watch this charmer and attempt to capture the naturalness she exudes. . . . One of the great charms that TV can have is every other theatrical medium is its opportunity to be natural, to picture things they are, as we are, and not to lean backwards to dab the varnish on so that the true essence and real feel of what it is picturing becomes completely artificial. And this applies to people as well as sets and story lines.

**E SIMONSON**, outstanding Broadway theatrical designer and a founder of Theater Guild, will design and super-all of Auto-Lite's "Suspense" TV series this season when it resumes on CBS—Tuesday evening, Aug. 29, 9:30-10:30 p.m. . . . The Zoomar lens, used especially for those close-up sport shots, is being put to a new use this Sunday night, when the lens will go to work panning over the studio audience to select visible contestants on the "Hold That Berra" show which debuts on the DuMont network, 7:30 to 8:00 p.m.

**LA. POLYTECHNIC INSTITUTE**, producing four 15-minute shows over FM-TV in Birmingham on Sunday at 11 p.m. and again the following Saturday at 12:30 p.m., reports that the first will feature, and we quote: "The lives of trustees in action, graduation, veterinary medicine, simplified clothes-making, fish research, and a message from president Ralph Draughon." All their first 15-minute program they call "Looks like the ol' South is speeding up these days! . . . Interesting piece to come coming Sept. issue of the Ladies' Home Journal on the Todd Karns family, the son of film and TV star Roscoe Karns. Article is part of the magazine's "America Lives" series. . . . James H. Schuch, manager of program operations for the NBC radio network, has been promoted to the position of operations coordinator of the television Production Services Department. If his raise is as big as his title—he's in the upper brackets.

### NATIONAL NIELSEN TV RATINGS (Top Ten for Weeks of July 1-7 and 8-14)

AUDIENCE DELIVERED		PROGRAM POPULARITY	
Number of TV Homes Reached in Program Cities		Per Cent of TV Homes Reached in Program Cities	
Program	Homes (000)	Program	Homes (%)
Philco TV Playhouse	2,076	Philco TV Playhouse	37.3
Toast of the Town	1,786	Toast of the Town	36.0
Stop the Music (Lorillard)	1,603	Ed Wynn Show	35.6
A. Godfrey & Friends	1,597	Original Amateur Hour	33.7
Original Amateur Hour	1,596	Stop the Music (Lorillard)	30.9
Ed Wynn Show	1,572	Clock, The	30.9
Lone Ranger	1,396	A. Godfrey & Friends	29.5
Kraft TV Theater	1,355	Lone Ranger	28.4
Clock, The	1,286	Kraft TV Theater	27.0
Ford Star Revue	1,211	Ford Star Revue	27.0

### Capehart Drops Prices On New TV Models

Prices have been lowered from \$50 to \$100 on the new line of Capehart Farnsworth Corporation's television receivers, it was announced by Sidney H. Rogovin, vice-president of Jacobs & Rogovin, Inc., New York area distributors for Capehart.

Co-incident with this announcement, Rogovin said orders exceeding \$3,000,000 have already been received from local dealers since the exhibit of Capehart's new TV sets first opened last Tuesday night in the Park Sheraton Hotel. He predicted the volume would pass \$4,000,000 in the final tabulation. The showing of the new line ended last night.

Capehart is striving to tap a much larger market, according to Rogovin, although it is not attempting to compete with real mass-market producers. While Capehart prices have been lowered, they are still higher than mass-market brands. The company is still emphasizing cabinet design and performance primarily, Rogovin said.

Jacobs & Rogovin, Inc., has not yet established dealer allocation, but may be forced to do this if the present order volume continues, the official said.

### First TV Carnival Draws Huge Crowds

Nashville, Tenn.—The gala Television Carnival, held here last week for five days at the State Fair Grounds drew an estimated 112,000 persons. Despite terrific rain for the first three days, some 56,000 persons crowded into the Nashville Fair Grounds.

Sixteen cooperating distributors of TV sets participated in the Television Carnival, conceived to make Nashville TV conscious in anticipation of the opening of the city's first TV station, WSM-TV, scheduled to take to the air September 30.

It is anticipated that the station will open at that time with a telecast of the Notre Dame-North Carolina football game, although a station spokesman said that this is not definitely established as yet.

### Ford Theater Returning To CBS-TV Sept. 8

Lee Tracy and Walter Hampden will play their original stage roles in CBS-TV's "The Traitor" when the "Ford Theater" returns to the network on Friday, Sept. 8, 9-10 p. m. The play was seen on Broadway last season.

## Warners' Music Licensed For 960 TV Films A Year

Another break in the anti-television blockade of the motion picture industry was revealed in an AP report that Warner Brothers Studios have licensed a TV film producer to use its vast library of songs.

Under terms of the contract,

Snader Telescriptions, of Hollywood, is permitted to use Warner's canned music in 960 TV pictures a year on a gross percentage basis. The producer is filming three-minute shorts. These productions will constitute a picturization of the singing of one song.

### Korean Hostilities Wrote "Finis" To Slump

(Continued from Page 1)  
year, the July, 1950 figure is three times the 140,000 new TV installations for the same 1949 period.

NBC's interconnected network now serves a total of 32 cities with an estimated 5,443,800 TV homes, or 78% of the total U. S. television homes, according to Beville's report.

The present 6,942,000 sets are distributed in 62 markets. New York leads with an estimated 1,475,000 sets, followed by Los Angeles with 595,000 sets, Chicago with 555,000, and Philadelphia with 540,000.

Forty-three percent of the present sets have been purchased during 1950 and 69% within the past year, Beville added.

### TV Graduate Courses Set At Syracuse Univ.

Syracuse—Students will dig for the fundamentals as well as study current practices and experiment with new forms and techniques of television under the new graduate program in TV outlined by Dean Kenneth G. Bartlett, director of radio and television for Syracuse University.

Bartlett's new graduate curriculum, recently approved by the university's graduate studies board, and announced yesterday, will begin Sept. 18 and continue for a full calendar year or three school terms.

"We want 30 of the best television prospects in America," said the Syracuse dean. "This is essentially a professional 'Masters' program, planned for the person who has acquired a broad educational background or who has had several years of professional experience in television or a related field."

Under Bartlett's program, students will work with TV equipment, experiment with both broadcast and closed circuit programs, develop cost studies of personnel and equipment, create and plan sponsored and sustaining shows, prepare and test commercials, examine listener tastes, and generally study TV's social implications.

Syracuse TV students will not confine their attention to current practices of professional television, according to Prof. Bartlett. Present knowledge will be correlated with the older areas now using TV, such as news, drama, radio, advertising and marketing, music, and films.

• PLUG TUNES •



WORDS & MUSIC



• PLUG TUNES •

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**PETITE WALTZ**

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Guy Lombardo	(Dec)

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**FOR EV'RY KISS**

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**"FOREVER WITH YOU"**  
by the writer of "My Happiness"

**FORSTER MUSIC PUB., INC.**  
1619 Broadway, New York 19, N. Y.  
216 S. Wabash Avenue, Chicago 4, Ill.

• • • Tommy Dorsey has signed a three-year exclusive recording contract with Decca Records. . . . Sammy Kaye broke his own record, set the year before, at the American Legion dance in Ephrata, Pa., with 4,901 admissions. . . . Hank Sylvern will resume his function as musical director for "This Is Show Business" when it returns to CBS-TV Aug. 27th at 7:30 p.m. . . . "You Can Play the Ukulele," instruction manual by Don Ball, WCBS program director, is now in its third printing, hitting the 50,000 mark. The book is published by BMI. . . . Michael Music has closed down pending reorganization. . . . Gordon MacRae opens at the Strand Theater Sept. 1st. . . . Seena Hamilton, in charge of promotion at E. B. Marks, became the wife of Dr. S. K. Fineberg on Aug. 18th. . . . Benny Goodman starts his new TV show, "Star Time," with Tony Martin, Frances Langford and Lew Parker, Sept. 5th at 10:00 p.m. Originating in New York, the hour-long stanza, sponsored by Food Stores Productions, Inc., will be fed to a 31-station DuMont net.



• • • Bill Cody won the 1st prize and Bob Sadoff the booby prize at the 16th Annual Professional Music Men's Golf Tournament held at Riverdale Country Club, Aug. 16th. Winner of the nearest-to-the-pin contest was Larry Taylor; driving contest, George Paxton; the putting contest (for the Sammy Kaye Trophy), resulted in a tie between Mickey Garloch and Murray Luth. Don Cherry won the low gross prize offered for guests of PMM, and Ole Dee won the low net prize. Other prize-winners were: Jack Lee, Solly Cohn, Bert Haber, Jimmy Rule, George Furness, Joe Linhart, George Paxton, Eddie Wolpin, Jack Johnstone, Rocco Vocco, Buddy Morris, Norman Foley, Mac Goldman, Jerry Lewin, Duke Niles, Gene Schwartz, Harry Link and Mickey Garloch. Bob Miller was chairman of the golf committee.



• • • Jack Lacy claims that his is the only program on which Faye Emerson and Abe Burroughs have not appeared. . . . Phil Brito's record, "For One Kiss Of Love," (M-G-M) is enjoying a sensational sale in metropolitan areas with large Italian populations. . . . Bob Snyder, disc jockey at WOKO, Albany, N. Y., has fallen in love with "I Shouldn't Love You (But I Do)" on the Skyscraper label and is giving it the ride of its life. . . . Heard in the lobby of the RKO Palace is a record of Helen Kane singing "I Wanna Be Loved By You." It is intended to bark for Helen who is appearing there in person. As it happens, it also plugs the M-G-M film "Three Little Words" playing down the street at Loew's State since the record comes off the sound-track of the film. An instance of the lion lying down with the lamb—engineered by Sol Handwerker, M-G-M Records flack! . . . John Stag conducts a recorded program on WNEW Friday nights, 9:00 to 9:30, on behalf of the Veterans Hospital Radio Guild, the outfit that has devoted itself for the past two years in interesting paraplegic veterans in radio work. Listen to Joe. He is a remarkable fellow. He himself is a paraplegic, a product of the Guild. . . . Apparently there is something in the air of The Bronx conducive to the growth of girl singers: witness Fran Warren, Mindy Carson—and now Eydie Gormé who is currently with Tommy Tucker but joins Tex Beneke next week. What brings on the blurb about Bronx air is the fact that Eydie, a sample of whose wares you may dig on the Tucker recording of "Cherry Stones," has been singing professionally FOR ALL OF TWO MONTHS.



• • • Pemora Music has opened a Mexico City with Enric Cugat in charge. . . . St. Nicholas Music announces that the professional staff swinging into action on its catalogue this Fall, will consist of Lou Comito and Wally Shuster in New York, Tom Sherman in Chicago and Dan Cameron on the Coast. . . . "Petite Waltz" (Duchess) is the season's stand-out instrumental with two new record releases: Jack Pleis on London and Owen Bradley on Coral.

**Fall NBC Symphony To Be Under Katims**

Milton Katims, American conductor, will direct the NBC Symphony Orchestra in a series of six inter-concerts starting Saturday, Sept. 1, over the NBC network, at 6: p. m., EDT.

These concerts will follow the 1 week series of Summer concert under the sponsorship of United States Steel. The Summer series was broadcast on Sunday evening, but with the Katims series the NBC Symphony will return to regular broadcast day, Saturday. The Winter series of the NBC Symphony will start on Oct. 21.

**Widely Known In Nation**

Katims is known throughout the United States both as a violist and a conductor. He has directed the NBC Symphony for the past few years. Recently he appeared as violist with the Budapest Quartet in a series of recitals in San Francisco. He was one of the guest conductors of the U. S. Steel Summer Series.

Members of the NBC Symphony Orchestra will be heard as soloists in the Fall programs. Mischa Mchakoff, Carlton Cooley, Alex Williams, Edward Vito and Arthur Lora are scheduled to perform concerti.

*Coming Up Fast!*

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

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

*Top Program Bet!*

**TZENA TZENA TZENA**

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

*Stepping Out!*

**VAGABOND SHOES**

**Jefferson Music Co.**  
1619 Broadway New York City

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 52, NO. 40

NEW YORK, MONDAY, AUGUST 28, 1950

TEN CENTS

## NBC EXTENSIVE PROMOTION CAMPAIGN

### Say Leading National Media Will Be Radio-TV

#### "Toot Own Horn," Flanagan Tells Members

Advertising via radio and TV has either already taken the lead away from the claims set forth by the Bureau of Advertising of the ANPA and the Magazine Advertising Bureau, or will take it this year. So said T. F. Flanagan, managing director of the National Association of Radio

(Continued on Page 5)

#### Research Directory Prepared By ANA

To provide national advertisers with more complete information on "packaged" marketing and advertising research services, the Association of National Advertisers' Research Steering Committee is preparing a directory of such services, it was announced last week.

"Packaged" marketing or advertising research services, according

(Continued on Page 6)

#### H-R Representatives, Inc. Add Two Station-Clients

Effective Sept. 1, WONS, Hartford, Conn., will be represented by H-R Representatives, Inc., according to an announcement made over the week-end by Frank M. Headley, president of the firm. At the same

(Continued on Page 2)

#### Hay Fever Service

Two radio stations have announced their intentions to remind hay fever sufferers that the "sneezy" season is at hand and to keep them informed on the daily pollen count. WHLL, Hempstead, L. I., will report the daily pollen count and WIP, Philadelphia, has arranged to give the city's official pollen count for the next 42 days.

#### Report Germans "Tired" Of Propaganda

Montreal—German radio audiences are "sick and tired" of propaganda, they want information broadcasts combined with entertainment, according to seven German radio experts now visiting the United States and Canada to study broadcasting methods and technical equipment used on this continent.

Representing the major radio stations of Western Germany, the group is composed of Joachim Andrae, news editor, Bavarian Radio, Munich; Wolhart Mueller, chief of listeners' research and public relations, Radio Frankfurt; Gerd Peter Pick, entertainment section Radio Frankfurt; Gerd Ruge, assistant editor, Nordwest-Deutscher Rundfunk, Hamburg; Gerard Schaefer, education and production, Radio Bremen; Gerhard Schaeke, chief, Radio Heidelberg and Eleftherios Sossidi, news section, Nordwest-Deutscher Rundfunk, Hamburg.

#### Poll Favors Chicago For NAB Convention

For the third straight year, the annual convention of the National Association of Broadcasters will be held in Chicago at the Stevens Hotel. The site of the April, 1951, meeting was announced by Eugene S. Thomas of WOR-TV, chairman of the NAB board committee on convention sites and policy.

The decision was based on a recent poll of the membership which expressed overwhelming preference

(Continued on Page 3)

#### Gabe Heatter Sold Out, As Two More Sign Up

Two national advertisers have signed with Mutual to sponsor two of Gabriel Heatter's six-times-weekly news commentaries, completely selling out the program, it was announced

(Continued on Page 3)

#### NLRB Edict Favors Ten WBT Engineers

Washington Bureau of RADIO DAILY  
Washington—An NLRB examiner recommended to the board last week that WBT, Charlotte, N. C., be required to reinstate with back pay 10 engineers discharged by it following a strike against the station by the IBEW last summer. The recommendation, which will become effective as a board decision unless challenged within 20 days, is made despite the fact that during the strike the engineers put out hand-

(Continued on Page 5)

#### ABS Names Laughlin Commercial Manager

Kenneth Laughlin has been appointed commercial manager of the Alaska Broadcasting System, it was announced by William J. Wagner.

(Continued on Page 3)

### Senate Group Asks TV Tax; Sees 'Sellers Market' Near

Washington Bureau of RADIO DAILY  
Washington—The Senate Finance Committee predicted last week that there will be a sellers' market in TV sets for "the next few years," as it recommended to Senate passage of a 10 per cent manufacturers' excise tax on sets. The committee said it thinks the demands of the defense effort make it probable "that for some time to come limi-

tations on production, rather than on demand, will be the factors determining the number of television sets sold. In view of this it appears improbable that the imposition of a moderate manufacturers' excise tax on television sets will have any material effect on the number of sets purchased."

Dr. Allen B. DuMont, RTMA tax

(Continued on Page 7)

#### Fall Drive Totals \$5,000,000 For Three Media

The most extensive promotion campaign in the history of sound broadcasting will be instituted by the National Broadcasting Company, this Fall, according to an announcement made over the weekend by George Wallace, manager of advertising and promotion for the network;

(Continued on Page 3)

#### Medical Assn. Plans Health Documentary

A series of three documentaries dealing with the problems of health and the latest advances in medical science will be presented over radio this fall by the American Medical Association. The programs are being produced by Marshall-Hester Productions through AMA's Bureau of Health Education.

The first documentary, "Machines Without Men," will be aired over

(Continued on Page 5)

#### Katz Agency Engaged By KMTV, Omaha

Omaha, Neb.—Television station KMTV announces the appointment of The Katz Agency, Inc., as its national advertising representative, effective September 1, 1950. KMTV

(Continued on Page 2)

#### "Strike Three!"

Detroit—The National Metal & Plastic Co. was sued by irate citizens in this pennant-mad town for operating a welder which interfered with a radio broadcast of the Detroit Tigers baseball game. Court fined Company \$25 and cost for violating an injunction prohibiting use of welding equipment after start of each baseball broadcast.



Established Feb. 9, 1937

Vol. 52, No. 40 Mon., Aug. 28, 1950 10 Cts.

JOHN W. ALICOATE : : Publisher

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

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

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

**CHICAGO BUREAU**  
Ginny Evans, Manager  
Suite 419, 333 No. Michigan Avenue  
Phone: Franklin 2-3238

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

**ROME BUREAU**  
John Perditarì  
Ludovisi 16

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

# FINANCIAL

(August 25)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	10 1/2	10	10 1/2	— 1/8
Admiral Corp.	28 3/8	27 1/2	27 3/4	— 1
Am. Tel. & Tel.	152 7/8	152 1/8	152 3/4	— 5/8
CBS A	28 1/2	28 3/8	28 3/8	— 5/8
CBS B	28 3/8	28 1/2	28 3/8	— 3/8
Philco	40 3/4	40	40 1/8	— 1
RCA Common	17 3/8	17	17 1/8	— 1/2
RCA 1st pfd.	75 3/4	75 1/2	75 3/8	— 1/4
Stewart-Warner	15 7/8	15 5/8	15 5/8	— 3/8
Westinghouse	31 7/8	31 3/8	31 1/2	— 1/2
Zenith Radio	51 3/4	49 1/4	50 1/8	— 2

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	19 1/2	19	19	— 3/8
Nat. Union Radio	3 3/8	3 3/4	3 3/4	— 1/4

## OVER THE COUNTER

	Bid	Asked
DuMont Lab.	17 3/4	18 3/4
Stromberg-Carlson	12 3/4	14 1/4

### WELM Joining CBS Net; Affiliates Will Total 191

Station WELM, Elmira, N. Y., will become affiliate of the Columbia Broadcasting System's radio network as part of its basic supplementary group of stations, effective January 21, 1951, it was announced Friday by Herbert V. Akerberg, CBS vice-president in charge of station relations.

The addition of WELM brings the total of CBS radio affiliates to 191.

WELM, operating with 250 watts on 1400 kilocycles, is owned and operated by the Corning Leader, Inc., Corning, N. Y. Walter Valerius is the station's general manager.

## ★ COMING AND GOING ★

**DR. FRANK G. BACK**, inventor of the Zoomar lens, and **JACK A. PEGLER**, vice-president of Television Zoomar Corp., will attend the official opening of XHTV, Mexico City, at the invitation of Romulo O'Farrill, executive vice-president of the station. En route to Mexico they'll visit Nashville, Dallas and Houston, and on their way back, New Orleans, Atlanta and Birmingham.

**E. J. HUBER**, general manager of KTRI, Mutual network outlet in Sioux City, Iowa, was in town all last week. He'll leave for home today or tomorrow.

**DON MILLER**, sales manager of WCBS, today will leave for Chicago, where he'll spend a week on business.

**BILL BENNETT**, general manager of KHHT, Houston outlet of MBS, is in New York on station and network business.

**PAUL FRY**, vice-president and general manager of KBON, Omaha, Neb., was welcomed Friday at the offices of Mutual, with which the station is affiliated.

**KATHY REVNER**, director of the Galen Drake program on WCBS, today is expected back from a three-week automobile trip through New England.

**JUDSON BAILEY**, of the CBS sports staff, has left for a two-week vacation in West Virginia.

**JOHN B. GAMBLING**, early-morning luminary on WOR, today returns to the airwaves and this afternoon goes down to Hunterdon County, N. J., to help select "The 1950 Queen of Health and Happiness."

**COMMDR. MORTIMER W. LOEWI**, director of the DuMont Television Network, is cruising on his yacht, "Robmar VI," in the area of Nantuxet and Martha's Vineyard.

**EDWARD G. THOMS**, vice-president and general manager of WKJG, Mutual affiliate in Fort Wayne, Ind., is back at his desk following an operation in Indianapolis.

**LOU FROELICH**, assistant to the president at WONE, Mutual network station in Dayton, Ohio, is in New York.

**LOWELL THOMAS**, Columbia network newscaster who recently returned from Alaska, today will resume his Procter & Gamble series over the web.

**GEORGE TONS**, sales manager of KDKA, Pittsburgh, is in town. He'll be here through Sunday.

**DAVE FREEDMAN** is in town. He's the general manager of WMID, Mutual's affiliate in Atlantic City, N. J.

**JERRY LAYTON**, vice-president of Wilbur Stark-Jerry Layton, Inc., program producers, left yesterday on a business trip to Norfolk and Portsmouth, Va. He'll be back in New York tomorrow.

**MARIAN CAUGHEY**, traffic chief at WJAS, Pittsburgh, spent an idyllic week-end at Sandy Lake.

**WILLIAM GARGAN**, radio, TV and movie star, is in Chicago with two television formats for prospective sponsors. He now heads William Gargan Productions, to handle video packages.

**CHARLIE BURNETT**, his piano and his music men, tomorrow will open at the Riviera in Port Washington, L. I.

**HAROLD STEIN**, photographer par excellence, who has been combining pictorial and piscatorial activities at Lake Tarleton, is finally back in town.

**CARL KING**, radio and television master of ceremonies, who has been in Atlantic City on business, is expected back in New York today.

**RICHARD G. LEWIS**, general manager of KTRF, Lufkin, Tex., a recent visitor at the Chicago offices of Mutual.

**EDDIE BRANDT**, special material writer for Spike Jones, also leader of his own band on London Records, is from Hollywood for a two-week stay.

**HERB LANDON**, assistant to the director of publicity at Kenyon & Eckhardt, Inc., has returned from Columbus, Ohio, following the making of promotional arrangements in that city for White Rock.

### H-R Representatives, Inc. Add Two Station-Clients

(Continued from Page 1)  
time, Headley revealed that the firm will represent WFBG, Altoona, Penna., beginning Sept. 9.

H-R Representatives, Inc., was formed last February by Frank Headley and Dwight Reed, and, at present the company has a list of eight stations.

### Named To Promotion Post At Capehart-Farnsworth

J. William Costello has joined the Capehart-Farnsworth Corporation as sales promotion manager, E. Patrick Toal, director of sales, has announced. The Capehart-Farnsworth Corporation is a subsidiary of the International Telephone and Telegraph Corporation.

A graduate of the University of Notre Dame, Costello has been sales promotion manager for the Hartford, Connecticut, District of the General Electric Supply Corporation since 1948. Previously he was with E. I. duPont de Nemours and Company, at Fairfield, Connecticut.

Costello is a native of Dover, New Jersey. He is married and is the father of four children. He plans to move his family to Fort Wayne in the near future.

### Katz Agency Engaged By KMTV, Omaha

(Continued from Page 1)  
is affiliated with CBS and ABC television networks. Next month, on its first anniversary, the station will be connected by microwave relay to Chicago.

KMTV is owned and operated by the May Broadcasting Co., of which Owen Saddler is general manager and Howard O. Peterson commercial manager.

### NAM Eight-Week Series Starts Sept. 2 On ABC

The National Association of Manufacturers will present its third eight-week series of "It's YOUR Business!" broadcasts beginning Saturday, Sept. 2, from 6:45 to 7 p. m. (EDT) over the coast-to-coast network of the American Broadcasting Company. The series will cover the "Industrial Mobilization" story and feature Ted Malone, Roving Reporter.

Each week Malone will visit key industrial cities throughout the nation and report on what industry is doing to mobilize as a result of the Korean crisis. During his nation-wide tour, the radio reporter will talk with leading businessmen, and top-ranking industrialists.

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

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

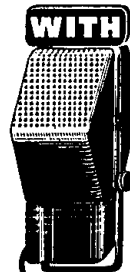
STATION D 9.6 (NETWORK)

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

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

COMPARE! COMPARE! COMPARE!

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



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

# NBC Fall Campaign To Total \$5,000,000

(Continued from Page 1)

more than \$5,000,000 worth of air time and almost \$1,000,000 worth of newspaper, magazine space and trade paper space will be utilized by the network and its affiliates to execute a campaign that will remind listeners everywhere that "Three Chimes Means Good Times on NBC."

Wallace pointed out that, "this campaign has been developed with the aid of NBC's stations planning and advisory sub-committee on promotion and has received unprecedented acceptance from affiliates of the network."

Heading the promotion campaign will be an on-the-air spot announcement drive that will include over 250 network announcements each week and about the same number of announcements over each of the networks 168 affiliated stations.

### Newspaper Co-op Ads

Closely coordinated with the on-the-air promotion effort will be a block programming newspaper campaign scheduled to start Oct. 15. Effective two-column by 125-line block ads for each evening in the week and for Sunday afternoon have been prepared. Ads will be run on a cooperative basis with affiliated stations with NBC sharing the cost for running them.

Also coordinated with the on-the-air effort and the block newspaper campaign will be the mailing of special portfolios which will contain complete program information sheets, biographies, large selection of on-the-air announcements, a selection of glossy photos, plus a large variety of ad mats.

Pat Steel, supervisor of on-the-air promotion pointed out, "all of NBC's stars are cooperating in making spots for the campaign. These spots, which are being made in New York and in Hollywood will be put to use within the next week."

## New AM-FM Rate Card Issued At WCOP, Boston

WCOP, Cowles' Boston ABC outlet, has issued its Rate Card No. 7, which provides an innovation in Hub radio rate practice by specifying rates for simultaneous AM-FM broadcasting. In addition to the inclusion of FM, the only other major change is one of format, following the NAB style, spelling out all rates, and giving more space than previously to special features and general information.

Increasing evidence of FM listening and coverage convinced WCOP management that rate card recognition should be given to FM. WCOP-FM is the only Boston FM station with a daily 19-hour operation, and all WCOP programs and announcements from sign-on to sign-off are broadcast simultaneously by AM and FM.

## Gabe Heatter Sold Out, As Two More Sign Up

(Continued from Page 1)

nounced Friday by Adolf N. Hult, MBS vice-president in charge of sales.

The Murine Co., Inc., through BBBDO in Chicago, has purchased the Friday evening (7:30 to 7:45 p.m., EDT) time period over 501 Mutual stations, effective Sept. 1.

The Wednesday evening time was sold to the Beltone Hearing Aid Company, beginning September 20. The station lineup has not been selected. Olian Advertising Company of Chicago is the agency.

Last week, Heatter was sold on Thursdays to the Amuro Products Company, Inc., in behalf of Amuro's ammoniated tooth powder. This is Amuro's debut into network radio.

Heatter is sponsored on Sundays and Tuesdays by Rhodes Pharmaceutical Company, and on Mondays by the Noxzema Chemical Company.

## ABS Names Laughlin Commercial Manager

(Continued from Page 1)

the president and general manager. Laughlin has served with Alaska Broadcasting since 1935, and for many years was station manager of KFQD, the key station of the network. In recent years, Laughlin has been regional manager for the entire Alaskan network.

The Alaska Broadcasting System is represented on the East Coast by Pan American Broadcasting Company of New York, and on the West Coast by Duncan A. Scott & Company of L. A. and San Francisco.

## Poll Favors Chicago For NAB Convention

(Continued from Page 1)

for the Windy City as the convention site, Thomas said. New York was second in the balloting.

The facts regarding the selection will be presented to the NAB board of directors in November. The committee in addition to Thomas, consists of Harold Wheelahan of WSMB, New Orleans; and James D. Shouse, WLW, Cincinnati.

## New L-Pad Offered

Clarostat Mfg. Co., Inc., Dover, New Hampshire, announce a new addition to their L-Pad line. The new L-Pad has been designed for special application work where dependability and cost are prime requisites.

The new Clarostat Type No. CM8727, 8 ohm L-Pad is a single unit with two separate wire windings for maintaining constant impedance. Its compactness of size, identical to Clarostat's Type 43 control, 1-1/8 dia. by 9/16" deep, its amazing low cost, and its rugged construction are some of the numerous advantages offered in this control. Available upon special order within impedance ranges from 6 to 300 ohms. Rotation of the control is 120°.

## WKNA Reports

# 1,000 KIDS

## STORM STORE FOR CISCO KID'S PHOTO!



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

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



LOW PRICED!

1/2-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.



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

## SAN FRANCISCO

By NOEL CORBETT

**H**ELD in the San Francisco offices of CBS for the first time, a western states Program Promotion Clinic reviewed CBS' fall campaign plans and discussed promotion techniques August 7. Arthur Hull Hayes, CBS vice-president in San Francisco and general manager of KCBS, was host to the group and Louis Hausman, sales promotion and advertising vice-president presided. Other speakers included John Cowden, John Karol, Robert Heller and Jules Dundes.

A twilight scenic boat ride around San Francisco Bay followed the working day. On August 8, Hausman met with individual station personnel.

In attendance were E. S. Mitten-dorf, KOPO; Eugene T. Flaherty, KSCJ; John F. Connors, KLZ; John Asher, KNX; Ralph Taylor, KNX; William Tankersley, KNX; George Ketcham, KTUL; Frank Webb, KFH; R. Lee Black, KIMA; Paul R. Bartlett, KFRE; Graham Moore, KCBQ; Dorothy Fanning, KCMJ; Sherrill Taylor, KSL; Loren B. Stone, KIRO; Arthur L. Wilde, CBS; Edith Smith, KGDM; Bill Ratcliffe, KROY; F. E. Lackey, WHOP; Jim Manning, KXLY; A. J. Mosby, KGVO; Dave McKay, KOLO; James D. Russell, KVOR; William T. Wagner, Alaska Broadcasting Co.; John Speer, WJEF; Charles H. Garland, KOOL; John Cowden, CBS; Louis Hausman, CBS; Irving Fein, CBS; Don Quinn, KXOC; Neil McIntyre, KXOC; Arthur Hull Hayes, Jules Dundes, Walter Conway, Evelyn Clark, Hank Basayne and Ann Dudley, KCBS.

Humming with activity reminiscent of the post-Pearl Harbor days, the KCBS news department is on a full war footing for the Korean crisis. Grant Holcomb, news director, now has his department on a twenty-four-hour, seven-day basis and has been feeding an average of 35 newscasts and overseas pickups to the CBS net weekly. New employees to handle the expanded operation include: Leon Dorais, Carl F. Randall, Harry Fiss, Francis Harr, Walter T. Mills and C. T. Anson—all from New York, Hollywood and San Francisco newspapers and radio stations.

Fred and Florence Vandever, stars of Mutual's "20 Questions," guested on Marjorie King's KFRC program while visiting here.

James M. Gaines, manager of NBC's owned and operated stations back to New York after a week's routine business confab with John Elwood of KNBC.

## The Land of the Free

Dramas of American Opportunity  
This week: Emmanuel Leutze

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



By SID WHITE

### Man About Manhattan. . . !

• • • WEEK-END CUFF NOTES: Gen'l Sarnoff, in this week's edition of Look mag., predicts the possibility of international, or trans-oceanic, television within five years. He bases his opinion on the fact that it will probably follow the same pattern of radio which became international within five years. . . . Prudential looking for a good dramatic TV series with which to bow out of AM. . . . The Senate passed a bill the other day exempting the imported news recording from paying duty when these recordings are to be used expressly for radio, TV or newsreels. . . . Loved Jack Paar's crack that he's trying to make a deal with his draft board to call him for every other war. . . . With nearly all TV time segments sold for the Fall, commercial time on TV will be harder to locate than an apartment. Plans are already under way to extend TV programming to 2 ayem, with one station already contemplating an all-nite setup this winter. . . . The newest novelty since "Rudolph the Reindeer" is "Willie the Penguin," which will get an all-out promotion campaign that will top "Rudolph's."

★ ★ ★

• • • Snobbery in New York swank dining spots has reached a new high—or should we say low? Three of the most fought-for tables—and we mean that literally—are El Morocco's Round Table, Table 50 at the Stork and Table 10 at the Barberry Room. (The other p. m., King Peter, of Yugoslavia, waited until Frank Sinatra and Jane Wyman left the latter table before permitting the captain to seat him.)

★ ★ ★

• • • PURELY PERSONAL PIFFLE: Red Smith's wonderful line in the Herald-Trib! Referring to Rex Barney, Red described him as "the Bklyn pitcher who has been elected least likely to suffer from train-sickness." . . . Have yet to come across anyone who smokes our favorite brand of ciggies (Life). Here's a free slogan for them: Try 'em once and you'll go for LIFE. . . . Never could understand how a guy could make jokes to order, or why, if a comic is only as good as his material, the writers don't get the real solid coin with the comics being paid off by THEM. . . . Never knew a guy everybody said nice things about who was terribly successful. (Except the late Mark Hellinger). . . . None of radio's handsmen look either well or comfortable when they are toupee-wearing and that goes for Messrs. Kosty and Cugat. . . . Ginny Simms always looks as if she never did anything more real than fix a gardenia in her hair. . . . Can't understand why commentators who ape Winchell's delivery don't at least imitate some of the top flight material he uses. Come to think of it, no fictional B'way columnist out of any movie looks, talks, or acts more like a B'way columnist than double doubloyou.

★ ★ ★

• • • Robert Q. Lewis, like some of the top comics of the past couple of decades (Harold Lloyd, Bobby Clark, Groucho Marx, Walter Catlett), wears spectacles as a trademark. Unlike most of the others, he wears 'em because he has to, altho' it's gotten to the point where no one would recognize him without them. Fans think the specs are "romantic." Lewis has been voted the most eligible bachelor in radio in several polls. Not one fan has ever written in to ask him to take off his glasses. Bob loses a couple of dozen pair a year. Fans grab them as souvenirs. Lots of celebs who years ago would rather have been caught dead than photographed in glasses, think nothing of it now. Irene Dunne recently had her picture in the paper and newsreels wearing specs. Joan Bennett, Marlene Dietrich and Jack Benny wear 'em in public. H'wood may yet get around to using a bespectacled leading man, and it may be Robert (Q for cute) Lewis.

## NEW BUSINESS

**WBAL, Baltimore:** Bond Clothing Stores, Inc., through Neff Rogow, Inc., New York, have purchased newscasts 11-11:10 p.m., Monday, Wednesday, Friday, effective August 28, and for 52 weeks, McCormick Tea, through SSC&B, New York, also renewed a one-minute spot campaign during early morning and afternoon periods. Pierces Proprietaries, Inc. (Golden Medical Discovery) will run a 37-week, one-minute campaign Monday through Friday at 6:57 a.m. Armour & Co' (Dial Soap) through Foote, Cone & Belding, Chicago, extended for two weeks the one-minute spot campaign in the Al Ross early-morning disc jockey show.

**KJR, Seattle:** The 6 p.m. Dinner Edition of the News with Dick Kepingler, has been sold to Shell Oil Company on a 52-week basis. Shell Oil plans to promote the program through all its outlets in the Pacific Northwest and KJR is also putting a concentrated promotion campaign behind the program. Other big news sale was the sponsorship of Sheelah Carter's news from a woman's angle to Lincoln First Federal Savings and Loan Company of Seattle on a 52-week basis. Miss Carter is the sister of the late Boake Carter, and has been doing her news background program at 12:15-12:30 p.m.



**WILLIAM HORNE, Tenor**

"ORCHIDS," "ENCORECHIDS," "APPLAUSCHIDS," "CURTAIN CALLS," "BETTER THAN GIGLI." . . . WALTER WINCHELL.

"Mr. Horne excelled in the smoothness and sustaining quality of his beautiful voice." . . . CARTER HARMAN, N. Y. TIMES.

"The audience was with him to his topmost note." . . . LOUIS BIANCOLLI, N. Y. WORLD-TELEGRAM.

How do YOU think YOUR audience will react to William Horne's singing?

SID WHITE says in RADIO DAILY, "THE GUY'S AN AUDIENCE-THRILLER."

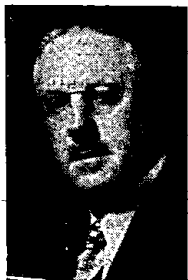
WILLIAM HORNE  
is Under The Exclusive Management of  
MILTON H. BERGER  
224 East 38th Street  
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# NARSR Calls Radio And TV Top Media

(Continued from Page 1)  
 Representatives in N. Y. a comprehensive study released last Friday, and sent to all NARSR members, Flanagan urges the broadcast industry toot down horn as regards the medium which "enjoys leadership in national advertising."

Flanagan's study reveals "when the 1949 figures are published, some months hence, probably will show something like the following: National Network, Times Sales, \$1,300,000; Regional Networks and Local, \$7,529,000; National Spot Sales, \$118,425,000; Talent and Stations (P. I. formula), \$146,771,050; TV Time Talent Cost, \$50,000,000."



FLANAGAN

roadcast advertising as defined in the NARSR report "includes radio and TV but not 'transit,' nor 'store-fronting.' Radio and TV are at least as close as Sunday magazine supplements and daily newspapers," study states.

**Expenditures Estimated**  
 Estimating 1949 expenditures for National Advertising, the study reveals the following:  
 Broadcast National Advertising, Local and Talent, including national and local, \$475,000,000; Magazine Advertising, Space and Preparation, after quantity discounts, \$475,000; Newspaper National Advertising, Space and Preparation, including national at local rates, excluding retail advertising of national brand products, net, \$460,000.

The report further states that when broadcast advertising did move into first place in 1949, it certainly is neck and neck for its place, and it is only one generation old as against the many generations of magazines and newspapers."

Flanagan believes the day is not distant, when broadcast advertising definitely will be "far out in place."

## 'Kitchen' From WLAW

The "Yankee Kitchen," which is over a New England network of six stations on September 11, originate in the studios of WLAW, Lawrence, Mass., the station has announced.

The Monday-through-Friday program, from 4:30 to 5 p. m., will be aired over WTAG, Worcester; WRC, Hartford; WPRO, Providence; WGAN, Portland, and WUY, Bangor.

# THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

**HIGHLIGHT** of the news of the week was release of the NAB study on operating costs for 1949, showing that the average broadcaster, operating at a profit, spent 85.28 percent of his revenue on operating expenses. Stations in the Northeast, included in the study, did better than those in the rest of the country. Of the 85.28 percent of gross spent for operating revenue, 15.09 percent represents technical expenses, 29.17 percent program expenses, 11.73 percent selling expenses and 29.29 percent general administrative expenses.

CBS-TV completed plans for a Hollywood center. Over-all costs will be in the neighborhood of \$35,000,000 and will include studios and facilities, as announced by Howard S. Meighan, vice-president. Shows will emanate from the center no later than 1953.

Following a record poker-game with Gillette and Mutual on one side and Chevrolet and DuMont across the table, rights for the coming world series-TV were bought by Gillette for a record \$800,000. This is on top of the \$175,000 which Mutual has contracted for to broadcast the series. It was expected, however, that the TV viewing will probably go to NBC with the three Mutual TV stations picking up the games.

The House Appropriations Committee advised the House to vote the State Department every cent the White House had asked last month in supplemental appropriations for the Voice of America. This includes \$7,602,000 for supplemental activities along with \$41,288,000 for new facilities and \$2,860,257 for the purchase and distribution of radio receiving sets in Communist and critical areas of the world. Committee cut to \$3,000,000 the sum asked for to purchase a building in New York for "Voice" activities.

NAB called for industry study of time-rates. This follows the abortive effort of the ANA to call networks in, singly, in an effort to cut nighttime radio network rates. The NAB proposal was for the entire industry to join together to underwrite a special survey designed to provide the true facts concerning the rate structure.

ABC and DuMont were poised last week to protest to the FCC if the AT&T allocation of space on the TV cables for the final three months of this year shuts them out as much as they fear will happen from choice networking time. Meeting of the nets with the telephone company, during the week, broke up on Wednesday with no agreement reached and all parties are now waiting to see what disposition of the limited cable facilities will be decided upon by the Bell System.

Impact of the Korean war has spurred the sale of TV sets, according to an analysis released during the week by Hugh M. Beville, Jr.,

research director of NBC. According to NBC figures 431,500 new receivers were installed, nationally, during July, bringing the total number of sets in the country up to 6,942,000 as of August 1. The surge in buying in a normally "off" month was due to a fear of scarcity of sets and indications of price increases. As of this week six major manufacturers have raised prices on TV sets.

Russell Woodward, vice-president of Free & Peters, was elected a director of NARSR. Frank P. Fogarty was named general manager of WOW to succeed the late John J. Gillin, Jr. Kenneth M. Burton, head of radio production for Benton & Bowles on the West Coast died of a heart attack. "Yankee Kitchen" moved to the New England Major Market Group.

The Senate Finance Committee, voting final approval of the overall tax bill, virtually assured the proposed TV tax despite desperate efforts, spearheaded by DuMont to avert the tax. Edwin R. Borroff, former vice-president of ABC, was named general sales manager of Westinghouse Radio Stations, Inc. He will head up both radio and television sales at the Westinghouse stations.

Football will again become the "star" on TV this Fall as four major webs disclosed plans for the coming season. ABC-TV announced Fall nighttime programs with a new seven day a week lineup to become effective on Sept. 10. "The Great Gildersleeve" and "The Falcon" will be sponsored this Fall by Kraft over NBC, according to an announcement.

BAB reported successful use of radio programs beamed to teen-age audiences by four department stores in widely scattered parts of the country. Walter A. Callahan was announced as vice-president in charge of sales at WKAT by Col. A. Frank Katzentine, president.

CBS announced renewal of four network radio programs for 52 weeks. New York-Chicago microwave link announced to start on Sept. 1. TV credited with upsurge in sales for Cocoa Marsh. WCAU-TV will give viewers 17 hours daily this Fall. "Showtime U. S. A.," directed by Vinton Freedly, bought by Dodge Motors. John R. Overall named new sales manager by Mutual. FM network, carrying programs of WQXR, adds to new outlets and expands the network to 16 stations.

## Ervin Lyke Is Manager Of WVET, Rochester

Rochester, N. Y.—Ervin F. Lyke will succeed William B. Maillefert as general manager for WVET. Maillefert has left the station to return to New York City.

# Medical Assn. Plans Health Documentary

(Continued from Page 1)  
 the NBC network, Saturday, Sept. 9, from 2 to 2:30 p. m., EDT. It deals with industrial health. Joseph Liss is author of the script and original music is to be provided by Dr. Roy Shields and the NBC orchestra.

The second in the series is based on the activities of the World Medical Association, professional organization through which scientific advances are shared internationally. The show is being scripted by H. L. Fishel for late October broadcast.

The final broadcast will be concerned with the problems of school health. Allen Sloane will write the script from actual problem material supplied through State Health and Education departments.

All three programs will be directed by Martin Magner, with medical supervision by Dr. W. W. Bauer, director of the Bureau of Health Education, AMA.

## NLRB Edict Favors Ten WBT Engineers

(Continued from Page 1)  
 bills to the public attacking the station for providing "second-class" television service to Charlotte.

The station, a 50-kilowatt outlet bought five years ago from CBS, had sought to bring in new engineers, advertising for them while still negotiating with the IBEW for a new contract. Management claimed that the change of the station from chain to independent ownership meant that engineering salaries had to be brought in line with the lower salaries prevailing at stations in the South. His advertising for new engineers, he explained, was in the event of an anticipated strike.

The picketing of the station started in July of last year and continues but there has not been an actual strike. The 10 men were fired in September, following the circulation by the IBEW of a handbill reflecting upon the service of WBT-TV, which took the air in July of last year.

It was after that that the station wrote discharge letters to the 10 employees, saying the firings were as a result of the engineers' public disloyalty to the management.

## New Turntable Offered

Rek-O-Kut Company, Inc., Long Island City, N. Y., manufacturers of high fidelity sound equipment, now announce a continuously variable-speed turntable, of broadcast quality, at a popular price, featuring the exclusive Rek-O-Kut "Vari-Conn" Self Seating Rim Drive. This turntable plays without "wow" at any speed from 20 to 100 rpm at 50 or 60 cycles AC. It can be immediately regulated to any speed to compensate for any fluctuations in line voltage or frequency.

## AGENCIES

**VICTOR A. BENNETT COMPANY** has been appointed to handle the marketing plans for Charrington & Company's beer and ale in the United States. No media plans have been determined as yet.

**FREDERICK ASHER, INC.**, has announced its formation as an advertising agency with offices at 20 North Wacker Drive, Chicago. Officers include Frederick Asher, president, formerly advertising manager of Consolidated Book Publishers and Charles E. Compton, vice-president, formerly an account executive with CBS Radio Sales.

**BITE-X CORPORATION** have placed their account with Victor van der Linde Company.

**SOL PREDEGER** has been appointed vice-president of Majestic Radio & Television, Inc., according to an announcement by Leonard Ashbach, president. Predeger is in charge of purchases for both Majestic and its subsidiary, Garod Radio Corporation.

**WILLIAM BONYUN**, former president of Daggett & Ramsdell, has been retained by O'Brien & Dorance, Inc., as marketing and sales consultant on cosmetic and drug accounts.

**CARLOS GUTIERREZ RIANO** has joined Foote, Cone & Belding International Corporation as creative head and director of public relations for Latin America, effective September 1.

**ARTHUR FARLOW**, who has been an account representative in the New York office of J. Walter Thompson Company, for the past year and a half, has been transferred to the Chicago office to serve as contact man on the Kraft Foods account.

**TED BATES & COMPANY** softball team for the second consecutive year has won the championship of the Publishers-Advertising Softball League. The Bates men's record was nine wins and one defeat.

**JULIAN GERARD** has been appointed an account executive for Buchanan & Company, Inc. He previously conducted his own publicity business in the fashion and cosmetic field.

**J. WALTER THOMPSON COMPANY** has announced the following appointments: John Birge, formerly of Fortune Magazine, has joined the agency as an account executive. Julian L. Watkins, author of the recent best-seller, "The 100 Greatest Advertisements," also becomes an account executive. Carroll Cartwright has been assigned to the company's Buenos Aires office. He has been a member of the agency's international department in New York.

## WINDY CITY WORDAGE

By GINNY EVANS

● ● ● **BEEF:** How many old movies can Chicagoans take? The latest announcement is that Tin Pan Alley, a local origination for the ABC-TV network, won't be viewed in Chicago after September 1st. Instead we'll be treated to Premier Playhouse with another bunch of ancient films. Chicago has built a fine show in Tin Pan Alley—one that's popular all over the country—and we can't even see it on kinescope. Personally we think it's time to yell when we produce good TV and then aren't allowed to see it.

### Chicago

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● ● ● **Los Nortenos**, the Latin musical group that's been doing so well on the Ransom Sherman show, will be featured on Traveling Troubadors on WGN-TV beginning September 1st. Esserman Motors will sponsor the show, which is written and produced by Gerry Morrison. . . . Andy and Della Russell will headline the grand opening of the Civic Auditorium in Sioux City, Iowa, the week of September 9th. . . . Mrs. Mitchell Dec of Chicago is telling everyone it pays to listen to Ernie Simon—and with good reason. Mrs. Dec won \$1,000 in a local newspaper contest because she heard the answer on Simon's program and then she won \$380 on Simon's Libby Telephone Quiz. . . . Andy Murphy, WBBM publicist, is in New York on a two-week vacation. . . . CBS and NBC were getting together on a small scale over the week-end. Bill Lawrence and Janette Davis are coming into town to visit Fran Allison.

★ ★ ★ ★

● ● ● **Speaking of Fran Allison**, our favorite show, Kukla, Fran and Ollie, returns today. The Kuklapolitans had all sorts of vacation adventures and should be in rare form. Our favorite dragon rewrote the Nantucket whaling pageant, which must have been something. . . . Also back in town is Dave Garroway, who spent the summer in Europe. Dave vows that it's true what they say about Paris. . . . It Looks Like a Cold, Cold Winter to WBBM musicians Caesar Petrillo, Jack Fulton and Al Georing, who've written a song bearing that title. The song has already been recorded by Bing Crosby, Vaughn Monroe, Connie Haines, Guy Lombardo and the Andrews Sisters. . . . Mildred Bailey, one of our greatest singers, currently playing the Blue Note here.

★ ★ ★ ★

● ● ● **Happy to hear that Mike Wallace and Buff Cobb** have a sponsor for their Chez Show. Fox 400 Beer has bought a half-hour nightly six days per week. . . . Rosalind Russell, Fred Brisson and Judy Holiday all passing through Chicago, as are Alida Valli and Ginger Rogers. . . . Greg Garrison leaves ABC-TV here to produce the Kate Smith show on NBC in New York. . . . Uncle Mistletoe will be back with us September 25th. Marshall Field and Company will again sponsor the fifteen minute show Monday through Friday on WENR-TV. . . . Ted Leitzel of Zenith back in town after a Canadian vacation.

★ ★ ★ ★

● ● ● **Eddie Cantor** had some interesting things to say about television when he was in town this week. Seems he thinks the thing TV can best do without is a studio audience and we agree with him. Cantor maintains that if a comedian is funny, he's funny and doesn't need a studio audience to prove it. He predicted that in five years we'll have soon the end of studio audiences for TV.

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● ● ● **Interesting note:** About eight months ago the sales promotion managers of the five Chicago 50-kilowatt stations decided to get together, have lunch and get better acquainted. Today not one of those five is still sales promotion manager for his station but all five have moved into larger jobs with the same organizations. . . . High Life Revue starring Lawrence Welk and his orchestra will bow on ABC October 4th. The show will be sponsored by Miller's High Life Beer.

## PROMOTION

### Timely News Kit

Designed to aid editors, affiliate station newsmen, promotion and publicity personnel, in the current Korean crisis, CBS Press Information has issued an impressive and detailed brochure covering all personnel, correspondents and backgrounds of CBS News.

Brainchild of George Crandall, CBS press information director, "CBS News—1950" contains biographies, background stories, features and photos of CBS newsmen for current and future use. The brochure should be invaluable to people throughout the nation, who need background information on their fingertips. Crandall's memo to the editors that accompanied the brochure said:

"The current Korean crisis, which brought the unprecedented United Nations military action to halt aggression, is the latest of a long series of challenging news assignments to be met successfully by CBS News. The first news-gathering service to be organized by any network, CBS News was formed in 1933.

"The enclosed material — biographies, background stories, features and photos of CBS newsmen—is being supplied for current and future use."

### New Research Directory Prepared By The ANA

(Continued from Page 1)

to the definition adopted by the ANA committee, are: services which employ a standardized procedure devised by the seller; often include standardized questions used in repeated survey usually with a predetermined frequency, and offer service for sale which has been bought by two or more clients.

The projected directory, it was stated, is restricted to the "packaged" services "because inclusion of all types of research organizations would represent too large a project for ready execution."

At present the Committee has only a partial list of organizations which offer one or more of the services covered in the definition. A letter, explaining the purpose of the Directory, and a questionnaire form were sent by the ANA yesterday to all the organizations comprising the Committee's present list.

Organizations included on the list are: C. E. Hooper, Inc.; A. C. Nielsen Co.; The Pulse, Inc.; Schweitzer Research Corp., and J. Walter Thompson (Panel).

### Joins Weintraub Agency

Charles M. Higgins recently joined the executive staff of William H. Weintraub & Company, Inc. He will serve as account executive for the Blatz Brewing Company account. Higgins has performed in executive capacity for Outdoor Advertising, Inc., and the MBS network.

# TELEVISION DAILY

Section of RADIO DAILY, Monday, August 28, 1950 — TELEVISION DAILY is fully protected by register and copyright

## SENATE ASKED TO TAX TV SETS

### TELE TOPICS

**WIT O'D. ON TV:** New York's Mayor formally bid farewell to the citizens of his town last Thursday evening via the generosity of WPIX, the only N. Y. station that offered to clear a half-hour every other week in order to allow Mayor Knickerbocker's family to sit down at "The Mayor's Desk" to see and hear and discuss pertinent city problems. The Mayor last Thursday, on the question of salary and pension problems of both the Police and Fire Departments, got a bit of a hand mid-way through the telecast. He thought that the Mayor might have made an attempt to maintain better order, but he let a representative from each department shout it out together, which caused a rather confused state of affairs momentarily. However, things quieted down and Mayor "General" was able to proceed in a calm and dignified manner. Summing up, Mayor urged the citizens to heed the counsel of both these departments as well as all city problems and then proceeded to his serious and thoughtful farewell speech. He thanked New Yorkers particularly WPIX for its gesture in making these programs possible. By the time he had concluded his goodbyes, the clock stood at 8:40 p.m. WPIX's generosity had allowed the program to exceed its normal running time by some 15 minutes, normally \$400 at their prevailing nighttime rates.

**R. ALLEN B. DUMONT** and Dr. Thomas T. Goldsmith, Jr., director of research for the DuM net, will guest on their own web this coming Thurs. on "Manhattan Spotlight," (7:30-7:45 p.m.), when they both will demonstrate the old training methods used in TV and the latest systems now in use. . . . Sign of the times—Radio City's Center Theater queue now reads: "NBC Television." Next Sunday on CBS-TV's "People's Forum" (5:30-6 p.m.), Lt. Gen. Robert Eichelberger, Rear Admiral Ellis M. Harris and Ed Murrow (just back from sea) will discuss "The Korean War." Charles Collingwood, CBS White House correspondent, will be chairman of the discussion.

**HERE'S \$8,870** in the till of NBC-TV's "Break The Bank" waiting for the first contestant who can answer eight questions in a row correctly. Also waiting—Bureau of Internal Revenue! . . . Mundy Pictures Co., largest producers and distributors of negro pictures, are releasing six of their outstanding negro features. . . . Gigi Durston will make her TV appearance since returning from her tour when she guests on Bob Smith's "The H. D." (Smith) Van Camp Little show this week on NBC-TV.

### Film Commercials For Insurance Agents

The National Board of Fire Underwriters has produced three TV spot announcements on 16-mm. film, to assist insurance agents who may wish to advertise over local TV stations. The commercials are designed to fill a 30-second time segment, with 20 seconds of a commercial announcement on film, leaving 10 seconds for the agent's local announcement and a slide. The commercials stress extended coverage, increased valuation, and the need for calling a local insurance agent. They were narrated by Kenneth Banghart, NBC news announcer. Pictures used are slide motion cartoons.

### New Card Of WPIX Increases Rates 25%

An over-all increase of 25 per cent in rates, plus adjustments in time classifications are projected in the new TV Rate Card issued by WPIX, New York, over the weekend. The Rate Card, the station's third, becomes effective September 1.

WPIX's "Class A" time structure (7 to 10 p.m., Sunday through Saturday) has been expanded to include the 10 to 10:30 p.m. time spot. Spot announcements in "Class A" time have increased in rate from \$200 to \$225.

#### Class B Time Re-Aligned

The station's "Class B" time now has also been re-aligned to conform with recent appraisals of WPIX audience patterns, with some nominal, across-the-board rate increases affected for time periods of one hour or less, the station said. The station's "Class C" time and rate structure has also undergone some change, WPIX reports.

Present sponsors on WPIX, as well as those who renew their commitments before September 1, will receive a rate protection of 26 weeks, the station said.

### Double Features Set On ABC-TV Fall Sked

ABC's new Fall film schedule which has been set for WJZ-TV, New York and 20 cable-connected stations of the ABC-TV network were announced last Friday.

Starting Monday, Sept. 11, when WJZ-TV returns to the air for a full seven-day-a-week telecasting schedule, the first in the series of double features will be "Hollywood Mystery" and "White Zombie," (9-11 p.m.)

Each Monday thereafter in the 9 to 11 p.m. slot, other double features will be shown. In addition, the network announced that on Tuesday nights, from 7:30 to 8 p.m., beginning Sept. 12, they will offer The Buster Keaton Show, comprising six of Keaton's films, which are new to TV.

Also on Tuesdays, from 9:30 to 10 p.m., a new series, The Sports Camera, will be telecast, beginning on Sept. 12. The first show will cover the tennis of Don Budge, Bobby Riggs, Pauline Betz and Sarah Cook, and Hollywood stars Mickey Rooney and Walter Pidgeon.

### Admiral Hikes TV Set Prices; Parts Shortages Blamed

Admiral Corporation last week announced price increases of between seven and eight per cent on their TV sets.

In making the announcement, R. A. Graver, vice-president of Admiral's electronics division, said: "The increased prices announced for Admiral television sets are made with great reluctance, and only after careful study of present conditions. Admiral's policy always has been to seek the utmost in manufacturing economy, and to pass to its customers all economies obtained." Graver attributed the increase to

a rise in cost of certain component parts and other materials, and also a shortage of these parts and materials. He said that this has resulted in a slow down of production, "which has made it impossible for us to obtain all the manufacturing economies we had planned."

#### Follows Five Other Firms

Admiral is the sixth leading TV manufacturer to announce a price increase on TV sets within the past several weeks. Only one manufacturer, Capehart Farnsworth Corporation, has lowered their prices from \$50 to \$100 on their new TV line.

### Finance Unit Says Levy Will Yield \$42 Million

(Continued from Page 1)

chairman, had argued that the tax would be an unfair burden upon the young industry, but the committee said "it is not anticipated that the imposition of a manufacturers' tax . . . will affect the size of the television audience or influence the number of television stations which may be established in the next few years."

It estimated that the tax will bring in \$42 million annually.

The levy was asked first by the White House last winter, but the House rejected it. The House is now expected to accept the levy when the tax bill goes to conference.

The committee commented that when it first imposed the 10 per cent manufacturers' tax on radio sets in 1932 it had no reason to write the statute so that it would apply also to TV sets, but might have done so had it foreseen the growth of the TV art. At any rate, it said, it does not seem fair to tax radio sets and not video.

"Moreover," it added, "television already is offering serious competition to motion picture theaters and other types of entertainment subject to the tax on general admissions. Your committee believes that it represents unfair competition to levy a tax on one and not the other of these closely competitive forms of entertainment."

### Ten N. Y. TV Directors In SDGA—Mankiewicz

Joseph Mankiewicz, president of the Screen Directors Guild of America met informally with members of the press last Friday afternoon to outline broadly what SDGA was doing in the TV field. According to Mankiewicz and Wallace Worsley, who is in charge of SDGA's N. Y. office, 10 TV directors from New York City have joined the Guild. 47 coast TV directors are also members.

### Peck On ABC-TV Sept. 7

Gregory Peck will star in ABC-TV's "Screen Guild Players" on Sept. 7, 8-9 p.m., in "Twelve O'Clock High," playing the role of the B.G. which he did in the movies.

### Sid Fields In New Post

Sid Fields has taken over the Radio-Television & Record department of Shaw Artists Corporation, it was announced on Friday.

BEHIND THE MIKE

SID GARY, clicking in Milton Berle's current Roxy stage show, may wind up with his own weekly program as a result.

Edith Fellows back to the coast for a vacation, where her husband, MCA's Freddie Fields, will join her.

Beautiful Janis Paige will appear on "Versatile Varieties" Sept. 1st.

Felix Knight, the Met Opera tenor, going over big in Washington's Capitol Theater.

Dick (Boston Blackie) Kollmar's hobby of interior decorating is starting to pay off. He's redecorating the Carnival bar.

Joe Julian's play, "Presento," being readied for fall production.

Hank Sylvern resumes as musical director for "This Is Show Business."

Bob Russell has been signed as emcee of the "Versatile Varieties" TV show which returns to the air Sept. 1st.

Ralph Paul back from two-week vacation and replaces the five guys that replaced him on his various stanzas.

Mariana Sarrica, the extremely versatile pianist who has been heard with the Angie Bond Trio, will guest on Walter Preston's "Show Shop," Sunday, Aug. 27th, at 1:15 p. m.

Dr. Harry Haegen's TV show, "Spell It Please" on WNNH, New Haven, is creating a minor sensation throughout New England. Jimmy Appell, the producer, is bringing the show to N. Y.

Sights Worth Seeing: Charlie Harrell and John Reed King's warm-up on "Chance of a Lifetime."

Publicist Dick Linke forming a TV packaging outfit with Milo Boulton and Gene Schneider. Their first production is Boulton's forthcoming "Original Animal Hour."

"Seventeen" doing an Oct. layout on Bill Farrell, who just launched his own TV show on WENR, Chicago.

Robert Ross Smith, producer of Prudential's "The Jack Berch Show," has little trouble getting good switchboard service at NBC. When the op asks who's calling, Smith answers, "Bob Smith." Whereupon the operator invariably sez "Oooh, Howdy Doody" and effects an immediate connection.

J. J. Morgan, the Basset Hound TV star, will have a stand-in this fall in his eldest son, named Morgan, also.

Dennis James saw this sign in a fender repair shop: We take the dent out of Accident.

Vaughn Monroe inaugurates a Tues. evening television series for Camels starting Oct. 10th.

Barry Wood, producer of the new Kate Smith show which preems Sept. 25th, will use three directors. First to be signed is Gregg Garrison, of Chicago.

Jackie Gordon, Charlie Powers' Gal Friday, doing a great job on ABC-TV's "My True Story."

California Commentary

By IRV HAMLIN

• • • BONE SMASHERS:—KNBH, Admiral, and Bob Kelley entered the pro football telecasting field this week with good results. Whether or not TV will hurt the L. A. Rams gate cannot be determined until next week's Rams-Eagles game, a championship repeat of last year. If the crowd falls below 70,000 on this one, then KNBH and Admiral might as well resign themselves to making up that guarantee to Dan Reeves and Company. With proper promotion it can be done, what with the Rams now being the lone pro football team in this fantastic sports center. As for the telecasting itself, it was well done, with the few ordinary fluffs and ragged production values popping up now and then. Should be easily straightened out shortly. Kelley is great, doesn't give the video audience a chance to miss a single play, and Jerry Lawrence, once he warms up to the job, will provide local color. As for the commercials—well, they're still commercials.

Hollywood

• • • Lux Radio Theater returns to the air this coming week with Susan Hayward and Dana Andrews sobbing their hearts out in "My Foolish Heart." Rudy Schragar takes over the baton for Lou Silvers, gone after 15 years on the job, and John Milton Kennedy continues to spiel, not to exclude the head man, producer William Keighley. . . . Club 15 also returns to the air, along with the Jack Smith-Dinah Shore-Maggie Whiting stanza.

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• • • Hans (It's Simple, Old Boy!) Conreid finally returned from Japan with wife Margaret. The Genius claimed he and Margaret ate and slept Japanese style, that is, on floors, and will have a tough time getting back into the revolting habit of sleeping in nice soft beds and making lots of money with radio shows tucked in every pocket.

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• • • Comment: This is not today's news, but it's worth a line. Jim Hawthorne, the zaniest of them all, a constant subject for controversy among agency men, has bought himself a jump for about 1500 rugs. Hawthorne plans to use him on the show, also rent him out for live appearances. It is claimed by sources close to the comic (his publicity man, who else?) that the chimp, whose name is Sam, will have free run of the KLAC-TV studios during Hawthorne's shows. They'll have trouble distinguishing him from some of those pitch men who run wild thru LA TV studios today.

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• • • Peggy Ryan and Ray MacDonald will kine a telecast of their dance show this weekend for shipment to N. Y. for DuMont approval. . . . Could it be that Frankie Fontaine may be soon seen, or seen soon on NBC-TV? . . . Trio Pictures brought in four half-hour shots, using different casts and five different sets in six days of consecutive shooting. The shows, "Stars Over Hollywood" will be released over NBC-TV early September. . . . John Masterson off to N. Y. to dicker with the powers that be on Masterson, Reddy and Nelson TV plans. . . . Charles Coburn slotted for head man in Don-Lee's "Song of Liberty" series, sponsored for 52 weeks by Farmer's Insurance. Show will highlight great moments in U. S. history. . . . Hopalong Boyd will lead San Francisco's Admission Day parade Sept. 2nd.

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• • • More Football: Notre Dame home games will be teletranscribed over KTSL three days after the actual game. . . . Bill Welsh was picked at the last moment to take Bob Kelley's place over KMPC on the AM Ram games.

☆ ☆ ☆ ☆

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COAST-TO-COAST

Mayor WBZ-TV Guest

Nashua, N. H. — Mayor Hugh Gregg of this city appeared as guest artist on the Dick Tucker television show on WBZ-TV on August 17. Purpose of the interview was bringing out the story of the Nashua drive to introduce new industry to the city, and especially the plan for a million-dollar factory.

Handled Swim Meet Announcement

Columbus, Ind.—When the state AAU swimming meet was held in this city recently, Charlie Powell, WCSI news editor, and Ernie Kenyon, WCSI disc jockey, handled the play-by-play announcing chores. Their talents were donated to the Junior Chamber of Commerce sponsors of the meet, by WCSI. Though neither Charlie nor Ernie had ever done play-by-play for an event of this kind, it didn't take them long to "get in the swim."

"Uncle Bill" Honored

Buffalo, N. Y.—WEBR's Al Zappa, pioneer broadcaster in the children's field for over 20 years and known to thousands as "Uncle Bill," was honored recently when the local Jersey City ball game was held in his honor. It was Uncle Bill Niemi at Offerman Stadium in this city and children under 14 were admitted to the stadium free of charge.

Joins WMBG Staff

Richmond, Va. — Leland "L. Jack" Jackaway has joined the announcing staff of WMBG. Jackaway attended the University of Miami in Florida and worked for WWPB in that city prior to coming to this state.

To MC Fashion Show

Palm Springs, Calif. — Dick Johnson, KCMJ president and Hollywood announcer (Sam Spade, Dr. Harem, Nancy Dixon), has signed to emcee the State Fair Fashion Show at Sacramento September 7th and 8th. Dick handled a similar assignment last year.

Joins WHK Staff

Cleveland, O.—Bill Gordon, formerly with WHBQ, Memphis, now on the WHK staff. Bill's morning show is heard daily on WCPM from 7:30 a.m. to 10:00 a.m. Monday through Saturday.

Don Otis Airing From Palladium

Hollywood, Calif.—Don Otis, who now appears on KLAC-TV from 7:30 to 8:00 p.m. every Tuesday night, now is on from 7:00 to 8:00 p.m. from the Hollywood Palladium. He started Tuesday night, Aug. 22. Whatever band is playing at the Palladium will be incorporated into the show. Jerry Gray and his band were seen on August 22 in addition to Don's other regular guests.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 52, NO. 41

NEW YORK, TUESDAY, AUGUST 29, 1950

TEN CENTS

## QUALITY OF 'VOICE' SCRIPTS CRITICIZED

### Radio Free Europe Expanding Its Operations

#### Increase Schedule To Iron Curtain Countries

Radio Free Europe, which has only been in operation since the first of the year, has emerged as one of the strongest anti-Communist propaganda forces yet developed in this country. The privately owned American broadcasting organization, operated by the National Committee for a

(Continued on Page 5)

#### Taylor Appointed To Assist "Voice"

Washington Bureau of RADIO DAILY Washington — Davidson Taylor, former vice-president of the CBS network, has been appointed a special consultant to the State Department to assist in developing plans for the department's \$79,000,000 program to expand the broadcast activities of Voice of America. He will work directly with As-

(Continued on Page 2)

#### Packard-Bell Profits Up; Stock Split Two-For-One

Packard-Bell Company's annual stockholders meeting last week agreed to a two-for-one split of the company's capital stock, according to an announcement by H. A. Bell, president. The additional shares of stock

(Continued on Page 2)

#### Berle's Rivals

Rumored to be rivaling NBC-TV's Milton Berle show on Tuesday nights (8-9 p.m., EDT) this fall is a full-hour dramatic production over CBS-TV, which is expected to be bankrolled by Prudential Insurance on alternate weeks. "Sure As Fate" will be seen on alternate Tuesdays on a sustaining basis in the same time slot.

#### Cross Channel TV

London—Television viewers in England were treated last Sunday to a successful remote telecast conducted by the BBC from Calais, France. They witnessed a gala, hour-long program from the city which is celebrating the centenary of telegraph communications between Great Britain and France. The stars of the show were the 20,000 dancing, singing, cheering citizens of Calais. BBC technicians, with \$85,000 worth of equipment televised the gay proceedings and transmitted clear pictures across 21 miles of sea to Dover. The pictures were then successfully retransmitted over England's two TV transmitters.

#### Wisner Quits WJR; Will Stay In Radio

Harry Wisner, vice-president and general manager of WJR, Detroit, "The Goodwill Station" resigned yesterday. In addition Wisner resigned from the directorate of both WJR and WGAR, Cleveland. Wisner reached his decision after several years of disagreement with G. A. Richards, principal stockholder of WJR and owner of

(Continued on Page 2)

#### Transit Radio Announces Station Rate Increases

Frank Pellegrin, vice-president in charge of sales, Transit Radio, Inc., Cincinnati, O., reveals that a number of member stations are raising their rates and others are now becoming available to buyers. Pellegrin's letter distributed last week said that in St. Louis, a rate increase would go into effect Oct. 1;

(Continued on Page 2)

#### Time For Positive Action Is Here, Sarnoff Says

Speaking before Veterans of Foreign Wars of the United States at their 51st Encampment at the Hotel Sherman in Chicago last night, Brig. General David Sarnoff, chairman of the board of RCA, told the men who had served in one, or both, of the two World Wars that "the days of diplomatic pussy-footing are over," and that the time for "positive action" has arrived. Denouncing international Com-

#### Freedom Crusade To Start On Sept. 4

Networks, radio and TV stations will launch their appeals for the Crusade for Freedom, commencing Labor Day, September 4. The Crusade is being conducted to counteract false Communist propaganda in the U. S., and to demonstrate before the world America's true aims of friendship and freedom for all peoples. Opening gun in the Crusade for radio and TV was a letter from

(Continued on Page 5)

#### Champion Spark Plugs Renew Sports On ABC

The Champion Spark Plug Co. has renewed for 52 weeks, effective Sept. 29, its "Champion Roll Call" sports program over ABC, it was announced yesterday. The program, heard 9:55-10:00 p. m., Friday nights, has been extended to the

(Continued on Page 6)

#### Football's Shrine

Plans for America's shrine to inter-collegiate football will be discussed by Arthur L. Evans, executive secretary of the National Football Shrine and Hall of Fame when he is interviewed by a panel of sportswriters and sportscasters on the Rutgers University Forum, tomorrow night. Program will be at 8:05 p.m. over WAAT and WCTC.

#### Only "Newscasts, Poorly Done," Says Taber

Washington Bureau of RADIO DAILY Washington—Rep. John Taber (NY), ranking Republican on the powerful House Appropriations Committee, told the House that his examination of Voice of America scripts following the outbreak of the Korean fighting convinced him that they were nothing more than "newcasts,"

(Continued on Page 5)

#### AAAA Moves To Ease Effects Of R. R. Strike

Advertising agencies have been asked to cooperate in meeting the advertising effects of the Canadian railroad strike. In special bulletins issued yesterday by the American Association of Advertising Agencies, the agencies were requested to cooperate with U. S. and Canadian newspa-

(Continued on Page 6)

#### New Sales Mgr. Named For KLX, Oakland, Cal.

Oakland, Cal.—Effective Sept. 1, J. H. Sorapan, former ABC and NBC sales representative, will become sales manager of KLX and KLX-FM, according to an announcement made yesterday by

(Continued on Page 5)



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Ethel Rosen, Office Manager  
Irv Hamlin, Representative  
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

Ginny Evans, Manager  
Suite 419, 333 No. Michigan Avenue  
Phone: Franklin 2-3238

SOUTHWEST BUREAU

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

ROME BUREAU

John Perdicari  
Ludovisi 16

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

FINANCIAL

(August 28)

NEW YORK STOCK EXCHANGE

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

Rep. Appoints Agency

Avery-Knodel, Inc., radio and television station representatives, appointed O'Brien & Dorrance, Inc., as their advertising agency, according to an announcement made yesterday. The rep. firm plans to use trade papers and direct mail, starting in Sept. with a campaign.

FOR QUALITY OF WORKMANSHIP Look For This Label

PHOTOGRAPHED MEMBERS OF LOCAL 644 IATSE logo

★ COMING AND GOING ★

GUY CUNNINGHAM, national sales executive for WEEL, Columbia's O&O station in Boston, is back at the station following a business trip to New York.

BILL RINE, managing director of WWVA, Wheeling, West Va., is in town for conferences with his station reps and with Tom Harker, vice-president and national sales director of Fort Industry Co.

BILL SLATER spent Sunday in Pittsburgh, where he participated in the Share the Wealth program broadcast over KDKA. Program was recorded during his visit at Soldiers and Sailors Memorial Hall.

ARTHUR L. GRAY, national sales director for WTVJ, Miami, Fla., is in New York for huddles with the national representatives of the station.

PAUL TRIPP and his wife, RUTH ENDERS, featured on "Mr. I. Magination" over CBS-TV, have returned from a seven-week vacation in Hollywood.

SID COLLINS, sports director for WIBG, Indianapolis, spent a few days in Chicago last week.

ROBERT H. HINCKLEY, vice-president of ABC and member of the public advisory board in the Marshall Plan's Economic Cooperation Administration, on Saturday will leave by plane for Europe, where he'll make a first-hand study of the measures employed by Western Europe's broadcasters to counter Soviet Russian propaganda.

AL TRILLING, head of the music library at WNEW, has returned from his vacation, which he spent sojourning in and around New York.

JANE ELLEN BALL, woman commentator on WJAS, Pittsburgh, is back at the station following a family reunion at her home in Chillicothe, Ohio.

CLAIRE HIMMEL, research director at WNEW, has returned from New Hampshire, where she spent her vacation.

DAVID FREEDMAN, general manager of WMID, Atlantic City, N. J., is in Washington on business.

STEVE ALLEN, whose program is heard on CBS from Hollywood, is visiting briefly in New York.

Transit Radio Announces Station Rate Increases

(Continued from Page 1) orders signed before that date at the present rate give 26-week rate protection. In Kansas City, a rate increase will also take effect Sept. 1. Present rates are based on only 100-radio equipped vehicles; KCO-PM already has 210 equipped and by Oct. 1, will have 300 equipped. In Washington, D. C., a Transit Radio rate increase goes into effect Oct. 1, because the station will double its transit installations from 225 to 450 buses and street cars.

In Minneapolis-St. Paul, a station takes to the air Sept. 1 and in Trenton, N. J., a station will go into operation, 100 per cent equipped by Nov. 1. In Omaha, the letter states, spots can be combined with A&M spots on KBON to earn higher frequency discounts.

Packard-Bell Profits Up; Stock Split Two-For-One

(Continued from Page 1) voted in the split will be issued and distributed to shareholders of record as soon as the necessary details have been completed, Bell said.

Based on results for the first 10 months, sales for the company's fiscal year ending September 30 can be reasonably estimated at over \$13,000,000 and profits at more than \$1,000,000 before taxes, Robert S. Bell, the company's vice-president, told stockholders in presenting the annual report. This compares with sales of \$5,436,585 and net profits of \$183,030 in the last fiscal year ending September 30, 1949.

Miss Parsons Back

Luella Parsons, Hollywood commentator, returns to the air this Sunday, Sept. 3, to resume her program which is broadcast from the coast at 9:15 p. m., EDT, over ABC. During her month's vacation, Rosalind Russell and Harriet Parsons subbed for her.

Taylor Appointed To Assist "Voice"

(Continued from Page 1) sistant Secretary of State Edward W. Barrett in the government's accelerated "campaign of truth" against Communist propaganda. Accent on the expansion program will be to carry the Voice of America all over the world and particularly to listeners behind the Iron Curtain.

Taylor served during the last war as radio chief of the Psychological Warfare Division of Gen. Dwight D. Eisenhower's headquarters abroad.

His principal function, the State Department said, will be to study ways to "get the truth into areas of the world from which it is now excluded."

Among the projects being considered are slipping tens of thousands of low-cost, mass produced radio receivers into Russia and other Communist countries, where few people are now able to tune in the Voice of America.

Wisner Quits WJR; Will Stay In Radio

(Continued from Page 1) WGAR, over policy operations and personnel.

In resigning, the noted sportscaster said: "I am happy to know that under my supervision, WJR has enjoyed the four most successful years in its history." The station has been on the air for 23 years.

Wisner stated that he will devote his time to broadcasting, telecasting and to public relations.

KXOK Honored

An Award of Merit from the United States Treasury for participation in the U. S. Savings Bonds Independence Drive, May 15th to July 4th, has been awarded to KXOK, St. Louis. Certificate was presented by Robert E. Lee Hill, Missouri State Chairman of the U. S. Savings Bonds Division.

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

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

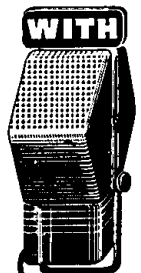
STATION D 9.6 (NETWORK)

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

Table with columns: Station, Rate. Rows include WITH (\$16), STATION A (\$55), STATION B (\$50), STATION C (\$70), STATION D (\$30).

COMPARE! COMPARE! COMPARE!

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



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

# A RICH RURAL MARKET

... dominated by  
**WLW**



Today, farmers and farm families have more spendable dollars than any other group in the U. S.

There are many ways of covering this rich, ready-to-buy market. But any way you try in WLW-land will cost you more than WLW. It's as simple as this—

WLW reaches a greater rural audience in WLW-land—at less cost—than any single medium or any combination of media.

## Here's why —

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station,\* with 216 stations competing.

WLW reaches 81.7% of all rural radio homes in four weeks, 66.5% in an average week. And the average rural home reached LISTENS TO WLW EIGHT HOURS AND SIXTEEN MINUTES PER WEEK.\*\*

For further information, contact any of the WLW Sales Offices in

CINCINNATI

NEW YORK

CHICAGO

HOLLYWOOD



CROSLY BROADCASTING CORPORATION

\* People's Advisory Council Survey

\*\* Nielsen Radio Index, Feb.-March, 1950

## AGENCIES

**ROBERT L. SIMPSON** has joined Geyer, Newell & Ganger as an executive producer in the television department. Simpson was formerly an associate television director for CBS.

**FRAN VAN HARTESVELDT** has joined the radio production staff of Benton & Bowles' Hollywood office. He assumes production duties on two of the agency's West Coast-originated shows, "The Railroad Hour" and "Father Knows Best," succeeding the late Ken Burton. For the past five years Van Hartesveldt has been producing "The Great Gildersleeve" show in Hollywood.

**DAVID R. FENWICK** has been appointed an account executive with Calkins & Holden, Carlock, McClinton and Smith, in their Los Angeles office. He was previously with the West Coast office of Abbott Kimball agency.

**CARL S. BROWN COMPANY**, newly formed agency, has announced the following key appointments: Samuel E. Gill as director of research; Christine Petrino, space and time buyer; Bernard J. Manneken, supervisor of copy; Gastano Penna, art director; Robert F. Kirby, production manager, and Mickey Hart, office manager.

**DENNIS KING, JR.**, formerly a TV director with NBC, has joined the New York office of Maxon, Inc., as a radio and TV program producer.

**VAN DIVER & CROWE, INC.**, of New York City, is dissolving effective August 31.

**WARREN FREBEL** has joined Majestic Radio & Television, Inc., as a purchasing agent.

**R. T. O'CONNELL COMPANY** has been appointed to handle the advertising of Dermetics, Inc., manufacturers of cosmetics and toiletries.

**THE BLAINE-THOMPSON COMPANY, INC.** has been appointed by the National Glove Group to handle its advertising and public relations activities for "National Glove Week."

### WANTED — RECORD LIBRARY!

Southwest independent needs backlog of popular and classic records in good condition. Need primarily standards by recognized popular artists. Must inspect. State size of library, price desired, and pertinent data.

Box No. 171, RADIO DAILY  
1501 Broadway, New York 18, N. Y.



By SID WHITE

### Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** Dixie Crosby, a houseguest of the Herb Polesies in their Jersey shore mansion, flies back to the coast Labor Day to rejoin Bing. . . World Video negotiating for the TV rights to "Myri & Marge" as a starring vehicle for Edith Fellows. . . Newest restaurant to feature a disc jockey series will be Rosoff's in Times Sq. . . The permanent UN Headquarters now being built in N. Y. will include a TV theater. . . Claire Trevor being set to headline a private eye series for radio. . . Newsstand mag sales are the worst of any summer since 1932. One group's circ is off nearly 25 per cent. . . Billy Eckstine, who goes into the Apollo Theater Thursday, will make the Collector of Internal Revenue very happy. Looks like his first million-dollar year. . . Martin Block to judge the Mrs. America contest Sept. 7th at Palisades Park. . . Add IMPressions: Mr. & Mrs. North: Who's Whodunit. . . Horace MacMahon's version of TV: This is a new kind of show business —where all you gotta do is show up. . . Goody Ace sez he's figured out a way to catch up on his back taxes. He's gonna challenge the winner of the Louis-Charles fight. . . Nobody, but nobody, gives you as icy a greeting as Vincent Lopez if he doesn't think you "rate." (We're still shivering from that hello he gave us the other afternoon in Lindy's). Br-r-r! . . . Geo S. Kaufman's classic crack on "This is Showbiz!" "My check each week for this show goes to a poor family of which I'm the head." (Lucky Strike's new commercial on the show, incidentally, is a honey. Bright, lively and sparkling).



● ● ● Woody Klose will be spotlighted in a new household daily CBS-TV series starting Sept. 4th, as yet untitled. Klose, who started as an actor-personality, has been producing the past few years with "Best Girl" and "The Babe Ruth Story" among the items under his aegis. With his spouse, Virginia, one of the top mag scribes, he did "Red Hook 31" via Mutual. Woody has a friendly charm and disarming manner that will win the femme trade.



● ● ● "Tickets Please," the B'way hit starring Grace & Paul Hartman, is being wooed by a television sponsor who is anxious to transfer the production to video. The price is almost equal to the \$57,000 which it cost to bring the show to B'way. The sketches for the revue were written by four television writers: Harry Herrmann, Edmund Rice, Jack Roche and Ted Luce. The music was also composed by writers who have been working in video: Clay Warnick, Mel Tolkin, Lucille Kallen, Joan Edwards and Lyn Duddy. The revue was originally directed with TV technique by Harry Herrmann and has remained substantially the same so that it can be transferred to video with few changes. The Hartmans are anxious to conclude the deal because they believe that the E'way stage can barely afford the increasing costs of production. With the cooperation and backing of wealthy radio and TV networks, the theater can become healthy again, they say, and the stage can offer TV a place to break in its expensive shows successfully. As illustration of the new set-up, they point out that the biggest musical comedy of the forthcoming season, "Call Me Madam," by Irving Berlin, Howard Lindsay and Russel Crouse, is being entirely financed by RCA.



● ● ● IF I WERE MR. BIG: Femme dissertators on morals and deportment would be forbidden to wash their thaws in vinegar. . . Sister acts which over-exude cuteness would be pelted with water-soaked bagels. . . Announcers who "aspire" to comedy would be bludgeoned with old Fred Allen scripts. . . Gadget pitchmen would be sentenced to hang by the tongue. (Gosh,

## SAN FRANCISCO

By NOEL CORBETT

**BEULAH BURNLEY** is John Thompson's new secretary in KNBC's news and special events dept. She's from Phoenix, Arizona and replaces Florence White who's been with the NBC set-up here for the past 17 years. She's leaving to become a full time housewife and care for her recently adopted son.

Lee Mikesell, general manager of KSAN and Elliot Stoutenburg, Jr., advertising manager for Acme Breweries, have completed arrangements for complete broadcast coverage of the 1950 San Francisco 49er football games. Games will be broadcast from Frisco, as well as Baltimore, Chicago, Pittsburgh, Detroit, New York, Los Angeles, Cleveland and Green Bay. They will be fed to a 19-station network in the west and including Hawaii.

"Hopalong Cassidy" is being sponsored locally on KGO-TV by Old Homestead Bakeries. Brisacher, Wheeler & Staff is the advertising agency, and Robert Van Norden is the account executive. Lee Giroux, local free-lance announcer is handling the commercials.

"Morrie Goldman Presents," featuring the latest and most authoritative information on fashion trends is being sponsored on KGO-TV by Miss California Coats. Madeline Bingham is the account executive for Abbott-Kimball Advertising Agency and Julian Kaufman is the station rep.

KRON-TV will increase its programming to seven days a week sometime this month. It is the first of the three Bay Area stations (KGO-TV, KPX) to go on a full-week schedule. Announcement was made by station's general manager Charles Thieriot. Station is an NBC affiliate owned and operated by the Chronicle.

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



## 'Voice' Scripts Hit In House By Taber

(Continued from Page 1)  
 these very poorly done." He said that the State Department is either unwilling to tell the world the United States' position in the Korean conflict, or unable to do so. Taber's assertion during the House debate on the VOA appropriation was challenged by several Democrats, but other Republicans jumped with critical comments. Taber said he would be willing to vote farther sums for the VOA if the results could be assured. He objected especially because in the reports he examined "there was not the slightest word that could be considered as propaganda in behalf of the United States position, nor any of these broadcasts name Russia as the aggressor."  
 Taber did not seek to strike VOA funds from the appropriation bill, though arguing that such a move would be justified, but said instead he prays for better results. The press effort he termed a "fraud" and "double-cross" of the taxpayer.  
 Rep. Walter Judd, R., Minn., told the House he was informed last week by a German contractor, offering transmitters for the VOA in Germany that Germans like the Armed Forces programs by the American Army, but "switch to other programs when the VOA programs in German come on, because the speaker does not use good idiomatic German."  
 Judd said the man added that the VOA announcer sounded like someone who had not been in Germany 20 years, and "people would not listen to someone with a foreign accent or someone who sounded as if he had not been in Germany through the years of trouble."  
 Rep. Tom Steed, D., Okla., decided Assistant Secretary of State Edward Barrett, observing that Barrett's tenure as head of the office in charge of the VOA has been comparatively short. He also told the House that the volume and bitterness of the Communist reaction to the VOA is a measure of its effectiveness—and strong testimony that it is serving its purpose.

## New Sales Mgr. Named For KLX, Oakland, Cal.

(Continued from Page 1)  
 Glenn Shaw, general manager of Oakland Tribune stations, has been named. Shaw stated: "Because of the significant increase in KLAX power to 10 watts, and the very substantial increase in business the station has enjoyed this year, we are increasing our sales staff to continue personal service to our growing list of sponsors."  
 Shaw is a graduate of USC and during his advertising career has sold newspaper space, handled publicity and served as sales manager for business firms in Northern and Southern California.

## Radio Free Europe Blanketing Five 'Iron-Curtain' Countries

(Continued from Page 1)  
 Free Europe, is currently blanketing five iron-curtain countries in Europe with 42 hours of weekly programming.  
 A transmitter, located somewhere in Germany, is beaming direct to Czechoslovakia, Romania, Poland, Hungary and Bulgaria with six hours of daily programming, from 6 p.m. to midnight. The broadcasts are carrying the voices of political exiles speaking to the peoples of these countries in their own languages. Also, national and folk music forbidden by the Communists in these countries and biting satires and commentaries on Red oppression are being aired.  
 As a privately operated station, Radio Free Europe's effectiveness is not hampered by governmental regulations, protocol and red tape as is, necessarily, the Voice of America. It is broadcasting a hard-hitting anti-Communist campaign of the truth, with no holds barred.  
 Radio Free Europe, with offices and studios in the Empire State Building, New York City, is operated by a group of veteran radio people with diversified commercial and non-commercial broadcasting experience.

**Radio Veterans Head Staff**  
 Heading the station as director is Robert Lang, formerly business manager for Fred Waring and on loan from the advertising department of General Foods. Station manager is Herbert Gross, who was with NBC before the war and served as chief of Radio Frankfort for three years with the army. Bill Rafael, most recently script-writer for ABC, is program manager. Others include Phil Doelker as producer and John McTeague, traffic manager. Doelker formerly was a radio producer for McCann-Erickson, Inc., and McTeague served as production manager for WINS, New York, and before that, as assistant manager of news and special events for ABC.

On the first of January, 1950, the station's staff numbered five people. It has grown to over 110 regular staff members, with an additional 25 in Europe. The nucleus is composed of five language groups, each complete with a department head, translators and political exiles. Among the refugees are former government officials, teachers, writ-

## Joins Rural Radio Net

Ithaca, N. Y.—WMSA-FM, Massena, N. Y., is the 13th station to become an affiliate of the Rural Radio (FM) Network. The station is owned and operated by The Watertown Daily Times, which also operates RRN-affiliate WWNY-FM in Watertown.

The station is located a few miles south of the Canadian border in the dairying and industrial land of St. Lawrence County. It is the seventh newspaper-owned station to affiliate with RRN since last fall.

ers, journalists, clergymen and others. Their identities are being withheld for the sake of their families and relatives still living in the home countries.

**Started Broadcasts July 14**  
 Radio Free Europe first began to beam programs to Czechoslovakia and Romania on July 14, and added Poland and Hungary to its schedule on August 4. Bulgaria joined the list of "target countries" Aug. 11.

Evidence that the station is getting through to the peoples of these countries has been forthcoming from the Communists themselves, an official reported. Radio Free Europe, in recent weeks, has been vigorously attacked by name over the Hungarian radio and in the Czechoslovakian press in Prague.

The broadcaster has announced it will continue to expand and strengthen its iron-curtain broadcasts. Construction is underway for additional high-powered transmitters in Europe to supplement the one already in use, it was reported. The station's program schedule will be increased to eventually include the entire day and evening.

To date, Radio Free Europe has been financed by private endowments. But due to the greatly increased expense brought about by the station's steadily expanding operation, additional funds will be solicited from the Crusade For Freedom campaign to be conducted by the National Committee for a Free Europe.

The campaign will be launched on Labor Day, September 4, with an all-network broadcast by General Dwight D. Eisenhower.

The purpose of the Crusade For Freedom campaign, in addition to funds, is to have all Americans reaffirm their belief in the cause of world freedom by signing a pledge. The symbol of the crusade, an eight-foot high, ten ton, Freedom Bell, will be dedicated and installed behind the iron-curtain in Berlin "as a tribute to those who today are giving their lives in the struggle for human freedom." The names of all those enrolling in the Crusade will become a permanent part of the Freedom Shrine there.

## Freedom Crusade To Start On Sept. 4

(Continued from Page 1)  
 General Lucius D. Clay, national chairman of the Crusade for Freedom and former Deputy Comm. of the American Occupation Forces in Germany to all networks, radio and TV stations throughout the country, urging their assistance in the membership drive for the Crusade.

Tomorrow, kits will be sent to all nets, AM, FM and TV stations, supplying material for all their departments, such as news commentators, disc jockeys, women commentators, etc., for use in making their air appeals. Additional material will be supplied twice weekly until the end of Oct., when the Crusade will end.

According to Roger Brown who is handling all radio and TV material for the Crusade, the response of the networks and stations has been "terrific."

In addition, The Advertising Council will supply newspapers throughout the country with kits in order to help enroll millions of Americans in the Crusade by Oct. 16, at which time the Freedom Scroll, bearing the names of individuals who enlist, will be taken to Berlin, Germany, for dedication ceremonies.

## New Children's Programs To Debut On ABC

Effective Monday, Sept. 11, a new lineup of children's programs will start over the ABC net, it was announced yesterday by Leonard Reeg, national program director of the web.

First to preem will be "The Jimmy Wakely Show," 5-5:30 p.m., EDT, 5 times a week, Monday through Friday. In the following time slot, "Space Patrol" will be heard, also five times weekly. Tuesdays and Thursdays, "Superman" will be aired, and on Wednesdays, a new juvenile action program titled "Blackhawk" will be broadcast.

Starting Monday, Sept. 18, broadcasts of "Space Patrol," "Superman" and "Blackhawk" will be trimmed to 25 minutes, when the new Mars, Inc. show, "Falstaff's Fables" premieres from 5:55 to 6 p.m., EDT.

**10 hrs.**  
**55 min.**



# AMERICAN

## to LOS ANGELES

THE MERCURY—DC-6 SKYSLEEPER SERVICE  
 Lv. Midnight EDT—Ar. 7:55 a.m. PDT

# Sarnoff Asks Vets For 'Positive Action'

(Continued from Page 1)

example of the part research plays in our national security. He recalled that American scientists have pioneered in this field for more than 30 years, and told his listeners that the expansion of radio and electronic activities during and since the war has been phenomenal. He disclosed these figures: number of manufacturers in this industry in 1940, 425; today, 1,200; value of the industry's peacetime products was a half billion dollars in 1939; today's rate, two and one half billion dollars. This is an increase in production of 500%.

Most of the electronic industry's postwar expansion has occurred under the impetus of television's remarkable growth, he said, estimating that by the end of this year, there will be approximately 10,000,000 TV receivers in as many American homes. "Most of these people live in the great population centers of the nation," Sarnoff stated. "Through television, they form a powerful nucleus for concerted action in time of emergency; for television is one of our greatest mediums for the dissemination of information, instruction and training.

### Int'l TV "Within 5 Years"

"If we had international television today—and I believe we shall have it within the next five years—the Voice of America would be the Voice and Vision of America. What a powerful weapon of propaganda that would give us! For then the whole world would see what millions of American televisioners saw—the wonder of the UN sessions at Lake Success—and the arrogant filibuster of President Malik would have been its own most effective antidote for the Russian propaganda."

Should war come, television will be a vital factor in communications on land, sea and in the air, he asserted, adding: "No matter where a battle is waged, it can be under the eyes of TV and may be viewed by the military strategists even across the seas. It is within the range of possibility that the public will watch the action on battlefields while sitting at home in front of TV sets."

Sarnoff assured his audience that American industry—of which radio and electronics are a part—represents a great force for peace and a mighty power in war.

General Sarnoff's talk was broadcast on NBC from 10-10:30 p. m.

### Wedding Bells

Ladysmith, Wis.—Staff announcer Sam Bradley, of WLDY, Ladysmith, was married Friday, August 18, to Charlotte Bacon, of Hot Springs, New Mexico. The wedding was performed at the home of WLDY's program director, Joe Dahlvig, with the entire staff on hand to witness the ceremony.

# California Commentary

By IRV HAMLIN

Life's Little Ironies Dep't: Altho' it's a petty thing in comparison to wartime's general tragedy, it deserves mention. Gil Warren, for many years a top notch indie gabber, has always pointed for dramatic work. Studied, improved himself at every available moment. Always working on diction, never content to sit back and relax with a cinch nighttime job at KFWB. Spent five years in the Marines. Finally got rolling again, and got the biggest break of his career, a lead in a good new TV series, "Men in Black." So? You guessed it. 1st Lt. Gil Warren is being recalled into service shortly with the rest of the Marine Reserve.

## Hollywood

☆ ☆ ☆ ☆

The great thing about CBS' Pacific Network Public Service series, "The Miracle of America," is that it sells this nation positively, not negatively. It does not roast other ideologies, merely boosts our way. Sane, rational, and logical, it should do a great deal toward helping the average American wake up and see what actually makes this nation tick, and where there is room for improvement. A public service program of this sort only serves to emphasize what radio is really capable of doing for this nation when the going gets rough.

☆ ☆ ☆ ☆

NOTES: Bill Henry marks his 28th year as a radio newscaster and commentator this week. Bill is the only man in the 15-year history of the National Headliner's Club to receive the Club's award in two media, newspaper and radio. His radio award stemmed from superlative air work on the Mutual Don Lee broadcasts of the 1949 Olympic games from England. . . . KLAC-TV has got Jimmy MacNamara working full time on the Korean War Newsreel pool, editing rushes daily for nightly presentation. . . . Jerry Fairbanks scheduled to film a new series to be known as "Whatever Happened To. . . ?" Famous personalities of yore will be presented, with the aid of old newsreel clippings, etc.; narrated by Harry Flannery. Already signed are Jackie Coogan, Henry Armstrong, Ralph DePalma, and enough others to give you a general idea.

☆ ☆ ☆ ☆

COINCIDENCE DEPT': Robert Q. Lewis was running some sort of contest dealing with impossible song titles, and received a pip, "Turn Your Head, Darling, I Can Still See Your Face," which he promptly sent to Hawthorne, remarking that here was one even an idiot wouldn't think of writing. Hawthorne wrote the thing at least a year ago.

☆ ☆ ☆ ☆

Hank Hope is to be a permanent member of Natalie Kalmas' KNBH "Club Celebrity" time. . . . Ronnie McCoy of KFEL, Denver, has introduced a new switch. He works his "Kilocycle Club" show direct from the midway at a Denver amusement park. . . . Screen Guild Players return to the air (KECA) on Sept. 7th for the 13th year since its inception. This year the show stretches from a half-hour to a full-hour stanza. . . . Dick Haymes just signed for first guest appearance shots on the DuMont Cavalcade of Stars and flies to N. Y. for Sept. 12 and 19 shots on the show. . . . Could Bob Hope be after Judy Garland for a regular spot on his show?

☆ ☆ ☆ ☆

TRIVIA: Al Teitelbaum, the Beverly Hills furrier who has helped so many starlets (and stars!) out of dress difficulties by loaning them furs, has presented KTLA's Cecil, the Seasick Serpent, with a genuine mink parka. . . . Belated greetings and congratulations to KNX's "Housewives Protective League," along with Knox Manning and Fletcher Wiley's 16th anniversary last week. . . . Ned Hullinger back east for promotional and publicity huddles with ABC brains.

☆ ☆ ☆ ☆

# AAAA Moves To Ease Effects Of R. R. Strike

(Continued from Page 1)

pers to the "fullest possible extent in granting optional insertion during the several-day leeway riot that is now being asked some publishers.

"Publishers will be suffering drastic shortages of newsprint for duration of the strike and for some time thereafter," the AAAA stated and added, "Canadian mills are unable to ship; some have limited storage space and are already suspending operations. As a result some U. S. and Canadian newspapers are unavoidably forced to reduce the size of their editions."

AAAA also suggested that plates for advertisements in Canadian publications be sent to Canada via air cargo for the duration of the strike emergency.

### Threat To Web Operations

The strike also looms as a threat to the network operations of Canadian Broadcasting Corporation. All wire circuits linking the network from coast to coast are still in operation, but all servicing them has stopped. On the most east-west circuit, two wires for most part are being used, one carry programs and the other control work. If either or both wires should go out of commission there would be little hope of routing the network feed.

# Champion Spark Plugs Renew Sports On Air

(Continued from Page 1)

full ABC network of 282 stations. Agency is MacManus, John Adams, Inc., of Detroit.

Renewal and extension of program coincides with the renewal and extension by the Gillette Safety Razor Company of the Friday night boxing bouts over ABC, which are immediately preceded by "Champion Roll Call." Maxon, Inc. is the agency for Gillette.

# NAB District Meet Set

The official annual meeting of 11th district of the NAB will be held on Sept. 25 and 26, at the Paul Hotel, St. Paul, Minn.

Judge Justin Miller, president of the NAB will preside. Discussion will center on the broadcaster's relationship to the problems of national defense; plans for the creation of a bigger and stronger radio sales promotion organization; and other industry matters.

# Murrow Back On Labor Day

Edward R. Murrow, recently returned from Korea, will resume regular CBS news commentary "Edward R. Murrow and the News" on Monday, Sept. 4, 6:45 to 7 p. EDT. During Murrow's eight-week trip, most of which he spent at Korean front, Larry Lesuer handled the news commentary.

# TELEVISION DAILY

tion of RADIO DAILY, Tuesday, August 29, 1950 — TELEVISION DAILY is fully protected by register and copyright

## NO PARTS SHORTAGE, SAYS RTMA

### TELE TOPICS

**IS A SURE BET** you won't be seeing the Davis Cup Challenge Round on TV next year for the "Cup" has been taken back to Australia and the matches will be played there in 1951. But the telecasts of the event this year by NBC-TV from the West Side Tennis Club in Forest Hills were more proof of how effective a medium this is for bringing top sports events to the public. Tennis is a "natural" for the TV cameras and the decision at the last moment to have Don Budge handle the play-by-play instead of Al Stern was also a "natural." Budge is not only a great player himself, but has the faculty of being able to describe the game in such a manner that even someone who is totally unfamiliar with the game, knows what is going on. He used correct terms, calling the play-by-play in a clear way that never once took on the excited ring that too many sportscasters seem to think heightens the viewers' interest. Perhaps the most admirable feat accomplished by Budge was his willingness to let the cameras tell the story, keeping silent for 20- and 30-second interludes when it wasn't necessary to tell anything. As he told, it was exciting TV, thanks to Budge, Don Budge and some remarkable tennis players from "down under."

**GENERAL FOODS** made it official last night. Regarding the dropping of the name in Muir from "The Aldrich Family," the statement by the sponsor said that the dress had been replaced following the receipt of several letters protesting her appearance on the show because of her reported membership in various Communist-front organizations. . . . Robert Q. Lewis being rumored to be at the point of signing the dotted line for a CBS-TV lifetime show. . . . Garry Moore's name also being kicked around the daytime program plans. . . . NBC-TV will return "Greatest Fight of the Century" series the video-waves on Friday nights following the main boxing event from Madison Square Garden. It will be sponsored by Chesebrough Mfg. Co. at 10:30 p.m. of Sept. 1.

**R. DU MONT**, previously reported as slated to guest on Chuck Truman's "Manhattan Spotlight" over the DuMont station, WABD, is no longer planning to appear. Dr. Thomas T. Goldsmith, Jr., director of research for the Laboratories, will appear instead. . . . "Adventures of Uncle Mistletoe," sponsored by Marshall Field & Co., will return to WENR-TV as Monday-through-Friday feature as of Sept. 25. . . . "Marshall Plan In Action" films to be shown twice each Sunday on NBC-TV in the 5:30-6:00 p.m. slot and on 9:00-9:30 p.m. as of Sept. 10, 17, 24, and Oct. 1.

### NIELSEN RATINGS TOP TELE PROGRAMS (Cross Section TV Homes, Non-Phone And Phone, 21 Counties, 50 Miles Radius New York City) 4 Weeks Ending August 12, 1950

RANK	PROGRAMS	(Number of Telecasts)	Nielsen TV-Rating +		% TV Homes Using (At Telecast Time)	
			% Homes	Homes (000)	TV %	Radio %
1	Toast of The Town	(4)	28.9	405	39.0	5.1
2	Premiere Playhouse (WCBS)	(4)	18.7	262	43.1	2.5
3	Your Hit Parade	(2)	17.9	251	55.3	2.5
4	Godfrey & Friends	(4)	17.3	242	31.5	2.2
5	Starlight Theater	(3)	16.3	228	44.0	6.5
6	By Popular Demand	(4)	15.6	218	28.0	6.3
7	The Clock	(3)	15.6	218	50.0	2.7
8	Break The Bank	(4)	15.3	214	42.5	1.8
9	Menasha The Magnificent	(4)	15.2	213	36.7	5.7
10	Original Amateur Hour	(4)	13.9	195	44.0	4.0

Copyright, 1950, by A. C. Nielsen Co.

### Fall-Winter Schedule Revealed By WPIX

Presenting 12¼ hours of programming daily, WPIX, the New York News station, will have a weekly total of 87¼ hours on its Fall-Winter schedule for 1950-'51, it was revealed yesterday. Consuming 19 hours weekly of the WPIX roster will be athletic programs including the previously scheduled 120 events from Madison Square Garden (Sundays through Thursdays), wrestling on Friday nights, boxing on Saturday nights from Ridgewood Grove, and the Saturday afternoon football schedule.

Films will account for 33¼ hours of programming weekly, with a new group of 150 motion pictures. Daily, films will be presented from 7:15 p.m. till 8:25 p.m., with the exception of Thursdays during which period "They Live In Brooklyn" and "At the Mayor's Desk" will be viewed. Seven new studio and remote programs are already slated for the coming season, including: "Captain Glenn's Bandwagon," "The Weatherman," "Romantic Rendez-

### WNBT Names Sales And Program Heads

John H. Reber, program manager of WNBT since 1948, has been promoted to the position of sales mgr., effective immediately, it was announced by Ted Cott, WNBC-WNBT general manager. Concurrently, Cott announced that Ivan A. Reiner, former director and production assistant, has been appointed WNBT program manager.

Reber joined NBC television in 1946 as a program assistant, becoming assistant to the director of television in March, 1948, and was made program mgr. of WNBT in November of that year when the station was set up to operate on an autonomous basis.

Reiner, who joined NBC in 1947 as a writer and program assistant in television, moved to WNBT as a director in 1949. In his new position, Reiner will be in charge of all program activities for the station.

Reiner will be in charge of all program activities for the station. "A Story from the Book," "Around the Town," a new forum show, and a defense feature.

### Frigidaire Slates Bob Hope For Third Show On Sept. 14

Bob Hope, who has already performed two of four variety TV programs contracted with Frigidaire, will star in the third of the series on September 14, it has been announced by a spokesman for Frigidaire. Also selected for the top-flight cast are: Dinah Shore, who starred with Hope on the debut of the variety shows Easter Sunday, Lucille Ball, Bob Crosby, Al Good-

man's Orchestra, and the Jack Cole Dancers.

Time and exact date of the Frigidaire show have previously been changed twice, concluding with the Sept. 14 date from 8 to 9 p.m., EDT, over the entire NBC network. All stations of the web who do not carry the show "live" on that date will rebroadcast the video show at a later date.

### Spot Check Shows N. Y. Distributors Well Stocked

Washington Bureau of RADIO DAILY  
Washington — RTMA president Robert Sprague said Friday that there is no threat now of shortage of replacement parts for TV and radio service. His statement came after a spot check in the New York area, where complaints have been heard.

Distributors reported that they are generally well stocked with replacement parts for TV requirements although they have had to allocate certain components because of unusual demands from dealers since the Korean outbreak.

Allocations were brought on by a small minority of dealers and servicemen trying to hoard some of the components in short supply, he explained. Receiving tubes, resistors, antennas, TV tubes, and condensers are being allocated by parts distributors at present in the New York area.

"The distributors seem to be handling a difficult situation very well and are trying to be fair in their allocation of components most in demand from dealers and servicemen," Sprague said.

"Despite heavy demands from set manufacturers who are at a peak production pace and regardless of large anticipated military requirements for electronic components, the industry, by reason of its expanded capacity, can keep its distribution outlets adequately supplied for any normal requirements of set servicing, both in New York City and elsewhere.

"I am confident that most dealers and servicemen go along with the distributors, trying to treat the public favorably and avoid hoarding. However, a few unscrupulous dealers, if permitted to do so, could create shortages of components whose full production is required to meet normal requirements of manufacturers and distributors."

### Am. U To Teach TV

Students will operate actual TV equipment under broadcast conditions this Fall at the American University in Washington, D. C., when classes will be held in the studios of WMAL-TV. Marking the University's first acceptance of teevee for academic credit, the classes will offer all phases of production, scripting, and acting.

## COAST-TO-COAST

### WRVA Visiting Churches

Richmond, Va.—Six centuries of distinguished service form the background of WRVA's traditional visit with outstanding rural places of worship in this state during this month. The first Sunday of August WRVA broadcast from the centennial services of Lebanon Methodist Church near Jarratt. Last week and this week the station is broadcasting from the Samuel Davies Presbyterian Church of Hanover County. This church was founded more than two hundred years ago. The last Sunday of August, WRVA will visit the Branch Baptist Church of Hanover.

### Joins As Musical Director

Pittsburgh, Pa. — Pete Schloss, president of WWSW, announces that Dwight Cappel has joined the staff as director of the record library. A former musician and an authority on all types of recorded and transcribed music, Cappel for some months past has conducted the "Collector's Corner," a half-hour program aired Sunday evenings, 9:30 to 10:00 over WWSW. He will continue the show, featuring his personal collection of records and informative commentary about music and musicians while performing his new station duties.

### Program for Under-Privileged Kids

Atlantic City, N. J.—The "Hoedown Hour" featuring Bob Quinn is currently lending its talents to entertaining on Sunday afternoons at the local Children's Seashore House, where they will put on two shows for the under-privileged children from Philadelphia. The home is maintained by contributions from local citizens and the appearance of Quinn's show is in keeping with the policy of WMID's talent of entertaining at the various local charitable institutions. Appearing with Quinn are the Texas Trio comprising Anna Quinn, Cy Kuhns, and Bill Weaver, Larry and Virginia Swain, and "Jackie" Roberts.

### New "What's Cookin'?" Hostess

Charlotte, N. C.—The appointment of Mary Pearsall as new hostess for that daily audience-participation show, "What's Cookin'?", has been announced by Ken Tredwell, program director for WBT. Miss Pearsall received her degree in radio and dramatics from the University of North Carolina, and remained there to work at the Communications Center where she acted in and helped produce the series, "The University Hour." She also worked at WNAO in Raleigh, and at WVOT in Wilson, where she performed the double duties of continuity editor and traffic manager, and at WGNI in Wilmington, where she was also continuity director. In addition to her duties as hostess on the broadcast, Miss Pearsall is executive secretary for the "What's Cookin'" show and its master of ceremonies, Kurt Webster.

## WINDY CITY WORDAGE

By GINNY EVANS

• • • Without elaborate fanfares, sound effects and other attention getters, WBBM's "The Quiet Answer" has been doing a fine job of presenting the picture of inter-racial relations in Chicago. Perry Wolff, writer and producer of the show, spent six months doing research for this seven-program series, and the result of his efforts is food for thought for all Chicagoans.

### Chicago

Each week this documentary program discusses a different phase of the racial question. Tape recorded interviews with various Chicagoans, including religious leaders, labor leaders, business men, housewives and office workers, give a cross-section of opinions on one of Chicago's, and the nation's, most pressing problems. Narrator Fahey Flynn ties the various segments together and gives a sum-up at the close of the show. On the program dealing with education, Wolff stated the case very accurately when he said: "It is not known where wisdom lies, or in whom genius will be found. All we know is that it comes from many sources. . . . If we restrict the education of one group, very probably we restrict the wisdom of all men." In our opinion, WBBM deserves the respect of all for doing such an excellent and objective job on a very controversial issue.

★ ★ ★ ★

• • • William M. Mertz, Jr., has joined the MCA office here as north central division sales manager of MGM Radio Attractions. Also added to the expanding MGM Radio Attractions sales staff are Roy Wilson, who will work out of Columbus, Ohio; Al Koenig in the Detroit office; Loren Sorenson, Minneapolis, and Bert Samson, St. Louis. . . . Kukla, Fran and Ollie returned to air Aug. 28th to NBC. . . . The Dave Garroway Show returned August 27th.

★ ★ ★ ★

• • • Congratulations to Pat St. Clair of the ABC Press department who married Jack McLaughlin on August 19th. . . . Stork department: Duane Bogie, a TV director at NBC here, became the father of a girl August 3rd, and Don Marcotte, supervisor of the WMAQ music library, greeted a son on August 6th.

★ ★ ★ ★

• • • John Keys, who's been a member of the NBC-Chicago press department for the past eleven years, has been made manager of advertising and promotion for WMAQ and WNBQ. . . . Nick Francis, Super Circus clown, and singer Johnny Desmond will appear with the Sister Kenny Polio Fund Circus when it opens at Soldier Field August 27th. . . . Animal Clinic became a half-hour ABC-TV network program on August 19th. It first was viewed as a 15-minute Chicago only show on April 8th.

★ ★ ★ ★

• • • Passing through Chicago: Cary Grant, Ed Wynn and Preston Sturges. . . . Jack Wolever of WTHS, Hot Springs, in town this week. . . . Fred Kasper is taking over the Breakfast Club announcing chores for Bob Murphy, who's vacationing. . . . Ben Katz of the Universal Pictures midwest office is on a two-week tour of this territory with film star Ronald Reagan, plugging Reagan's latest movie, "Louisa." . . . Lee Weimer of Schwimmer and Scott is Bermuda bound on vacation from her duties in the agency's radio and TV production department.

★ ★ ★ ★

• • • The Public Life of Cliff Norton returns to its five-minute WNBQ spot September 4th. Cliff, who's one of our favorite comedians, has filmed the first week's shows, which will feature his vacation adventures. . . . Nancy Evans appeared on the Morey Amsterdam show recently.

★ ★ ★ ★

• • • The music of composer Sam Stept will be featured on the August 25th broadcast of Tin Pan Alley TV. . . . CBS star Jean Hersholt will be featured speaker at the official banquet of the Lambda Chi Alpha fraternity's convention in Chicago in September. . . . Good luck to Herb Newcomb, who left his ABC staff announcing job recently to go into business on his own. . . . Sunda Love, local TV actress, is appearing in

## BEHIND THE MIKE

MITCHELL AYRES and songstress Cathy Mastice are proving to be such an excellent combination on records that there's talk of having them together on radio and TV.

Carl King, who does the Powerhouse commercials on the Capt. Video show, is also a powerhouse when it comes to playing handball. He has just won his 3rd championship in Bklyn and Queens.

Martha Rountree's "Washington Party" close to a bankroller.

Ted Brown, WMGM's bright "rise and-shine" lad, sez he's readying new product for getting a job. It called LLUP—spelled backward, it's PULL, brother, because that's what you need.

Chas. Collingwood, CBS White House correspondent, now flying in from D. C. every week to do his "People's Platform" series.

Bill Farrell mulling an attractive offer by a rival outfit to leave MGM records.

Peg Connolly, former Gal Friday for CBS, B & B, Ted Steele and Dick Linke, marrying Dan Morris in Syracuse next month.

Morn' 4,000 disc jocks now partake in that Martin Blockcupation. Al Helfer will commentate series of sports movie shorts this fall.

Tony Lane's WJZ "Airlane Tric" are doing another series of Langworth Transcriptions this week.

Tommy Dorsey skedded to play for the opening of his own Casino Gardens Ballroom in Santa Monica, Cal., in November.

Dick Contino cutting an album of records for Victor featuring the accordion at the close of his Waldorf-Astoria engagement.

Kay Armen to head troupe of performers to entertain in army and navy bases shortly.

Don Cornell will headline at the new "400" club in Albany, N. Y. next month.

Jean Carroll signed for two appearances on Ed Sullivan's "Toast of the Town."

Eileen Barton clicking at her Rancho Vegas stint in Las Vegas.

Before the last war, observe Hank Sylvern, the record industry was hit hard by lack of shellac. Now it's just taking a good shellacking, he sez.

Comics Tim Herbert & Don Saxtell of the reporter who was fired by "Quick." Too slow.

### New TV Film Series

The first in a series of 14 new 30-minute musical films, special prepared for TV is now available through Masterson, Reddy & Nelson, New York and Hollywood.

Announcement of the availability of the first TV film entitled "Give 'Em A Hand," was made yesterday. The series is being produced by Waynebrandt Productions, Inc. of the Hal Roach lot in Culver City, Calif., by Artie Wayne and Edd Brandt.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 52, NO. 42

NEW YORK, WEDNESDAY, AUGUST 30, 1950

TEN CENTS

## COLOR-TV EDICT EXPECTED THIS WEEK

### N. Y. Radio, TV Organize For Civilian Defense

#### Make Initial Plans To Meet Every Emergency

Setting a precedent that is expected to be followed by other major cities in the near future, the radio and television broadcasters of New York City have been organized into an emergency communications committee to operate under the city's Civilian Defense Program. The broadcasters,

(Continued on Page 8)

#### New NBC Sales Plan Has 'Spots Package'

NBC, it was learned yesterday, is studying a new time sales plan for sponsors of AM programming, which will revolutionize the present advertising setup for radio sponsorship.

Top key executives of NBC were notably reported as having been "west" within the past two

(Continued on Page 5)

#### Louis Smith Is Named WOR Western Manager

The appointment of Louis A. Smith as manager of WOR's western sales office in Chicago effective September 5 was announced yesterday by R. C. Maddux, vice-president in charge of sales. For the last three

(Continued on Page 5)

#### Confessions

Three victims of auto accidents will describe how carelessness was responsible for their injuries when WNBC presents a forceful safe-driving broadcast on Monday, Sept. 4, at 12:05 noon. Slated for the Labor Day weekend motorists, the show also will air a warning from J. R. Crossley, vice-president of the AAA of New York.

#### Pres. Truman, Hinckley Talk ECA Problems

ABC Vice-President Robert Hinckley conferred with President Truman yesterday on ECA problems, in preparation for a European trip he is about to make as a member of the ECA public advisory board.

Hinckley said upon emerging from the President's office that he will pay special attention during his trip to trying to determine the effectiveness of the "Voice of America" and to developing constructive suggestions for its improvement.

#### New RTDG Officers Elected To Board

New officers elected to the national board of the Radio and Television Directors Guild, at their annual meeting in New York, which concluded on August 28, were announced yesterday.

The new officers, who will serve for two years are: international president, Dick Mack, Hollywood; 1st vice-president, Oliver W. Nicoll, New York; 2nd vice-president, Arthur Hanna, New York; 3rd vice-

(Continued on Page 2)

#### Meck Offers Stock To Expand Company

Chicago—Registration of a public offering of 150,000 shares of common stock in John Meck Industries, Inc., TV manufacturers of Plymouth, Ind., has been filed with the SEC, according to an announcement made yesterday by John S. Meck, president. The company will use the funds to provide additional working capital. Heading the underwriting

(Continued on Page 2)

#### Sales Of TV Sets Dropped In June

Washington Bureau of RADIO DAILY Washington—Sales of television receivers took a sharp drop during the month of June, but total sales for the first six months of 1950 are estimated at 2,612,000, according to the Radio-Television Manufacturers Association.

June shipments aggregated 289,000, as compared with the 369,000 TV shipped to dealers the preceding month. TV set production was estimated

(Continued on Page 2)

#### P & G Renews Skelton On CBS For 52 Weeks

Sponsorship of CBS' "Red Skelton Program" over the net's radio facilities for another 52 weeks by Procter & Gamble Company, Cincinnati, O., for Tide, was announced yesterday.

The renewal is effective with the Sunday, October 1 broadcast when the program will return to the air in the 8:30-9:00 p.m. slot, broadcast from Hollywood.

Agency is Benton & Bowles, Inc.

### NAB Issues Heavy Agenda For Two-Day TV Meeting

Washington Bureau of RADIO DAILY Washington—NAB yesterday released details of the crowded agenda for the two-day meeting of its new TV committee here tomorrow and Friday. Listed among the topics are theater TV, a production code, sports rights, ASCAP negotiations and other subjects.

Robert D. Swezey, of WDSU, New Orleans, is chairman of the body, which was set up to consult

with the officers and various departments of the association in outlining projects for activity and in recommending policies to the board of directors.

The members slated to be on hand include Roger W. Clipp, WFIL-TV, Philadelphia; Ted Cott, WNBT, New York; George J. Higgins, WISH, Indianapolis; Clair R. McCollough, WGAL-TV, Lancaster.

(Continued on Page 7)

#### Friday Likely Date For Decision By FCC

Washington Bureau of RADIO DAILY Washington—With the FCC just about to hand down its long-awaited decision on color TV—it may come Friday, CTI yesterday asked for the reopening of the record to permit it to offer an entirely new color video system known as Uniplex. This makes the second completely new system

(Continued on Page 6)

#### Over 1500 Stations To Carry NGB Shows

More than 1500 AM stations throughout the country have indicated that they will carry the new National Guard Bureau's radio show in order to assist their country-wide recruiting drive which will get under way via radio on September 11.

The new series of 15-minute

(Continued on Page 6)

#### Callahan Leaves WQQW But Is Named Director

Washington Bureau of RADIO DAILY Washington—Vincent F. Callahan has left his post as sales director for WQQW, Washington fine music station, Manager M. Robert Rogers announced at the weekend. At the

(Continued on Page 2)

#### Wrath Of Gods?

Jupiter went to work yesterday afternoon immediately following the talk of the Soviets' Jacob Malik at the United Nations sessions. The summer's worst thunder and lightning storm hit the city. Every light in the place went out. Transmission system was silenced. Television sets went blank. In the darkness, Pauline Frederick ad-libbed the story to ABC's listeners.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

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Irv Hamlin, Representative

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlonaga Rd.

Phone: Wisconsin 3271

CHICAGO BUREAU

Glenn Evans, Manager

Suite 419, 333 No. Michigan Avenue

Phone: Franklin 2-3238

SOUTHWEST BUREAU

Paul Girard, Manager

Suite 314, Thomas Bldg.

Dallas, Texas

Phone: Riverside 5491

ROME BUREAU

John Perdicar

Ludovisi 16

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

FINANCIAL

(August 29)

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, Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

Stork News

Frank Latourette, manager of ABC's Los Angeles newsroom, became the father of a second daughter, Stephanie Ann, who arrived over the weekend. He is taking another week's vacation.

Navy Calls WDNC Engineer

Durham, N. C. The first staff member from WDNC to be called into the armed services since World War II, was recording engineer Manning Carington who left last week for duty with the Navy. Carington served as a medic in the last war but his recent tour of duty placed him in the recruiting office at Raleigh.

★ COMING AND GOING ★

HOWARD WILLIAMS, president of Erwin-Wasey, advertising agency, has returned from Moscow, where he met Premier Stalin. Today he will discuss his experiences on the Los Angeles Breakfast Club program over KFVB, Hollywood.

LOUIS H. MURRAY, president of WPAM, Mutual network outlet in Pottsville, Pa., is in New York on business.

TED NELSON, general manager of WIKK, Erie, Pa., was welcomed yesterday at the offices of his national reps.

WILLIAM T. KEMP, owner and president of KVER, Albuquerque, N. M., in town on station business and for huddles with Mutual network executives.

CHARLES J. TRUITT, general manager and sales director of WBCC, Salisbury, Md., a visitor yesterday at the headquarters of the Mutual web, with which the station is affiliated.

BRUNO ZIRATO, JR., director of "Sing It Again" on CBS, is back from a three-week vacation in Michigan.

W. P. WRIGHT, president of KWKC, Abilene affiliate of MBS, has arrived from Texas for confabs with web officials.

J. B. FUQUA, president of WJBF, Augusta, Ga., is back at the station following conferences in New York with the national representatives of the station.

LEE HALL, television director and women's commentator on WHNC, New Haven, Conn., is spending a vacation on Cape Cod with her husband, who is playing in summer stock at Chatham, Mass.

BERNIE ARMSTRONG, musical director at KDKA, Pittsburgh, has taken his family to Ocean City for their annual vacation. They are accompanied by "Do" Hines, wife of Bill Hines, Tap Time's singing emcee, and their two children.

New Officers Of RTDG Elected To Directorate

(Continued from Page 1)

president, Hal Miller, Chicago; secretary, Charles Powers, New York; and treasurer, Lester O'Keefe, New York.

The slate of new officers represents a break with past national board tradition. Formerly, the international president was always, by agreement of all locals, a New York member; and local presidents of Hollywood, Chicago and New York were traditionally elected 1st, 2nd and 3rd vice-presidents in that order.

In this administration, the new international president, for the first time in Guild history, is a Hollywood member. None of the vice-presidents are local presidents.

Meck Offers Stock To Expand Company

(Continued from Page 1)

ting syndicate is Otis & Company, Cleveland.

John Meck Industries is a mass-producer of low-cost television receivers, selling under the Meck name and making sets on contract for a large number of large retail stores and chains. The firm also owns a controlling interest in Scott Radio Laboratories, Inc.

Joins WDSU Sales Staff

New Orleans Raymond R. Morgan, Jr., formerly with Raymond R. Morgan Advertising Company, has joined the sales staff of WDSU and WDSU-TV, New Orleans. Morgan was manager of the Paris office of the Morgan Agency and also handled the assistant producer's duties on "Queen for a Day," "Breakfast in Hollywood," "Heart's Desire," and "This Is Paris."

10th District In St. Louis

The official annual meeting of the 10th District, NAB, will be held Thursday and Friday, Sept. 28 and 29, 1950, at the Chase Hotel, St. Louis, Mo.

Sales Of TV Receivers Dropped During June

(Continued from Page 1)

timated at 3,114,000 for the first half of this year.

Sales of radio tubes to manufacturers for new sets totalled 149,276,662 for the first seven months of 1950, an increase over the 147,298,436 for the same period last year.

Total sales of radio receiving tubes from January to July amounted to 191,503,938 units. This was only 7,200,000 under the total for the entire year of 1949, the R-TMA reported.

Callahan Leaves WQQW But Is Named Director

(Continued from Page 1)

same time, Callahan was elected to the station's board of directors, upon which he will serve.

His departure from the station staff is described as temporary. Rogers will serve as sales director, with Cecil Richards as local sales manager.

Callahan has been director of promotion for Treasury war bonds and sales chief for WRC and WMAL, Washington, WBZ, Boston, and WWL, New Orleans.

Leaving For Rome

Oklahoma City, Okla. — Mary Agnes Thompson, head of the continuity department of WIKY, is taking a two-month leave of absence in order to make a Holy Year Pilgrimage to Rome. She is sailing from New York on the Queen Mary Wednesday, August 30, and will tour France, Austria, Germany, England and Ireland as well as Italy. She will return the latter part of October on the Queen Elizabeth.

Army Honored By WDRC

Hartford, Conn. — Farewell ceremonies for the Federalized 43rd Division, which contains more than 6,000 Connecticut troops, were broadcast over WDRC last Thursday, August 24th, direct from the State Armory in this city. Commanding officers of the division and Governor Bowles of this state participated in the ceremonies.

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

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

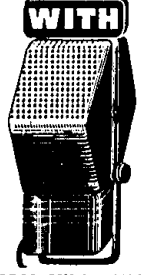
STATION D 9.6 (NETWORK)

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

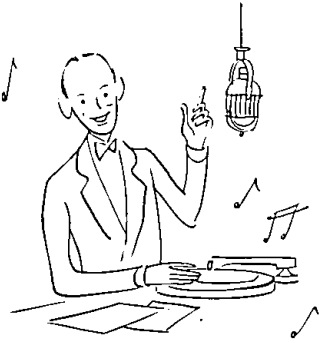
WITH . . . . . \$16  
STATION A . . . . . \$55  
STATION B . . . . . \$50  
STATION C . . . . . \$70  
STATION D . . . . . \$30

COMPARE! COMPARE! COMPARE!

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



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



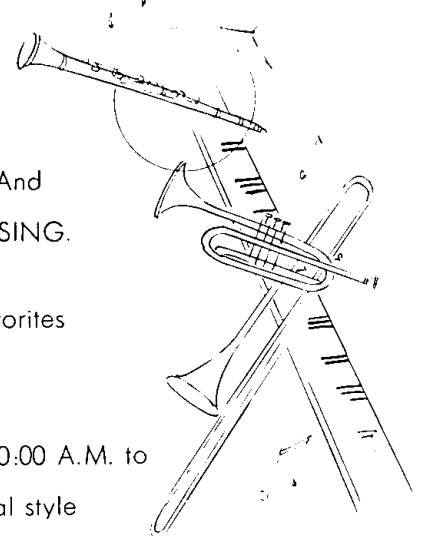
# TED HUSING

## The Guy who brought back Dixieland.....

Musical tastes have done an about-face to the tune of Dixieland music. And the Dean of the two-beat style is WMGM's famous disk jockey TED HUSING.

For the past two and a half years TED has been featuring Dixieland favorites on his famous "Bandstand." The HUSING fans did the rest.

TED HUSING'S BANDSTAND, heard Monday through Saturday from 10:00 A.M. to 12:00 Noon and from 5:00 to 6:30 P.M., not only sets New York's musical style It leads all other disk jockey programs in renewals.



*New York's Best Salesman*

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

"THE CALL LETTERS OF THE STARS"

# WMGM

50,000 WATTS • 100.3 FM • 1050 ON YOUR DIAL

## LOS ANGELES

By IRV HAMLIN

**R**ECAPS: Mars, Inc. signed Alan Reed for a five day a week five minute ABC slot. Alan will do "Falstaff's Fables," aided by his son Alan, Jr.; Reed will work his foibles from old time fables in his Falstaff routine . . . Hal Peary finally signed with CBS for an exclusive seven year radio and TV ticket . . . Hal will work on his "Honest Harold" idea . . . Dennis O'Keefe, Howard Duff, and Bill Bendix launched the first three ¼ hr. stanzas for CBS' "Miracle of America," Knox Manning narrating the show. A tremendous thing.

Cyclone Malone celebrates his first KNBH birthday this week . . . Jim Hawthorne and NBC were stymied on net plans by the small print in a KLAC-TV contract calling for exclusive Hawthorne rights in the L. A. area, leaving poor old KNBH out in the cold . . . Reed Porter left the L. A. Mirror to join Larry Finley and the Progressive Broadcasting System as a producer-writer . . . Jane Froman set for appearance on Alan Young's stanza when Young returns to KTTV.

**MORE:** Don Lee TV expanded its schedule to weekends, presenting seven shows on Saturdays . . . Everybody is taking a whack at Klaus Landsberg for presenting 7 solid hours of oaters on his Saturday stanzas, but they seem to forget who looks at TV on Saturday afternoons, including my brother, who never works . . . Tele-Que claims that the Ballantine Commercial rates as "best liked" in this area, followed closely by Sunswet Prunes and Log Cabin Bread. Disliked are Coast Federal Savings (local), Eastside Beer (local), and Hoffman TV (local) . . . Ezio Pinza sings on the Telephone Hour, his voice emanating from Hollywood . . . Haan J. Tyler, mgr. of KFI-TV, elected to Board of Directors of the SCBA . . . Smilin' Ed McConnell goes TV on NBC . . . Willard Waterman takes over Gildersleeve when the show returns Sept. 26th . . . Fluffs galore are beginning to make their presence felt on TV. How casual can you get? . . . And as a final note: SERUTAN lliw rosnops owt ewif semt ylkew swen stops revo CBA.

Since Ben Starr and Larry Klein started scripting Sara Berner's "Sarah's Private Capers," the show has jumped 10 points in ratings. Couldn't happen to a nicer and more talented girl.

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

on "RADIO BALTIMORE"

Contact  
EDWARD  
PETRY CO.

**WBAL**



By SID WHITE

### Man About Manhattan. . . !

● ● ● **HOMECOOKING:** Joe DiMaggio WON'T allow his son to go commercial on either radio or TV and is turning down a flock of fabulous offers for junior to appear in either medium. . . . The sizzling Ted Ashley-Ira Steiner combo scooped the trade again by grabbing off radio & TV representation to "Date With Judy." . . . Aside to Billy Rose: This will positively flatten you: There's a six-footer on the coast wrestling under the tag of—Billy Rose. . . . Prediction: The Abby Greshler-Martin and Lewis hassle will never see the inside of a courtroom. . . . One of radio's best-beloved personalities is offering his coast home for sale and therein is a story worthy of Page One. . . . American TV films will get competition from Europe. The Tele-Film of France, for one, is preparing a series of films which will boast the top talent in that country. One will include Chas. Trenet, Suzy Solidor and Edith Piaf. . . . Best public relations job being done for H'wood is by Ginger Rogers, who will surprise everyone by doing a guest sports commentary this week over WQXR on the championship tennis matches at Forest Hills. . . . Whole town's talking about Frank Gallop's work on "Lights Out." (Of course, we're not telling what they're saying).

☆ ☆ ☆ ☆

● ● ● During the past week, the trade papers item'd that Jack Kirkwood was going back on the air with his old zany show, "Mirth and Madness," to originate in H'wood and that Bill Grey would be back on the TV show. Grey had returned to N. Y. some two months ago, after having been on the coast with Jack for six years. Last week he received a wire from Jack offering him a substantial fee to rejoin the show. However, Grey feels that he has re-established himself here so solidly that he has turned down the coast offer and intends to remain here permanently.

☆ ☆ ☆ ☆

● ● ● **IN ONE EAR:** Lou Dahlman, of Dahlman & Dahlman, TV's clearing house, wants it known that he was the originator, producer and director of the TV series, "City at Midnight." . . . WINS will do a remote at noon from the mess hall of the Induction Center at 39 Whitehall St. Art Scanlon will interview the draftees and officers of the first group from N. Y. to be inducted as a complete unit. . . . Ward Byron to produce the Paul Whiteman Goodyear Revue. . . . American Home Products buying 15 minutes of Kate Smith's coming TV series. . . . For the first time in the history of a stage show, a Douglas Leigh blimp has been engaged to advertise an opening. The occasion: Billy Eckstine's one-week date at the Apollo starting tomorrow. . . . Frank Cooper in town to start publicity and promotion on the Alan Young show plus his "Man Against Crime" series with Ralph Bellamy. . . . Latest cold war is between producer Herb Sussan and a pleurisy attack. . . . Hy Gardner reports that Lenore Lemmon's gonna turn disc jock and it's Bill Bertolotti's contention that there are enuf lemmons on the air already.

☆ ☆ ☆ ☆

● ● ● **REMEMBER WHEN:** Unknown Cary Grant designed and painted a room at Le Coq Rouge. . . . Big-time talent was the A & P Gypsies. . . . Martin Block was a \$25-a-week radio spieler. . . . "The Cuckoo Hour" was a radio stand-by. . . . Genial Fred Allen had "Town Hall Tonight."

☆ ☆ ☆ ☆

● ● ● Publicist Sidney Ascher, who ran a gag (The Society for the Prevention of Disparaging Remarks About B'klyn) into an organization with over 650,000 members, has been signed by producer Harry Delmar to be technical advisor for the forthcoming B'way musical, "So, This Is Brooklyn."

## CHICAGO

By GINNY EVANS

**C**HICAGO'S 1950 Community Fund campaign will have a special television committee this year. Headed by Hal Rorke, TV director for J. Walter Thompson here, the committee includes Jules Herbiveaux, general manager of WBKE-TV, Chicago; Fred Killan, program director of ABC-TV, Chicago; John Mitchell, gen. manager of WBKE-TV, Chicago; Ted Weber, WGN-TV, and Irvin J. Wagner, TV specialty producer.

Last week marked the beginning of Paul Gibson's ninth year on WBBM. The man who talks of every subject from atoms to zebra broadcasts a total of nine hours each week.

Two WENR-TV puppet shows will be viewed on the ABC-TV network starting September 11th. "Paddy the Pelican" and "Hold 'Er Newt" are the latest additions to the network's new afternoon programming schedule.

Chamberlain Sales Corporation of Chicago, through BBD&O, will sponsor Cecil Brown And The News of the full Mutual network Saturday nights beginning September 16th.

Norman Barry, WMAQ newscaster, has been awarded the first honorary membership in the 52 Association. The group of prominent Chicago businessmen, dedicated to remembering hospitalized veterans, "52 weeks a year," cited Barry for his aid in promoting association projects on his daily news program.

Aaron Heating Service will sponsor "PDQ" on WENR-TV from 9:30 to 10:00 Friday nights. Starting date on the charades type show is September 15th.

Courtesy Motors has renewed "Courtesy Television Theater" on WGN-TV Sunday nights for the next 52 weeks through Malcolm Howard Agency.

Nancy Wright is pinch-hitting for Patsy Lee on the "Breakfast Club." Patsy is vacationing in San Francisco.

Patricia Stevens cosmetics has contracted for participating announcements on the Phillip Hayes show on WMAQ six times weekly. Arthur Meyerhoff and Company is the agency.

THE VOICES OF ADAM HATS 8 YRS.

**JINGLES**  
that don't  
**JANGLE!**

OUR PRODUCTION SERVICE is also available to produce YOUR Jingle or Spots. Relieve yourself of ALL detail. Write, wire, or call today!

**'Lanny & Ginger' GREY**  
1300 Madison Ave., New York 28  
AT. 9-4020

YONKERS RACEWAY

SATLE'S DEPT. STORE 7 YRS.

MARTIN BLADES 8 YRS.



**AGENCIES**

**DAKITE PRODUCTS, INC.**, will wage a campaign in all media of Sept. 15 which will run through the end of December. Plans for the campaign have been revealed by Frank Connolly, manager of the package division, at a meeting of brokers and salesmen which was held this week at the Hotel Astor. Malkins & Holden is the agency.

**HARTMAN ADVERTISING AGENCY** of Syracuse, N. Y., has been named regional representatives in the entire Central New York area for Television Features, Inc., and Drama Associates. The former, headed by Larry Gordon, prexy, specializes in industrial commercial films, while the latter handles production and casting.

**EVERY-KNODEL, INC.**, radio and TV station reps, to O'Brien & Torrance, Inc. William R. Seth is the account exec.

**SERVEL, INC.**, has announced the appointment of Robert J. Caniff as director of advertising and public relations and Charles F. Pearson, sales promotion manager. Previously, Caniff was advertising and sales promotion manager, while Pearson was formerly assistant sales promotion manager at Hotpoint, Inc., Chicago.

**Executive Personnel Realigned By WWRL**

The signing of a new sponsor and the realignment of executive personnel were announced yesterday by WWRL, New York.

Stevenson School of New York City has begun sponsorship of a daily 5-minute sportscast in Spanish. The contract for 13 weeks was placed through Richmond Advertising Agency of Brooklyn.

Max Wessels, German language announcer and emcee, has been appointed director of German programs on WWRL. He has been affiliated with the station for 18 years.

Fred Barr, program director, was appointed to program manager in charge of all program activity.

**Wedding Bells**

Hartford, Conn. — Miss Martha Baker of Hartford, secretary to commercial manager William F. Alo of WDRC, Hartford, is engaged to Jack D. Hills of Cobleskill, N. Y., a former sergeant in the Marines. Miss Baker has been with WDRC for nearly five years.

**Kenny On WLIB Today**

New York Mirror columnist Nick Kenny will appear on Abe Lyman's Jewish-American program over WLIB, New York on Wednesday, Aug. 30, at 4:30 p. m. He will read a poem, "The Power of Prayer."

**"Buy A Package For Spots" Is New NBC AM Sales Plan**

(Continued from Page 1)

weeks, presenting the plan to various parties. Among those who made the western trip and have since returned to the net's headquarters in New York, were, Niles Trammell, chairman of the board; Charles R. Denny, executive vice-president; Harry C. Kopf, administrative vice-president for sound broadcasting; Walter Scott, eastern sales manager for radio, and Maurice B. Mitchell.

Although no official comment could be had from any of the network officials, who apparently are keeping the new plan under heavy wraps, it is expected to resemble in many respects the space selling arrangements used by newspapers and magazines. In other words, when an advertiser contracts for space in a newspaper, let us say, on a 52-week basis, his ads appear without any prior knowledge on his part as to what types of stories or editorial content will be contained in the publication, or on what page his ad

will fall, unless previously contracted for on a preferred position basis.

NBC's plan is designed to allow an advertiser to buy a package of bulk time, on a 13, 25 or 52-week basis, but without commitment on the part of the network as to where his message may be spotted and on what programs.

Some of the programs being offered in the package are: on Thursday or Friday evenings—Duffy's Tavern and The Phil Harris Show; on Saturday evenings—a set block of mystery shows; on Sundays, the Toscanini program and an all star show from 10 to 11 p.m.

The advertiser's message could be latched on to any of these programs at the discretion of the network, with every certainty that the sponsor would be receiving the same quality programming and time period that he has been prone to use heretofore.

The entire plan is actually an effort on the part of the network to get into the spot business on a national level.

It was reported that "several advertisers" have already signed with NBC for the new plan.

NBC, it is expected, will make formal announcement of its plan within the next few weeks.

**Louis Smith Is Named WOR Western Manager**

(Continued from Page 1)

years, Smith has operated an advertising agency under his own name in Chicago. Prior to that he was with the Chicago office of Edward Petry & Co.

Smith started his career in radio in 1935 with WHBF, Rock Island, Ill.

**Three New WHLI Shows For Community Service**

Three new community service programs will make their debut over WHLI and WHLI-FM, Hempstead, L. I., next month when the stations' Fall program schedule gets under way. Topics covered will include atomic energy, women's affairs and Long Island literary figures.

"Atomic Energy—1950," presented in cooperation with the Brookhaven National Laboratory, will premiere on Thursday, Sept. 7, at 2:45 p.m. Scientists from Brookhaven, Columbia University and the Atomic Energy Commission will discuss the development of atomic energy and its peace-time applications in a weekly series of broadcasts.

The second program will feature Mrs. Dorothea Robin in a weekly commentary on local news and ideas of particular interest to women. "Notes from a Mother's Diary" will begin Monday, Sept. 11, at 2:45 p.m.

"What Have You Written," the third show, will feature interviews with Long Island literary figures in cooperation with the Nassau County Library Association. Helen MacDonough will conduct the program which premieres Tuesday, Sept. 12, at 2:45 p.m.

**NEW BUSINESS**

**WOR, New York:** Pilot Radio Corp. sponsors Henry Gladstone, 12:30 to 12:45 p. m., on Thursdays for their television sets, through Alfred Paul Berger Co. Rockwood & Co. sponsors Henry Gladstone Monday, Wednesday and Friday, 12:30 to 12:45 p. m., for their chocolate products, through Platt-Forbes, Inc. Cross Card Co. has bought announcements in Henry Gladstone Sundays from 11 to 11:15 a. m. for greeting cards, through Kaye Deutchman, Inc. Dolcin Corp. renews sponsorship of Lyle Van, Monday, Wednesday and Friday, 11 to 11:15 p. m., through Victor van der Linde.

I. Lewis Cigar Mfg. Co. sponsors Lyle Van 11 to 11:15 p. m., Tuesday, Thursday, Saturday for Seidenberg Cigars through Lewis Advertising Agency, Newark, N. J. House of Myers, general household merchandise, sponsors Lyle Van's earlier news program, 6 to 6:15 p. m., Wednesdays, through Franklin Pertin & Tragerman, Inc. Harry Uppham & Co., stock brokers, has renewed sponsorship of Fulton Lewis, Jr., 7 to 7:15 p. m., Wednesdays through A. W. Lewin Company.

Remington Rand, Inc. (Elec. Shaver Div.) has bought announcements in Lewis Tuesday and Thursday through Leeford Advertising Agency.



In drugstore sales, WOWO-land is now equal to America's Seventh Market.. the city of Washington itself! And that's just one example of the buying power concentrated in WOWO's 49 BMB counties. To reach this rich Midwestern market, your best prescription is a regular course of sales-injections with WOWO. For availabilities, check WOWO or Free & Peters.

**FORT WAYNE**

ABC

AFFILIATE

**WOWO**



**WESTINGHOUSE RADIO STATIONS Inc**

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

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

## Color-TV Decision Expected Friday

(Continued from Page 1)  
offered since the Commission closed its hearings in the late spring, General Electric having offered to demonstrate a new system last month. The FCC has never acted upon the GE petition that the record be opened, simply acknowledging the GE letter.

CTI said its new system was not brought to completion until last Saturday. It said it could give the Commission a full exposition of the new system in three days.

Uniplex was described as "fully compatible with present black and white standards, superior in brightness to any system yet offered, without limitation as to tube size, shot from only one camera type image orthicon, without line structure problems, without fringing or color breakup, and offering a relatively simple conversion problem."

"Conversion of standard black and white receivers to color under the Uniplex system is practically through the use of a single small inexpensive unit, in addition to a direct view tube," said CTI.

The petition stated that CTI recognizes the lateness of the hour and the expense and trouble the Commission has already taken, and that it "would not present (its) petition were it not for the fact that the new system of color television here in question has been developed since the conclusion of the hearings in this phase of these proceedings, and is petitioner's opinion, of paramount importance in the public interest and if approved by the Commission will save the public many millions of dollars."

That the FCC has had detailed information on the new CTI and the General Electric color systems for some little time is the opinion of the Senate Interstate Commerce Committee chairman, Edwin C. Johnson. The Colorado Senator refused to amplify his comment, but made it plain that he is convinced the FCC will not bring down a color television decision without taking into account all late-comers in the competition.

Asked whether he thought it would be wise public policy for the Commission to bring down decision at this time which would leave no room for further development of other color systems, Johnson said he would not be drawn into making any comment of that nature.

## RECORDS ON PARADE

By TED PERSONS

RADIO DAILY'S "Jockey Jury" scans the brand-new record releases and picks those most likely to succeed.

### ART FORD, WNEW, New York, N. Y.

- "I'm Forever Blowing Bubbles," Gordon Jenkins and Artie Shaw (Decca)
- "It's Love," Denise Darcel (London)
- "Can't Stop Talking," Betty Hutton (RCA Victor)
- "Bill Bailey, Won't You Please Come Home," Jimmy Durante (M-G-M)
- "Dance Of The Violins," Macklin Mellow (M-G-M)
- "Three Little Words Medley," Andre Previn (RCA Victor)
- "Dolores," Tony Martin (RCA Victor)
- "I Want A Little Girl," Woody Herman (Capitol)
- "Somebody Else Is Getting It," Jimmy Saunders (Signature)
- "If I Give Up The Sax," Robert Q. Lewis (Columbia)

### EDDIE GALLAGHER, WTOP, Washington, D. C.

- "Watching The Trains Go By," Perry Como (RCA Victor)
- "I'm Forever Blowing Bubbles," Gordon Jenkins and Artie Shaw (Decca)
- "Don't Rock The Boat Dear," Dinah Shore (Columbia)
- "Echo In The Valley," Hugo Winterhalter (RCA Victor)
- "High On The List," Bing Crosby (Decca)
- "Harbor Lights," Sammy Kaye (Columbia)
- "Thinking Of You," Eddie Fisher (RCA Victor)
- "Let's Do It Again," Guy Lombardo (Decca)
- "All My Love," Percy Faith (Columbia)

### EDDIE HUBBARD, WIND, Chicago, Ill.

- "Our Lady Of Fatima," K. Kallen-Hayes (Mercury)
- "Daddy's Little Boy," Eddie Howard (Mercury)
- "There Will Never Be Another You," Andrews Sisters (Decca)
- "Dream A Little Dream Of Me," Frankie Laine (Mercury)
- "Punky Punkin'," Fran Allison (RCA Victor)
- "The Red We Want Is The Red We Got," Ralph Flanagan (RCA Victor)
- "Sometime," The Mariners (Columbia)
- "Bonaparte's Retreat," Kay Starr (Capitol)
- "Vagabond Shoes," Vic Damone (Mercury)
- "Just Say I Love Her," Johnny Desmond (M-G-M)

### GENE NORMAN, KFVB, Hollywood, KFMB, San Diego, Calif.

- "The Show Must Go On," Billy Eckstine (M-G-M)
- "I'll Always Love You," Martha Tilton (Coral)
- "I'm Falling By Degrees," Jimmy Witherspoon (Modern)
- "When Your Lover Has Gone," George Shearing (M-G-M)
- "I Could Write A Book," Les Brown (Columbia)
- "The Monkey Coachman," Patti Clayton and Harry Geller (Mercury)
- "Dig For Your Dinner," Jerry Gray (Decca)
- "I Love The Guy," Sarah Vaughn (Columbia)
- "Dream Awhile," Frank DeVol (Capitol)
- "All My Love," Patti Page (Mercury)

### BOB CLAYTON, WHDH, Boston, Mass.

- "In The Middle Of A Riddle," Kay Armen and Anton Karas (London)
- "World Is Waiting For The Sunrise," Firehouse 5 plus 2 (Good Time Jazz)
- "Beloved Be Faithful," Russ Morgan (Decca)
- "The Red We Want Is The Red We've Got," Ralph Flanagan (RCA Victor)
- "The Beer That I Left On The Bar," Vaughn Monroe (RCA Victor)
- "Cincinnati Dancin' Pig," Vic Damone (Mercury)
- "The Show Must Go On," Billy Eckstine (M-G-M)
- "Harbor Lights," Sammy Kaye (Columbia)
- "Bubbles," Blue Barron (M-G-M)
- "Ain't Nobody's Business But My Own," Ella Fitzgerald and Louis Jordan (Decca)

### DAVE MILLER, WPAT, Paterson, N. J.

- "Somebody's Cryin'," Red Foley (Decca)
- "Don't Even Change A Picture On The Wall," Lee Morse (Decca)
- "Cincinnati Dancin' Pig," Red Foley (Decca)
- "You Turned My Love To Hate," 1-0-1 Ranch Boys (Columbia)
- "A Good Man In Memphis," Esmeraldy (M-G-M)
- "Longing," Lee Morse (Decca)
- "Choo-Choo-Ch'Boogie," Kenny Roberts (Coral)
- "I Finally Got Maggie Alone," Kenny Roberts (Coral)
- "Wasted Tears," Jerry Cooper (Abbey)
- "It Ain't A Gonna' Happen To Me," Johnny Bond (Columbia)

**PRESSING BUSINESS:** Johnny Desmond inked to a long-term deal with M-G-M, will plane in from Chicago twice monthly for record dates under the musical directorship of Tony Matitola. . . . Peggy Lee backed by hubby Dave Barbours excellent music has another new Capitol waxing titled "Helpless" backed with the oldie "Lover." . . . Ralph Flanagan signed by Associated Program Service to a long-term contract. His phenomenal rise as a top rank orchestra leader is the talk of the "there's no biz like."

## Over 1500 Stations To Carry NGB Shows

(Continued from Page 1)  
transcribed programs features Min-dy Carson, NBC and RCA-Victor singing star and Bill Stern, NBC director of sports, who will relate exciting sports anecdotes. "The National Guard Show," will be scheduled in three cycles, each of 13 weeks duration, with the first four programs set for broadcast on September 11.

Maj. Gen. Kenneth F. Cramer, chief, National Guard Bureau, in announcing the new programs, said: "We are deeply grateful for the splendid cooperation we have always received from stations in scheduling the National Guard show each week as a public service feature. They are to be congratulated for offering this generous support to our recruiting program at a time when our country urgently needs additional security."

In addition to the new radio show, the National Guard Bureau will supply other promotional material to aid stations in presenting the show during the continuing National Guard recruiting program.

Schedules of paid radio spot announcements are also in effect in support of National Guard Divisions and regimental combat teams called to Federal service.

### Wedding Bells

Charlotte, N. C.—Cupid is working overtime at WBT and WBTW, and all his darts are taking effect in one month. Four staffers have announced their engagements, and all four have scheduled their weddings in September.

The first wedding, on Sept. 2, will be that of Miss Jean Carson Brown, publicity director for WBT and WBTW, to Howard Merry, staff writer for the Charlotte Observer. Miss Brown is a graduate of Winthrop College; Merry of U.N.C. at Chapel Hill.

The next ceremony, on Sept. 15, is that of Bill Scruggs of the promotion department of WBT and WBTW, to Miss Mary Akers. Miss Akers attended Southern Seminary. Scruggs is a graduate of Davidson College.

The third wedding takes place Sept. 23, and involves two of the WBT staff, Bob Rierson, assistant program manager of WBT, and Miss Bobby McLeod, who is in charge of the WBT mail room. Rierson is a graduate of Northwestern.

### WANTED — RECORD LIBRARY!

Southwest independent needs backlog of popular and classic records in good condition. Need primarily standards by recognized popular artists. Must inspect. State size of library, price desired, and pertinent data.

Box No. 171, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

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# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, August 30, 1950 — TELEVISION DAILY is fully protected by register and copyright

## NAB ISSUES AGENDA FOR TV MEET

### TELE TOPICS

EVERYBODY TALKS ABOUT the weather but nobody does anything about it," (said by Charles Dudley Warner in an editorial in Harper's Conn. Courant in 1890 and not by Mark Twain as too often misquoted). Well, everybody does the same thing about TV and last Monday evening, CBS did something about the rather unstimulating material and presentations that have been too prevalent on all channels during these hot summer months. Worthington Miner's adaptation and production of James Fielder Cook's "Zone Four," on the net's "Studio One" program (10-11 p.m.) was as admirable a telecast job as the medium has yet presented. Under the direction of John Hyser, a polished cast, led by Leslie Nielsen, Mary Sinclair and Judson Loire made this viewer forget the sultry weather and turned 60 minutes of tele-viewing into something that is going to be hard to beat. Camera technique employed throughout the gripping story was heightened only by the sterling qualities of a nature cast that knew what it was all about. Miner is to be congratulated on his choice of material and overall supervision of a presentation that should at some time in the future receive a repeat performance. This was TV at its best.

**BENNY GOODMAN**, slated to star in "Star Time" when it premieres on DuMont network Sept. 5, has arrived in town to prep for his big TV stint. . . . Tizzard Charles and Don Budge will appear Sunday night on NBC-TV's "Spotlight On Sports" (8:30 p.m.). . . . WCBS-TV's late eve show "Variety Quiz" is now "Midnight Snack." . . . Skitch Henderson will add a weekly half-hour tele program to his busy schedule when he bows as host and emcee of WNBT's "Talent Search" as of Sept. 4, 10:30-11:00 p.m. . . . CBS-TV's tele coverage of the top Army, Navy and Columbia games will get under way Sept. 30 with Army vs. Colgate at 2:00 p.m. . . . Ralph Bellamy returns to CBS-TV in "Man Against Crime" for his second consecutive year on Oct. 6 (8:30-9:00 p.m., EST). . . . Jack Kirkland, author of B'way's "Tobacco Road," as adapted "The Traitor" for a performance on the "Ford Theater" Sept. 8 (8:30-9:00 p.m., EDT). The cast will include Lee Tracy and Walter Hampden in their original Broadway roles.

**TWENTY QUESTIONS** returns to WOR-TV on Sept. 8 in the 8-8:30 p.m. time slot; followed on the same night by a new dramatic offering produced by Harvey Marlowe and titled "Trapped." The show (whose title will probably be confused with "The Trap") will be written by Frank Wayne. The production is as yet uncast.

### Says Day-TV Needs New Housewife Attitude

Radical changes in family habits with the advent of evening television are about to be met by similar revolution regarding daytime TV, according to a survey by Dr. Ernest Dichter, psychological trend specialist, in the second issue of "Behind the Trends." According to Dr. Dichter's survey, entertainment programs on daytime TV must be camouflaged, since pure entertainment programs were rejected by a majority of the women because of the following reasons: (1) fear of temptation and resultant loss of work time, (2) guilt feelings if work is not finished, (3) fear of loss of recognition as "sacrificing housewife." Conclusion of the Dichter survey was that daytime TV will have to find ways and means of inducing women to shop and cook and rest at different hours than they do at present. "It will have to learn," he said, "what women want in the form of camouflaged entertainment and how the ideas and facts they teach can act as sufficient appeal to provide the moral basis for overcoming feelings of guilt when they turn on the TV during the day."

### DuM Dealer Contest Winner Announced

Awarding \$12,500 in prizes for a TV dealer promotional contest, Allen B DuMont Laboratories has revealed the winner as Milton Rabovsky, president of the Television Co. of Maryland, located in Baltimore. The contest, which ended July 31, was of two months' duration and was based on the most resourceful, original, and effective promotion worked out by individual dealers on DuMont's 19-inch Hanover receiver.

Second prize, a Plymouth convertible, went to Howard S. Merrill of Television Theaters, Inc., Long Beach, California, and a third prize (\$500 savings bond) went to Byron Shaw, Brookfield Radio and Appliance Service, Brookfield, Illinois. Announcement of the winners was made by Walter L. Stickel, national sales mgr. of DuMont Labs. Details of the campaign were also handled by Campbell-Ewald.

### Production Cutback Anticipated By G. E.

Production of TV receivers by General Electric Co. may likely be reduced 20 per cent as a result of increasing government orders for electronic equipment, it was announced this week by Dr. W. R. G. Baker, v-p and gen. mgr. of the company's electronics department. In a message to company employees, Baker said: "Should we be forced to cut back television receiver production, and I believe it may be curtailed as much as 20 per cent, we will attempt to transfer any employees who might be affected to government work as quickly as possible."

Stating that the television industry has trained thousands of skilled technicians who may be displaced by a large cutback in receivers, he stated: "I believe it is essential to industrial mobilization that they be kept within the industry by carefully planned production schedules."

## Press-Time Paragraphs

### Nescafe Signs Ameche For NBC-TV Show

Don Ameche has signed to star in a half-hour Sunday night show (10:30-11:00 p. m.) on NBC-TV to be sponsored by Nescafe as of October 1st. Announcement of the time purchase was made previously by Cecil & Presbrey, agency for the Nescafe account. The show will follow Dave Garroway's show on NBC-TV and opposite "What's My Line" on CBS-TV.

### Bea Kalmus Gets Full Hour On WJZ-TV

Tab for a full-hour Sunday night show titled "Ladder of Success" and starring Bea Kalmus, songstress and femcee of radio, has been picked up at WJZ-TV by Hamilton-Ross Sewing Machines and two clothing firms, commencing Sept. 24th, in the 11:00-12:00 p. m. time slot. Agency in the deal is the Bobleby Co. Also contracted late yesterday at WJZ-TV were 52-week contracts for 20-second spot announcements daily by Kool Cigarettes through the Ted Bates Agency.

### Confab Tomorrow And Friday In Washington

(Continued from Page 1)  
Pa.; Victor A. Sholis, WHAS-TV, Louisville, and Eugene S. Thomas, WOR-TV, New York.

In attendance representing NAB will be TV department director Charles A. Batson.

Following are the agenda topics for the two-day meeting:

1. Television membership.
2. Place of TV departments in the association.
3. Labor relations.
4. Sales promotion and development for TV.
5. Upcoming TV meetings.
6. Standardization projects.
7. Allocations situation.
8. Sports rights campaign  
(A.) Outline of current activities and plans by NAB staff members.  
(B.) Discussion of future needs.
9. Theater television.  
(A.) Report by legal department on legal aspects of developments in this area.  
(B.) Consideration of proposal that NAB research department prepare an analysis of the economics of theater TV, in order that broadcasting industry may better assess potential competitions.
10. Information services. Report on and discussion of: (a.) Confidential management newsletter; (b.) film sources and price analysis; (c.) television maps; (d.) additional services needed.
11. NAB-TV report.
12. ASCAP per-program negotiations.
13. TV standards of practice.
14. Government and public relations problems and plans. Reports from directors of public affairs and government relations, and discussion of: (a.) plans of educational policies commission; (b.) new problems arising from black-ink operations; (c.) problems possibly attendant upon indefinite continuation of freeze.

### Stocks Of Tele-Tone Quickly Oversubscribed

Stocks offered for sale last Wednesday by Tele-Tone Radio Corp. were oversubscribed in the first few days of sale, according to an announcement this week. The issue, which consisted of 100,000 shares of class A cumulative stock at \$10 par value and 135,000 shares of common stock at \$5.50 a share has been completely sold, it was reported.

## COAST-TO-COAST

### Joins WKY-TV Staff

Oklahoma City, Okla.—Alex Kolensky, who has been a New York City talent salesman and who was one of the producers of the Fred Waring television show, has joined the production staff of WKY-TV. Kolensky is a native of Lockport, New York, and had his own band there.

### Salesmen Join WKRC-TV

Cincinnati, O.—Earl Bradley and Charles T. Diebel, sales executives, have been appointed to the WKRC-TV staff by sales manager Don L. Chapin. Bradley was a television time salesman for another local station for more than a year before joining WKRC-TV. Diebel, formerly television director for the Strauchen and McKim Advertising Agency for two years, is a graduate of the University of Miami's business administration school.

### WCOP Celebrates 15th Anniversary

Boston, Mass.—WCOP celebrated its 15th birthday as a station Saturday, Aug. 26th. Special chainbreaks throughout the day called attention to the anniversary, and Gene King, WCOP program director, scheduled a half-hour program called "Anniversary Salute," on August 25th. The program included musical highlights of the years, special events programs, and original recorded excerpts from the Dedication broadcast at station's opening. Craig Lawrence, Cowles' executive vice-president, and general manager of WCOP, WCOP-FM, closed the anniversary salute with a few notes concerning the station's future plans.

### WSTC To Air Barkley Talk

Stamford, Conn.—The vice-president of the United States, Alben Barkley, will be guest speaker at a Sons of Italy dinner honoring Senator Brian McMahon to be broadcast over WSTC and WSTC-FM Sunday night at 9:30. Also to be heard are Governor Chester Bowles, Congressman John Davis Lodge and the Italian Ambassador to the United States. The program will originate in New Haven and will be carried by the Connecticut State Network.

### Youngstown Symphony On WTAM

Cleveland, O. The Youngstown Junior Symphony Orchestra, under the direction of Michael Ficorelli, aired on half-hour program on August 27th over WTAM, featuring as guest soloist Dolores Severini, pianist. The orchestra has a personnel of 227 young men and women between the ages of 12 and 16 years.

### To Carry Football Sked

Birmingham, Ala. WSGN and WAFB-FM have announced plans for broadcasting all 1950 football games played by the University of Alabama beginning with the Alabama-Chattanooga game on Sept. 23. Charlie Zeasah will be at the mike to call the games in entirety.

# Radio And TV In New York Organize For Civic Defense

(Continued from Page 1)

headed by Seymour N. Siegel as director of Civil Defense Communications, have completed initial preparations for an intensive information and training program to be broadcast to the civilian population in the event of a third world war. A push-button system of air raid signals has also been established, hooking-up a network of city stations for instantaneous broadcasting of alarms.

The work of the committee was quietly begun three months ago, Siegel said. It has received the whole-hearted support and co-operation of all the city's stations, AM FM and TV, commercial and non-commercial, the director added. Siegel also is director of the city's municipal station, WNYC.

The program of information will be concerned with the broadcasting of news, advance notice of blackouts, civil defense recruiting, temporary movement restrictions and other pertinent information.

The training aspects of the emergency program will consist of mass instruction via radio and television of air-raid wardens and spotters, radiological defense volunteers, control and report center personnel, first-aid workers and other key specialists, the director reported.

"Crucial defense subjects can likewise best be taught via informative, interesting radio and television programs," Siegel said, and added, "these will include spot announcements, dramas, lectures, forums, on-the-spot broadcasts and question - and - answer programs." The latest audio and video techniques for rapid, thorough-going instructions will be used, he said.

FM receivers, located in all schools in the city, will carry civil defense training material especially prepared for the students.

In the event of air raid alerts,

the radio and TV stations will immediately be notified by the local police precincts by means of a push-button wire system installed by the New York Telephone Company. The alarm will first be forthcoming from the Army Information Service by direct line to Police Headquarters which in turn will relay the alert to all precincts. Three control stations have been appointed to assure all stations receiving the word instantly. They are WJZ, WNBC and WNYC-FM.

Also under consideration is a fleet of mobile, self-powered, transmitter units to air the warnings to stations in the event of line failure. They will be located in various parts of the city.

The working committee of the Civil Defense Communications set-up is divided into four parts, information, training, engineering and FM.

The Information Committee, with Dave Driscoll as chairman, is composed of Eleanor Sanger of WQXR; John Madigan, WJZ; John Jeager, WNEW; Leon Goldstein, WMCA; Harvey Gannon, WNBC, and Alan Carter of WNYC.

The Training Committee, headed by Warren Wade of WPIX, comprises Ivan Reiner, WNBC; Clarence Worden, WCBS-TV; Edith Mezerand, WOR-TV; Ben Fox, WABD, and Burke Crotty, WJZ-TV.

Paul Feulling is chairman of the Engineering Committee which includes Max Weiner of WNEW; Sy Samuelson, WOR; Russell Valentine, WQXR; Tom Phelan, WNBC; William Pitkin, WNYC; and William Trevarthen of WJZ.

The FM Committee is led by William Coleman of WFUV. Members are Harold Hershman, WABF; Linden Wells, WGHF; and James McAndrew of WNYE.

## New Mystery Program To Commence Over ABC

Chicago—A new series of dramas, revolving around Jack Armstrong, and entitled "Armstrong and the SBI" will debut on ABC, starting Sept. 5, according to an announcement made yesterday.

The new program, to be heard at 7:30 p.m., EDT, every Tuesday and Thursday will be based on mysteries facing the Scientific Bureau of Investigation. The program will be written, produced and directed by James Jewell and will be sponsored by General Mills, Inc., through Knox Heaven Advertising, Inc.

## Malone On ABC NAM Series

Ted Malone, ABC commentator will take over as "roving reporter" on the "It's Your Business" series, when NAM returns to the ABC net on Sept. 2, at 6:45 p. m.

NAM alternates with the U. S.

## Health Problems Of Age Discussed In New Series

A series of thirteen transcriptions dealing with the emotional and physical health problems in the middle years of life will be released by the American Medical Association on Sept. 15, under the title, "The Best Is Yet To Be."

Recordings will be available to stations free of charge on request through their state and local medical societies. Series was written by Max Ehrlich, H. L. Fishel, Harriet Hester, Joseph Liss, Paul Milton, Palmer Thomas and Alan Slonne. Medical supervision was given by Dr. W. W. Bauer, director, Bureau of Health Education of the A.N.A.

Chamber of Commerce in the time period given to industry by ABC.

Malone will relate the story of "Industrial Mobilization" on the NAM series and will travel to key industrial cities in the nation.

## BEHIND THE MIKE

NEAL HEFTI, the famous trumpet star formerly with Woody Herman (he wrote Woody's famous record tunes "Apple Honey" and "The Good Earth") is now arranging for five TV shows including "Songs for Sale," "The Show Goes On" and "The Ed Sullivan Show." Neal is married to Woody's former thrush, Frances Wayne.

The Sapphires, vocal group on the Alan Dale show, are with him at the Paramount theater.

Nellie Lutcher broke all records at Denver's swanky Rossonian Hotel Lounge in her one-week date there last week.

Nat "King" Cole, his trio and personal manager, Carlos Gastel, leave for London via American Airlines to begin an engagement at the Palladium Monday. Before returning here, he will entertain the occupation troops in Germany.

Johnny Desmond gets himself another showcase what with the Breakfast Club going on TV via ABC. "Desmo's" an all-round natural for TV as well as pictures.

Hank Sylvern, heard on such shows as "This is Show Business," "Man Against Crime," etc., will become the musical director of "By Popular Demand."

Jean Eyres, former Conover eye-ful, has been signed as "Miss Bonnie Maid" on the "Versatile Varieties" stanza.

Since Richard Hayes scored so well on "Songs for Sale," his old video show, "At Home with Richard Hayes," is being revived.

## "Forward America" Sales Up Due To War

Proof that the war in Korea has stimulated sales of the World Broadcasting System's "Forward America," which has an Americanism theme, is shown in the fact that more than 150 additional advertisers have bought the show since June 25, according to an announcement made yesterday.

The show features the transcribed voice of Walter Huston. In the series, Huston gives many of the famous speeches by American statesmen including Patrick Henry's "Give Me Liberty or Give Me Death," Lee's Farewell Speech to His Army and Thomas Paine's "These Are The Times That Try Men's Souls." In addition there are readings from American literature.

## New Law Firm For Radio

A new law partnership specializing in radio law practice has just been announced by Frank U. Fletcher and John H. Midlen, under the firm name of Fletcher & Midlen. The firm will have offices in the Munsey Building, Washington, D. C.

Both Fletcher and Midlen have long been active in radio practice before the FCC.

Fletcher is co-owner of WARL and WARL-FM, Arlington, Va.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 52, NO. 43

NEW YORK, THURSDAY, AUGUST 31, 1950

TEN CENTS

## CANADA STRIKE HITS WEB OPERATIONS

### President Lauds "Voice"; Urges Full Budget

#### Days The Program Getting Behind 'Iron Curtain'

Washington Bureau of RADIO DAILY  
Washington — President Truman wrote yesterday that the effectiveness of the "Voice of America" is on the increase. In a letter to Senator Sanders of Vermont and 27 other Senators, Mr. Truman urged that the Senate vote the full \$89,000,000 budget request for the expanded in-

(Continued on Page 3)

#### Families With Child Spend More On TV

According to information from the 1950 Survey of Consumer Practices, conducted for the Federal Reserve System Board of Governors by the University of Michigan, families with children both spend more, and plan to spend more in the future for TV sets, refrigerators and washing machines. The survey

(Continued on Page 4)

#### Joint Committee Formed To Combat Communism

Formation of a special committee within the structure of the Joint Committee Against Communism in New York, which will concern itself with the infiltration of pro-

(Continued on Page 8)

#### "Live" Program

A prospective customer viewing a ball game in a Philco dealer's store across the street from the Minneapolis Millers' ball park watched a batter take a healthy swing at the ball. In the next few seconds, the ball crashed through the show window of the store and into the TV set. Store now lays claim to an emphatic "first" in the TV field.

#### Truman On Nets Friday; Plans 'Air' Campaign

President Truman probably will make several radio speeches this Fall for Democratic Congressional candidates, Democratic National Chairman William Boyle said yesterday. Boyle was questioned following the announcement that the President will go on the air tomorrow night for a four-network report to the nation.

Boyle did not release details of the White House plans, beyond saying that the radio talks would be in lieu of earlier plans to make a campaign tour.

#### WOWO, Ft. Wayne, Free Use Of ASCAP To Join NBC Web Music For Nat. Guard

WOWO, Ft. Wayne, Ind., will become affiliated with NBC sound broadcasting network as a basic supplementary outlet starting Oct. 15, 1950, according to an announcement made yesterday by Easton C. Woolley, director of the network's station relations department.

The Ft. Wayne station is the fifth member of the Westinghouse, Inc. stations to be allied with NBC as an affiliate. Others are KYW, Philadelphia; WBZ, Springfield, Mass., and KDKA, Pittsburgh.

#### WOR-TV Test Pattern Gets Its 1st Advertiser

Peerless Radio Distributors, Inc., 92-32 Merrick Rd., Jamaica, L. I., has bought all WOR-TV test patterns to advertise its products to radio-TV servicemen.

Peerless sells primarily to servicemen. Leonard S. Morvay, Jr., ac-

(Continued on Page 2)

A free license for the performance of the music of ASCAP members on "The National Guard Show" was announced yesterday by Otto A. Harbach, president of the American Society of Composers, Authors and Publishers.

"The National Guard Show" will be a series of 39 15-minute transcribed programs for the purpose of recruiting men for the National Guard. The free license is granted for a period of one year and with

(Continued on Page 4)

#### Ohio Paper Ordered To Accept Advertisements

A government charge that "The Lorain Journal" and four of its officers had refused to carry advertisements of merchants and business houses which used the facilities of WEOL and WEOL-FM, Elyria, O., situated 10 miles from Lorain, has

(Continued on Page 2)

#### Cudahy To Sponsor Football For First Time In Midwest

Omaha, Neb.—The Cudahy Packing Co. will enter the field of sports sponsorship for the first time when it signed to sponsor all University of Nebraska grid games on WOW, WOW-TV and KODY, North Platte. The deal will permit Cudahy to call attention to removal of its national headquarters to Omaha, where the company was founded in 1890, president F. W. Hoffman

of the company, revealed yesterday. Sponsorship plans call for Cudahy to use largely institutional copy, but the nine-game series and a participation on "Martha's Kitchen," WOW-TV homemakers' show, are also expected to improve consumer acceptance in the new national headquarters market.

The deal was one of the largest (Continued on Page 3)

#### Activities Of CBC Now Heavily Curtailed

Montreal — The Dominion-wide railroad strike in Canada has become a serious threat to the continued network operation of the Canadian Broadcasting Corpora-

Reports in New York late last night were to the effect that the Canadian railroad strike was settled and that most of the workers would return today.

tion, it was reported yesterday. The CBC, whose broadcasting activities already have

(Continued on Page 5)

#### 'Profits' Tax Would Aid Radio-Time Selling

Broadcasting interests are watching carefully as advocates of an excess profits tax in 1950 appear to be gaining ground rapidly as the matter approaches a Senate vote. With such a tax in force, it was found during the last war that many business firms are easier to sell broadcast time. In addition to the

(Continued on Page 2)

#### Sterling To Bankroll Kennedy Newscasts

Sterling Drug, Inc., will sponsor a Monday through Thursday series of five-minute newscasts by John B. Kennedy over ABC, starting Sept. 9. The series will be heard at

(Continued on Page 2)

#### A Good Break

Length of commercial time on WOR station breaks at night has been increased from 15 to 20 seconds, R. C. Maddux, WOR vice-president in charge of sales, has announced. Advertisers formerly could put 35 words of copy in the 15-second break. With the new, expanded time, the sponsor will be able to use 45 words. There is no rate increase.



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

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

# FINANCIAL

(August 30)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/4	10 3/4	10 3/4	+ 1/8
Admiral Corp.	27 7/8	27 1/8	27 1/4	- 1/8
Am. Tel. & Tel.	153 3/4	153 3/4	153 3/4	+ 1/8
CBS A	33 1/4	31 1/2	32	+ 1
CBS B	33 1/8	31	31 5/8	+ 1 1/8
Philco	40 3/8	39 3/4	39 7/8	- 1/8
RCA Common	17 1/4	16 7/8	16 7/8	- 1/4
RCA 1st pfd.	75 1/8	75	75	- 1
Stewart-Warner	15 7/8	15 3/8	15 3/8	- 3/8
Westinghouse	31 1/2	31 1/4	31 1/2	- 1/8
Zenith Radio	50 1/8	49 1/8	49 5/8	- 3/8

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	19 1/2	19 1/2	19 1/2	+ 1/4
Nat. Union Radio	3 3/4	3 3/4	3 3/4	- 1/8

## OVER THE COUNTER

	Bid	Asked
DuMont Lab.	17 5/8	18 5/8
Stromberg-Carlson	12 1/2	14

## Heads Scott Advertising

Larry Offenbecker has been appointed director of advertising for Scott Radio Laboratories, Chicago.



A Service of Radio Corporation of America  
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License.  
Address inquiries to Placement Director  
RCA INSTITUTES, Inc.  
850 W. 4th St., New York 14, N. Y.

# ★ COMING AND GOING ★

**JOHN KAROL**, sales manager of the Columbia network, is spending a three-week vacation at Martha's Vineyard.

**ART FELDMAN**, Mutual network's special events director, today is in Cleveland, where he'll produce the "Reporters Roundup." Then he'll return to New York.

**BENEDICT GIMBEL, JR.**, president and general manager of WIP, Philadelphia, is back at his desk following a vacation at his fishing camp in Maine.

**FRED L. CONGER**, program director of WREN, Topoka affiliate of the American network, has arrived from Kansas for a few days in New York.

**WILLIAM FAGAN**, administrative sales manager of CBS, has left on a three-week vacation, part of which he will spend visiting historic spots in Virginia.

**HORACE HEIDT** and the members of his program company have arrived in Hollywood and for the next three weeks will originate their Sunday show at KNX.

**FRANK SAMUELS**, vice-president of the American network in charge of the Western division, has embarked for Honolulu, where he'll combine business and pleasure for the next two weeks. During his absence, Ernest Felix and Richard Moore will be in charge in Los Angeles.

**DEWEY LONG**, general manager of WABB, Mobile, Ala., a visitor yesterday at the New York headquarters of ABC.

**GRANGER WEIL**, general manager of WTTH, Port Huron, Mich., is in town on business. Conferred for a while yesterday at Rockefeller Center offices of ABC.

**HAROLD E. FELLOWS**, general manager of WEEL and director of CBS operations in New England, will start his annual midwestern trip next week. He'll headquarter at CBS Radio Sales in Chicago.

**BILL BENNETT**, manager of KTHH, Houston, Tex., has left on a business trip to New York and Chicago. He'll contact agencies and station reps., also confer with Mutual network executives.

## Ohio Paper Ordered To Accept Advertisements

(Continued from Page 1)

been upheld by Federal Judge Emmerich B. Freed.

Judge Freed issued a memorandum opinion favoring the Attorney General's office, which brought the civil action against the daily newspaper last Sept. 22.

The court directed that the government submit a relief decree which may either restrain the newspaper from refusing to accept advertisements or order it to accept all advertising submitted to it.

When the suit was originally filed, Attorney General J. Howard McGrath said that it was the first case in which a newspaper has been charged with conspiring to injure a competing radio station.

Defendants are expected to appeal to circuit court.

## Sterling To Bankroll Kennedy Newscasts

(Continued from Page 1)

10:30 p.m., EDT. The 52-week contract covers the full ABC network.

Molle Shaving Cream will be advertised on the show.

## "Story Theater" In 10 Cities

Ziv Television Programs, Inc., which recently completed a five-year contract with Grant Realm, Inc., whereby Ziv became sole distributor of the half-hour filmed series, "Story Theater," has set deals for the series in 10 cities, it has been announced. The series has been set in: WABD, New York, to premiere by September 30; WNAC-TV, Boston, premiere August 26; WCAU-TV, Philadelphia, premiere August 30; WKY-TV, Oklahoma City, premiere August 27; WHAM-TV, Rochester, N. Y., premiere September 10; KPIX, San Francisco, already has started; WSPD-TV, Toledo, already has started; WMAL-TV, Washington, premiere week of September 3, and WDTV, Pittsburgh, premiere Sept. 9.

## WOR-TV Test Pattern Gets Its First Sponsor

(Continued from Page 1)

count executive at Altomari Advertising Agency, New York, decided the best time to reach them was at their work—in other words, when they're adjusting a TV set on the basis of the test pattern. They have to watch the pattern, he reasoned, they'll see Peerless message, too.

The message is entirely visual, since the audio with a test pattern already carries the beep that servicemen adjust to. The upper right hand quarter of the test pattern slide is used to call attention to a particular product, and the message is changed every hour. The lower left has the Peerless name, address and phone number.

## 'Profit' Tax Would Aid Radio-Time Selling

(Continued from Page 1)

mounting Senate support for the pending excess profits amendment to the tax bill, which would serve as an interim measure while the joint Congressional tax staff drafted a new and tighter measure for enactment next year, a move is well under way in the House to force a vote on an excess profits measure.

## WCFM Ups Slappeg; Mrs. Putnam Successor

Washington Bureau of RADIO DAILY

Washington — Mrs. Imogene Putnam, special events director for the past two years, has been named program manager of WCFM, Washington. She replaces Sid W. Slappeg, who has been named commercial manager of the station.

Mrs. Putnam has appeared on a number of Washington stations in various dramatic presentations during the past few years. Formerly, she taught at Antioch College, Yellow Springs, Ohio, where she helped organize and direct that college's radio station. During the war she served in the OPA.

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

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

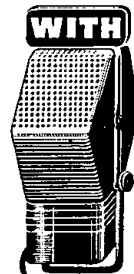
STATION D 9.6 (NETWORK)

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

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

COMPARE! COMPARE! COMPARE!

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



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

## Cudahy Packing Co. To Sponsor Sports

(Continued from Page 1)

Combined AM-TV sports packages sold in the midwest. It came after the football package had been sold by WOW to General Electric which dropped the package because of anticipated merchandise shortages when the Korean war broke. Cudahy picked up the grid package within a few days of G.E.'s exit. The Cudahy deal includes direct multicasts of all five Nebraska home games at Lincoln, and filmed versions of four away-from-home games which will be telecast on a delayed basis Monday evenings. Tip Saggau, sports director for WOW and WOW-TV, will do the multicasts and the series will be preceded by an all out promotional pitch. Graybar-Raytheon was also signed to a grid tie-in sponsorship of a five minute "football extra" preceding the games.

### Amoco Adds WLOW

American Oil Company has again added WLOW, Norfolk, Va., to its list of stations to broadcast the 1950 football schedule of the Washington Redskins. Fifteen games will be carried by WLOW. The first game, an exhibition with the Detroit Lions, was aired August 30th. The station is promoting the games with 20 billboards.

### WJR Voted Citation

Detroit—WJR was voted a Distinguished Service Citation by the American Legion State Convention in Grand Rapids, last Sunday, for the station's outstanding support of patriotic projects and Americanism programs. The award recognized the many ways WJR served the interests of the fighting forces—of returned service men and women—of organized veterans societies—and the station's continuance of providing entertainment for hospitalized veterans.

### Fredericks On WMGM For Deep Freeze Firm

Health and nutrition expert Carlton Fredericks begins a new 15-minute daily commentary over WMGM sponsored by Freshmaster Corporation, makers of low temperature cabinets for storage of frozen foods. The agency is Maury, Lee & Marshall. The program, "A New Way of Life," debuts Monday, Sept. 4, at 6:30 p. m., and will be aired Mondays through Saturdays.

### Renew Tex, Jinx For 52 Weeks

S. A. Schonbrunn & Co., Ltd., has renewed sponsorship of the 8:30-8:45 a.m. portion of WNBC's "Tex and Jinx McCrary Program" on Mondays, Wednesdays and Fridays for a 52-week period, it was announced yesterday by Berry Long, sales manager of the station.

The order, to advertise Savarin Coffee, was placed through the Lawrence Gumbinner agency. William C. Rich is the WNBC account executive.

### Benny's Writing Staff Signed For New Season

Hollywood — The Jack Benny writing staff, consisting of Sam Perrin, Milt Josefsberg, George Balzer and John Tackaberry, have been signed for the 1950-51 season. This is the eighth consecutive year the team has been writing on the Jack Benny program which tees off on September 10.

### Telenews In New Markets

The INS-Telenews weekly newsreel review has been placed in three new markets, and the sports reel, "This Week in Sports," at WJAR-TV, Providence, under the sponsorship of Narragansett Brewing, through the Standish agency.

The weekly review will be seen via WBNS-TV, Columbus, sponsored by Hudson dealers; in New Orleans on WDSU-TV, sponsored by Graybar Electric Company, Inc., and in Pittsburgh on WDTV, sponsored by Disco Coal. The latter business was placed through the Walker & Downing agency.

## HST Lauds 'Voice,' Urges Full Budget

(Continued from Page 1)

International information programs. The House cut the fund about one-quarter—although it did not shave anything from the funds asked for "Voice of America."

The President said that "week by week there is increasing evidence that our program for getting the truth to the people on both sides of the Iron Curtain is successful and can be made even more successful."

### New Acct. Exec. At CBS

Dudley Faust, assistant western network sales manager for CBS since 1945, has been named an account executive in CBS' network sales department, New York, effective Sept. 5, according to an announcement made yesterday. Faust has been with the network since 1941, following four years with WBBM, Chicago.

### Lucky Strike Buys

American Tobacco Co., for Lucky Strike Cigarettes, has purchased three participations per week, Monday, Wednesday and Friday in the "This Is New York" program and class "A" station breaks, Monday through Saturday, for 52 weeks, effective Sept. 4, through BBD&O.

We Never Close \*

WCFL

1000 ON YOUR DIAL  
50,000 WATTS

Best Buy in Chicago Radio

\* ... 24 Hours a Day.

# Families With Child Spend More On TV

(Continued from Page 1)

was released yesterday—result of a special tabulation for Parents magazine.

Families with children spent an average of 115% more for TV sets than families without children. Future spending plans for TV by families with children show a planned dollar expenditure 80% greater than for families without children.

Percentage figures were based on "spending units," which are defined as all persons living in the same dwelling and belonging to the same family who pool their incomes to meet their major expenses. Of the 52,000,000 "spending units" in the country, 23,300,000 are with children under 18 and 28,700,000 are units without children under 18.

# Honor Two Mutual Men For Anti-Soviet Work

Two Mutual news commentators have been singled out by Rep. Chas. A. Wolverton (R.—N. J.) for recent broadcasts exposing Russian activities, the network disclosed yesterday. They are Frank Edwards, AF of L sponsored commentator, and Robert F. Hurleigh, MBS director of news in Chicago, who airs a daily newscast.

Several days ago, upon request, Rep. Wolverton received transcripts of several broadcasts made by Edwards dealing with the shipments from this country of critical materials to Russia and her satellite nations. Yesterday, following a resolution introduced by the Congressman, the House Interstate and Foreign Commerce Committee voted to appoint an eight-man sub-committee to probe such activities. Rep. Wolverton plans to read excerpts from one of Edwards' broadcasts into the Congressional Record, it was reported.

Yesterday, Hurleigh notified Mutual headquarters in New York that Rep. Wolverton had requested excerpts of two broadcasts in which the commentator exposed that the money being deposited in this country from importations of Russian furs is being used to finance Communist propaganda in the U. S.

## "My Friend Irma" Back

Marie Wilson and "My Friend Irma" returned to CBS last Monday (28).

### WANTED — RECORD LIBRARY!

Southwest independent needs backlog of popular and classic records in good condition. Need primarily standards by recognized popular artists. Must inspect. State size of library, price desired, and pertinent data.

Box No. 171, RADIO DAILY  
1501 Broadway, New York 18, N. Y.



By SID WHITE

## Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: According to our private gumshoe, ABC would build a special TV studio in Jacksonville, Fla., if Walter Winchell would agree to simulcast this winter. (They'd be willing to spend a mint to swing this deal). . . Tony Farrell has been offered 40 G's for TV rights to Sept. 9th closing performance of "Texas, Li'l Darlin'." . . . Has anyone ever thawt of calling them aggrRussians? . . . Roberts & Carr Productions have snagged the TV rights to the title and all material published in the new science mag, "Imagination." They're planning a TV stanza using the mag's title with scripts by Rog Phillips, considered one of the most prolific writers in the field. . . Louise Carlyle, featured femme thrush on the Lanny Ross aircr, set for a Coral Records deal. . . Mary Ashworth, who warbled on the Chesterfield shows, going in for straight drama from now on. She'll do leads on Bob Monroe's "John Steele, Adventurer," the Mutual meller. . . Bill Callahan opening at the Copla Sept. 7th. . . Florence Greene, formerly of CBS and WPIX, now production assistant to Barry Wood on the forthcoming Kate Smith TV series which bows in on Sept. 25th. . . Sammy Spear, the TV band-leader, reports this ad in a trade paper: "Girl wants position in a television station. No bad habits. Willing to learn."



● ● ● LITTLE KNOWN THINGS ABOUT THE WELL KNOWN: Evelyn Knight will spend hundreds for a new dress but can't see buying a hat. She makes her own at a cost of under five bucks. . . Sportscastrer Guy Lebow was a top band singer before he turned to sports announcing. . . Freddie Bartholomew is a boogie woogie pianist of no little accomplishment. . . Andy Russell was one of the nation's five top drummers before he went out on his own as a singer.



● ● ● The complete inside story of Walter Winchell's fabulous career as a crime reporter is the subject of "The Walter Winchell Story," by Ed Welner, (who author'd "The Damon Runyon Story.") in the Nov. issue of See mag. Welner reveals in detail how WW forecast gangster Vincent Coll's assassination and describes his exclusive interview with Al Capone, his tip to the public regarding the arrest of Bruno Hauptman for the Lindbergh baby kidnaping, his delivery to the FBI of Louis "Lepke" Buchalter and his surrender to the N. Y. police of Benedicto Macri, wanted in connection with the murder of union organizer Willie Lurye. Stanley Walker, former city editor of the Herald-Trib, is quoted as saying that "Winchell has done much for journalism for which journalism has been slow in thanking him."



● ● ● IN ONE EAR: Ronald King, who enacts the role of Joe Spiverack on "They Live In B'klyn" via WPIX, is nothing if not a realist. He lived in that boro a month just to soak up some local color for the characterization. . . Another King, this one Carl King, writes that he can't top our suggested slogan for Life cigarettes, but sends in a quote from the eminent jurist, Oliver Wendell Holmes, to wit: "With most men, life is like backgammon. Half skill and half luck." . . . Society bandleader Ben Cutler going into the unit business in a big way a la Meyer Davis. . . Newest B'way comic, Timmie Rogers, opens at the Blue Note in Chi on Sept. 6th. . . Harvey Stone sez some of the TV programs merely rate a cursory examination—but you curse over some more than others. . . That baby edition of Look mag, Quick, expects to reach the one million mark before Jan. 1st. Look Quick before it reaches two million.



# Free Use Of ASCAP Music For Nat. Guard

(Continued from Page 1)

the understanding that the program will be non-commercial, with radio stations donating time.

The action of ASCAP is in accordance with Harbach's letter to President Truman of July 27, stating: "The Society is happy to make freely available its extensive repertory of musical compositions to the Government and its Armed Services, as it did in the last war, without profit to the composers, authors or publishers, for the duration of the present crisis."

## 'Triangular' Broadcasts On N. Y. Web Of NBC

NBC will originate two "Triangular" broadcasts from the Democratic and Republican New York State Conventions, Wednesday and Thursday, Sept. 6 and 7.

Broadcasts will open in NBC studios in New York City at 7:30 p.m., EDT, each of the days, then switch to W. W. Chaplin covering the Democratic convention at the Columbus Civic Center in Rochester. When Chaplin has completed his presentation of the situation, NBC will pick up Robert Trout at the Republican meeting in Saratoga Springs.

The program, an NBC news and special events presentation, will be heard over the New York State network only. WNBC will not carry the Sept. 7 broadcast.

## Wedding Bells

The marriage of Miss Louise Marjorie Winslow, TV home economist to Charles Frederic Hutoff, of Bronxville, N. Y., took place Tuesday, August 29, in the Marble Collegiate Church, New York City.

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



# Equal-Time Proposal Of Westinghouse Hit

The FCC was urged this week by two widely divergent sources to turn down last month's proposal by Westinghouse Radio that its rules be amended to apply the obligations and protections regarding political candidates to authorized spokesmen as well as to the candidates themselves. Both the Chicago Federation of Labor, licensee of WCFL, and NAB filed opposition. The labor group held that Westinghouse was seeking something which Congress turned down in 1947 when it failed to enact the White Bill, which would have applied the equal-time rule to candidates or personally-designated spokesmen.

**Followed Federal Decision**  
The Westinghouse proposal came pursuant to a recent Federal District Court decision in which the judge applied the FCC regulations to authorized representatives of a candidate. But NAB held that where there is conflict between the findings of Federal district and circuit courts, the opinion of the Circuit court is binding. Thus the situation is not changed from the issuance of the FCC's Port Huron decision and the Weiss vs. Los Angeles case before the Ninth Circuit Court of Appeals.

NAB added that the chairman of the FCC recognized the confusion about the law and assured the Harless Committee of the House that for the time being, at least until the matter is settled, the honest and conscientious broadcaster who uses ordinary common sense trying to prevent obscene and slanderous statements from going out over the air need not fear any capricious action.

**Comment By NAB**  
NAB commented that the law "is still in an unknown state and it is admitted that this Commission can do more to protect the broadcasters from libel and slander suits by the issuance of rules and regulations at this time than it could have projected him under the theory of the Port Huron case."

Commented NAB: "Broadcasters in a number of states still remain on the horns of a dilemma as far as the political broadcast section of the Communications Act is concerned, and it is respectfully urged that the burdens thereof not be increased as proposed by the Westinghouse petition."

All-out support of the Westinghouse proposal was voiced by WIBG and WIBG-FM, Philadelphia.

**Washington Bureau of RADIO DAILY**  
Washington—The CIO has urged the FCC to act in line with proposals last month by Westinghouse Radio to enlarge the definition of "candidate" to include individuals authorized to speak for a political candidate.

The CIO wrote that the change would facilitate wider use of radio in the

# AGENCY NEWSCAST

... personnel, sponsors and notes

**J. WALTER THOMPSON CO.** will open an office in Florida on September first with John H. Forshew in charge. The office will be located at 711-12 Marble Arcade, Lakeland, to serve the Florida Citrus Commission. Forshew, who has recently been the director of the J. Walter Thompson Consumer Panel, has also worked on several food accounts. Mrs. Annie G. Hull, who has been closely associated with the Florida Citrus Commission for many years, has joined the Lakeland office staff.

**ATLAS IMPORT & EXPORT CO.**, New York, wine producers, and Thrifty Vacuum Stores, Long Island, have appointed William, Warren, Jackson & Delaney for radio and television.

**THE ADVERTISING CLUB OF New York** will open its twenty-seventh annual advertising and selling course on Oct. 9 with twenty-seven lectures scheduled. The lectures will be followed by clinics in sales promotion, better selling, advertising copy, radio and television, advertising production, and sales and advertising research.

**REGINA FURNITURE CO.** to William Wilbur Advertising, Inc.

**WELLCO SHOE CORP.**, Waynesville, N. C., to George N. Kahn Co. Television will be among the media to be used.

**CECIL & PRESBREY, INC.** has announced the adoption of an opinion poll to be used in the selection of scripts for its forthcoming television show "Mystery Playhouse" which will be sponsored by Ammi-dent over the CBS-TV network on Sept. 19. According to a spokesman for the sponsor, story material will be combed from the classics and contemporary literature and analyzed statistically for the maximum in viewer appeal.

**GEYER, NEWELL & GANGER** has announced the appointment of C. Watts Wacker as media director of the Detroit office. The appointment of Wacker, who was formerly with the Detroit media department of Batten, Barton, Durstine & Osborn, was announced by H. W. Newell, executive vice-president of the agency.

Fall elections. "While the best practice of radio chains and stations is at present in accord with the Westinghouse proposal, some stations do take advantage of the personal unavailability of a candidate to deny time. The right to equal use of radio facilities should not depend upon such adventitious circumstances as the personal availability of a candidate."

**GREY ADVERTISING AGENCY'S** most recent issue of "Grey Matter," the agency's semi-monthly publication of sixteen years duration, has been addressed to advertising agencies and contains a lengthy report of the "minutes" of a meeting of a joint executive committee and plans board meeting at Grey on the subject of possible cuts in advertising budgets due to the Korean situation. Basically, the publication attempts to answer three questions: (1) Is selling to be put into dead storage because of "shortages?" (2) What logical reasons, other than those commonly advanced, can be presented to advertisers who may be considering a cut in their budget? (3) How should the oversold manufacturer advertise when he decides to continue his advertising program?

**JAMES SYMINGTON** has joined the New York office of J. Walter Thompson, according to an announcement made by the agency late yesterday.

**LES ANDERSON** has joined Foote, Cone & Belding as a radio producer. Formerly, he was affiliated with CBS for the past eight years as an associate director.

**FRAN VAN HARTESVELDT** has been appointed to the radio production staff of Benton & Bowles, Inc., Hollywood office, by Walter Craig, v-p of the advertising agency in charge of radio and television. The appointment will become effective immediately, with van Hartesveldt assuming the production duties on "The Railroad Hour" and "Father Knows Best," succeeding the late Ken Burton. Formerly, van Hartesveldt was producer of "The Great Guildersleeve" for Needham, Louis and Brorby, Inc., in Hollywood.

**ADAM'S PERFUMES, INC.**, to Ritter, Sanford & Price, Inc.

**WALLACE CO., INC.**, Philadelphia, manufacturer of ladies' suits, to Douglas D. Simon Advertising, Inc.

**MERRIN JEWELRY CO.** to Shepard & Edwards.

**KORREL CO.**, manufacturers of junior women's dresses and Ciro Sportswear, to Altman-Stoller Advertising, Inc.

**KENNETH BAKER**, who has been acting advertising manager of the Gerber Products Co., makers of baby foods, and who has been with the concern for twenty-seven years, has been appointed advertising manager.

**ARNOLD O. LEEDS**, formerly assistant television director of Moss Associates, has been appointed television director.

# Canada R. R. Strike Hits Web Operations

(Continued from Page 1)

been drastically curtailed, is in momentary danger of having its network split into two or more unconnected segments.

The network operates over leased telephone and railroad telegraph lines. Much of CBC's network programming originates from affiliated stations in Halifax, Quebec City, Winnipeg and Vancouver. The shows are piped over telegraph lines into Toronto or Montreal, the control centers, from whence they are fed to the entire network. This phase of network operation was discontinued when the railroad workers struck, because it required the services of telegraph operators to reverse the lines in order that out-of-town programs could be fed to the control points.

During the strike, only programs originated in Toronto and Montreal, the control points, can be fed to the three networks—Trans-Canada, Dominion and French.

To add to the network's woes, if line trouble should develop somewhere along the wire hookup, there will be no crews to repair them. A line breakdown between Toronto and Winnipeg, for example, could cut the web into two halves, a spokesman said.

The strike has also worked an additional hardship on Canadian stations which depend on U. S. transcription and music library services for the major portion of their programming. But at additional trouble and expense the stations and the package firms appear to have successfully met the distribution problem, it was learned.

One advantage in their favor is that transcription firms work weeks ahead, leaving stations with a backlog of record shows and music, it was disclosed. To get around the railroad problem, U. S. firms and their Canadian clients have resorted to air mail service and motor vehicles to assure distribution of new shipments.

One illustration of how U. S. transcription firms have solved the problem is Broadcast Music, Inc. They arranged through Roy Harlow of their New York office to have BMI scripts and ETs forwarded to WBEN, Buffalo. There, assistants of Harold Moon of the Toronto office, making daily auto trips to the U. S. side, pick up the BMI library service and return to Toronto, where the discs are further distributed to other Canadian cities by air mail.

The railroad tie-up has also affected shipments of U. S. radio and television receivers to Canadian cities.

## Stork News

Don Pardo, NBC staff announcer, and Mrs. Pardo are the parents of a baby boy, Michael Dominick, born August 25th., weighing seven pounds, 15 ounces. The Pardos are also the parents of two daughters.

NEW BUSINESS

WFBR, Baltimore: Chase & Sanborn, Instant Coffee has purchased two announcements per week for 52 weeks on the new program, "Melody Ballroom" . . . placed through Compton Advertising. Armour and Co. extends its schedule of six announcements per week for Dial . . . placed through Foote, Cone & Belding. Baltimore Standard Heating, Inc., has purchased two spots per day, five days a week for thirteen weeks.

KNX, Los Angeles: Lever Brothers Company, for Surf detergent, will renew its schedule of 17 weekly spot announcements for 52 weeks beginning September 7. N. W. Ayer & Son, Inc., New York, is the agency for the Surf order. Consolidated Western Lines, Los Angeles bus operators, will sponsor a 13-week series of six weekly participations in the KNX "Housewives Protective League-Sunrise Salute" programs. Lannan & Sanders is the agency, and James Aubrey is the KNX account executive.

WTTM, Trenton, N. J.: Van Sciver's Furniture store, 26-week contract for 40 one-minute spots per week. Trenton Old Stock Beer, 50 spots per week for 52 weeks. Champale, 30 announcements per week for 52 weeks, plus five participating spots per week for Duz. The 6:00 to 6:05 newscast, sponsored by the Trenton Trust Co. A quarter-hour daily sportscast, by Ballantine (Trenton Beer). A 7:00 to 7:05 a. m. newscast by Dolly Madison. Meet Mary, a home economics show, by Hurley-Tobin. The 11:45 to noon spot has been bought by Wise potato chips.

WCBS-TV, New York: The House of Myers, for Houseware Appliance, will sponsor the Wednesday night edition of the late-evening "Variety Quiz" for 13 weeks. It began Wednesday, Aug. 30, at 11:10-11:55 p. m., EDT. Agency is Franklin Bertin and Tragerman Inc., New York.

Levi-Strauss & Co., for Levis and Western Sportswear, has purchased 20 one-minute announcements on "Chuck Wagon," at 5:00-6:15 p. m. Agency is Honig Cooper Co., San Francisco. Vick Chemical, for Vick's Vaporub, signed for participation in "The Real McKay" on Thursdays at 2:30-4:00 p. m., for 13 weeks starting Sept. 21. Agency is B.B.D. & O., New York. Curtis Circulation Co., for the Ladies' Home Journal, has bought two spot announcements on both "Film Theater" and "Premiere Playhouse," starting Aug. 31, through B.B.D. & O., New York. Bristol Myers, for Vitalis, contracted for 52 weeks announcements on Tuesdays and Thursdays at 11:10 p. m. Agency is Doherty, Clifford and Shenfield, New York.

WINDY CITY WORDAGE

By GINNY EVANS

● ● ● The Kuklapolitans are back and Chicago's got 'em. Monday night marked the first Kukla, Fran and Ollie telecast of the season and our pals were in rare form. Kukla's nose is peeling from sunburn, Ollie's red locks are bleached to "golden highlights" by the sun and surf at Nantucket and Fran's prettier than ever. Burr Tilstrom's looking well too. So far, the rest of the troupe hasn't arrived in Chicago, but Beulah Witch is flying in tonight on her jet propelled broomstick and the rest of the company will be back by Friday. Incidentally, don't miss Friday's telecast. Ollie will present his version of the Nantucket whaling pageant and will feature his special song "Thar She Blows."

Chicago

★ ★ ★ Last Monday, wedding bells rang for Nancy Carr, featured vocalist on Mutual's Chicago Theater of the Air, and Leonard Keller, local musician and president of the Metropolitan School of Music. . . Also in the romance department, Terry Scanlon, of Bob Elson's On the Century show, is engaged to Don Trumpeter. . . Passing through town are Louis Hayward, James Cagney and Pat O'Brien. . . Sight of the week recently was Ernie Simon's gay cavorting on WBKB's Saturday Night Party.

★ ★ ★ Everyone's looking forward to September 13th, when Don McNeill's TV Club bows on ABC-TV. . . Nice to learn that our old friend Willard Waterman will play the title role in The Great Gildersleeve when that show returns to NBC on September 6th. Will was one of the top radio actors in Chicago before he went to the Coast.

★ ★ ★ Mae West is in town. Her production of Diamond Lil opens shortly at a Loop theater. . . Jack Stillwell, who says he spent ten years trying to be in radio sales, publicity or anything but an announcer, claims fate must be against him, for he's spent the last 13 years as—you guessed it—an announcer. . . Paul Harvey's recent discussion of democracy vs. communism on his radio show brought a flood of over 10,000 requests for copies of the script.

★ ★ ★ For a second we thought we were seeing double when Hazel Roberts, one of the city's purtiest time buyers, walked down Michigan Avenue with her young daughter. The youngster's a dead ringer for her mom. . . Seems ballet dancing teachers have television to thank for their new lease on life. Seeing dancers on the screen has increased the demand for ballet lessons. . . Patrice Wymore, Errol Flynn's latest fiancee, has come a long way. Remember three years ago when she was singing in little Midwestern spots, hoping for a break? . . . Dorothy Donegan will open at the Oriental Theater here for two weeks beginning September 7th.

★ ★ ★ It looks like MCA is taking steps against losing any more of their young agents to the service. Latest addition to the local office is Mary Ann Gilardi, who's currently a receptionist but, we understand, is being trained to be an agent. . . Admiral Corporation has made Michigan Avenue brighter with their new electric sign. The sign, fourth largest in the city, has five rockets bursting three times a minute.

★ ★ ★ It was a real pleasure meeting Kathy Collin, "Miss Chicago Television of 50." Kathy, who will represent Chicago in the national contest, is talented and intelligent as well as a very pretty gal. Here's wishing her lots of luck. . . Sam Cowling's back from vacation and his first "gom" is his advice: "The best time to swim the English channel is when it has water." . . . And Hank Sylvorn tells about the Chicago TV producer who junked a proposed program about the Windy City's transit system because it had too many Loop holes.

PROMOTION

"Automatic" Crosley Book

Crosley has many new motion displays to help its far-flung dealer organization whoop up sales. Latest and most novel is a "Page by Page" animated book to spur Crosley TV set sales. "An ingenious device using a small electric motor turns the pages of this attractive book and sells the people who look in your window," says Crosley's Sales Promotion Catalog "to help you make more sales."

Dealers are advised to display the page-by-page "book" in the window, "on your showroom floor or at fairs and exhibits in conjunction with Crosley television sets."

The animated Crosley book has eight pages lithographed in 8 colors on heavy cardboard. Pages are 11 x 14 inches. Over-all dimension of the display is 29 x 25 inches. The page-turning mechanism is an 110-volt AAC, 60 cycle synchronous motor. A midget. Two inches in diameter. Four ounces in weight. An oscillating arm "turns the pages." Reading time, cover to cover, is 36 seconds. Page reading averages 10 seconds.

Two More On CBS Web Renew For 52 Weeks

Two more 52-week renewals of CBS network radio shows were announced yesterday with Electric Auto-Lite Company, Toledo, Ohio renewing "Suspense" and Electric Companies Advertising Program renewing "Meet Corliss Archer." Effective renewal date on "Suspense" is October 5. Show is aired Thursdays, 9-9:30 p.m. Cecil & Presbrey is the agency. "Meet Corliss Archer," presented Sundays, 9-9:30 p.m., is renewed effective Oct. 1 through N. W. Ayer & Son, Inc.

Including the aforementioned shows, eight CBS programs came up with 52-week renewals during the past two weeks: Procter & Gamble for "Red Skelton"; the Wildroot Company, 15 minutes of the Arthur Godfrey Show; General Foods Corp. for Wendy Warren and the News American Home Products Corp. for Romance of Helen Trent and Out Gal Sunday; Armstrong Cork Company for "Theater of Today."

Eagles Sked Sold

Philadelphia—Sponsorship of all home - and - away games of the World Champion Philadelphia Eagles will be picked up by Valley Forge Beer and Rams Head Ale according to an announcement made yesterday by Edward C. Obrist, general manager of WPEN, which will carry the football games. Business was placed by Ward-Wheclock, Inc. Broadcasts, to be carried exclusively by WPEN, will include six teen games and will wind up on December 10. Gene Kelly will do the play-by-play with Larry Martin doing color and commercials.

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, August 31, 1950 — TELEVISION DAILY is fully protected by register and copyright

## BILL SEEKS USE OF TV FOR 'VOICE'

### TELE TOPICS

**BROADWAY ANGELS** will have something new to be thankful for by the time Thanksgiving Day rolls around in the middle of the coming theater season—the "something new" being television offers for one-shot, unabridged presentations of the new shows at figures that will practically put any show in the "black" from the outset. One worried producer, however, has opined that he believes the TV presentations may hurt the box-office. On the other hand, other producers feel that TV will advertise the show, especially the Hartmans, who are being tossed an offer for "Tickets Please" that practically equals the cost to produce it on Broadway. In addition, the Hartmans have revealed that the Broadway version of their show was written by four television writers and directed with the video technique—and what's more important—the Hartmans admit that when the show was tried with the traditional Broadway technique it lost all the laughs; they were regained, however, when the Hartmans returned to the TV technique. With this in mind, Broadway backers may well look forward to a better season this year (both financially and artistically) than they have known in quite a long while.

**SEVENTEEN** OF the nineteen celebrities who will judge the "Mrs. America" sectional contests at Palisades Park Sept. 5, 6 and 7 will be radio and TV personalities. . . . Kraft Television Theater has related "The Last Trump," starring Mercer McLeod and Richard Purdy, on Sept. 6 at 9:00 p.m. over NBC-TV. . . . Eight of West Coast's "Top 10" shows now being topped by KTLA. . . . Producer Bruce Mayer has joined WJBK-TV, Detroit, after having been with CBS in Chicago and ABC-TV in Detroit. . . . Theodore A. Okon has resigned from WDTV as public relations director to become business manager of DuMont star Al Morgan. . . . Wrestling from Coney Island Velodrome starts on WOR-TV as of Sept. 6 at 9 p.m. with Dick Nesbitt describing the matches during the two-hour stint.

**YDIA ROGERS** and Woody Klose will commence a new women's household information feature slated to go into WCBS-TV's 1:30-2:30 p.m. slot in the near future. . . . "Miss U. S. Television" will be hosted at WGN-TV, Chicago, on Sept. 3 8-9 p.m., CDST) and carried over WABD and the DuMont network from 9-10 p.m., DST. Sixteen TV stations from throughout the nation are sending local representatives. Cartoonist Al Capp and producer Mike Todd will be New York judges in the contest by telephoning Chicago. . . . WNTA now casting for its ABC-TV show Showtime, U. S. A.) which premieres on Oct. 1, 7:30-8:00 p.m.

### NATIONAL NIELSEN RADIO RATINGS (Top Ten For Week Of July 23-29)

CURRENT RANK	PREVIOUS RANK	PROGRAM	CURRENT RATING Homes (000)	Homes %	Points Change
1	1	Walter Winchell	5,128	12.6	-2.9
2	9	Mr. District Attorney	4,029	9.9	+2.1
3	3	Crime Photographer	3,704	9.1	-0.4
4	5	Mystery Theater	3,663	9.0	+0.6
5	10	Mr. Chameleon	3,663	9.0	+1.4
6	7	Satan's Waitin'	3,337	8.2	+0.3
7	21	Broadway Is My Beat	3,297	8.1	-1.2
8	23	Romance	3,256	8.0	+1.4
9	12	Yours Truly, Johnny Dollar	3,093	7.6	+0.1
10	17	Mr. Keen	3,053	7.5	+0.3

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### House Committee Okays Measure Asking Study

The House Foreign Affairs Committee this week approved a bill calling for investigation of the prospects for use of TV as a part of the Voice of America. The measure, by Rep. Mike Mansfield of Montana, would establish a commission on international information.

Purposes of the 12-member body would include "to devise more adequate methods to be employed in presenting to the people of other countries a true picture of the American people, (and) to appraise the adequacy and effectiveness of existing programs in this field, particularly with a view to utilizing new techniques and facilities, with emphasis on the possible utilization of television techniques."

The Commission would include two members from the executive branch of the government and two from private life, appointed by the President, with the President of the Senate and the Speaker of the House also to appoint two members of their respective bodies and two members from private life. The make-up of the body should be strictly bi-partisan.

Completion of the study by June 30 of next year is contemplated.

### Nancy Carroll Replaces Jean Muir On 'Aldrich'

Nancy Carroll, movie star who has made 25 films since being in the film colony since 1928, will take the role of "Mother" Aldrich in NBC-TV's "The Aldrich Family" starting Sunday night (7:30 p.m.) replacing Jean Muir whose contract has been purchased in full when she was released from the show by General Foods through Young & Rubicam Agency.

### Okon Leaves WDTV

Pittsburgh — Theodore A. Okon, associated with WDTV since June, 1949, as public relations and publicity director, has resigned his position to become business manager of Al Morgan, pianist, composer, and singing star of the "Al Morgan Show," a DuMont show originating from Chicago, Mondays at 8:30 p.m. and carried over WDTV.

### New Show On WAAM

Baltimore — "Magic by Christopher" has been scheduled to start September 6 over WAAM.

### Five Shows Return To CBS-TV In Sept.

Five shows of past years' fame on CBS will return during the month of September, consuming two hours and forty-five minutes weekly of telecast time. Ralph Edwards' "Truth Or Consequences" will be seen and heard in separate television and radio versions; the radio show going into the 9:30-10:00 p. m. slot on Tuesdays as of Sept. 5, and the TV show going into the 10:00-10:30 p. m. position on Thurs., Sept. 7.

Earl Wrightson's "At Home Party" returns for the second year, seen this time at 11:00-11:15 p. m., Wednesdays (Sept. 11). Franklin Heller produces and directs; C. H. Masland & Sons will sponsor. The "Alan Young Show" launches its second season on Sept. 14, 9:00-9:30 p. m.; sponsored by Esso Standard Oil. The show is produced and directed by Dick Linkroum.

After a summer hiatus, the "Fred Waring Show" comes back to the tele air waves on Sept. 24 (9-10 p. m.) with Waring conducting his 65 Pennsylvanians. Bankrolled by the General Electric Co., the show will have several new features, including: films, folk songs, and fairy tales by Andersen. Having completed a film in Hollywood, "The

### "Quiz Kids" Weekly; Montgomery Returns

Effective tomorrow (Sept. 1), the "Quiz Kids" tele show returns to its weekly status over the NBC-TV network after having been seen throughout the summer months every other week. Under sponsorship of the Miles Laboratories, Inc., the show will be viewed each Friday at 8:00 p. m., EDT, with Joe Kelly as the "schoolmaster." Cities carrying the show on kinescope will have varying dates on the change to a weekly feature.

The full-hour dramatic production "Robert Montgomery Presents Your Lucky Strike Theater" will be back on NBC-TV full-scale as of Sept. 11 at 9:30 p. m., EDT. Featuring Montgomery and other film and stage stars, the bi-weekly program will have Lee Bowman and Jane Wyatt starring in the initial telecast of the new season, the domestic comedy "The Awful Truth." Montgomery will continue to be producer and host as well as frequent star in the stanza which is sponsored by the American Tobacco Co. through BBD&O.

"Goldbergs" will return to CBS-TV on Sept. 25, 9:30-10:00 p. m. (Mondays). Worthington C. Miner is producer, Walter Hart directs.

### Plug Fresh-Air Grid Game By 8 TV Shows In One Day

Among the seventeen radio-TV shows yesterday donating time to the Herald Tribune Fresh Air Fund's football game between the New York Giants and the Los Angeles Rams to be held next Thursday, eight were TV shows, giving varying amounts from a four-minute interview to fifteen and twenty minutes. Altogether during the week, seventy-one radio and TV

programs are expected to aid the charity in soliciting attendance for the Giants-Rams game, the proceeds of which go to the Fresh Air Fund for sending city children to summer camps. To date, the Fund has sent over 150,000 children to summer camps this season, according to Herald Tribune sports columnist Bob Cooke who is making guest appearances on many shows.

## COAST-TO-COAST

### Appointed WPTR News Dir.

Albany, N. Y.—Robert L. Coe, director of the Schine radio and television interests, this week announced the appointment of H. W. Maschmeier as director of news, special events and special broadcasts for WPTR. Maschmeier, station program director since June 1, 1948, will direct his efforts toward a greater emphasis on news and special events. Along this line he has already originated a new series, featuring Leo O'Brien, INS Bureau Chief, in a program of news interpretation.

### WSTC Salutes Army

Stamford, Conn.—WSTC and WSTC-FM on Thursday, Aug. 24, presented a special salute to men of the 192nd Field Artillery Battalion of the 43rd National Guard Division and to Army, Air Forces, and Navy and Marine reservists who have been called up for service. Special programs for the day included prayers and inspirational talks by local religious leaders, special talks by Gov. Chester Bowles, Congressman John Davis Lodge, Mayor George T. Barrett, Wilbur Peck, and officers of the 192nd Battalion. Special musical presentations also were featured.

### WOW Announce Promotions

Omaha, Neb.—William J. Kotera has been named chief engineer, and Glenn Flynn, assistant chief engineer, for WOW. Kotera will replace Joe Herold, who resigned on August 23rd. Both he and Flynn have been with the WOW staff for several years.

### "Needle Club" Discusses Party

Hartford, Conn.—A birthday party for a nationally-known utilities executive, Richard L. Rosenthal of Greenwich, president of the Citizens Utilities Co., produced a big-name color story for the "Needle Club" program over WDRC, a few days ago. At the party, held at Rosenthal's home, were several authors, including Max Shulman, Leo Rosten and Mrs. Elizabeth Janeway, all of whom live in this state. Jack Zairman, president of the "Needle Club," told about the party and its guests on one of his daily programs.

### Manager Pinch Hits For Player

Westerly, R. I.—When Walt Dropo, first baseman for the Boston Red Sox, was scheduled to be the guest of honor at a sports night presented by WERI for the benefit of the Kiwanis Underprivileged Children's Fund, he was injured and the team physician called off the star's appearance. Red Sox Manager Steve O'Neill volunteered to make the trip from Boston to appear at the WERI affair, pinch-hitting for Dropo. Also present with the Red Sox manager were "Bump" Hadley, former New York Yankee pitcher, now a Boston TV sportscaster, and Billy Sullivan, Boston Braves public relations man.

## California Commentary

By IRV HAMLIN

● ● ● Don Lee KTSL TV evenings rates have been upped to \$600.00 per hour as of Sept. 1st, it has been announced by Ward Ingram, vice-president in charge of sales at Don Lee. The boost represents a hundred-dollar jump from the present \$500.00 rate, and exactly twice the initial \$300.00 rate. Sponsors now on the station will be protected for 26 weeks.

### Hollywood

so that the outlet will not feel the financial benefits until April 1st or so, according to Ingram. Due for immediate discussions are the questions of daytime programming and complete seven nights a week videoing, despite the fact that the Don Lee properties are to be officially bid on very shortly for final disposition. Ben Brown, public administrator, has commenced sending out the official bidding forms, complete with requirements for purchasers, to prospective buyers.

★ ★ ★ ★

● ● ● KTLA, which introduced the Roller Derby to L. A. audiences, has been signed again by the owners of the show to beam the event three times weekly. Started Aug. 22, the show emanates from Long Beach Auditorium, and will run for three weeks over the Paramount video outlet. It is generally conceded among sports figures that without telecasting, the Derby would have died on its feet. So far, the results have been gratifying, and the Derby owners plan to work their promotion thru TV indefinitely.

★ ★ ★ ★

● ● ● KFAY in Bakersfield, Cal., now at work with its spanking brand new transmitter, studio, and dial location (from 1490 kc to 550 kc). Dedicatory program was aired from the Fox Theater in Bakersfield on Aug. 11th. . . . Frankie Fontaine, the guy who actually broke Benny up on the air, making the jaunt back to Boston to bring his wife and seven (7) kids out here, Frank has us signed for a minimum of six guest shots on Benny's CBS stanza. . . . Dick Mulcahy of KECA's writer-producer staff, off to Camp Cook with the 13th Armored Bn. for summer encampment. Lt. Mulcahy is public relations officer for radio. George Falcon, mgr. of KECA's transcription dep't, appointed P.R. director for radio and TV for the Cal. Nat. Air Guard, 62nd Wing, has left for two weeks training.

★ ★ ★ ★

● ● ● Annual confab of District 16 of the NAB was held at the Hollywood Roosevelt Aug. 24 and 25. . . . Judge Miller, Ralph Hardy and Lee Hart were heard. Cal Smith chairman. . . . Harry Von Zell apparently a fixture on Natalie Kalmus' "Club Celebrity" on KNBH. It says here that Harry will act as straight man for weekly guesters. Wanna bet? . . . Dick Haymes has signed the song writing team of Clark and Haymes to supply TV tunes for him. . . . KFWB, always on the ball insofar as public service is concerned, picks up the UN ball again by carrying nitely 15-minute airers direct from Lake Success, featuring highlights of each day's activities, including the voices of all those who are making (or unmaking) history. Robert Gump, Far East authority, will be heard with his weekly analysis immediately following the UN broadcast.

★ ★ ★ ★

● ● ● It's good to hear that Nuccio and Connors, winners of the Admiral Television Talent Hunt on WBKB are doing well at the Chicago Theater. The couple won a week's booking at the Chicago as first prize. . . . Marilyn Odon has been chosen as "Miss Sweet Sixteen" in honor of the sixteenth anniversary of the Sachs Amateur Hour. Marilyn, who is talented as well as pretty, is an accomplished ballet dancer as well as a pianist.

## BEHIND THE MIKE

COMICS Tim Herbert and Don Saxon joining forces with Ann Corio to package a fall television program.

Bobby Byrne will broadcast for the Treasury Dep't during his forthcoming road tour.

Making a tremendous hit entertaining at Fort Dix is the beautiful Carol Hendricks, a new arrival in town.

The French chef's voice advertising Habitante Soup belongs to Francois Grimard. He's also writing the spots in French for Canadian distribution.

Billy Reed, the Little Club impresario, and Skitch Henderson, doing a song and dance act on Eloise McElhone's TV stanza.

Ralph Paul has been renewed as announcer on "Lights Out" for another year. This gives Ralph five shows.

Herb Gordon, Ziv's production head, and Dick Gordon, World Video pres., who are not related, keep getting scrambled phone messages from clients who confuse World Transcription and World Video.

Richard Hayes playing "Songs for Sale" this week even tho' his doctor advised against it. Dick suffered a concussion last week when he was mugged outside his Bklyn home and spent four days in the Swedish Hospital as a result.

## Ind. Committee Formed To Combat Communism

(Continued from Page 1)

Communists in the radio & TV industry, was announced this week by Rabbi Benjamin Schultz, coordinator of the committee.

Other members of the committee are: Stephen C. Chess, Queens County commander of the Catholic War Veterans; Theodore Kirkpatrick, editor of "Counter Attack," which published "Red Channels"; Mrs. Hester McCullough; Alfred Kohlberg, national chairman of the American Jewish League Against Communism; Mrs. Earl French, former president of the Queens Young Women's Christian Association, and Mrs. A. R. Bonbrake.

### Bill In Preparation

It was also revealed late yesterday that certain Washington circles consider it almost certain that a requirement calling for identification of Communist-sponsored radio programs, or programs by organizations officially designated Communist-front, will be included in whatever subversive control bill is finally worked out by the two Houses of Congress.

The Wood Bill passed this week by the House contains such a requirement, which is broader than current broadcast practice in that it goes beyond mere identification of Communist party auspices. Most observers feel that this is one of the least controversial features of the measure, and that it is certain to be retained by the Senate.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 52, NO. 44

NEW YORK, FRIDAY, SEPTEMBER 1, 1950

TEN CENTS

## RTMA WANTS CUBAN TV TARIFF EASED

### Patt Is Named President Of Goodwill Stations

#### Richards Appoints Worth Kramer WJR Mgr.

Detroit — John F. Patt, of Cleveland, oldest member in point of years of service in the three G. A. Richards organizations, was elected president of the Goodwill Stations, WJR, Detroit, WGAR, Cleveland, and KMPC, Los Angeles, at the regular quarterly meeting of the board

(Continued on Page 3)

#### Asks Close FCC Check On 'Commie' Material

Washington Bureau of RADIO DAILY

Washington — The FCC ought to be required to know what broadcasts of a subversive nature go out on the air, Rep. Clarence Brown, R., Ohio, said yesterday. He said he has had numerous complaints about Communist-sponsored broadcasts from Ohio, and referred also to the present controversy in Fall

(Continued on Page 6)

#### Hooperatings Give Winchell Two Mo. Lead

Walter Winchell tops the radio programs and "Toast of the Town," leads the TV shows in the New York "Hooperatings Pocketpiece" for July-August, released yesterday. Winchell with a Hooperating of

(Continued on Page 3)

#### Probe Sought

Congressional probes of exports of vital materials from this country to Russia and her satellite nations have been initiated by Rep. Charles A. Wolverton (R), N. J., based on broadcasts made by Mutual network commentator Frank Edwards. A House resolution was introduced by Wolverton calling for a committee to probe the situation.

#### Acheson To Name Panel For Int'l Radio Info

Washington — A new panel on the use of radio in international information activities will be named by Secretary of State Dean Acheson, subject to confirmation by the U. S. Advisory Commission on Information, it was announced yesterday by publisher-broadcaster Mark Ethridge, chairman of the advisory commission. Ethridge said President Truman has approved the plan of the Commission for the setting up of panels on radio, press, motion picture and general informational activities.

Ethridge's announcement followed a session with the President yesterday at which Justin Miller, NAB president and a member of the five-man commission, was in attendance.

#### Lever Going 'All-Out' On Pepsodent & Spry Crosley Realigns Executive Personnel

A cash jingle contest, with a first prize of \$10,000 and a total of more than \$100,000 in other prizes, will be launched Monday, September 18, at 10:00 p.m. on the "My Friend Irma" program over the CBS network.

Termed by Lever Brothers Company, sponsor of the show, "the greatest cash jingle contest in radio history," a total of 15,561 indi-

(Continued on Page 6)

#### Emerson Profits Up For Seven Mo. 1950

Emerson Radio and Phonograph Corporation and subsidiaries reported a consolidated net profit, after taxes, for the 39-week period ended August 5, 1950, of \$3,559,827, equal to \$2.02 per share on the 1-

(Continued on Page 3)

A series of inter-company executive realignments were announced yesterday in a joint statement by James D. Shouse, vice-president of Avco Manufacturing Corporation, and Robert E. Dunville, president of the Crosley Broadcasting Corporation.

Kieran T. Murphy, co-manager of WINS, New York, has been raised to comptroller of Crosley

(Continued on Page 3)

#### Urges 'Voice Of America' Be 'Voice Of Freedom'

Washington Bureau of RADIO DAILY  
Washington — Elevation of the "Voice of America" to become the "Voice of Freedom" beamed at this country as well as abroad was urged in the Senate yesterday by

(Continued on Page 2)

#### Three Additional Committees Named By Mfrs. Association

Washington Bureau of RADIO DAILY  
Washington — Make-up of three more RTMA committees was announced yesterday, with their fields of responsibility including membership, market research and industrial relations. J. J. Kann of Standard Transformer, Chicago, heads the membership body, with W. H. Rickenbach of Farnsworth, chairman of the market research committee and John W. Craig of

Crosley, chairman of the industrial relations group.

Other members of the membership committee include, Leonard Ashbach of Garod, Joe Friedman of Trav-Ler, Virgil Graham of Sylva, H. L. Hoffman of Hoffman Radio, Arie Liberman of Talk-A-Phone, T. A. Smith of RCA-Victor, R. L. Triplett of Triplett, Thomas A. White of Jensen Manufacturing

(Continued on Page 3)

#### Also Hits Brazil's Registration Of Term 'TV'

Washington Bureau of RADIO DAILY

Washington — RTMA this week asked the State Department to try for a lowering of the Cuban tariff on TV receiver equipment during the forthcoming International Trade Meet at Torquay, England. The reduction was asked in the light of concessions already granted by this coun-

(Continued on Page 7)

#### Two New AM, One TV Sought In Canada

Montreal — Applications for licenses for two new radio stations and for one experimental TV station will be considered by the CBC Board of Governors at meetings to be held in Vancouver, B. C., Sept. 19-20.

One of the applications, made by

(Continued on Page 2)

#### Miles Renews Two Shows For Fall Over CBS

Miles Laboratories, Inc., Elkhart, Ind., has renewed sponsorship of its two CBS, five days a week shows, "Hilltop House," and "Curt Massey Time," for another 52 weeks, effective with the broadcasts of Oct. 2. "Hilltop House," popular daytime

(Continued on Page 2)

#### Sue's On

"Seoul City Sue," the G.I.'s Korean sporadic will be heard for the first time in this country on NBC's "Voices and Events" program to be aired tomorrow night at 7 p.m., EDT. A recording of "Sue's" voice was made by Richard Johnson, New York Times correspondent, for the program. The city of Seoul is the capital of Korea.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : Business Manager

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# FINANCIAL

(August 31)

	High	Low	Close	Net Chg.
ABC	103 3/4	105 3/8	103 3/4	.....
Admiral Corp.	27 3/8	27	27	.....
Am. Tel. & Tel.	153 3/8	153 3/8	153 1/2	..... 1/8
CBS A	34 1/2	32 3/8	34 1/2	+ 2 1/2
CBS B	34 1/2	32 1/4	34 1/2	+ 2 3/8
Philco	39 3/8	39 3/8	39 3/8	..... 1/4
RCA Common	17 1/4	16 7/8	17 1/4	+ 3/8
RCA 1st pfd.	75	75	75	.....
Stewart-Warner	15 3/4	15 1/2	15 3/4	+ 1/4
Westinghouse	31 1/2	31 1/4	31 1/4	..... 1/4
Zenith Radio	49 3/8	49	49 1/2	+ 1/8
NEW YORK CURB EXCHANGE				
Haz. Itine Corp.	19 3/4	19 1/4	19 1/4	+ 1/8
Nat. Union Radio	3 3/4	3 3/8	3 3/8	.....
OVER THE COUNTER				
DuMont Lab.	Bid 21	Asked 21 1/2		
Strömberg-Carlson	Bid 11 1/2	Asked 13		

## Miles Renews Two Shows For Fall Over CBS

(Continued from Page 1)  
drama is aired 3:15-3:30 p.m., while "Curt Macey Time" is presented across the board at 5:45-6:00 p.m., with a New York rebroadcast at 5:30 p.m. Wade Advertising Agency, Chicago, represents Miles Laboratories.

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

# KGW PORTLAND OREGON

ON THE EFFICIENT 420 FREQUENCY

ATTENTION: ESTABLISHED BY TOMAS FISKE & CO.

### Catholic Hour To Move

NBC and the National Council of Catholic Men announced jointly yesterday that the "Catholic Hour," which last March observed its twentieth birthday, will move into a new time period, Sunday, Oct. 1. Beginning on that date the program will be heard on the network from 2:00 to 2:30 p.m., EST, instead of from 6:00 to 6:30 p.m., as in the past. Commenting on the change of time, Charles R. Denny, executive vice-president of NBC, and Stewart Lynch, president of the National Council of Catholic Men, said that more stations will carry the program in the new time period and a larger audience will be available.

## Urges 'Voice Of America' Be 'Voice Of Freedom'

(Continued from Page 1)  
Sen. H. Alexander Smith of New Jersey. He would have this voice be "the main weapon in our great peace offensive, carrying out our most vital message to all the downtrodden people of the world and to those who are looking to us for hope."  
The Senator is a co-author of the bill authorizing the peace-time "Voice of America." Lifting it to new importance, he said, would mean that "we would not have to leave the 'Voice of America' as it is today, a second-hand support for our military operations, but we could raise it to the position of dignity that the battle for the minds of men deserves. It would become the main weapon in our great peace offensive, carrying out our most vital message to all the downtrodden people of the world and those who are looking to us for hope—the real message that we have in our hearts because of the liberty that has been given to us, the message of freedom as we conceive it, not freedom as license, but freedom under God."  
Smith said he has been "dissatisfied with the progress of the 'Voice of America' to date. Its role is as important as that of our military effort, and yet thus far it has been relatively ineffective. This is partly because of the very small size of the project measured against our other undertakings, but I think it is also because we have not shown enough vision and have not seen

## Two New AM, One TV Requested In Canada

(Continued from Page 1)  
Dauphin Broadcasting Company, Ltd., was carried over from a previous meeting with the company to be financed by citizens of the Manitoba community. The other AM applicant is Robert Stuart Grant, seeking a license for a 1,000-watt station at Kingston, Ont.  
Sparton of Canada, Limited, manufacturer of radios, has applied for an experimental television license for use in London, Ont.  
Meanwhile, with Canada's nine day railroad strike ended yesterday, it is expected that communications systems will quickly get back to normal and that normal resumption of the flow of ET's to Canadian stations from the United States will be in effect today.

## WQXR Keeps Summer Series

The WQXR artists series featuring members of the station's music staff, which originally was planned as a summer series only, will continue through the fall in the Tuesday night period from 7:30 to 8:00 p.m., it was announced yesterday.

## Forjoe Adds Stations

Effective today, WPIT and WPIT-FM, Pittsburgh, Pa., will be presented nationally by Forjoe and Company.  
with sufficient clarity that our central theme must be nothing less than the theme of human freedom."

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

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

STATION D 9.6 (NETWORK)

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

WITH . . . . . \$16

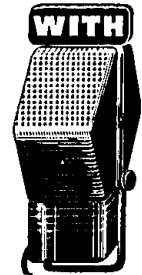
STATION A . . . . . \$55

STATION B . . . . . \$50

STATION C . . . . . \$70

STATION D . . . . . \$30

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



\* HOOPER RADIO AUDIENCE INDEX, JUNE-JULY 1950; TOTAL RATED TIME PERIODS

Now Covering 17,000,000 Population Area in 5 States!

50,000 WATTS in the middle of the dial 800 kc.

# CKLW

• MUTUAL •

The DETROIT AREA'S Better Than Ever Buy!

Adam J. Young Jr., Inc. National Representative

Guardian Building Detroit 26 Michigan

J. E. Campeau, President

## Richards Names Patt Pres.; Kramer V.-P.

(Continued from Page 1)

of directors here yesterday. Richards, chairman of the board, made the announcement and at the same time stated that Worth Kramer was made vice-president and general manager of WJR, Detroit, to succeed Harry Wismer who resigned this week. As president, Patt will assume responsibility for the operation of all three stations.

Both John Patt and Worth Kramer have had long experience in the field of radio. Patt, who joined WJR in 1926 and who has been vice-president and general manager of WGAR in Cleveland since 1930, is a pioneer in the field of radio, having first served as announcer and radio editor of WDAF, Kansas City, Mo., in 1922. He has been in radio continuously since that time. He is a graduate of the University of Kansas. He was the first director of KFKU, operated by the university. He was also the first president of the Ohio Association of Broadcasters and he is a former director of NAB.



PATT

Worth Kramer was assistant general manager at WJR. He has been associated with this station for the past four years, coming to Detroit by way of Cleveland after service in the Navy. He was for several years program director of WGAR and is now a director of the Michigan Association of Broadcasters.

## Hooperatings Give Winchell Two Mo. Lead

(Continued from Page 1)

12.6, heads the AM shows for the two months, followed by "Twenty Questions" in second place with 11.1; "Stop the Music" in third spot with 5.8, and Richard Diamond, fourth, with 5.5.

For the tops in TV programs, "Toast of the Town" is in first spot with 30.9; second is "The Web" with 8.3; "Stop the Music" with 17.2 is third; and fourth is "Ford Star Revue" with 16.8.

## Emerson Profits Up For Seven Mo. 1950

(Continued from Page 1)

59,610 shares of stock outstanding. For the like period ended July 30, 1949, the consolidated net profit, after taxes, amounted to \$2,256,718, or equal to \$1.28 per share on the 1,759,610 shares presently outstanding. On the 800,000 shares which were outstanding at July 30, 1949, profit was equal to \$2.82 per share.

## Three Additional Committees Named By Mfrs. Association

(Continued from Page 1)

and Fred D. Wilson of Operadio. Serving with Rickenbach on the market research committee will be L. K. Alexander of G. E., George A. Beise of Crosley, F. W. Mansfield of Sylvania, George McCleary of RCA and Virgil Otto of Zenith. Leslie E. Woods of Raytheon will serve as vice-chairman of the industrial relations committee under Craig.

Among the projects and activities of this RTMA standing committee are the annual labor seminars held for industrial and personnel managers and the analyses of the non-wage provisions of collective bargaining agreements of member companies. The labor seminar subcommittee is under the chairmanship of Harvey Stephens, of International Resistance Co., and Woods heads the collective bargaining agreements subcommittee. Another subcommittee is engaged on Walsh-Healey minimum wage determinations under chairman Robert C. Sprague, Jr.

Following is the industrial relations committee membership: John W. Craig, chairman; Crosley; Leslie E. Woods, vice-chairman; Raytheon; Harold W. Butler, Philco; Paul W. Deubery, Crosley; J. Ferren, Zenith; Joseph C. Folsom, Belmont Radio; George Geer, Hickock Electrical Instrument Co.; C. H. Harrison, General Electric; Harry Houston, Allen B. DuMont Laboratories; M. M. Hughes, Bendix; A. B. LaCroix, Federal Telephone & Radio; D. C. Lee, Westinghouse; V. J. McMann, General Instrument Corp.; James G. Parks, Erie Resistor Co.; K. N. Piper, Motorola; R. C. Sprague, Jr., Sprague Electric; Harvey Stephens, International Resistance Co.; E. Tuft, RCA Victor, and I. W. Wycoff, Pilot Radio Corp.

RTMA revealed that L. E. Pettit of G. E. will succeed Stanley Manson of Stromberg-Carlson as chairman of the association's advertising committee. Pettit was vice-chairman for several years, and is succeeded by H. F. Guenin, Jr., of the RCA Victor division in that post. During his three-year tenure as committee chairman, Manson has

## Serutan Sponsors News

The Serutan Company has signed to sponsor three daily news commentary programs over the ABC network beginning this month. Combined, the programs amount to two hours and 55 minutes of sponsored time for the network.

Serutan will sponsor Victor R. Lindlahr in a 15-minute commentary Monday-through-Friday beginning September 11, at 10:45 a.m., EDT.

Starting September 18, Serutan will sponsor Edwin C. Hill in a daily 5-minute newscast at 12:25 p.m., EDT, and John B. Kennedy in a 15-minute commentary at 2:30 p.m., EDT, Monday through Friday.

directed the association's activities in connection with the annual celebration of national radio promotion of the "Voice of Democracy" contest in cooperation with the U. S. Junior Chamber of Commerce and NAB. Prior to assuming the committee chairmanship, he headed a sub-committee which supervised the RTMA "radio-in-every-room" campaign. He continues as a member of the committee.

The committee is now formulating plans for national radio and television week this year (Oct. 29-Nov. 4). It will meet Sept. 20 at the Roosevelt Hotel, New York City.

Following is the complete membership: L. E. Pettit, chairman, G. E.; H. F. Guenin, Jr., vice-chairman, H. R. F. Dietz, Emerson; Henry R. Geyelin, Jr., John F. Gilligan, Philco; David H. Grigsby, Zenith; Earl L. Hadley, Westinghouse; Bernard Holsinger, Sylvania; James Jewell, Arvin; W. C. Lederer, Bendix; C. R. Lunney, Stewart-Warner; Stanley H. Manson, Stromberg-Carlson; W. B. McGill, Westinghouse; K. T. Milne, Delco; S. A. Morrow, Capehart-Farnsworth; Chas. J. Nesbitt, Hallicrafters; E. L. Redden, Motorola, and George Simons, Crosley.

## Crosley Realigns Executive Personnel

(Continued from Page 1)

Broadcasting Corp. He will move to the company's headquarters in Cincinnati. O. Murphy has been associated with WINS for the past seven years.

He replaces W. A. Smith, who becomes comptroller of the Crosley Division of Avco Manufacturing Corp.

Co-incident with Murphy's appointment, Wilmot H. Losee who has been acting as co-manager with Murphy of WINS, has been upped to general manager of the New York outlet. Losee joined WINS seven years ago as a salesman, later becoming sales manager.

Crosley operates in addition to WINS, the Cincinnati outlet, WLW, and three TV stations; WLW-T, Cincinnati; WLW-C, Columbus, and WLW-D, Dayton.

## Italian Series For WNLK

Starting Sept. 15, WNLK, Norwalk, Conn., will start a series of Italian language transcribed travelogues entitled "Sulle Strade d'Italia," dealing with various towns and regions of Italy. The series has been prepared by the ECA Special Mission to Italy. First eight programs will deal with the Abruzzi region.

• faces • facts • figures • wins •

**SHOWS DESIGNED FOR YEAR 'ROUND SELLING**

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

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

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

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

**WINS 1010 on the dial WINS**

**WINS**  
50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

## AGENCIES

**PAUL HAHN**, president of the American Tobacco Company, was the recipient yesterday of an award from the United States Forestry Service for the co-operation and contribution of American Tobacco's radio and TV programs in the campaign for the prevention of forest fires, which is being handled by the Advertising Council. Presenting the award for the Forestry Service was Chief Lyle Watts. The award was in the form of a booklet of letters from forest rangers and officials of the service.

**JOHN F. KURLE** has joined the New York office of Sherman & Marquette Advertising Agency as director of research. Previously, Kurle was v-p in charge of media and research for the Association of National Advertisers; v-p in charge of advertising of M&M Limited; director of research of Look Magazine, and specialist in market economics with the Econometrics Institute. He will take the place of Sam Gill, who has left the agency.

**VIRGINIA HERROD**, for the past two years account exec with Hirsch & Rutledge, Inc., St. Louis, has been appointed executive v-p and partner of Lindell Agency, Inc., St. Louis. In previous years, Miss Herrod has also been associated with the Gardner Advertising Agency of St. Louis, and is a member of the St. Louis Women's Advertising Club.

**HAROLD S. LONGMAN** has joined A. W. Lewis & Co., as copy chief. Previously, he was copy chief at the Peck Advertising Agency and Gordon & Rudwick, Inc.

**NATIONAL RETAIL DRY GOODS ASSOCIATION** has scheduled its fortieth annual convention for Jan. 8 to 11, 1951, in the Hotel Statler.



By SID WHITE

### Man About Manhattan. . . !

● ● ● Jack Barry's "Stars & Starters" stanza, which features brilliant youngsters co-starring with the great names of B'way and H'wood, will be glorified via a series of film shorts and they oughta be terrific. That's because Barry and his partner, Dan Enright, got themselves an unexpected windfall when Fredric March, Florence Eldridge, Peter Lawford and Myrna Loy, deeply impressed with the show after they had made personal appearances on it, offered to play bits in the film series. No wonder Barry is going to take a flyer and produce them independently. With that kind of H'wood backing, how can he miss.

☆ ☆ ☆ ☆

● ● ● For a long while now, we've been meaning to toss a bouquet or two Walt Frammer's way for his expert production of "Strike It Rich," one of radio's better daytimers. The grapevine tells us there's a simulcast in the wind for him, and if that's so, we're very happy for him. Walt's been on the scene now for some 21 years and there are few around more adept in handling contestants and this sort of show. TV could use some of that Frammer savvy.

☆ ☆ ☆ ☆

● ● ● **ON THE GOOD OLD EAR-IE:** Rossellini's a cutie. He's anxious, according to insiders, for Ingrid to become a H'wood star again and is trying to cook up a deal to sell her old pictures to television to pave the way back into the public good graces. . . . Mexico TV stations are fighting to get Mayor O'Dwyer to do a TV series down there. . . . Of course it's all set for Jack Benny to do a TV program once every 8 weeks, but he's expected to quickly narrow that down to once every 3 weeks. They expect him to be that terrific, natch. . . . A lot of sponsors who've been swallowing their beefs about the extravagant technical costs of TV advertising are getting ready to explode some of their gripes over the trend in jacking up time costs. . . . Sudden thaw: By letting Gillette pay the astounding sum of \$975,000 for World Series rights, isn't television Gilletting its own throat? . . . Al Cohan, promotion man with WJZ and one of the bright young men of radio, proved how bright he was. He took a year off to write a tome.

☆ ☆ ☆ ☆

● ● ● **APPLAUSE DEP'T:** Jean Carroll's sensational comedy routines at the Paramount. . . . Kay Armen's torchy London disc, "Just Say I Love Him." . . . Dick Contino's accordioning at the Waldorf. . . . Eileen Barton's new novelty disc, "May I Take Two Giant Steps." . . . Martin Block's International Make Believe Ballroom via Voice of America.

☆ ☆ ☆ ☆

● ● ● **ONCE OVER LIGHTLY:** Ted Collins' hard-hitting noontime newscasts via Mutual have gotten him offers to do a syndicated editorial column. . . . A couple of name singers are burning at Duke Ellington. It seems Duke had his choice of a co-headliner at the Paramount and he chose Sarah Vaughn, who's just about the hottest thing around since her Columbia disc, "I Love The Guy." . . . That amazing gent from Holland, Leo Fuld, is back after a tour of Europe and Israel. Leo's in town to arrange kinescopy of his BBC-tv'er, "Songs of the World," which an American bankroller is interested in. . . . Chalk up another rung up the old ladder for Andy Roberts, baritone protege of Morton Downey. Andy, currently heard on "B'way Open House," has been signed by Percy Faith for a series of sides on the Columbia label. . . . Martin Block goes to a wedding today. His son, Gene, marries Francine Block (no kin) in Bronxville at 1 p.m.

☆ ☆ ☆ ☆

## CHICAGO

By GINNY EVANS

**"RED GRANGE PREDICTS,"** will originate from Chicago, starting Thursday, September 21st, on the ABC television network. On this 15-minute, once a week show, Grange will predict the outcome of the major football clashes of the following week-end. The Florsheim Shoe Company will sponsor the show.

Julian Bentley, WBBM news editor, will write an introduction to a journalism textbook, by Donald E. Brown of the University of Illinois.

The September 2nd broadcast of "Blue Ribbon Sport of Kings," will originate at Chicago's Washington Park. Jack Drees will describe the running of the \$50,000 handicap and Don Ameche will interview celebrities attending the race.

Joyce Homier, who has a show of her own upcoming on WGN-TV, will be featured as the "career performance" artist on Mutual's "Chicago Theater of the Air," next Saturday. Bruce Foote will be the solo star.

September 3rd will mark the return of Canada Dry Ginger Ale as sponsor of the first half-hour of ABC-TV's "Super Circus." The Peters Shoe Company and M & M Ltd., alternate sponsorship of the show's last half-hour.

Dudley Faust will join the New York CBS network sales staff, September 5th. Faust was formerly assistant western sales manager for CBS in Chicago.

## Send Birthday Greetings To—

September 1  
John J. Anthony Fred Jeske  
Robert K. Chase Don Wilson  
William N. Daly Claude Horton

September 2  
Fred von Ammon Bill Bacher  
Barbara Jo Allen  
Raymond R. Morgan

September 3  
Estelle O. Stoddard Dale Cross  
Betty Arnold Annie Canova  
Nicholas Agenta Doris McHale

September 4  
Owen Jordan Les Little  
Alan Ward George Johnston

September 5  
Robert A. Borjes R. C. Morenus  
Harold Sanford John Henry  
Norman Sichel Jerry Law

September 6  
John Charles Thomas Billy Mills  
Marie Green James E. Sauter  
Paul Tremaine Phil McHugh  
Bob Anthony Paul Lavalley

September 7  
Alan Devitt Dan Russell  
John A. Stewart

**ATLANTIC CITY**

**Jefferson**

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

**MONTICELLO**

AMERICAN AND EUROPEAN PLANS  
• Coach-and-Four •  
Cocktail Lounge

**BOSCobel**

EUROPEAN PLAN  
ATLANTIC CITY'S POPULAR  
PRICE FAMILY HOTEL

FETTER FAMILY HOTELS IN

KENTUCKY AVE., Nr. Beach



# EQUIPMENT

FM FAX

Section of RADIO DAILY, Friday, September 1, 1950

## Zenith Has TV Switch For Remote Control

The Zenith TV set owner can sit well removed from his set in an easy chair and by simply pressing a switch, change the program to any other desired channel without bothering to arise from his chair and make the necessary adjustments on the set.

All this is made possible through Zenith's new "Lazy Bones" station selector. This handy accessory which is motor driven, rotates Zenith's turret tuner to achieve the changeover from one channel to another. The turret tuner itself swings in picture, station, and sound automatically and locks them into position.

The "Lazy Bones" attachment is available as an optional accessory on any of the 21 new models in Zenith's 1951 TV line and retails for \$10 when built into the receiver at the time of manufacture.

In order to demonstrate Lazy Bones Remote Control in dealer windows or show rooms, Zenith has come up with an ingenious "live-tion" lithographed cardboard demonstrator. It shows an actual Zenith console with the Lazy Bones control. Zenith logo and "Lazy Bones" are back lighted. A picture close-up on the 12½-inch screen is illuminated by backflash. It is one of four scenes on vinyl plastic, mounted on a 34-inch cardboard wheel inside the 3-dimension display.

## ENGINEERS—CONSULTANTS

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DAVENPORT, IOWA  
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## Twelve Tube TV Set

A new TV receiver, having revolutionary features in design and circuit is expected to be marketed shortly according to an announcement this week by Telecoinc. Inc., New York City. The chassis contains only 12 receiving tubes and is sufficiently powerful for a 16 or 19-inch picture. No transformer is used, and according to the manufacturer, much fewer parts are required in the construction of the set. The receiver will be marketed under the label of "Air Marshall" and it was further stated that such a set may be the answer to the material and component parts shortages which has gripped the industry since the beginning of the Korean war.

## FM Tower For KRNT Will Rise 709 Feet

Construction of KRNT's 709-foot FM-TV tower in downtown Des Moines, Ia., is now getting under way, according to an announcement by Robert Dillon, vice-president of the Cowles Broadcasting Company. The tower, which is being erected over KRNT's theater building will have the base of one of its legs projecting through the roof of the building's east wing, now occupied by the U. S. Naval Reserve district headquarters. Its operation will not be hindered, nor will the work interfere with the theater's stage attractions.

### Close To Relay Tower

The triangular self-supporting steel tower will be located just a half-block from the new 427-foot TV network relay tower erected alongside the Northwestern Bell Telephone Company building.

According to Dillon, the tower

## New Line Of TV Parts Available From G. E.

A complete new line of TV receiver parts, applicable to General Electric receivers as well as many other makes, has been announced by G. E.

The line has been on display at the NEDA Convention in Cleveland since August 27 and will be shown again at the 6th Annual Pacific Electronic Exhibit at Long Beach, Calif., September 13-15.

Included in the line are 70 degree deflection yokes for magnetic deflection circuits; horizontal sweep output and high voltage transformers, and other components such as EM-PM focus coils, width and linearity controls, ion trap magnets, etc.

A new catalogue which gives a complete description of the various components is now available from G. E.

It will be capable of handling three separate TV or FM antennas.

## PRODUCTION PARADE

### Triple-Speed Record Changer

A new and completely unique double-side, triple-speed record changer, The Lincoln, has been introduced by the Lincoln Engineering Company, St. Louis. Advertised as "The World's Most Versatile Record Changer," the unit automatically plays one or both sides of records as desired, all speeds—33-1/3, 45 and 78 r.p.m., all sizes—7", 8", 10" and 12" intermixed in any sequence of the same speed. Speed selection is made by simply moving an indicator lever to speed desired. Full loading of 22 L. P. records provides up to 21 hours of uninterrupted music. Changer stops automatically when last record is played.

### Low Cost Inputuner

Mechanically and electrically designed for ready replacement of switch-type TV tuners, the new DuMont Series T3A Inputuner provides reception of FM as well as TV channels at a new low in cost. According to the company, this continuous tuner has performance superior to that provided by previous Inputuners produced by the DuMont organization.

### Combo Wire-wound-Carbon Control

To fill the ever increasing TV demands for different control combinations, Clarostat Mfg. Co., Inc., Dover, N. H., now offer a combination of wire-wound and carbon control. Dual-concentric controls have cut down the number of separate knobs on the TV receiver operating panel considerably over the past few years. The newest Clarostat step in simplification of TV design is this new dual-concentric control.

### Capehart-Farnsworth Appointee

J. William Costello has been named sales promotion manager of the Capehart-Farnsworth Corp., Fort Wayne, Ind. He has been sales promotion manager for the Hartford, Conn., district of General Electric Supply Corp. since 1948.

### Named Weston Gen. Sales Mgr.

Earl Mellen, president of the Weston Electrical Instrument Corporation, Newark, N. J., has announced the appointment of Philip Barnes as general sales manager. Barnes has been associated with the Weston organization 16 years.

## Lavish Crosley Show Reaps Dealer Orders

In one of the most lavish dealer showings yet seen in New York, the Crosley division, Avco Manufacturing Corporation, unveiled their new line of television, radio and major appliance lines at the Waldorf-Astoria Hotel on Wednesday.

At a press conference held prior to the showing of the new line, W. A. Brees, Avco vice-president and Crosley general sales manager, announced that dealer orders totaled more than \$100,000,000 at retail, amounting to more than three-and-a-half times the dealer orders for the corresponding period last year.

### 63 New Models

The new line, representing the largest and most feature-packed in Crosley's history, includes 24 new TV receivers, 10 radio models, 11 refrigerators, 10 electric ranges and eight home and farm freezers.

Prices on TV sets range from \$199.95 for a 12½" console to \$489.95 for a 17" TV three-way combination in blond finish cabinet. In announcing the prices on all products contained in the company's new line, Brees said that they are "competitive but not radical."

The ten-model radio line is comprised of two radio-phonograph consoles, seven table radios, and a portable. Prices range from \$19.95 for the smallest table model radio to \$259.95 for a blond finish radio-phonograph console.

John W. Craig, Avco vice-president and Crosley general manager, said that the company is confident that it would be able to maintain peak production schedules in all lines, despite the reported shortages of component parts and materials.

## Sightmaster Consolidates

Sightmaster Corp. has moved its New York office and showrooms to its new plant at New Rochelle, N. Y.

## RADIO ELECTRONICS SCHOOL OF NEW YORK

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

LICENSED OPERATORS, TECHNICIANS AVAILABLE

ADDRESS INQUIRIES TO:  
REGISTRAR

RADIO ELECTRONICS SCHOOL OF NEW YORK  
52 B'WAY • BO 9-1120

## Lever Going 'All-Out' On Pepsodent & Spry

(Continued from Page 1)

vidual cash awards will be made in five consecutive weekly contests to listeners submitting what are adjudged the best written two-line jingles. The lead words to Irma's familiar expression, "All my friends buy Pepsodent," will form the opening lines of the jingle that listeners must complete.

Each week, a separate contest will be held, commencing with the September 18 broadcast. A total of 3,112 individual awards amounting to \$18,000 will be given during each of the five contests. Top weekly prize will be \$1,000. Second prize \$500, and ten third prizes of \$100. In addition, 3,100 \$5 awards will be made.

### "Champion" to Be Selected

At the close of the five weekly contests, a champion entry from among the top weekly winners will be selected. The writer of the best-of-all entries will receive the grand prize of \$10,000.

The contest, which is being presented by the Pepsodent Division of Lever Brothers Company will be supervised by the Reuben H. Donnelley Corporation.

At the same time, Lever Brothers Company announced that starting early next month, an intensive radio and newspaper campaign to promote homogenized Spry, its all-purpose vegetable shortening, will be launched.

Via radio, the campaign will take the form of an additional 15 minutes on the Arthur Godfrey morning program, (CBS), which is being expanded from 75 to 90 minutes, of which Lever Bros. will sponsor the first 15 minutes, starting at 10 a.m. This will get under way on Sept. 25. In addition to the Godfrey program, Lever Bros. will also sponsor the "Aunt Jenny" show on CBS.

### TV Show Will Be Used

A new CBS-TV program, "Big Town" will also be used by Lever Bros. to carry commercial spots on Spry and Brownies. No starting date has yet been set for this new video series.

Lever's will highlight both their radio and newspaper campaign with an exclusive new recipe for making Brownies.

### New Life For Show

When TV viewers learned that Jack Barry's "Life Begins at 80" show over NBC-TV was going off the air last week, 65,000 of them wrote, wired and phoned protesting the cancellation. Learning of the phenomenal response, Benton & Bowles picked up the show for its client Arnold Bread and is now negotiating to air the show over ABC-TV.

## California Commentary

By IRV HAMLIN

● ● ● Whither, oh Television? . . . According to Tele-Que Survey for August, the most favored TV shows are intensely local, with nothing, absolutely nothing, coming in from the East. Tele-Que claims: Hopalong Cassidy is still No. 1 in So. Cal. for the ninth straight month! next comes KTLA's Sunday Movie, then Spade Cooley, and then more movies (KECA). The Lone Ranger, Wrestling (I), Tim McCoy, Pinky Lee, Ina Ray Hutton, Laurel and Hardy Films (I) and several other movie (I) shows follow. Nothing, absolutely nothing. Ratings are based on reports from but 500 homes, but could it be indicative of TV's state at present?

### Hollywood

● ● ● Flackeries are in going condition, apparently. Maury Foladare has opened a N. Y. office at 550 Fifth Ave., Charlotte Klein in charge. . . . John Guedel announces: Martin Work to script Art Linkletter's new TV series sponsored by Green Giant. Irvin Atkins to be director of the new stanza. This is Atkins' eleventh year with the participation giant. . . . The ever attractive Yolanda, now the mother of four, may return to video with Veloz this fall, after a short spell of semi-retirement. . . . The Groaner checks into Hollywood shortly for a recording session and several transcriptions. . . . Frank DeVol's contest to name his new band, has already attracted 650,000 entries from listeners of 2,000 platter twirlers throughout the country.

● ● ● Alan Fischler, formerly of Billboard, goes to work at KNBH Sept. 5th as co-ordinator of daytime TV programs. A good guy, and a definite asset and aid to program director Robert Brown. . . . Larry Finley, president of the new PES has: contracted for INS and UP coverage, and also hired Homer Griffith as station relations head; embarked on a nation-wide tour in private railroad car to talk turkey to station heads. This is an ambitious man. . . . KTTV's new Jeep camera ought to bring a great deal of color into coverage of college games this fall. Bob Breckner's brain child will bring plays right into TV parlors.

● ● ● ABC, not to be outdone by the CBS 35-million-dollar plans, announces construction of a new restaurant at the ABC-TV center. This is a great improvement over the little truck run about the center by famed gourmet Willie, who never loses a chance to tell ABC directors why they are doing it badly and foolishly. . . . Frank Van Hartesveldt has taken over production on "The Railroad Hour," filling the gap left by Ken Burton's untimely death. . . . Gordon MacRae and lovely Sheila off to N. Y. . . . E. W. Buckalew, former manager of Radio Sales, San Francisco, has been appointed general sales manager of KNX and the CPN, succeeding Wayne Steffner, who left to become a partner in Steffner-Oxarart, packagers. Buckalew has enjoyed a lengthy career with CBS, starting as promotion manager with KNX in 1937.

● ● ● Knox Manning resigns from the Housewife's Protective League to devote more time to free-lance news and TV. Philip Norman takes over the chore September 13th. . . . Lou Snader has finally gotten himself organized and going, with the following results: He offers to TV stations over 900 separate shows, running from 3-3½ minutes, well produced, and representing considerable outlay. Already in the cans are Nat Cole, Mel Torme, Alvino Rey and the King Sisters, Lionel Hampton, Wesley Tuttle, George Shearing and June Christy. Snader has agreements with the music publishers to the point where he now has a goodly supply of tunes to play around with. . . . Somebody thinks that Frankie boy is the nuts. The Life of Luigi moves to N. Y. Oct. 10th to make way for the Boy out here. . . . MCA will rep Pollack and Rogers' new TV show, "Hollywood Television Theater," with Gladys George, Helen Parrish, Anne Nagel, Glenn Langdon, and Michael Whalen.

## Asks Close FCC Check On 'Commie' Material

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River, Mass., where veterans organizations have forced a local station to cancel a contract with the local Communist party for air time. Brown said the broadcasts in question have consisted of attacks upon our Korean campaign as "imperialist" in nature, and he termed the attacks subversive. They were properly identified as emanating from the Communist party, he conceded.

The Ohio Congressman was alarmed that the FCC does not have day-to-day knowledge of programming. He said he wrote Chairman Wayne Coy last month asking how many Communist broadcasts had been aired between June 15 and August 15 of this year, but that Coy had replied that the Commission had no record.

"They should have such information," Brown told the House, inserting Coy's letter in the Congressional Record. He said he knows most stations are leaning over backward to keep subversive matter from the air—but he thinks there ought to be a law against subversive matter similar in nature to the law against obscene material on the air. He said that even though he is advocating a closer check of program material by the FCC, he thinks most broadcasters would welcome it.

Even though earlier this week he voted for a law requiring the complete identification of the sponsorship of Communist or Communist front programs, Brown told reporters yesterday he believes such programs should be kept off the air entirely. He thinks the FCC should do it by regulation, but concedes that maybe Congress will have to provide a general authority.

### Presenting FBI Series

St. Louis, Mo.—The organization and work of the local office of the Federal Bureau of Investigation in its war against crime is told in a program broadcast each Sunday over KXOK at 2:30 p.m. The featured speaker is Gerald B. Norris, special agent in charge of the local FBI office. On each program, Norris discusses a particular phase of the work of the FBI and how his office cooperates with local police authorities.

### Presto, Presto!

WNYC's John DeProsto saved a life yesterday. A police alarm of a suicide attempt on the Brooklyn Bridge brought DeProsto to the scene in time for the police to borrow radio wires from his remote equipment, which they used to string around the suicide before he could jump. Incidentally, DeProsto did not make an on-the-spot recording.